

Troy Campbell

Department of Marketing at University of Oregon

Eugene, OR, US

Expert in consumer behavior, marketing social psychology, political psychology, and scientific communication

Description

Troy Campbell is an expert in consumer behavior, marketing social psychology, political psychology and scientific communication. He is an assistant professor of marketing in the Lundquist College of Business. Troy's research focuses on what makes people happy, how social movements can be effective, the power of advertising, what makes a good experience (like a music festival) and consumerism. His paper on solution aversion is the most-viewed research press release in Duke University history. Troy's expertise can be used to weigh in on three large areas: politics, including social movements and climate change; fandom and enjoyment from sports to nerd culture to Stars Wars to Disney to the Coachella Music Festival; and the general psychology of identity. While politics and Disney may seem very different, Troy says, "many of same types of ideas underlie them from identity, group psychology, fantasies and a sense of purpose." Troy is also a former Disney Imagineer with projects in park and theater design.

Industry Expertise

Research, Education/Learning, Writing and Editing, Market Research, Public Relations and Communications

Topics

Consumer Behavior, Marketing, Social Psychology, Political Psychology, Scientific Communication

Affiliations

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