CALL FOR PAPERS
ASSOCIATION FOR CONSUMER RESEARCH
ANNUAL CONFERENCE

October 11-14, 2018
Dallas, TX

Conference Co-Chairs:

Andrew Gershoff, McCombs School of Business, University of Texas at Austin
Robert Kozinets, Marshall School of Business, University of Southern California
Tiffany White, Gies College of Business, University of Illinois

Conference website: http://www.acrwebsite.org/go/acr18
Conference email: acrconference2018@gmail.com

We are delighted to invite you to participate in the 2018 Annual Conference of the Association for Consumer Research. We hope you can join us in Dallas, TX, from Thursday, October 11 through Sunday, October 14, 2018, for this exciting conference.

The 2018 ACR Conference Theme
Trust in Doubt? Consuming in a Post Trust World

Advances in technology have made it easier than ever to connect with each other, to share our ideas, to learn the news, and to exchange information. Yet these abilities also influence how individuals, businesses, organizations, and governments, view and trust one another. For example, it may appear that the internet has made it easy to both obtain information and to verify whether it is fact or fiction. Yet it has also become easier to fabricate and disseminate "fake news" and biased representations. Similarly, many claim that technology has allowed us to improve the security of our property, transactions, and privacy, yet others suggest that relying on these technologies makes us more vulnerable to constant surveillance, data theft, exploitation and exposure. Further, barely a day goes by without learning that a politician, company, news organization, public figure, and even a researcher, may have lied or violated a public trust. Yet, it now also seems easier for individuals and organizations to bring attention to lies, and call out violators. At a time when our social systems are changing, much of our trust in others may now be in doubt.

Trust involves accepting vulnerability based on expectations of the behaviors of others. As consumer researchers we should be at the forefront of understanding and explaining trust in this new environment. It is in this spirit that we dedicate the 2018 ACR conference to facilitating a collective exploration of the vitally important issues of trust in our changing world. Toward this end, in addition to the fine work across the full spectrum of research topics that we have come to expect at ACR, we encourage submissions related to issues of trust. Topics that would be most welcome include those that explore and answer questions such as:

- How does trust affect particular aspects of consumption, such as information search, judgment decisions, and advocacy?
- How does trust affect motivation and goals?
- How is trust influenced by (and how does trust influence) emotions?
- How does trust influence moral decisions?
- How does technology (e.g., AI, virtual reality, social media) affect trust?
- How does trust affect perceptions of truth and honesty?

- How is trust established, maintained, violated, and regained?
- What happens to brands, political parties, and universities when consumers lose trust in business, government, and science?
- How is trust related to word of mouth, recommendations, product claims, and branding?
- How is trust involved in private data use and abuse?
- How does trust in institutions like media, government, private industry, academia, and the legal system influence consumption?
- How does trust in one actor, or one domain, influence trust in others?
- How are trust and mistrust related to conflict?
- What are the conscious and non-conscious processes involved in trust and perceptions of truth?
- How do religious beliefs and political ideologies influence perceptions of truth and trust?
- Cultural and subcultural beliefs, belongingness, and trust
- Neuroscience of trust

In addition, to encourage a conversation around these issues, ACR will host invited speakers, special forums, panels, roundtables, each focused a particular aspect of the conference theme.

Something New! A JACR Special Issue: This year, for the first time, we are planning an issue of the *Journal of the Association for Consumer Research* that will be coordinated with the conference theme. **Submissions to the conference can serve as important foundations for further work that we hope will be submitted to this issue of JACR.**

ACR 2018 Main Events

Thursday, October 11, 2018

- **ACR Doctoral Symposium** (co-chaired by Tom Novak and Donna Hoffman), offers an opportunity for PhD students to meet each other, interact with faculty, share and develop research ideas. For more information about the symposium, please contact Donna Hoffman (dlhoffman@gwu.edu) or Tom Novak (novak@gwu.edu).
- **ACR Fellows Address** – ACR will honor Deborah Roedder John, Punam Anand Keller, and Richard J. Lutz

- **Opening Reception**

Friday and Saturday, October 12 -13, 2018

- **Competitive Paper and Special Session** presentations.
- **Working Paper** presentations (co-chaired by Fleura Bardhi and Ravi Mehta)
- **Videography Track** (formerly known as Film Festival; co-chaired by Ingeborg Kleppe and Alain Decrop).
- **Forums**:
  - o Trust in Doubt Conference Theme (chaired by Ashlee Humphreys)
  - o Career Development (chaired by Tonya Bradford)
  - o Research Methods (chaired by Stephen Spiller)
- **Saturday Evening Gala Party**

