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EDUCATION

Ph.D., Marketing, Expected May 2013
University of Minnesota, Carlson School of Management, Minneapolis, Minnesota

M.A., Psychology, 2007
York University, Toronto, Ontario

B.A., Psychology, 2002
University of British Columbia, Vancouver, British Columbia

RESEARCH INTERESTS

My primary research stream investigates how the experience of nostalgia affects consumer attitudes and behaviors. Nostalgia, a cognitively laden emotion, evokes an array of outcomes including increased perceptions of social support and a heightened sense of meaning in life. This research program examines not only the aforementioned perceptions, but also the differential outcomes in varying contexts (e.g., politics, health). My dissertation shows nostalgia weakens the desire for money. For example, I find when people are reminded of nostalgic events they are willing to pay more for products than otherwise. In continuing this stream of nostalgia research, a second paper finds people in a nostalgic state express greater intentions to curb health-threatening behaviors. A third paper investigates receptiveness to nostalgia-themed advertisements across political parties. This program of research allows marketers to fully understand the influence of nostalgia, a commonly used yet understudied concept in marketing communications. My other streams of research examine the motivation for money, product choice, and consumption. Through these streams I draw upon research in areas such as:

- Emotions
- Motivation
- Positive Psychology
- Satiation

PUBLICATIONS AND MANUSCRIPTS UNDER REVIEW

Lasaleta, Jannine D., Kathleen D. Vohs, and Constantine Sedikides, "Nostalgia Weakens the Desire for Money," Second round revision requested at the *Journal of Consumer Research*.

Vohs, Kathleen D., Jannine D. Lasaleta, and Bob Fennis (2009), "Self-Regulation in the Interpersonal Sphere," in J. Forgas, R. Baumeister, and D. Tice (eds.), *Cognitive, Affective, and Motivational Processes,* Psychology Press, USA, 289-302.

Vohs, Kathleen D. and Jannine D. Lasaleta (2008), "Heterosexual Sexual Behavior, Social Exchange, and Basic Economic Principles: Sexual Economics Theory," *Minnesota Journal of Law, Science, and Techonology*, 9, 757-74.

Heine, Steven J., Tim Takemoto, Sophia Moskalenko, Jannine D. Lasaleta, and Joseph Henrich (2008), "Mirrors in the Head: Cultural Variation in Objective Self-Awareness," *Personality and Social Psychology Bulletin*, 879-87.

DISSERTATION

Nostalgia Weakens the Desire for Money

Advisor: Kathleen D. Vohs
Committee Members: Deborah Roedder John, Vladas Griskevicius, and Colin DeYoung (Psychology)

The use of nostalgia is seen commonly in marketing efforts. Products can be created to evoke nostalgia, or products can be marketed using nostalgic allusions. Past research has focused primarily on consumers' preferences for nostalgic products. My work instead takes the perspective of nostalgia as a felt emotion and demonstrates how nostalgia can affect behavior in a seemingly unrelated domain — desire for money.

My research is grounded in literature that establishes that the experience of nostalgia evokes an array of personally relevant psychological consequences. Nostalgia arises from thinking of the past and is a predominantly positive feeling tinged with bittersweet elements. Nostalgic thoughts frequently include thoughts of momentous events and significant others, which heightens a sense of meaning in life.

In contrast to the sense of meaning in life that emerges when people feel nostalgic, money-related thoughts diminish perceptions of meaning in life. In this research, I bridge two literatures: one demonstrating that nostalgia increases perceptions of meaning in life and another suggesting that meaning in life and money are incompatible. I reasoned that when people perceive their lives as meaningful, they find money less desirable than when they perceived less meaning in their lives. Across five studies, I demonstrate that people's desire for money weakens when experiencing a surge of meaning in life. I find that when nostalgia-evoked meaning in life increases, desire for money wanes.

