Workshop: J-ACR Discussion

Joel Huber, Duke University

This session will discuss ACR's new journal: J-ACR. The session will be led by Joel Huber and will also include the editors of the first four issues:

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Workshop Summaries

J-ACR Discussion

Chair:
Joel Huber, Duke University, USA

This session will discuss ACR’s new journal: J-ACR. The session will be led by Joel Huber and will also include the editors of the first four issues: “Behavioral Economics of Eating,” Brian Wansink and Koert Van Ittersum (Jan 2016) “Consumer Ownership and Sharing,” Russell Belk and Linda Price (April 2016) “Consumer Response to Regulations,” David Stewart (July 2016) “The Science of Hedonic Consumption,” Angela Lee and Kathleen Vohs (October 2016)

WORKSHOP
Mediation (Preacher-Hayes)

Chair:
Stephen A. Spiller, University of California, Las Angeles, USA

This workshop will provide a brief introduction to conducting mediation analyses using Hayes’ (2013) PROCESS macro. In addition to walking through the mechanics of sample analyses and interpretation of output, we will discuss common extensions (e.g., three-level independent variables). Beyond the macro, this workshop will also attempt to demystify the mediation black box. Why might there be an indirect effect without a total effect? What does bootstrapping do? Where can mediation lead us astray? What alternatives do we have to the mediation triangle?

WORKSHOP
Data Collection, Analysis and Reporting

Chairs:
Leif Nelson, University of California Berkeley, USA
Joe Simmons, University of Pennsylvania, USA
Uri Simonsohn, University of Pennsylvania, USA

The practice of consumer research is changing to reflect broader changes in social science. Expectations for transparency in the reporting of measures, manipulations, and analyses have increased the validity of scientific practice, but have also created new challenges for the thoughtful and rigorous scientist. In our workshop we will give informed consideration of these challenges and offer detailed and relentlessly practical advice for consumer researchers. Topics for consideration: Preregistration, determination of sample size, evaluation of evidential value, interpretation of replication results, and broad implications for hiring and promotion.