Sunday, October 14, 2018
- Special meetings and events by invitation or sign up only

IMPORTANT CONFERENCE DATES & DEADLINES

- **Friday, March 23, 2018, 23:59 CST (Central Standard Time):** Submission Deadline for **all** tracks and sessions.
- **Friday, May 18, 2018:** Notification of contingent acceptances for the Videography Track submissions. The contingently-accepted submissions will have until Friday, June 15, 2018, to submit the film with changes and to receive final acceptance by Friday, June 22, 2018.
- **Early July 2018:** Notification of acceptance of Special Sessions, Competitive Papers, Working Papers, and Forums.
- **Friday, July 27, 2018 before 23:59 CDT:** Submission deadline for revised entries for publication in the Proceedings.
- **Mid-August 2018:** Preliminary program posted on ACR website.
- **Late August 2018:** Conference registration (as well as registration for Doctoral Symposium, ACR Workshops, Mentorship Sessions, and social events) begins on the conference website.
- **Friday, September 21, 2018:** Submission deadline for trailers of Videography (formerly Film Festival) acceptances.

GENERAL GUIDELINES

Please read the following information carefully.

There are five types of submissions:
1. Special Sessions
2. Competitive Papers
3. Working Papers
4. Forums:
    - Trust Theme
    - Career Development
    - Research Methods
5. Videography Track (formerly Film Festival)

All authors must adhere to the following honor code:

- **ACR endorses ethical standards for research conduct**.
  At the time of submission, you will be asked a) to indicate whether your research received an approval or a waiver from your Institutional Review Board (IRB), and b) if it did not, to explain why no such waiver or approval was obtained. At the time of submission, you will also be asked to make the following pledges: 1) that the research paper, session, or poster represents accurately the data that you collected for this research project, 2) that the research submitted to the conference is your own original work, and 3) that you understand that the research submitted may be run through anti-plagiarism software.

- A particular paper may only be submitted to **one** track.

- Authors should specify presenters for papers submitted for Special Sessions or

Competitive Paper sessions. **An individual may be listed as a presenter for no more than two submissions,** but may be listed as co-author on multiple submissions. This restriction is to encourage authors to submit their best work and to allow a wider range of presenters.

- **Do not** submit a paper that has been <u>published, or accepted for publication,</u> at the time of submission (including online publications and full papers published in conference proceedings). Submitting authors should monitor this issue carefully. **ACR reserves the right to run the submission through anti-plagiarism software.**

- Submissions should not include content that has been presented at any earlier ACR conferences. Again, submitting authors should monitor this issue carefully.

- Submissions should adhere to the word and page limits.

Submission procedures are as follows:

In 2018 ACR has moved all conference submission activities to a new server. All submission-related activities (submissions, reviews, & notifications) will be electronic, through the conference submission website (https://convention2.allacademic.com/one/acr/acr18/)

- All users must sign up and create a new user profile by following the online instructions.
- Once you have registered as a user you may submit a paper or a proposal by clicking on the appropriate link and following the instructions.

All submissions require the following information:

1. **Type**: Special Session, Competitive Paper, Working Paper, Forum, Videography.

2. **Primary Contact Information:** Name, affiliation, mailing address, phone number, and email address for the author who serves as the primary contact.

3. **Content Area Codes** and **Methodological Area Codes:** Please review all of the options before making your choice. Select codes that best match to your work because this is critical for assigning appropriate reviewers.

Additional submission information:

- Submission format: Microsoft Word or PDF

- **<u>Make sure you use consistent author and co-author information in every submission</u>.** Please check with your co-authors about how they want to be listed for official publication purposes. PLEASE BE CAREFUL WITH THIS. T<u>he database will consider Drew Blank, Drew A. Blank, and Drew Avery Blank as three different authors, and may result in a program that has Drew presenting at the same time in three different rooms!</u>

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- We suggest that you use copy and paste as you work with the relevant submission fields. If you compose online, you risk losing work should there be an interruption to your browser session.

- The primary contact person will automatically receive an email of acknowledgement of the submission. If you do not receive an acknowledgement within 48 hours after submission, please check your spam folder and then send an email inquiry to: acrconference2018@gmail.com.

- For accepted submissions, submitting authors will be required to sign an electronic copyright release form.