HONORS AND AWARDS

University of Minnesota Doctoral Dissertation Fellowship ($23,700), 2012
Carlson Marketing Department Small Grant ($750), 2012
Carlson School Dissertation Fellowship Award ($22,500), 2011
Hendrickson Fellowship for Research Excellence, University of Minnesota ($1,000), 2010
Haring Symposium Representative, Indiana University ($17,500), 2010
SSHRC CGS Master's Scholarship ($17,500), 2006
York University Entrance Scholarship ($10,000), 2005
University of British Columbia Dean's List, 2002

SELECTED RESEARCH IN PROGRESS

(See Appendix for Abstracts)

Lasaleta, Jannine D. and Joseph P. Redden, "The U-Shaped Effect of Similarity on Satiation Rate," *Working paper attached*. Target: *Journal of Consumer Research.*

Lasaleta, Jannine D. and Kathleen D. Vohs, "With Friends Like These, Who Needs Money? Perceptions of Social Support Make Money Less Desirable," *Working paper attached.* Target: *Psychological Science*.

Lasaleta, Jannine D. and Kathleen D. Vohs, "Nostalgia Increases Health Related Behaviors," *Data collected for two studies*.

Lasaleta, Jannine D. and Akshay R. Rao, "The Use of Nostalgia in Political Advertising," *Data collection complete.*

Lasaleta, Jannine D., Kathleen D. Vohs, "Being Envied Influences Preferences for Products," *Data collected for two studies*.

Sukhacheva, Svetlana , Barbara Loken, and Jannine D. Lasaleta, "The Influence of Product Placement on Choice," *Data collected for two studies*.

CONFERENCE PRESENTATIONS

**=presenter*

Redden, Joseph P. and Jannine D. Lasaleta*, "Relatedness in Combined Consumption Experiences Increases Enjoyment," Association for Consumer Research Annual Conference, St. Louis, Missouri, October 2011.

Lasaleta, Jannine D.*, Kathleen D. Vohs, and Constantine Sedikides, "Nostalgia Weakens the Desire for Money," Association for Consumer Research Annual Conference, St. Louis, Missouri, October 2011.

Sukhacheva, Svetlana, Jannine D. Lasaleta*, Maura O'Brien, Charlotte Zelle, Wyatt Wenzel, Elizabeth Diebel, and Barbara Loken, "The Impact of Food Placements in Movies on Food Choices Among Young Adults," poster presented Society for Consumer Psychology 2011 Annual Conference, Atlanta, Georgia, February 2010.

Lasaleta, Jannine D.* and Kathleen D. Vohs, "Nostalgia Decreases Positive Attitudes and Behavior Toward Money," invited speaker at 40th Annual Haring Symposium for Doctoral Research, Kelley School of Business, Indiana University, Bloomington, Indiana, April 2010.

Lasaleta, Jannine D.* and Kathleen D. Vohs, "Being Nostalgic Decreases Positive Attitudes and Behavior Toward Money," poster presented at the Judgment and Decision Making Preconference at the Society for Personality and Social Psychology Annual Convention, Las Vegas, Nevada, January 2010.

Lasaleta, Jannine D.*, Jane E. J. Ebert, and Christine Bennett, "Do We Really Want to Keep Up with the Joneses? A Closer Look at Luxury, Concealment, Social Interaction, and Justification," poster presented at the Association for Consumer Research Annual Conference, Pittsburgh, Pennsylvania, October 2009.

Vohs, Kathleen D.*, Bob Fennis, Jannine D. Lasaleta, Nicole Mead, and Brandon Schmeichel, "Self-Regulatory Resource Depletion: Implications for the Interpersonal Self, Feelings, and Urges," 11th Annual Sydney Symposium in Social Psychology, Sydney, Australia, March 2008.

Lasaleta, Jannine D.*, Michaela Hynie, and Ward Struthers, "Perceived Shame and Guilt in a Transgressor and the Decision to Forgive," poster presented at the Society for Personality and Social Psychology Annual Convention, Albuquerque, New Mexico, October 2008.

