Roundtable: Researching the Selfie

Jonathan Schroeder, Rochester Institute of Technology, USA

This roundtable gathers researchers interested in the phenomenon of the “selfie” – to explore current developments, research methods and interdisciplinary research into how consumer behavior, social media and the selfie interact. We will draw upon participants’ own research to generate insights into the selfie’s role in consumer behavior and consumer culture.

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ROUNDTABLE
Researching the Selfie

Chair:
Jonathan Schroeder, Rochester Institute of Technology, USA

Participants:
Brett Robinson, University of Notre Dame, USA
Shona Bettany, University of Westminster, UK
Janet Ward, Hanken School of Economics, Finland
Ekant Veer, University of Canterbury, New Zealand
Toni Eagar, Australian National University, Australia
Katherine Sredl, University of Notre Dame, USA
Annie Blanchette, University of Exeter, UK
Markus Giesler, York University, Canada
Edward McQuarrie, Santa Clara University, USA
Fleura Bardhi, City University London, UK
Graham Austin, Montana State University, USA
Barbara Phillips, University of Saskatchewan, Canada
Stephen Gould, City University of New York, USA
Catherine Coleman, Texas Christian University, USA
Marie-Agnès Parmentier, HEC Montreal, Canada
Linda Tuncay Zayer, Loyola University Chicago, USA
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Aron Darmody, Suffolk University, USA
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