

## **Bryce Pyrah**

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### **EDUCATION**

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Ph.D. Marketing, University of Iowa	2025 (Expected)
B.S. Marketing Management, Brigham Young University	2019

### **RESEARCH INTERESTS**

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Inequality, Disadvantaged Consumers, Power, Status, Consumer Linguistics, Persuasion

I have two primary streams of research. The first stream of research includes my dissertation work and focuses on societal inequalities. I am interested in studying how societal inequalities impact consumer behavior, with a particular emphasis on investigating how inequality impacts those on the disadvantaged end of society. My second stream of research involves consumer linguistics. I am interested in how consumers use and consume language, such as slang.

### **MANUSCRIPTS UNDER REVIEW**

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**Bryce Pyrah**, Alice Wang, Yiyi Li, and Ying Xie, “The Slang Paradox: Connecting or Disconnecting with Consumers?” *Revising for 4<sup>th</sup> round resubmission at the Journal of Marketing Research*.

**Bryce Pyrah**, Chelsea Galoni, and Alice Wang, “Privileged and Picky: How Entitlement Impacts Product Acceptance Range of Advantaged vs. Disadvantaged Consumers,” *Revising for 3<sup>rd</sup> round resubmission at the Journal of Consumer Research*. \* Job Market Paper

**Bryce Pyrah** and Chelsea Galoni, “How Consumers of Low Socioeconomic Status Use Persuasion Knowledge to Manage Advice Taking in the Marketplace,” *Under 3<sup>rd</sup> round review at the Journal of Consumer Psychology*.

Andrea Luangrath, **Bryce Pyrah**, and Yixiang Xu, “Nonverbal Propagation from Visual Textual Paralanguage,” *Revising for 3<sup>rd</sup> round resubmission at the Journal of Marketing Research*.

**Bryce Pyrah** and Chelsea Galoni, “GOATs: How Superstars are Crucial for Bad Teams,” *Under review at Organizational Behavior and Human Decision Processes*.

### **OTHER WORKS IN PROGRESS**

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**Bryce Pyrah**, Chelsea Galoni, and Alice Wang, “How Registration Timing Differences Impact the Educational Experience of First-Generation Students,” *Preparing for submission to Science*.

**Bryce Pyrah**, “Institution Aversion: How Unsafe Policies Impact the Financial Decision-Making of Undocumented Immigrants,” *Manuscript in preparation*.

**Bryce Pyrah**, “How Slang Use Impacts Perceptions of Societal Inequality,” *Data collection in progress*.

**Bryce Pyrah**, and Seung-Wook Kim, “The Effect of Economic Inequality on Youth Sports Participation,” *Data collection in progress*.

Minjee Sun, **Bryce Pyrah**, and Dilip Soman, “Why Consumers Value Human-Made more than Machine-Made Products,” *Data collection in progress*.

Nathan Allred, **Bryce Pyrah**, and Tari Dagogo-Jack, “How Institutional Trust Drives Conspiracy Beliefs,” *Data collection in progress*.

Dhananjay Nayakankuppam, Joe Priester, and **Bryce Pyrah**, “How Attitude Strength Impacts Consideration Set Size,” *Data collection in progress*.

## **CONFERENCE PRESENTATIONS**

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Association for Consumer Research (ACR) 2023 (Seattle, Washington)

**Bryce Pyrah**, Chelsea Galoni, and Alice Wang, “Picky and Privileged: How Entitlement Impacts Product Acceptance Range of Advantaged vs. Disadvantaged Consumers”

Mittelstaedt & Gentry Doctoral Symposium 2023 (Lincoln, Nebraska)

**Bryce Pyrah**, Chelsea Galoni, and Alice Wang, “Picky and Privileged: How Entitlement Impacts Product Acceptance Range of Advantaged vs. Disadvantaged Consumers”

Society for Consumer Psychology (SCP) 2023 (San Juan, Puerto Rico)

