

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

Fall 2025

Thursdays 11:00 – 13:00 am

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 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 11th**), 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 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

August 29th: Introduction to the Seminar

September 5th: Word of Mouth/ Intention to Share

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

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.

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.

[EXTRA: 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 12th: 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.

[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 19th: Devices

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.

Song, C. E., & Sela, A. (2022). Phone and Self: How Smartphone Use Increases Preference for Uniqueness. *Journal of Marketing Research*, 60(3), 473-488

[EXTRA: 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.}

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.

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 3th: 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.

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

Yang, H. (2024). The genesis effect: digital goods in the metaverse. *Journal of Consumer Research*, 51(1), 129-139.

[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 10th: Consumer Responses to AI – aversion/appreciation (DIFFERENT TIME - ACR Conference)

Zehnle, M., Hildebrand, C., & Valenzuela, A. (2025). Not all AI is created equal: A meta-analysis revealing drivers of AI resistance across markets, methods, and time. *International Journal of Research in Marketing*.

Qin X, Zhou X, Chen C, Wu D, Zhou H, Dong X, Cao L, Lu JG. AI aversion or appreciation? A capability-personalization framework and a meta-analytic review. *Psychol Bull*. 2025 May;151(5):580-599

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

[EXTRA: Valenzuela, A., Puntoni, S., Hoffman, D., Castelo, N., De Freitas, J., Dietvorst, B., ... & Wertenbroch, K. (2024). How artificial intelligence constrains the human experience. *Journal of the Association for Consumer Research*, 9(3), 241-256.]

October 17th: The Psychology of AI

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

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

NO CLASS October 24th

October 31st: Conversational Bots

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

Bergner, A. S., Hildebrand, C., & Häubl, G. (2023). Machine Talk: How Verbal Embodiment in Conversational AI Shapes Consumer-Brand Relationships. *Journal of Consumer Research*, *Forthcoming*.

Munz, K., & Morwitz, V. (2019). Not-so Easy Listening: How Listening to Options Affects Product Choice and Evaluation. NYU Stern School of Business.

[EXTRA: Busquet, F., Efthymiou, F., & Hildebrand, C. (2023). Voice analytics in the wild: Validity and predictive accuracy of common audio-recording devices. *Behavior Research Methods*, *Forthcoming*.]

November 7th: Robots

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.

Castelo, N., Boegershausen, J., Hildebrand, C., Henkel, A. (2023): Bots at the Frontline: How Consumers Perceive Firms that Employ Service Robots, *Journal of Consumer Research*, *Forthcoming*.

Holthöwer, J., van Doorn, J., & Noble, S. M. (2025). EXPRESS: Increasing Accountability and Compliance with Robot Advice. *Journal of Marketing*, *forthcoming*.

[EXTRA: Pitardi, V., Valenzuela, A. & Costelo, N. (2025). Following Instructions from a Robot: A Justice Perspective. Working Paper]

November 14th: AR/VR/ The Internet of Things (DIFFERENT TIME– Psychology of Tech Conference)

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.

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.

Finken, D., Scheurer, T., Hofstetter, R., Krishna, A., & von Wangenheim, F. (2025). The Proximity Effect in Augmented Reality (Pear).

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

November 21st: Discussion of Research Ideas – Use class PPT format

NO CLASS November 28th

Nov Dec 1st-5th: Data collection in Lab/Online

Dec 11th: Research Project Presentations