

# Ceylin Petek Ertekin

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## Education

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### The London School of Economics and Political Science

PhD in Marketing – Consumer Behaviour Specialization

2022 – present

- Supervisors: Amitav Chakravarti and Nicolette Sullivan

### The London School of Economics and Political Science

MRes in Management

2020 – 2022

### University of Southern California

MSc in Applied Psychology – Consumer Behaviour Specialization

2015 – 2016

### Koç University

BA in Psychology & BA in Media and Visual Arts

2011 – 2015

### Erasmus University Rotterdam

International Bachelor of Media and Communication Program

2013

## Research Focus

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Consumer behaviour, social media marketing, judgment and decision making, brand strategy, laboratory experiments, web-based panel experiments, eye tracking, quantitative text analysis

## Publications and Selected Research in Progress

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### UNDER REVIEW

**Ertekin, C.P.**, Sullivan, N., "Nudging Toward Disclosure: Dark Patterns and Online Privacy Choices", *Journal of Marketing*.

**Abstract:** Internet users consistently express privacy concerns, yet also share their data extensively both through social media and pervasive acceptance of intrusive browser cookies. Here, we investigate the sources of this "privacy paradox" and test strategies to increase online privacy practices. By quantifying the vast extent of manipulative designs in online cookie requests among top websites, we find that perceived pre-selection of the sharing option is the predominant manipulative design choice. Across three preregistered studies, we then explore the efficacy of using pre-selection (defaults) for promoting and preventing data sharing. Our findings reveal a strong inclination of consumers towards sharing even without manipulative tactics and even with untrusted partners and when users know the precise details of how sensitive their shared data are. Defaults placed on the more privacy-promoting option prove to be highly effective in reducing sharing. Despite this, defaults on this not-sharing option evoke a backfire effect toward sharing when attitudes toward cookies are positive. Powerful manipulative designs and a general tendency to share data create significant challenges for users seeking greater online privacy. This research offers insights into the interplay between consumer privacy preferences and platform strategies, aiding policymakers and industry stakeholders in bolstering online privacy protections.

### RESEARCH IN PROGRESS

**Ertekin, C.P.**, Chakravarti, A., "Spillovers of Social Media Use to Judgments and Decision-Making Outside Social Media", *Data Collection in Progress*

**Abstract:** Despite the prevalence of social media in our daily lives, there is a notable gap in research on how social media use affects our experiences, judgments, and decision-making outside of social media. This research aims to address these gaps. Social media bombards users with subtle cues that encourage specific actions and behaviors, such as social comparisons. This research explores the spillover effects of social comparisons on social media to judgments and decision-making processes outside of social media, using experiments and process tracking to understand these phenomena. Initial findings indicate that social media consumption leads to significant differences in perceived price disparities, idiosyncrasies in attribute weighting, and response times.

**Ertekin, C.P.,** Sullivan, N., Li X., "Placement of a branded product in a social media post and its effect on brand perceptions", *Data Collection in Progress*

**Abstract:** Every day the number of images posted on social media increases, and brand images are a prominent part of this visual collection. Nonetheless, there is no concrete knowledge of how the products and faces displayed in social media images influence purchase and online engagement behaviour. By using a series of web-based experiments and in-lab eye tracking studies, we show that product salience has a substantial positive impact on attention and recall on social media images and we show the negative impact of faces on social media images decreasing credibility of images and attention paid to the promoted products. We also underline advertising disclosures having no significant impact on attention or purchase related measures.

## Presentations

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**Ertekin, C.P.,** Sullivan, N. (September 2024), "*Nudging Toward Disclosure: Dark Patterns and Online Privacy Choices*", Association for Consumer Research Conference, Paris, France.

**Ertekin, C.P.** (March 2024), "*Nudging Toward Disclosure: Dark Patterns and Online Privacy Choices*". London Marketing PhD Research Day, London, United Kingdom.

**Ertekin, C.P.** (December 2023) "Complete Vs Incomplete Evaluations Effect In Social Media: Spillovers Of Social Media Use To Judgments and Decision-Making", CEMS MIM PhD Research Showcase, London, United Kingdom.

**Ertekin, C.P.** (November 2023), "Complete Vs Incomplete Evaluations Effect In Social Media: Spillovers Of Social Media Use To Judgments and Decision-Making", Society for Judgment and Decision Making, San Francisco, USA.\*Accepted for poster presentation, unable to attend due to visa issues.

## Teaching

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### Head Class Teacher

The London School of Economics and Political Science

- Marketing (Undergraduate) - 2023, 2024

### Class Teacher

The London School of Economics and Political Science

- Foundations of Behavioural Decision Science (Undergraduate) - 2023, 2024
- Marketing (Undergraduate) - 2022

### Summer School Class Teacher

The London School of Economics and Political Science

- Marketing - 2023, 2024
- The Science and Art of Decision Making - 2021, 2022, 2023, 2024
- Brand Strategy - 2024

## Graduate Teaching Assistant

### The London School of Economics and Political Science

- Principles of Marketing (Masters) - 2020, 2021
- International Marketing a Strategic Approach (Masters) - 2020, 2021
- Organisational Behaviour & Marketing for Social Entrepreneurs (Masters) - 2020, 2021
- Decisions, Biases and Nudges (Masters) - 2021

## Awards and Honors

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- exp. 2024 **Fellowship**, Postgraduate Certificate in Higher Education
- 2024 **Class Teacher Award**, The London School of Economics and Political Science
- 2020–2025 **PhD Studentship**, The London School of Economics and Political Science
- 2015 **Dean's List**, University of Southern California
- 2013–2015 **Vehbi Koç Scholar's Award**, Koç University
- 2011–2012 **Dean's Honor Roll**, Koç University

## Service

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- 2025 **Organizing Committee Member**, London Marketing PhD Research Day
- 2024 **Contributor**, AMA Scholarly Insights DocSIG Blog
- 2023 **Moderator**, European Decision Science Seminar Series
- 2023 **Facilitator**, Society for Judgment and Decision Making
- 2020–2022 **LSE Student-Staff Liaison**, Committee Member

## Professional Affiliations

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American Marketing Association  
Association for Consumer Research  
Society for Judgment and Decision Making

## Professional Experience

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### Arçelik Global

#### Consumer Specialist, R&D Department

2017 – 2020

- Successfully facilitated numerous idea generation workshops through understanding and harmonising market opportunities with consumer insights to offer innovative and value-added solutions.
- Designed and led user-centred new product development projects with multidisciplinary teams (R&D, product management, marketing, and production etc) in areas such as wellness, gamification, education technologies and IoT & Smart Systems.
- Executed consumer research through in-depth-interviews, focus groups, home visits, ethnography, web listening, usability testing and co creation sessions. Reported research findings through personas, consumer journey-maps and UX & market research reports.
- Led company-university collaborations in areas such as team composition and interaction of arts with engineering.

### Landor

#### Marketing Trainee

2016

- Performed brand audits on various brands and industries.
- Supported visual design, verbal identity, brand architecture and naming projects.
- Assisted the development of digital marketing and content strategies.
- Drafted creative marketing pitches and campaign overviews with storytelling elements.

## References

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### **Amitav Chakravarti**

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### **Nicolette Sullivan**

Assistant Professor of Marketing, Department of  
Management  
The London School of Economics and Political Science  
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### **Barbara Fasolo**

Associate Professor of Behavioural Science,  
Department of Management  
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