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


**September 14th: Photos and Memory**


**September 21st: More Social Media**


**September 28st: The Effect of Interaction Modalities on Decision Making (Zoom class)**


**October 5th: Digital Goods**


**October 12th: AI & Algorithms**


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


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


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


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**


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

**November 16th: Public Policy**


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

**Dec 7th: Research Project Presentations**