**Bryce Pyrah**, Chelsea Galoni, and Alice Wang, “The Psychological Entitlement of (Dis)advantaged Consumers”

SCP 2023 (San Juan, Puerto Rico)

**Bryce Pyrah**, Yiyi Li, Alice Wang, and Ying Xie, “The Language of the Disadvantaged”

ACR 2022 (Denver, CO)

**Bryce Pyrah**, Alice Wang, and Chelsea Galoni, “The Impact of Disadvantage on Self-Efficacy and Locus of Control”

SCP Boutique Conference 2022 (Honolulu, Hawaii)

**Bryce Pyrah**, Alice Wang, and Chelsea Galoni, “How Psychological Entitlement Impacts the Well-Being of Disadvantaged Consumers”

Haring Symposium 2021 (Bloomington, Indiana)

**Bryce Pyrah** and Chelsea Galoni, “The Trust Bias: How Biased Attention Can Help and Hurt Disadvantaged Consumers”

- *Awarded DEI Research Award*

SCP 2021 (Virtual)

**Bryce Pyrah** and Chelsea Galoni, “The Trust Bias: How Biased Attention Can Help and Hurt Disadvantaged Consumers”

- *Awarded Best Poster Award*

SCP 2021 (Virtual)

**Bryce Pyrah** and Andrea Luangrath, “Facial Mimicry of Textual Paralanguage”

SCP 2021 (Virtual)

**Bryce Pyrah** and Chelsea Galoni, “GOATs: How Superstars are Crucial for Bad Teams”

Mittelstaedt & Gentry Doctoral Symposium 2021

Discussant

Journal of Marketing Research Special Issue on “Mitigation in Marketing” 2021 (Virtual)

**Bryce Pyrah** and Chelsea Galoni, “The Charisma Bias: How Vigilance Can Help and Hurt Disadvantaged Consumers”

ACR 2021 (Virtual)

**Bryce Pyrah** and Chelsea Galoni, “The Charisma Bias: How Vigilance Can Help and Hurt Disadvantaged Consumers”

ACR 2021 (Virtual)

**Bryce Pyrah** and Alice Wang, “Brands that Use Bae: Does slang Help Brands?”

SCP 2020 (Virtual)

**Bryce Pyrah** and Alice Wang, “Why Consumers Can Be Dope but Firms Can’t: The Effect of Slang Words on Marketing Communications and Persuasion Effectiveness”

Society for Personality and Social Psychology 2020 (Virtual)

**Bryce Pyrah** and Chelsea Galoni, “What’s the Catch? The Effect of Power on Consumer Perceptions of Salesperson Characteristics and Trustworthiness”

## **HONORS, GRANTS, AND AWARDS**

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Ponder Fellowship	Summer 2020
Hugh Vollrath Ross Scholarship	Summer 2021
Graduate College Summer Fellowship	Summer 2022
Outstanding TA Award (Tippie College of Business)	Spring 2022
Post-Comprehensive Research Fellowship	Fall 2022
Dare to Discover Research Campaign	Spring 2023
AMA-Sheth Fellow	Summer 2024

## **COURSEWORK**

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<b>Course</b>	<b>Instructor(s)</b>
Seminar in Consumer Behavior	Alice Wang, Dhananjay Nayakankuppam
Design of Experiments	Ariel Aloe
Judgement and Decision Making	Paul Windschitl
Seminar in Marketing Models	Gary Russell, Thomas Gruca
Principles of Psychological Assessment	Issac Petersen
Correlation and Regression	Walter Vispoel
Directed Readings in Marketing	Alice Wang
Motivation and Attitudes	Jennifer Nahrgang
Problems and Solutions in Behavioral Research	Andrea Luangrath, Bowen Ruan
Computer Packages for Statistical Analysis	Brandon LeBeau
Measurement Theory and Methods for Behavioral and Social Sciences	Rong Su
Academic Writing	Michele Williams
Seminar in Marketing Models	Gary Russell, Thomas Gruca
Meta-Analysis Behavioral Social Sciences	Rong Su
Longitudinal Multilevel Models	Lesa Hoffman
Mediation, Moderation, and Conditional Process Analysis	Andrew Hayes

