

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

Fall 2021

Thursdays 12:30 – 2:30pm

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 'research ideas' connected to the issues in the readings that you would like to potentially develop as a research project. The summaries and research idea 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 project presentation (**Dec 9th**), 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 2nd: 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. KT

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. M

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. R

[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," *Journal of the Association of Consumer Research*, 3(4), 490-502.]

September 9th: 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*, 44(6), 1220–1237. KT

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. M

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 R

September 23rd: Social Media

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

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. M

He, Daniel, Shiri Melumad, and Michel Tuan Pham (2019) "The Pleasure of Assessing and Expressing Our Likes and Dislikes." *Journal of Consumer Research*, 46(3), 545-563. KT

[Appel, G., Grewal, L., Hadi, R. et al. (2020) The future of social media in marketing. *J. of the Acad. Mark. Sci.* 48, 79–95]

September 30th: 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. M

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. R

Rhonda Hadi and Ana Valenzuela (2020), "Good Vibrations: Consumer Responses to Technology-Mediated Haptic Feedback," *Journal of Consumer Research* KT

[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 7th: 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. R

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. M

Melumad, Shiri, J. Jeffrey Inman and Michel Tuan Pham (2019), "Selectively Emotional: How Smartphone Use Changes User-Generated Content," *Journal of Marketing Research*, 56(2), 259-275. KT

[Melumad, Shiri and Michel Tuan Pham (2020), "The Smartphone as a Pacifying Technology," *Journal of Consumer Research*, 47(2), 237-255.]

October 14th: AI & Algorithms

Longoni, C., Bonezzi, A., Morewedge, C. (2019). "Resistance To Medical Artificial Intelligence", *Journal of Consumer Research*, 46 (4), 629-650

Castelo N, Bos MW, Lehmann DR (2019) "Task-Dependent Algorithm Aversion," *Journal of Marketing Research*, 56(5), 809-825.

Longoni, C., Cian, L. (2020). "Artificial Intelligence in Utilitarian vs. Hedonic Contexts: The "Word-of-Machine" Effect", *Journal of Marketing*

[Puntoni S, Reczek RW, Giesler M, Botti S. Consumers and Artificial Intelligence: An Experiential Perspective. *Journal of Marketing*. 2021;85(1):131-151.]

October 21th: 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.

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.

Rahwan, I., Cebrian, M., Obradovich, N., Bongard, J., Bonnefon, J. F., Breazeal, C., ... & Wellman, M. (2019). Machine behaviour. *Nature*, 568(7753), 477-486.

October 28th: 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.

Mende, M., Scott, M. L., van Doorn, J., Grewal, D., & Shanks, I. (2019). Service robots rising: How humanoid robots influence service experiences and elicit compensatory consumer responses. *Journal of Marketing Research*, 56(4), 535-556.

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

November 4th: 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 11th: Discussion of Research Ideas – Use format sent

November 18st: Public Policy

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

Noah Castelo and Donald R. Lehmann (2019), "Be Careful What You Wish For: Unintended Consequences of Increasing Reliance on Technology", *Journal of Marketing Behavior*: Vol. 4: No. 1, pp 31-42.

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.

[Chapman, Lennay and Valenzuela, Ana (2021), “An Integrative Analysis of the Constraining Effects of Technology on Consumer Behavior,” working paper]

Dec 1-3rd: Data collection in Lab/Online

Dec 9th: Research Project Presentations