Lasaleta, Jannine D.*, Michaela Hynie, Alexander Santelli, Ward Struthers and Careen Khoury, "How Perceived Shame and Guilt in a Transgressor Affect Forgiveness," poster presented at the Society for Personality and Social Psychology Annual Convention, Memphis, Tennessee, October 2007.

Lasaleta, Jannine D.*, "Shame, Guilt, and Forgiveness: The Relationship Between Self-Conscious Emotions and the Propensity to Forgive," Social/Personality Area Brown Bag Series, York University, Department of Psychology, Toronto, Ontario, February 2006.

Lasaleta, Jannine D.* and Mina Myong, "Cultural Variations in Objective Self-Awareness," Psychology Undergraduate Seminar, University of British Columbia, Vancouver, British Columbia, May 2002.

PROFESSIONAL SERVICE

Volunteer, ACR Conference (2011)
Co-Organizer, Carlson Marketing Department Brown Bag Series (2010-2011)
Co-Advisor, Independent Study, Carlson Marketing Department (2011-2012)

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Society for Consumer Psychology

DOCTORAL COURSEWORK

Consumer Behavior	Joan Meyers-Levy
Marketing Management and Strategy	Rajesh Chandy
Inter-Organizational Relations	George John
Marketing Models	Om Narasimhan and Tony Cui
The Self	Mark Snyder
Social Cognition	Eugene Borgida
Experimental Research Methods	Deborah Roedder John
Judgment and Decision Making	Akshay Rao and Jane Ebert
Psychological Measurement	Niels Waller
Multivariate Analysis	Niels Waller

TEACHING INTERESTS

- Brand Management
- Principles of Marketing
- Consumer Behavior
- Marketing Research

TEACHING EXPERIENCE

Instructor, Principles of Marketing – Undergraduate Course (110 students), Carlson School of Management, Spring 2010. Teaching evaluation: 5 out of 6

Instructor, Principles of Marketing – Undergraduate Course (114 students), Carlson School of Management, Fall 2010. Teaching evaluation: 5 out of 6

Teaching Assistant, Consumer Behavior – MBA Course, Carlson School of Management, Spring 2010

Teaching Assistant, Statistics I & II – Undergraduate Course, Psychology, York University
Fall 2010 – Spring 2011

REFERENCES

Professor Kathleen D. Vohs
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APPENDIX

Abstracts for Selected Papers and Research in Progress

Lasaleta, Jannine D., Kathleen D. Vohs, and Constantine Sedikides, "Nostalgia Weakens the Desire for Money," ***Second round revision requested at the Journal of Consumer Research.***

Nostalgia has a strong presence in the marketing of goods and services. The current research asked whether its effectiveness is driven by the fact that feeling nostalgic lessens consumers' desire to hold on to their money. Theoretically, this work draws connections between and among nostalgia, meaning in life, and desire for money, with five experiments demonstrating that nostalgia weakens consumers' interest in money. Experiment 1 revealed that nostalgic, relative to control, participants were willing to pay more for products. Experiment 2 showed that nostalgic, relative to control, participants parted with more money when playing an economic game with others. Experiment 3 showed that nostalgic, relative to control, participants reported less importance of money. Experiment 4 used a tacit measure of consumers' desire for money and found that nostalgic, relative to control, participants perceptually represented the size of coins as smaller. Experiment 5 replicated the effect using a direct measure of desire for money. In all experiments, nostalgia's effect on consumers parting with their money seems to be due to its potential to make them feel a heightened sense of meaning in life.

Lasaleta, Jannine D. and Joseph P. Redden, "The U-Shaped Effect of Similarity on Satiation Rate," ***Working paper included*****. Target:** ***Journal of Consumer Research*****.**

The prevalent view in theories of variety is that greater similarity in the episodes leads to faster satiation. Contrary to this simple relationship, we show that increased similarity actually slows satiation when consumers would not otherwise consider multiple stimuli together as part of the overall experience. We establish this result across four empirical studies in multiple domains (music, art, food), and we provide mediation evidence for perceptions of variety as the underlying mechanism. The final study also shows the full U-shaped effect of similarity on satiation rate: increased similarity reduces satiation for highly dissimilar episodes yet accelerates satiation for highly similar episodes. As a result, our theory and findings provide an enriched understanding of the nature of variety, its relationship to similarity, and when it helps counter satiation.

