Workshop: How to Write a Great Review: Reviewing and Advancement Advice From Jcr

  Rebecca Hamilton, University of Maryland
  Rob Kozinets, York University

Open to all conference attendees who review for, or are interested in reviewing for JCR. The Editors and Associate Editors of the Journal of Consumer Research (JCR) are conducting a workshop to train new and advanced reviewers and discuss the review process in general. They will explain what makes a great review, discuss the trainee program, and answer any questions.

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**WORKSHOP**

**Computer-Assisted Content Analysis**

Chair:
Ashlee Humphreys, Northwestern University, USA

This workshop will introduce participants to computer-assisted content analysis, a method that can supplement many existing, commonly-used research methods such as coding thought protocols, qualitative analysis of interviews, or archival research of internet discussions or printed materials. Unlike traditional content analysis, automated content analysis allows for systematic and transparent coding of data, increased reliability, and an extension of datasets beyond previous practical limitations. We will discuss issues of construct and external validity and provide a case example to illustrate the method, using it to study consumer word-of-mouth response to a product launch.

**WORKSHOP**

**Questioning the Turk: Conducting High Quality Research with Amazon Mechanical Turk**

Chairs:
Joseph Goodman, Washington University in St. Louis, USA
Gabriele Paolacci, Erasmus University, Netherlands

The use of Mechanical Turk (aka, Mturk) by behavioral researchers continues to increase. Despite the evidence on the benefits (and drawbacks) of Mturk, many researchers, reviewers, and editors intuitively distrust the reliability and validity of online labor markets. In this Back to Fun interactive workshop, we will answer and debate questions from the ACR community regarding Mturk, and raise some new questions. We will discuss the current issues that arise from Mturk’s use, as well as some of the solutions and replications. Questions can be submitted via Twitter (@aconsres) or Facebook (ACR page) using the hashtag #mturkacr, and via email to mturkacr@gmail.com.

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