

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

Fall 2023

Thursdays 2:00 – 4:00 pm

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 Digital and Technology-Consumer Interactions.

Formal Requirements:

(30%) In preparation for each class, students will generate: (1) summary (1-2 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 '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 for class.

(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 7th**), 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 7th: 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," *Journal of the Association of Consumer Research*, 3(4), 490-502.

September 14th: 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.

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, and Jamil Zaki (2018) "Media usage diminishes memory for experiences," *Journal of Experimental Social Psychology*, 76, 161-168

Brucks, M.S., Levav, J. (2022) "Virtual communication curbs creative idea generation." *Nature*, 605, 108–112.

[EXTRA: Epstein, Ziv, Sirlin, Nathaniel, Arechar, Antonio, Pennycook, Gordon, Rand, David (2023) "The social media context interferes with truth discernment." *Science Advances*, 9, eabo6169.]

September 21st: More 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.

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.

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.

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.

[EXTRA: 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 28st: The Effect of Interaction Modalities on Decision Making (Zoom class)

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? (2018) The Impact of Product Orientation on Swiping Responses," *Journal of Consumer Research*, 45(3), 633–647

Rhonda Hadi and Ana Valenzuela (2020), "Good Vibrations: Consumer Responses to Technology-Mediated Haptic Feedback," *Journal of Consumer Research*, 47(2), 256–27.

Andrea Webb Luangrath, Joann Peck, William Hedgcock, and Yixiang Xu (2022), "Observing Product Touch: The Vicarious Haptic Effect in Digital Marketing and Virtual Reality," *Journal of Marketing Research*, 59(2), 306–326.

October 5th: 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 and Michel Tuan Pham (2020), "The Smartphone as a Pacifying Technology," *Journal of Consumer Research*, 47(2), 237-255.

[EXTRA: Melumad, S., Hadi, R., Hildebrand, C. et al. (2020), Technology-Augmented Choice: How Digital Innovations Are Transforming Consumer Decision Processes. *Customer Needs and Solution*. 7, 90–101.]

October 12th: 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.

Aaron M. Garvey, TaeWoo Kim Adam Duhachek (2022) "Bad News? Send an AI. Good News? Send a Human," *Journal of Marketing*.

Bonezzi, Andrea and Massimiliano Ostinelli (2021), "Can Algorithms Legitimize Discrimination?" *Journal of Experimental Psychology: Applied*, 27 (2), 447-459

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

October 19th: VR/AR, Voice and Conversational Advisors

Fritz, W., Hadi, R. & Stephen, A. (2023) "From tablet to table: How augmented reality influences food desirability." *J. of the Acad. Mark. Sci.* 51, 503–529.

Hildebrand, C., & Bergner, A. (2021). "Conversational robo advisors as surrogates of trust: onboarding experience, firm perception, and consumer financial decision making." *Journal of the Academy of Marketing Science*, 49(4), 659-676

Munz, Kurt P. and Vicki G. Morwitz (2020), "Not-so Easy Listening: Roots and Repercussions of Auditory Choice Difficulty in Voice Commerce," Special Session Paper presented at the Association for Consumer Research Conference.

The Genesis Effect, Working paper, *under submission JCR*.

[EXTRA: Hadi, R., Melumadb, S., & Parkc, E. S. (2023). The Metaverse: a new digital frontier for consumer behavior. *Journal of Consumer Psychology*.]

October 25th: Robots (DIFFERENT TIME: Tuesday 23rd 11am?) - ACR Conference

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." *Cyber Psychology & 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

Noah Castelo, Boegershausen, Johannes, Hildebrand, Christian, and Henkel, Alexander (2023) "Understanding and Improving Consumer Reactions to Service Bots," *Journal of Consumer Research*

November 2nd: 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.

[EXTRA: 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]

November 9th: Discussion of Research Ideas – Use class format

November 16st: 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, Valenzuela, Ana, and Koch Diogo (2023), "An Integrative Analysis of the Constraining Effects of Technology on Consumer Behavior," working paper]

Nov 29th-Dec 1st: Data collection in Lab/Online

Dec 7th: Research Project Presentations