SPECIFIC INFORMATION FOR TRACK SUBMISSIONS

1. SPECIAL SESSIONS

Special sessions are expected to be 75-minutes long and intended to provide opportunities for spotlighting topics of broad interest. A special session should include four presentations of research papers. Please consider linking your special session with this year's conference theme of "trust in doubt."

Special Sessions Format and Content: In addition to the items noted under "General Guidelines," Special Session proposals must consist of:

1. A title page listing:
   - Session title.
   - Session chair(s) and affiliation(s). The session chair(s) can be, but does not have to be, one of the authors.
   - Titles of each session paper, author(s), and affiliation(s).
   - Presenting author(s).

2. A proposal including:
   - A 500-word session overview briefly describing the objective of the session, why the topic is important, and how the papers fit together. To motivate the session, the overview should also list 1-2 broad questions that are addressed by all of the papers in the session.
   - A 50-word abstract for each included paper to be published in the conference program.
   - A 750 to 1000-word abstract of each included paper for evaluation by reviewers and for publication in the ACR Proceedings.
   - Full references for each long abstract. These references do not count against the word limit and can be combined in a single list at the end of the document.

Proposals must be single-spaced, 12-point Times New Roman, with 1-inch margins. Word limits will be strictly enforced.

Special Sessions Evaluation. Evaluation will be based on a) quality of the research and novelty of the findings; b) broad appeal of the topic; c) contribution to the field of consumer behavior; d) fit of the papers; e) stage of completion of the research to be presented; and f) questions raised and potential for discussion. Special session chairs are responsible for quality control over the papers in their sessions, enforcing deadlines, ensuring each presenter is not listed as a presenter elsewhere more than once, and submitting all materials by the deadlines. Please adhere to high standards of spelling and grammar and consider having a copyeditor or a qualified English speaker review the abstract prior to submission.

2. COMPETITIVE PAPERS

Papers representing completed research and dealing with substantive, methodological, or theoretical consumer research issues are invited as Competitive Paper submissions.

Competitive Paper Format and Content: All authors should submit a 50-word abstract and **2,500-word** (maximum length) paper using Times New Roman Font Size 12, 1-inch margins. The paper must contain full references. Empirical papers must contain a single table summarizing all results and can contain up to one figure (optional). **The 2500-word limit will be strictly enforced. References, table, and optional figure are *not* included in the word limit.**

Submissions should comprise a brief introduction explaining what the research question is, why it is important, and how it fits with and advances current knowledge. Detailed descriptions of the studies and the data should follow, and a brief general discussion should list limitations and highlight why (and to whom) the findings make a difference. Descriptions of the method and analysis used in each study should be transparent. The fact that there is a word limit does not imply that fewer studies, weaker data, or obscure details are acceptable. Empirical results must be summarized in a single table/page.

Authors have two publishing options for a Competitive Paper:
– **Option 1:** Publish the full paper in the ACR Proceedings. Authors choosing Option 1 must upload a 50-word abstract and the 2500-word paper for review, along with references, one table summarizing the results, and one figure (optional). Choosing this option implies that, if accepted, the paper will not be submitted for publication elsewhere.
– **Option 2:** Publish a 750 to 1000-word abstract in the ACR Proceedings. Authors choosing Option 2 must upload a 50-word abstract, a 750 to 1000-word abstract, *and* a 2500-word paper for review, along with references, one table summarizing the results, and a figure (optional). If accepted, only the 750 to1000-word abstract (as well as references and table/figure) will be published in the ACR Proceedings. Authors may submit their paper elsewhere for publication.

In addition to the items under "General Guidelines," Competitive Papers must include:

1. Paper title (the title page should <u>not</u> identify the author(s) names or affiliations).
2. A 50-word abstract. This abstract will be reproduced in the conference program and

should concentrate on the big picture contribution(s) of the paper.

3. For submitting authors choosing Option 2, a 750 to 1000-word extended abstract that provides a summary of the paper, including conceptualization, method, and major findings. This abstract should <u>not</u> identify the author(s) or affiliations.

4. A 2500-word paper (12-point Times New Roman, 1-inch margins). The paper must include full references, a single table summarizing all results, and up to one figure (optional). The paper should <u>not</u> identify the author(s) or their affiliations.

5. An honor code statement indicating (a) that the presenting author is not listed as a presenter in more than two session in total, and (b) that the submission has not been sent in to multiple tracks, has not been previously presented at ACR, and has not been published or accepted for publication in **any** journal (including online publications and full-paper publications in conference proceedings).