## **TEACHING EXPERIENCE**

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### **University of Iowa**

#### **Instructor**

Introduction to Marketing Strategy	Fall 2019 (3 sections)
	Fall 2021(3 sections; including Honors Students)
	Spring 2022 (1 section; Honors Students)

#### **Teaching Assistant**

Consumer Behavior (Professor Andrea Luangrath)	Spring 2020
Consumer Behavior (Professor Chelsea Galoni)	Fall 2020
Sales Management (Professor Tom Walsh)	Spring 2020, Fall 2020

## **PROFESSIONAL AFFILIATIONS**

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Association for Consumer Research  
Society for Consumer Psychology  
American Marketing Association  
American Psychological Association

## DISSERTATION OVERVIEW

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Privileged and Picky: How Entitlement Impacts Product Acceptance Range of Advantaged vs. Disadvantaged Consumers, *Revising for 3<sup>rd</sup> round resubmission at the Journal of Consumer Research*.

Abstract: Growing inequality continues to impact the lives of consumers, further widening the gap between the advantaged and the disadvantaged. The present work examines how these inequalities impact consumer behavior. Across seven studies, including a survey of the experiences of chronically disadvantaged consumers, an analysis of consumer panel data, a field study at a local food pantry, and four pre-registered experiments, we find that a sense of (dis)advantage leads consumers to be (less) more picky, defined as an increased latitude of acceptance around ideal points. We find evidence that this process is driven by differences in psychological entitlement: a sense of (dis)advantage leads consumers to feel (less) more entitled, driving subsequent pickiness. Importantly, while some might posit that those who are advantaged can be more picky simply because they have more resources to do so, we find these differences in the absence of resource constraints, speaking to entitlement as an important psychological mechanism elicited by inequalities. Finally, we find that the effect is attenuated for individuals of low (vs. high) social dominance orientation: the impact of a sense of (dis)advantage on entitlement and subsequent pickiness is attenuated for individuals who do not endorse the social hierarchy.

## ABSTRACTS FROM OTHER WORKS UNDER ADVANCED REVIEW

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**Bryce Pyrah**, Alice Wang Yiyi Li, and Ying Xie, “The Slang Paradox: Connecting or Disconnecting with Consumers?”

Many brands use slang in their marketing communications to connect with their consumers. Across analyses of two different Twitter datasets and four experiments, we find that the use of slang in marketing communications could have unintended negative consequences for brands. We theorize and demonstrate that, because brand messages containing slang increase consumers’ perceptions of inauthentic sociability, such messages violate consumer expectations, leading to less favorable brand perceptions. To further test our theory and provide practical guidance for brands, we provide additional nuance on when the use of slang is more authentic, and thus more appropriate, for brand use. Specifically, we find that source characteristics play an important role. First, we show that brand personality impacts this process: Consumers have less favorable attitudes when *sincere* or *traditional* brands use slang, but not when *exciting* or *youthful* brands use slang. Second, when influencers (instead of brands themselves) publish brand messages, the negative effect of slang disappears. In addition to the theoretical novelty, this work provides important guidance on how marketers engage with consumers on social media.

**Bryce Pyrah** and Chelsea Galoni, “How Consumers of Low Socioeconomic Status Use Persuasion Knowledge to Manage Advice Taking in the Marketplace.”

