Selfie Me. I Am (Micro) Celeb!: Understanding the Role of Micro-Celebrity Practice in Selfie Culture

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This research aims to explore the celebrification within social media environment by focusing on the role of microcelebrity practice in selfie culture. Using qualitative methods, selfie photos from highly followed Instagram accounts are analyzed. Preliminary result shows that Instagram microcelebrities do not fall into the model of microcelebrity as previously discussed.

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Co-Creating a Sustainable Community

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Urban development is driven by policy makers, market agents, and consumers. This study shows how multiple stakeholders engaged in co-constructing the future of a community. Three emerged themes, sense of empowerment, balance and fit, and envisioning change captured the multiplicity of stakeholders’ responses in the development of a sustainable community.

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Every Crowd has a Silver Lining:
Consuming in Crowds as Micro-organization Strategy for Social Change

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Crowdfunding can be taken to represent a shift from consumption as individual to collective engagement in consumption. Approaching participation in crowdfunding projects through the lens of crowd-level agency, crowdfunding engagement is explored as a potential for constructive countervailing action on the market by using the example of a civic crowdfunding project.

Subtly Disfavored Consumption and Its Impact on Consumer Identity

Lauren Louie, University of California Irvine, USA

This study examines young adult identity in relation to their fast food consumption to understand how such consumption is part of their identity transitions. Using an interpretive study this research studies fast food’s cultural factors and the way they let us better understand “subtle disfavor” as an underexplored hedonic response.

Investigating Personal Visual Stimuli and Consumption Behavior

Therese Louie, San Jose State University, USA
Katrina Ng, San Jose State University, USA

Participants who tracked their expenses for three weeks were asked to attempt savings during a second session. In between, they received a self-photo that they simply viewed or increased to retirement age with drawn-in older traits. Results suggest that females’ savings rates were particularly influenced by attention to the photo.