Creating the Mood For Humor: a Gender Identity Perspective

Hye Jin Yoon, Southern Methodist University, USA
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Mood effects research in humor advertising with a focus on gender identity is non-existent. Two experimental studies found responses to different arousal and valence mood primes in humor advertising to be contingent on the individual’s gender identity. The findings provide implications for theoretical as well as practical contributions.

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How Self-disclosure and Interpersonal Similarity Affect Goal Achievement in Social Media-based Online Communities

Kelly Eunjung Yoon, University of California Irvine, USA
Cornelia Pechmann, University of California Irvine, USA

Our research examines the effects of community members’ identity self-disclosure which we posit to be an underlying mechanism in the success of online communities. A mediation analysis supports the notion that identity disclosure in dyads is a significant factor that enables individuals to achieve their goals through strong interpersonal bonds.

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The Effects of Social Sharing on Consumers’ Self-Perceptions of Expertise

Daniel M. Zane, Ohio State University, USA
Rebecca Walker Reezeck, Ohio State University, USA

This research explores how sharing preexisting online material (e.g. a news article) can enhance one’s self-perceptions of subjective expertise. Sharers believe they are acting as experts by disseminating information to others and conclude from their act of sharing that they must be knowledgeable about the topic of the shared content.

Curiosity under Bright Light: The Influence of Lighting Conditions on Innovative Product Adoption

Yu Zhang, Nankai University, China
Lan Xia, Bentley University, USA
Jiangang Du, Nankai University, China

This paper examines the effect of lighting conditions on evaluation and purchase intention of innovative products. Four studies showed that consumers in a bright environment are more likely to adopt new products than those in the dark environment with curiosity mediating the effect. And the effect is moderated by loneliness.

From Perceived Conceptual Importance to Physical Weight Judgment: A Theme-Fit Analysis

Ke Zhang, The University of Hong Kong, Hong Kong
Echo Wen Wan, The University of Hong Kong, Hong Kong
Sara Kim, The University of Hong Kong, Hong Kong

Prior research shows that the physical weight judgment in a prior context can influence perceived importance of the product but not the other way around. We find evidences in three experiments that the conceptual importance can also influence the physical weight judgment and that this effect occurs in theme-fit conditions.