The present research demonstrates that low-SES consumers weigh advisor trustworthiness more so compared to high-SES consumers in deciding whether or not to take their advice. We find that

low-SES consumers are thus more likely to take advice from an advisor who is seen as trustworthy versus untrustworthy, while this difference is attenuated for high-SES consumers. We hypothesize and find evidence that this is driven through a difference in the utilization of persuasion knowledge during interactions with advisors: low-SES consumers have increased persuasion knowledge access compared to high-SES consumers. This difference in persuasion knowledge access in turn magnifies the impact of advisor trustworthiness for low-SES consumers. This paper further argues that in general, this represents an adaptive skill developed by low-SES consumers that can help improve their marketplace outcomes. However, this work also demonstrates that this tendency has the potential to result in worse marketplace outcomes when advisors who are perceived as trustworthy offer bad advice.

Andrea Luangrath, **Bryce Pyrah**, and Yixiang Xu, “Nonverbal Propagation from Visual Textual Paralanguage.”

This article investigates the propagation of nonverbal expressions via a consumer’s physiological, embodied response to text. Across nine studies, including text analysis of Twitter data on over one million conversational tweet-reply pairs, text analysis of chat logs with an AI chatbot, and seven additional experiments, the authors demonstrate that nonverbal propagation occurs from textual paralanguage. This work documents a novel phenomenon of textual paralinguistic embodiment, that nonverbals in text affect individuals physiologically (e.g., smiling in response to seeing a smiling emoji), which can occur through changes in facial expressions as well as in vocal properties from seeing text. This embodiment facilitates the fluency of emotional processing resulting in more emotional contagion from a brand’s message, and in turn affects brand perceptions and subsequent use of textual paralanguage in eWOM response, even with an inanimate AI chatbot. The effect of textual paralinguistic embodiment on emotional contagion is attenuated with forms of textual paralanguage, such as artifacts or non-facial emojis, that do not facilitate embodiment. This work documents the propagation of nonverbal communication cues both within text itself and beyond the text to the consumer’s lived experience.

## **OTHER SELECTED ABSTRACTS**

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**Bryce Pyrah** and Chelsea Galoni, “GOATs: How Superstars are Crucial for Bad Teams.”

This research looks at how star performers impact fan engagement with a team. While researchers have historically studied how *team*-level performance impacts engagement, the impact of how *individual* members of a team impact fan engagement is less known. The present work finds that sports stars asymmetrically increase engagement for teams at different performance levels: for low-performing teams, star performers provide a significant boost in fan engagement with the team, while stars contribute no additional benefit for teams that are high performing. We further provide evidence that this effect is driven by the hope that star performers provide. For low-performing teams, when hope in positive outcomes would otherwise be low, stars boost hope by turning impossibility to possibility and enhancing yearning. Importantly, this holds irrespective of past win record. We test our hypotheses across 6 studies including an analysis of historical sports fan attendance data, a correlational survey, and 4 pre-registered experiments. While we primarily study and discuss the theory in the context of

sports fan engagement, we also discuss broader implications and present two studies in alternative contexts.

**Bryce Pyrah**, Chelsea Galoni, and Alice Wang: “How Registration Timing Differences Impact the Educational Experience of First-Generation Students.”

This research investigates registration timing differences between first-generation and continuing-generation students. Analyzing 10 years of registration data from a large, public university in the United States, we find that first-generation students register for classes at a later date (i.e., a date closer to the semester start time) compared to continuing-generation students. We find that these registration timing differences impact important student outcomes regarding their educational experience, including the number of classes they are waitlisted for and their likelihood to withdraw from the university. To test for generalizability beyond the university-level data, we conduct a national survey of undergraduate students and replicate the differences in registration timing differences. The authors propose that these effects are due to differences in resources: both financial and cultural (e.g., institutional familiarity) likely contribute to these effects.

## **LANGUAGES**

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English – Native  
Spanish – Proficient

## **INDUSTRY EXPERIENCE**

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*Door-to-Door Sales (Pest Control)* 2015-2019

- Managed sales teams from 2016-2019
- Served as Director of Sales Training for Greenix Pest Control 2017-2019
- Published sales training manual for Greenix Pest Control
- Consistently performed among top sales reps in company in terms of sales

## **REFERENCES**

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Professor Jing (Alice) Wang – Co-advisor  
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