

**SEMINAR IN CONSUMER RESEARCH:
DIGITAL AND TECHNOLOGY-CONSUMER INTERACTIONS**

Fall 2019

Thursdays Noon – 2:00pm

Instructor:

Ana Valenzuela

Office Hours: Any time really ☺ Room: 12-286

Contact Number: 646 312-3288

Course Overview:

This seminar will examine a wide range of topics connected with the CB literature dealing with the Digital and Technology-Consumer Interactions.

Formal Requirements:

(30%) In preparation for each class, students will generate: (1) summaries (a few paragraphs) of the main issues addressed by the readings (write a summary for *each* reading clearly stating the main question(s) addressed and their answer), and (2) one or two 'reaction' questions/comments for each reading regarding issues that you would like to discuss in class. The summaries and questions should be sent to me by e-mail right before we meet

(30%) Class participation: This includes the quality of your presentations (we will talk about this at the organizational meeting), how well you lead the discussions, and your overall participation in class.

(40%) There will also be a final mini-project presentation (**Dec 12th**), which should become a summary paper (10-15 pages, typed, 1 in. margins, double spaced, 12 pt. type). You will be required to outline the theoretical framework supporting a particular research question and one or two experiments designed to test the unanswered question related to one of the class topics. In theory, this should be something that you're really interested in doing; it will be most valuable to you if you can tie it to something you're actually working on or would like to work on.

Course format:

Seminar participants will be heavily involved in the leading the seminar. I will introduce the topic at the beginning of each meeting (and sometimes lecture a bit on some specific topics within my area), and then the remainder of the time will be devoted to discussion and small-group activities. The summaries and comments that you turn in will be compiled and will be used as orienting questions to facilitate the discussion. You will be expected to make each session stimulating by keeping up with the readings, organizing your thoughts before each session, and participating actively in the discussion.

READING LIST

September 5th: Word of Mouth

Berger, Jonah (2014), "Word of Mouth and Interpersonal Communication: A Review and Directions for Future Research," *Journal of Consumer Psychology*, 24 (4), 586-607.

Chen, Zoey (2017), "Social Acceptance and Word of Mouth: How the Motive to Belong Leads to Divergent WOM with Strangers and Friends," *Journal of Consumer Research*, 44 (3), 613–32.

De Angelis, Matteo, Andrea Bonezzi, Alessandro M. Peluso, Derek D. Rucker, and Michele Costabile (2012), "On Braggarts and Gossips: A Self-Enhancement Account of Word-of-Mouth Generation and Transmission," *Journal of Marketing Research*, 49 (4), 551–63.

[Valenzuela, Ana, Andrea Bonezzi, and Teodóra Szabó-Douat (2018) "What Goes Around, Comes Around: How Beliefs in Karma Influence the Use of Word of Mouth for Self-Enhancement," forthcoming at *The Journal of the Association of Consumer Research*]

September 12th: Photos and Memory

Alixandra Barasch, Gal Zauberan, and Kristin Diehl. "How the Intention to Share Can Undermine Enjoyment: Photo taking Goals and Evaluation of Experiences." *Journal of Consumer Research*, Forthcoming.

Barasch, Alixandra, Kristin Diehl, Jackie Silverman, and Gal Zauberan (2017) "Photographic Memory: The Effects of Photo-taking on Memory for Auditory and Visual Information." *Psychological Science*, 28(8), 1056-1066.

Diana I. Tamir, Emma M. Templeton, Adrian F. Ward, Jamil Zaki, (2018)" Media usage diminishes memory for experiences," *Journal of Experimental Social Psychology*, 76, 161-168

September 19th: Social Media

Hoffman, Donna L., Thomas P. Novak, and Hyunjin Kang (2017), "Let's Get Closer: Feelings of Connectedness from Using Social Media, with Implications for Brand Outcomes," *Journal of the Association for Consumer Research*, 2(2), 216-228.

Francisco Villarroel Ordenes, Stephan Ludwig, Ko de Ruyter, Dhruv Grewal, Martin Wetzels, Unveiling What Is Written in the Stars: Analyzing Explicit, Implicit, and Discourse Patterns of Sentiment in Social Media, *Journal of Consumer Research*, Volume 43, Issue 6, April 2017, Pages 875–894

Naylor, R. W., Lamberton, C. P., & West, P. M. (2012). Beyond the "Like" Button: The Impact of Mere Virtual Presence on Brand Evaluations and Purchase Intentions in Social Media Settings. *Journal of Marketing*, 76(6), 105–120.

September 26th: The Effect of Interaction Modalities on Decision Making

Shen, Hao, Meng Zhang and Aradhna Krishna (2016), "Computer Interfaces and the "Direct-Touch" Effect: Can iPads Increase the Choice of Hedonic Food?", *Journal of Marketing Research*, 53(5), 745-758.