Lasaleta, Jannine D. and Kathleen D. Vohs, "Perceptions of Social Support Make Money Less Desirable," ***Working paper included.*** **Target:** ***Psychological Science*****.**

Money is used to extract benefits from society. Yet many of these same benefits can be extracted through help from others. Following this logic, three experiments tested the hypothesis that a surge in perception of social support decreases desire for money. Experiments 1 and 2 showed that participants who thought about specific moments of social support, relative to specific facts learned, reported that money has less value as does possessing financial success and business skills. Experiment 3 demonstrated that participants in a high, relative to low, social support condition, reported higher willingness to pay for products and less worry over money.

Lasaleta, Jannine D. and Kathleen D. Vohs, "Nostalgia Increases Health Related Behaviors," ***Data collected for two studies*****.**

People tend to respond to potentially threatening health information defensively, such as criticizing or ignoring the information provided. This research examined the relationship between nostalgia, meaning in life, and receptiveness to threatening health behaviors. Given that nostalgia increases a sense of meaning

in life, we predicted that those in a nostalgic state would be more open to threatening health information and would indicate greater intentions to cease health-threatening behaviors than those in a neutral state. Preliminary results show that nostalgic, relative to neutral, participants were more open to changing threatening health behaviors.

Lasaleta, Jannine D. and Akshay R. Rao, "The Use of Nostalgia in Political Advertising," ***Data collection complete.***

In this research we examine whether receptiveness to nostalgia in advertising differs across political orientation. Two competing perspectives suggest different responsiveness to nostalgic messages. The current wisdom (Loveland, Smeesters, and Mandel 2010) indicates that "interdependents" (who also tend to be progressive and politically favor Democrats) are more responsive to nostalgia while the literature on conceptual fluency indicates that future oriented messages would be easier to process for progressives (who are also likely to be interdependent). Preliminary results support the claim that, due to experienced fluency, "interdependents" tend to respond more favorably to messages that emphasize the future relative to the past, likely because of their progressive orientation. This finding is consistent with President Obama's campaign slogan: "Forward."

Sukhacheva, Svetlana, Barbara Loken, and Jannine D. Lasaleta, "The Influence of Product Placement on Choice," ***Data collected for two studies.***

This research uses the context of food placement to examine the effect of media on unhealthy food choices. While there is a growing literature on product placements, the more general question of how the placement of unhealthy foods and beverages affects choices has received very little attention. The objective of the present studies is to examine the potential impact of these placements of these products on movie viewers' consumption choices. Experiment 1 demonstrated that participants who saw a clip from Spider-Man 2 containing a Dr. Pepper product chose more soda pop than water or juice beverages. Experiment 2 showed that participants who were shown a clip from Iron Man with (versus without) a Burger King product were more likely to choose a coupon for a fast food restaurant than one from a sandwich shop. These results indicate that a product placement does not necessarily lead people to choose the actual branded product in the placement, but rather the general category of products to which the product belongs.

Heine, Steven J., Tim Takemoto, Sophia Moskalenko, Jannine D. Lasaleta, and Joseph Henrich (2008), "Mirrors in the Head: Cultural Variation in Objective Self-Awareness," ***Personality and Social Psychology Bulletin*****, 879-87.**

In a society where there are pronounced concerns for "face," people come to be especially focused on how they are being evaluated by others. We reasoned that Japanese should conceive of themselves in terms of how they think they are considered by others. This hypothesis was tested by contrasting Japanese and North American participants who were in front of a mirror with those who were not. In two studies, replicating past research, North Americans who were in front of a mirror were more self-critical and were less likely to cheat than were those who were not in front of a mirror. In contrast, Japanese participants were unaffected by the presence of the mirror.