

GUIDELINES TO SUBMIT A VIDEO

The 2019 ACR Conference Videography Track is dedicated to advancing videographic consumer research and knowledge about consumers. We invite videographic submissions that address the audiovisual character of consumer research phenomena or innovative video-based approaches that advance the field in new directions, but also submissions not limited to these themes. If you have any queries about these changes, please contact the 2019 Videography Track Co-chairs: Joonas Rokka (Joonas.Rokka@gmail.com) and Ekant Veer (ekant.veer@canterbury.ac.nz).

Two types of submissions are invited:

- **Stand-alone videography:** These videographies are complete, self-standing research projects. For recent examples, view the links to videographies below. After these works are screened, a 5-10 minute Q&A period will be held.
- **Videography with commentary** (<1000 words): The textual commentary piece adds to, comments, and enriches the videography element with academic references. This new format allows for maximum flexibility in terms of combining text and video in novel ways. Authors will give a formal 5-10-minutes presentation before or after the film screening that sheds light on the commentary element. The commentary element is not published in the proceedings of ACR.

Recommended length for videography submissions considered for the track is up to 20 minutes (due to track presentation format). However, shorter and also longer (up to 50-minutes long) submissions are also welcomed, but their acceptance requires outstanding videographic quality. To increase the probability that submissions are original and distinctive, authors are advised to visit the ACR website <https://www.acrwebsite.org/web/conferences/acr-films.aspx> and look through the videography section (2007-2018) to see what research has been done before.

Extra care should be taken by authors to ensure they do not infringe copyright. To learn more: look at http://www.youtube.com/t/copyright_what_is.

1. Videographies should be uploaded onto Vimeo (<http://vimeo.com/>) and allocated password access. The link and password should be provided as required in the submission process.
 - NOTE: Please make sure to remove all (written) author information from the submission and its credits in order to guarantee anonymous review.
2. Authors are required to submit a Structured Abstract of up to 300 words, which will be published in the ACR proceedings, using the following headings and guidelines:

- **Intended Contribution to Knowledge:** What is the specific gap in knowledge and research question(s) the videography seeks to answer? What is the unique perspective taken?
- **Literature Foundations:** Which body of consumer research literature does the videography contribute to? On which frameworks, ideas, concepts and/or theories does it rely?
- **Research Method:** What is the methodological and analytical procedure that was followed? What is the specific research and/or videography-making context? (discuss when relevant)
- **Findings and implications:** What knowledge, explanations, concepts, theories, methodological considerations, results and/or experiential insights does the videography contribute to the above research domain?
- **Key References:** List up to 6 key references (articles, videographies etc.)

NOTE: Although authors are asked to supply a structured abstract, they should NOT assume they must use this structure for their videography. Of course, they may do so, but typically videographies should adopt structures that optimize the specific story they are aiming to tell. Please take a look at the variety of structures and approaches characterizing recent award-winning videographies:

- Caldwell, Kleppe and Matlho (2010): “Talk the Walk, Walk the Talk,” <https://vimeo.com/15311998>
- Hietanen, Rokka and Roman (2011), “Pushing the Scene: Tensions and Emergence in an Accelerated Marketplace Culture” <https://vimeo.com/32192229>
- Isaak, Dinkevych and Wilken (2016), “Further away = higher willingness to pay?” <https://vimeo.com/188131744> - Password: wtp
- Leroy, Cléret and Boyer (2016), “Dodo Le La – From Beer Consumption to Heritage Edification,” <https://vimeo.com/171438835>- Password: DODOLELA2016
- O’Rourke and O’Sullivan (2016), “Wonders of Waste: The Ideological Diffusion of the Upcycling Movement,” <https://vimeo.com/170595105>
- Wijland (2014), “In Brutal Times,” <https://vimeo.com/93273467>

Videography Evaluation: Videography submissions will be evaluated on: a) contribution to knowledge on consumer research topics; b) timeliness and topicality; 3) theatrical or dramatic qualities; 4) production values, including using new experimental videography production techniques; and 5) ethical conduct.

To aid in ensuring your videography is well received by the reviewers, consider the following points:

- Is there a compelling reason for using videography methods to present the research? Having videographic data does not necessarily mean a videography can/should be

made. Consider the narrative, rationale and time needed to express your results via videographic methods.

- Creativity in presentation of research. Videographies do not need to follow the standard academic structure with research questions, methodology, discussion etc. But there does still have to be a clear link back to consumer research.
- Multiple data sources and research paradigms are encouraged. Videographies often lend themselves to qualitative methods; however, this is not to say that other methodologies are not welcome.
- Also consider reading Belk et al.'s 2018 piece on using videography to develop marketing knowledge (Russell W. Belk, Marylouise Caldwell, Timothy M. Devinney, Giana M. Eckhardt, Paul Henry, Robert Kozinets & Emmanuella Plakoyiannaki (2018) Envisioning consumers: how videography can contribute to marketing knowledge, *Journal of Marketing Management*, 34:5-6, 432-458, DOI: 10.1080/0267257X.2017.1377754)

Videography Acceptances: Authors will be informed if their videography has been contingently accepted by Monday May 13, 2019. To be fully accepted, author(s) need to modify their videographies in line with recommendations of the videography track co-chairs (and often the reviewers), and provide a description of the way they addressed (or not) the comments. Author(s) may also choose to voluntarily revise the videography and provide a brief, written rationale via email. This information and links to both the original and modified versions of the videography should be emailed directly to the videography track co-chairs by June 10, 2019. Final acceptance decisions will be made by June 17, 2019.

Authors whose work is accepted should also submit a short trailer (1-2 minutes) by Friday, September 2, 2019, before 23:59 CST. Unlike the final videography submission, the trailer *should not* be password protected and be available for public viewing via a Vimeo link, which should be emailed to Joonas.Rokka@gmail.com (also copy to ekant.veer@canterbury.ac.nz). Trailers will be linked to and screened on the conference website together alongside the structured abstract to promote awareness and engage the ACR community. At least one author of each accepted videography must be present at the initial showing of their videography, and be available to answer questions. An author can only submit (or be a co-author) up to two videographies in the videography track. This approach is intended to encourage authors to submit their highest quality work.

Videography Track Awards: The Judge's Best Videography Award and A First-time Videography Entry Award will be awarded. Both awards will be judged by a committee comprising the co-directors and three other judges chosen by the co-directors and ratified by the ACR Conference Committee.

Accepted Videographies to be Accessible through the ACR Website: All authors are asked to agree to make their videographies accessible through the Videography Section of the

Association for Consumer Research website. At the end of the structured abstract (or commentary where applicable), which will be published on the ACR website, a link on Vimeo to the videography should be provided so that each videography can be viewed without using a password OR an email address should be supplied so that the person wanting to view a videography can contact the lead videography-maker and request a link to the videography. We hope you can appreciate that agreement to this request will increase the number of high quality consumer research videographies accessible to interested scholars and beyond.