7-N: “You Grin At Each Other, You Celebrate Together, You Hug Strangers”: Consequences of Shared Identity Within Crowds At Sporting and Music Events

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Building on contemporary crowd psychology, this paper investigates if and how individuals experience a shared identity with strangers at diverse crowd events. We conducted qualitative semi-structured interviews with crowd participants in three different crowd contexts. Findings suggest that shared identity led to increased intimacy with strangers and intense positive feelings.

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Moderately Simple Fbdg Work Better than Complex or Oversimplified Recommendations to Influence Food Consumption in a Real Setting

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Food based dietary guidelines (FBDG) are regularly updated by governments but their efficacy is questioned. Previous research suggested that simple actionable guidelines can change behavior but evidence confirming their efficacy is still scarce. Patrons of a restaurant received tray-sets containing FBDG varying in complexity. Moderately simple FBDG influenced food consumption.

2-B: “Reclaiming the News”: Episodes of Contention in the News Field

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This study adopts a field-theoretical lens to investigate how incumbents and challengers negotiate power relations in the news field in the digital age. Interviews with market experts in German-speaking countries reveal how traditional newspaper brands navigate episodes of contention through collective attribution of threats and organizational appropriation.

4-N: Perspective Flexibility Matters: The Influence of Cultural Syndromes on Attribution of Service Failures

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Feifei Huang, Chinese University of Hong Kong, China

Customers with a collectivistic (vs. individualistic) orientation or a long-term (vs. short-term) orientation are likely to attribute a service failure more to service provider’s contextual factors and less to service provider’s dispositional factors. These effects are mediated by the flexibility of perspectives customers take when making a judgment.

14-Q: Trend versus End State: The Role of Implicit Theories in Interpreting Communications Conveying a Partial Reduction in Negative Product Attributes

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Lei Su, Hong Kong Baptist University, China
Howard Pong-Yuen Lam, Chinese University of Hong Kong, China

The results of four experiments show that the communication of partially reduced negativity of a product attribute will lead to higher (lower) product evaluations among consumers who are incremental (entity) theorists. This communication effect is mediated by consumers’ trend-based versus end-state-based interpretation of the reduced-negativity communication.

6-B: How Scarcity Influences Mate Preference in Romantic Relationship and Subsequent Mating Strategy?

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The current research proposes that perceived general scarcity which includes but far beyond a scarce mate pool will polarize people’s mate preference for romantic partners that such selectivity differs across gender and mate-value and that those with relatively low mate value will adopt collective strategies to enhance their attractiveness.