Note: Competitive Papers submission files should not include authors' names or affiliations. Author names, affiliations, and presenter's name should only be entered on the submission website where specified. Submissions should follow the current style sheet of the *Journal of Consumer Research* (http://www.ejcr.org/stylesheet.pdf), though the entire text should be single-spaced. Subheadings should be bolded and/or italicized/capitalized as appropriate, but it is unnecessary to add a hard return before or after them.

Competitive Paper Evaluation: Reviewing will be blind. Evaluation will be based on, a) the quality of the research and novelty of findings, b) theoretical/empirical contribution, c) clarity of exposition, and d) completeness of the research.

Authors of accepted papers who select Publication Option 1 are required to revise their paper based on reviewers' comments by the end of Friday, July 27, 2018. Authors choosing Publication Option 2 are required to submit a revised abstract based on reviewers' comments by August 6, 2018. It is important to edit the references to reflect the citations remaining in the final 750 to 1000-word abstract. The most recent revised version will be published 'as is' in the 2018 ACR Proceedings.

It is the author's responsibility to meet all deadlines. Please adhere to high standards of spelling and grammar and consider having a copyeditor or a qualified English speaker review the abstract prior to submission.

3. WORKING PAPERS

Co-Chairs: Fleura Bardhi, Cass Business School, City, University of London, (Fleura.Bardhi.1@city.ac.uk) and Ravi Mehta, Gies Business School, University of Illinios – Urbana-Champaign, (mehtar@illinois.edu)

Submissions detailing ongoing research on substantive, theoretical, or methodological aspects in consumer research are sought for the Working Paper sessions. These sessions provide the opportunity to present preliminary results and receive feedback and ideas from session attendees.

All submitted papers will undergo the same review process. Accepted submissions will be presented in a poster format. Posters will be organized in thematized pods depending on the

content. Two leading scholars will be assigned for each pod to provide feedback in addition to the general audience. Additionally, the working paper track co-chairs will promote accepted posters to increase their visibility to conference attendees. In addition, some authors of accepted papers will be given the opportunity to present their work in special **"Data Blitz"** sessions that will feature a series of 5-minute talks. Presenting in a Data Blitz will be in lieu of presenting a traditional poster at a regular Working Paper Session. Data Blitz sessions will also include one leading scholar who will offer feedback to presenters. Authors must indicate whether they would like to be considered for a Data Blitz slot at the time of submitting their work.

Working Paper Format and Content: Working Paper submissions must include:
1. Title (<u>do not include</u> authors' names and affiliations).
2. A 50-word abstract. This abstract will appear in the conference program and should summarize the paper's contribution(s).
3. An extended abstract (750 to 1000-words) plus selected references, single-spaced. The extended abstract should provide a summary of the research, including the conceptual framework, relevant prior literature, description of the method, data, results, and conclusions. The extended abstract may also contain either one table or one figure. Do not submit a full-length paper in this category; we will only review extended abstracts.

Working Paper Evaluation: Reviewing will be blind. Reviewers will evaluate each submission on the basis of a) quality of the research, b) contribution to the field of consumer research, c) interest of the topic to ACR members, and d) coherence and readability. Please adhere to high standards of spelling and grammar and consider having a copyeditor or a qualified English speaker review the abstract prior to submission.

For Working Papers accepted for a poster session, authors are expected to:
1. Prepare a poster for display during the assigned session (detailed guidelines will be included in the acceptance notification).
2. Have at least one author available to discuss their work with attendees during the poster session.

For Working Papers accepted for a Data Blitz session, authors are expected to:
1. Prepare a 5-minute talk to be included in a series of talks during the session (detailed guidelines will be included in the acceptance notification).
2. Choose one author to present the work during the session.

Please direct any further questions about the Working Papers to either of the co-chairs, Fleura Bardih (Fleura.Bardhi.1@city.ac.uk) or Ravi Mehta (mehtar@illinois.edu). Please include "ACR WORKING PAPER SESSION" in the subject line.

4. FORUMS

Co-Chairs: Ashlee Humphreys, Tonya Bradford, and Stephen Spiller

Forums provide an alternative structure for a group of researchers to explore cutting-edge research ideas (e.g., trust and consumer surveillance), technical issues (e.g., eye tracking, field experiments, Mturk, etc.), career issues (e.g., mid-career advancement, senior scholar issues), generate new ideas, develop collaborative relationships, and share their interests with the

broader ACR community. They are intended to focus on a specific topic or issue, but are deliberately structured to be open-ended to encourage new ideas and insights. To make the most of this opportunity, we encourage organizers and participants to brainstorm and exchange ideas before the official Forum discussions.

