Self-Esteem and Identification With One’S Social Media Groups: Two Opposite Paths to Online Social Outcomes
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Most literature investigating the relationship between social media usage and online social outcomes has focused on self-esteem, a personal identity construct. Much less research has examined the collective aspects of self-esteem. In this study, we find that self-esteem and collective self-esteem affect online social outcomes in independent and opposite ways.

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30-D: The Public Heart: The Effect of Broadcasting on Emotional Intensity and Well-Being
Virginia Weber, University of Alberta, Canada
Sarah G. Moore, University of Alberta, Canada
Rhiannon MacDonnell, Cass Business School, City University London, UK
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The current research examines how sharing positive emotions about brands online impacts the subsequent intensity of those emotions. Specifically, we demonstrate that sharing a brand-related emotion broadly on Facebook lowers the intensity of that emotion. Follow-up studies will manipulate broad versus narrow sharing in other online contexts.

30-E: Identity Management through Humor Expressions in an Online Gaming Community
Prakash Das, University of Calgary, Canada

Little is known about how consumer activities that draw upon modernistic notions of “consumer work” and “collective consumer creativity” foster community building. We present an interpretive study of an online gaming community and identify “humor expression” as consumer work that enhances community creativity through identity-based processes. Findings contest assumptions that community identity is mainly claimed by those possessing core community skills. In contested spaces, marginalized members attain recognition through humor-based creative identity work. Humor is a motive force that is creatively wielded by community members and assists in community building.

30-F: Shaking it Up My Way: Amateur Appropriation of Popular Media
Pia A. Albinsson, Appalachian State University, USA
B. Yasanthi Perera, New Mexico State University, USA
Sarita Ray Chaudhury, Humboldt State University, USA

This study examines consumers’ appropriation of popular media through the creation of user-generated content (UGC). We study UGC of Gangnam Style and Harlem Shake, including video and comment reactions, to explore sociocultural implications of this phenomenon. This is accompanied by a typology of UGC purposes, and their message transmission approaches.

30-G: Using Social Software to Evoke Social Reflexivity: The Case of Instagram Photo Sharing Application
Amandeep Takhar, University of Bedfordshire, UK
Pepukayi Chitakunye, University of KwaZulu-Natal, South Africa

This study contributes to an understanding of how social networking websites are encouraging consumers’ reflexive practices. We draw insights from a case study of Instagram, a photo sharing application, and argue that consumer researchers can use this website to evoke informant self-reflexivity, and accumulate richer and more in depth data.

30-H: Self-Esteem and Identification with One’s Social Media Groups: Two Opposite Paths to Online Social Outcomes
Yuanrui Li, University of California, Riverside, USA
Thomas Novak, The George Washington University School of Business, USA
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Most literature investigating the relationship between social media usage and online social outcomes has focused on self-esteem, a personal identity construct. Much less research has examined the collective aspects of self-esteem. In this study, we find that self-esteem and collective self-esteem affect online social outcomes in independent and opposite ways.