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


**September 12th: Photos and Memory**


**September 19th: Social Media**


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


**October 3rd: Digital Goods**


**October 10th: AI & Algorithms**


**October 17th: Anthropomorphization, Voice and Conversational Advisors**


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


**October 24th: Robots**


**October 31st: The Internet of Things**


November 7th: NO CLASS

November 14th: Discussion of Research Ideas

November 21st: Public Policy


Dec 4-5th: Data collection in Lab

Dec 12th: Research Project Presentations