Forums are open to submissions from all ACR members and are based on an application process. Forum proposals should clearly demonstrate and lay out an organized approach (panel, workshop, seminar, set of short presentations, and so on) to a particular topic or set of related topics of interest. Forum are designed to complement the more formal presentations in Competitive Papers and Special Sessions. However, this year Forums are designed around three particular sets of topics which competitive papers and special sessions rarely or insufficiently address, as described below.

The 2018 ACR Conference will feature three types of Forums:

- **Trust in Doubt Conference Theme (chaired by Ashlee Humphreys)**: This forum will feature a number of invited and submitted sessions featuring speakers, debates, and discussions about issues related to consumers and trust.

- **Career Development (chaired by Tonya Bradford)**: This forum will feature thematic discussions proposed by ACR members on topics related to career development; these may be positive or negative career developments, and may be developments at each career stage—from Assistant to Emeritus.

- **Research Methods (chaired by Stephen Spiller)**: This forum will feature invited and submitted presentations, tutorials and workshops related to best practices in research methods and state of the art advances in research methods and issues.

Forum Submission Format and Content. All Forum submissions must include:

1. The name of the primary organizer(s).
2. A specific format for the forum, such as traditional presentations, roundtables, panel discussions, tutorials, and workshops.
3. The names and affiliations of people who are involved in the forum (e.g., presenters, panel members, tutorial leaders, etc.). These people do not all need to be ACR members, but ACR members must be organizers of the forum.
4. A 50-word abstract of the proposed forum for publication in the conference program.
5. A 750 to 1000-word extended abstract explaining the session's purpose and content to be included in the proceedings, including a brief description of how pre-conference discussions will be facilitated.

Submissions should specify a) the broad topic for discussion and enquiry, and b) the objective of the specific forum (e.g., assist mid-career scholars in attaining the next level of achievement, attain clarity on avenues for research on trust and smartphone use, clarify a new data analysis or data collection method, etc.).

Forum Evaluation. Evaluation and selection will emphasize the quality and rigor of the submission. Session leaders are responsible for quality control over the discussion in their sessions, for enforcing deadlines, and for submitting all materials to the Forum co-chairs through the ACR conference website (https://convention2.allacademic.com/one/acr/acr18/). Please note that managing your colleagues is a significant and sometimes impossible task, but it is absolutely critical to the quality of your session. Consider and communicate how you will generate good preparation and participation.

Deadline information: Forum submission deadline is Friday, March 23, 2018, 23:59 CST (Central Standard Time). Early July 2018: Notification of acceptance of forums will occur in early July, 2018. The submission deadline for revised forum abstracts to be published in the Proceedings is Friday, July 27, 2018 before 23:59 CDT.

5. VIDEOGRAPHY TRACK

Co-chairs: Alain Decrop (University of Namur) and Ingeborg Astrid Kleppe (NHH Norwegian School of Economics)

The ACR Videography (Audiovisual) Track invites submissions of stand-alone *consumer research videographies* of approximately 15 minutes in length. These videography productions are complete, self-standing research projects. For recent examples, please browse the ACR films site: www.acrwebsite.org/web/conferences/acr-films.aspx.

The theme for the 2018 ACR Conference is "Trust in Doubt – Consuming in a Post-Truth World." We encourage submissions inspired by this theme and how it connects with everyday consumption practices and your research. If you would like to discuss the ACR 2018 theme, please engage on the Facebook group - https://www.facebook.com/groups/1914443285474661/ - Trust in Doubt: The ACR 2018 Theme Page. We are looking forward to an open, co-created unpacking of the 2018 theme.

If you have any queries about audiovisual submissions, please contact the 2018 Audiovisual track Co-chairs: Alain Decrop [alain.decrop@unamur.be] and Ingeborg Astrid Kleppe [Ingeborg.kleppe@nhh.no].

Guidelines for Stand-alone Videography Submissions

Conditions for submission

- You may submit any videography filmed/photographed and produced to professional standards and which presents research with a clear connection with consumers (e.g., depicting and analysing consumers, consumption phenomena, documenting experiments, presenting business cases, etc.).
- The length of the videography should be between 15 and 25 minutes. However, we also welcome longer (up to 50 min's long) submissions, but their acceptance requires outstanding quality.
- We expect the authors of the accepted videos to be present at the presentation of their work during the conference, and to participate in a Q&A session afterwards.

