The Evolution of Signals

Katherine M. Crain, Duke University, USA

Consumers leverage the symbolic nature of products to signal unobservable characteristics such as identity or status. Due to their symbolic nature, the meaning and hence use of signals is constantly evolving. This roundtable discussion explores open questions regarding the antecedents and consequences of signal evolution.

[to cite]:


[url]:

http://www.acrwebsite.org/volumes/1024244/volumes/v45/NA-45

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Roundtable Summaries

**ROUND TABLE**

**The Evolution of Signals**

**Participants:**
Russ Belk, York University, Canada
Silvia Bellezza, Columbia University, USA
Jonah Berger, University of Pennsylvania, USA
James R. Bettman, Duke University, USA
David Gal, University of Illinois at Chicago, USA
Anat Keinan, Harvard University, USA
Amna Kirmani, University of Maryland, USA
Ayalla Ruvio, Michigan State University, USA
Yajin Wang, University of Maryland, USA
Morgan K. Ward, Emory University, USA
Caleb Warren, University of Arizona, USA

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**ROUND TABLE**

**Expanding the Horizons of Videographic Consumer Research**

**Participants:**
Russell Belk, York University, Canada
Robert Kozinets, University of Southern California, USA
Brownlie Douglas, University of Dundee, UK
Paul Henry, University of Sydney, Australia
Joel Hietanen, Aalto University, Finland
Eric Li, University of British Columbia, USA
Jacob Ostberg, Stockholm Business School, Sweden
John Schouten, University of St. John, Canada
Baptiste Cléret, University of Rouen, France
Anastasia Seregina, Aalto University, Finland

The purpose of this roundtable is to map out and explore the future directions for videography in consumer research. While only limited ontological epistemological and methodological accounts readily exist to assist videographers this session intends to explore potential new pathways for video-based theorizing and the production of consumer research knowledge.