Van Kerckhove, Anneleen, Mario Pandelaere, and Stijn van Osselaer. "Why Are You Swiping Right? The Impact of Product Orientation on Swiping Responses." *Journal of Consumer Research* (2018), forthcoming.

Rhonda Hadi and Ana Valenzuela, "Good Vibrations: Consumer Responses to Technology-Mediated Haptic Feedback," forthcoming.

[Rhonda, Hadi and Ana Valenzuela (2014), "A Meaningful Embrace: Contingent Effects of Embodied Cues of Affection," *Journal of Consumer Psychology*, 24 (4), 520-532.]

October 3rd: Digital Goods

Atasoy, Ozgun, and Carey K. Morewedge (2017), "Digital Goods are Valued less than Physical Goods," *Journal of Consumer Research*, 44(6), 1343-1357.

Ward, Adrian, Kristen E. Duke, Ayelet Gneezy, and Maarten Bos (2017), "Brain Drain: The Mere Presence of One's Own Smartphone Reduces Available Cognitive Capacity," *Journal of the Association for Consumer Research*, 2 (2), 140-154.

Melumad, Shiri, J. Jeffrey Inman and Michel Tuan Pham, "Emotional Gist: How Smartphone Use Changes User-Generated Content," Working paper

October 10th: AI & Algorithms

Chiara Longoni, Andrea Bonezzi, Carey K Morewedge, Resistance to Medical Artificial Intelligence, *Journal of Consumer Research*, forthcoming

Logg, J. M., Minson, J. A., & Moore, D. A. (2019). Algorithm appreciation: People prefer algorithmic to human judgment. *Organizational Behavior and Human Decision Processes*, 151, 90-103.

Dietvorst, B. J., Simmons, J. P., & Massey, C. (2015). Algorithm aversion: People erroneously avoid algorithms after seeing them err. *Journal of Experimental Psychology: General*, 144(1), 114.

October 17th: Anthropomorphization, Voice and Conversational Advisors

Hildebrand, Christian and Anouk Bergner, "Detrimental Trust in Automation: How Conversational Robo Advisors Leverage Trust and Miscalibrated Risk Taking," Working paper.

Rhonda Hadi, Lauren Block and Jessie Du, "Her Too: Consumers Express Greater Frustration and Aggression with Female Artificial Intelligence," Working paper.

Waytz, Adam, Joy Heafner and Nicholas Epley (2014), "The Mind in the Machine: Anthropomorphism Increases Trust in an Autonomous Vehicle," *Journal of Experimental Social Psychology*, 52, 113-117.

October 24th: Robots

Oyedele, Adesegun, Soonkwan Hong, and Michael S. Minor. "Contextual factors in the appearance of consumer robots: exploratory assessment of perceived anxiety toward humanlike consumer robots." *CyberPsychology & Behavior* 10.5 (2007): 624-632.

Van Doorn, Jenny, Martin Mende, Stephanie M. Noble, John Hulland, Amy L. Ostrom, Dhruv Grewal, and J. Andrew Petersen. "Domo arigato Mr. Roboto: Emergence of automated social presence in organizational frontlines and customers' service experiences." *Journal of Service Research* 20, no. 1 (2017): 43-58.

Noah Castelo, Bernd Schmitt, and Miklos Sarvary (2019) Human or Robot? Consumer Responses to Radical Cognitive Enhancement Products, *Journal of the Association for Consumer Research*, 4:3, 217-230

October 31st: The Internet of Things

Hoffman, Donna L. and Thomas P Novak (2018), "Consumer and Object Experience in the Internet of Things: An Assemblage Theory Approach," *Journal of Consumer Research*, 44(6), 1178–1204.

[Novak, Thomas P. and Donna L. Hoffman (2018), "Relationship Journeys in the Internet of Things: A New Framework for Understanding Interactions between Consumers and Smart Objects," *Journal of the Academy of Marketing Science*, Special Issue on Consumer Journeys, conditionally accepted.]

November 7th: NO CLASS

November 14th: Discussion of Research Ideas

November 21st: Public Policy

Bonnefon, Jean-François, Azim Shariff, and Iyad Rahwan (2016), "The Social Dilemma of Autonomous Vehicles," *Science*, 352(6293), 1573-1576.

"The Effect of an Interruption on Risk Decisions," with Daniella Kupor and On Amir (2018), *Journal of Consumer Research*, forthcoming

Kosinski, Michal, David Stillwell, and Thore Graepel (2013), "Private Traits and Attributes are Predictable from Digital records of Human Behavior," *PNAS*, 110(15), 5802-5805.

Dec 4-5th: Data collection in Lab

Dec 12th: Research Project Presentations