Evaluation of submissions

Two expert film-makers will evaluate the submissions using the following criteria:
- Theoretical and/or empirical contribution to consumer research.
- Topicality, timeliness and originality of the topic.

- Creativity in the approach in both method and media.
- Storytelling that "moves people" to think in novel ways.
- Technical competencies (e.g. camerawork, production, post-processing).
- Ethical conduct and critical reflexivity on how the film makes claims about knowledge.

Here are some examples of award-winning videographies screened at prior ACR conferences:
1. Theoretic: Updating and/or unifying established theory. "Kozinets (1999) "Burning Man Rituals without Dogma," https://www.youtube.com/watch?v=ZA6LEsJXYzg
2. Pragmatic: Applying established theory to explain substantive phenomena or influence substantive systems. Decrop and Toussaint (2012). "The Père Lachaise Cemetery: Between touristic experience and heterotopic consumption" https://vimeo.com/205865210
3. Emergent: Identifying and exploring new constructs, and/or developing new theories. Cléret (2015) Street Corner Compromises. Contact the film maker via http://alcor-institute.org/baptiste-clret/
4. Descriptive: Documenting a substantive phenomenon. Caldwell, Kleppe and Matlho (2010): "Talk the Walk, Walk the Talk," https://vimeo.com/15311998; O'Rourke and O'Sullivan (2016), "Wonders of Waste: The Ideological Diffusion of the Upcycling Movement," https://vimeo.com/170595105

You may also consult the following article for additional insights into the videography submissions: Belk, Russell, Marylouise Caldwell, Paul Henry, Timothy Devinney, Gianna Eckhardt, Robert V. Kozinets, and Emmanuella Plakoyiannaki (2017), "Envisioning Consumers: How Videography Can Contribute to Marketing Knowledge," *Journal of Marketing Management* special issue on videography.

Submission procedure

Deadline for videography track submissions is Friday, March 23, 2018 before 23:59 CST.
- Videographies should be uploaded onto Vimeo (http://vimeo.com/) with password-protected access. The link should be inserted at the end of the structured abstract (and commentary if applicable) with a password. NOTE: Please be sure to remove all (written) author information from the submission and its credits in order to guarantee anonymous review.
- Submissions should be made as usual on the ACR Conference website, where you will be asked to provide a link to an edited videography focusing on a consumer research related topic.
- Authors are required to submit a Structured Abstract of up to 300 words, which will be published in the ACR proceedings.
- The authors should make sure that all images, music and any other material included in their films are free of copyright. To learn more: see: http://www.youtube.com/t/copyright_what_is.
- The formatting of the titles (size, alignment etc.) should be in accordance with the overall style guidelines of the ACR 2018 which can be found on the conference web-site.

Acceptance decision

- Authors will be informed if their videography has been contingently accepted by Friday, May 18, 2018. To be fully accepted, author/s need to modify their videographies in line with recommendations of the videography track co-chairs and/or reviewers, and also provide a summary statement outlining how they addressed (or did not address) the comments. Author/s may also choose to voluntarily revise the videography after acceptance and provide a brief, written rationale for this revision to the track co-chairs via email.
- This information and links to both the original and modified versions of the videography should be emailed directly to the videography track co-chairs by Friday, June 15, before 23:59 CDT. Final acceptance decisions will be made by Friday, June 22.
- Authors whose work is accepted should submit a short trailer (1-2 minutes) by Friday, September 21, 2018, before 23:59 CDT. Unlike the final videography submission, the

trailer *should not* be password protected and be available for public viewing via a Vimeo link, which should be emailed to acrconference2018@gmail.com(copy to alain.decrop@unamur.be and Ingeborg.kleppe@nhh.no). Trailers will be made available on theconference website together with the corresponding structured abstracts to increase awareness of accepted videographies among the ACR community.

Videography Track Awards

Three independent jurors will select one Stand-alone videography for the ACR 2018 Best Videography award and the best ACR 2018 Short-film award.

Accepted Videographies to be Accessible through the ACR Website.

All authors are asked to agree to make their videographies accessible through the Videographies (formerly Film) Section of the ACR website. At the end of the structured abstract (or commentary where applicable), which will be published on the ACR website, a link on Vimeo to the videography should be provided so that each videography can be viewed without using a password. Alternatively,an email address should be supplied so that a person wanting to view a videography can contact the lead videography-maker and request a link to the videography. These procedures will ensure that high-quality videographies are disseminated widely among the membership of ACR.

WE LOOK FORWARD TO A GREAT CONFERENCE!

See you in Dallas!