# TRANSFORMATIVE CONSUMER RESEARCH

## 2021 CONFERENCE

MCINTIRE SCHOOL OF COMMERCE • UNIVERSITY OF VIRGINIA • VIRTUAL EVENT • JUNE 28-29, 2021

# 2021 PROCEEDINGS

CO-CHAIRS:
DAVID MICK, UNIVERSITY OF VIRGINIA
RICK NETEMEYER, UNIVERSITY OF VIRGINIA

# Presidential Address

Hello, everyone. So glad that we had a successful conference. I wanted to just start off by acknowledging that transformative research in general is increasingly popular. We are seeing special issues in top journals. We are seeing conference themes just around this whole idea of social change. So I just wanted to start off by asking the question: What makes TCR special? What does TCR stand for? The idea of transformative is the idea that we're having some kind of change or impact on society or people. And the consumer well-being is such a focus of who we are. Consumer well-being is focused on ACR, which is the roots of where we have come and is an important part of who we are. We care about making a change in society and with individuals, and we want that to be top notch, where we want to make change in a way that we're sure is the best possible way that we know of to do our research. And that research is including both theoretical and substantive change. Theory is really important so that we're not just looking at small areas, but we're making discoveries that are applicable to as many situations and applications as possible. Then community is an important part of who we are. The TCR conference is the heart of what TCR is. This community is represented by people from ACR and the American Marketing Association, the Society for Consumer Psychology, Consumer Culture Theory. And so TCR is meant to be this networking organization that connects with all of these efforts in a way that is mutually beneficial and lifts us all up. But what also makes us special is this focus on impact.

As an organization, we care about stage one, which means investigating problems and exploring what is wrong in the world or what is positive and wonderful in the world and try to shine a light on that on those situations and figure out why they're so good. But also, stage two, we are really digging into data and trying to understand what's happening, not just conceptually, but to see whether our theories are matching what's actually happening in the real world. But then moving on to stage three, which is we actually are trying to see if we can measure, strategize and capture what's happening in terms of the way our research actually is affecting people with that consumer well-being. This is where we're all hoping to get to and this is what I'm saying is making us different as an organization is this idea of impact, can we actually work with nonacademic stakeholders in our groups and actually see the implementation of some of our solutions and some of the things that we're putting out there with research that might make a

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The presidential address is an adaptation of the speech by Brennan Davis, Chair of the TCR Advisory Committee, at the closing plenary session of the TCR Conference 2021 on June 29, 2021.

positive difference, can we measure those things? Can we tell stories about those things and be encouraged about those things? And so this commitment to the full cycle is what I believe differentiates us from many other organizations inside marketing. And to that we are excited to tell you that we are planning on launching our very first impact conference. You guys have been used to the dialogical conference that you're a part of now and those conferences have been in odd years. So the last one we had before this one was in 2019. And so we are looking at starting in the even years this impact conference. And when I say we, I'm working with Julie Ozanne and Chris Blocker too. They are the conference liaison role within our advisory board. And so I have to say stay tuned for the exciting details!

TCR has never been more needed, as you've seen over the last year or so. The world needs us. Despite this last year, TCR has actually had a really great couple of years. I'm going to take you through some of the great things that have happened in TCR in the last couple of years. And I'm also going to follow up some of those things with calls to action, and I would just encourage you to write them down:

1) I'm going to start off by just saying that the 2021 conference could not have happened without David Mick and Rick Netemeyer. And I am just so grateful for their leadership, and I just want to acknowledge them.
2) Propose a track for the next conference. You can propose a track type one. You can and I would encourage those of you who have been involved in track one to propose a track type two and try to do a more data collection focused track. Those of you who have been in track two, let's take it to number three, where we're actually going to try to measure and see how our research is having impact in whatever community we're focused on.
3) We have published some amazing articles from the last 2019 conference. Martin Mende and Maura Scott were co-chairs of the last conference and did an amazing job of putting together the special issue of the Journal of Public Policy Marketing. So check it out.
4) We had a number of awesome grants in 2020. We had over $40,000 awarded. And in 2021, we currently have 2049 proposals that we're looking at. So it's been a great, great couple of years for that as well. So keep your eyes open for the next call for grant proposal.
5) I want to just tell you about three of our subcommittees. The board has three subcommittees that have been focused on growing TCR in three ways. The first one is the TCR Executive Leadership and Social Impact Council. The chairs are Laura Peracchio, Maura Scott and Beth Vallen. They have really worked hard this past year creating this

webinar series that's been really impactful. Really exciting and amazing webinars, and I encourage you to go take a look at those there posted on the TCR website. Our second subcommittee is called the Digital Outreach Team. The chairs are Laurel Steinfield and Roland Gau. This team has transformed our TCR website. I don't know if you've visited it lately, but it is truly amazing. You can see the webinars that I just mentioned under the subcommittee tab. Our statements, our policies. Anything you need to know about the conferences. I'm really excited about this. And then also the thing I'm excited about is the tab that allows you to get involved with us and for us to get involved with you so you can join the TCR listserv there. And the third subcommittee is the TCR External Funding Committee. The chairs are Eva Kipnis and Ann Mirabito. They've been focused on putting together opportunities and brilliant ideas and making sure that they're funneling that information to that part of the website, because we feel like this is a really critical part of what we're trying to do in the world. Please visit our website and get to know more about our subcommittees.

6) Please vote TCR researchers into leadership positions. That TCR representation really means a lot, and it's transformative both to us and that organization as we as we represent what we think are the most valuable parts of our research agenda.
7) Please encourage your journals that you're connected with to have special issues on TCR. This has been a phenomenal way for us to get the word out and to really be involved in the academic community at large.

Thank you so much for letting me share with you guys, and I look forward to giving you guys a big hug sometime in the future.

**Brennan Davis**
Chair of the TCR Advisory Committee

**Track 1**

# Transformative Luxury Research (TLR): Advancing our understanding about luxury, business ethics, and well-being

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## OVERVIEW OF TRACK THEME

This track seeks to expand the research conducted to date on luxury, as a domain for individual and collective well-being, and ethical business practices through a comprehensive, critical, and multidisciplinary approach. Building on recent literature on sustainable luxury (Athwal et al., 2019) and well-being in luxury research (Batat, 2019a; 2019b) this track aims to introduce the conceptualization of Transformative Luxury Research (TLR) as an emerging field that investigates the relationship between luxury and ethical business practices to contribute to well-being. More precisely, TLR embodies research that focuses on generating positive changes in the luxury business practices aimed at protecting the environment, preserving natural resources, improving the personal and collective well-being of employees and customers, building responsible communities that promote social justice among its members, and the entire business practices related to the production and the consumption of luxury (Batat, 2019a; 2019b).

Despite the growing centrality of luxury service brands and products, few studies have been conducted to identify and examine important antecedents and determinants of well-being and ethical dimensions in the luxury sector. Indeed, nowadays, businesses in different sectors, including the luxury sector, are increasingly considering socially responsible practices (Batat, 2019a; Ajitha & Sivakumar, 2017). Authors argue that luxury firms can implement different Corporate Social Responsibility (CSR) models (Carroll, 2008). Yet many scholars believe that luxury and sustainability are diametrically opposed to one another (Dean, 2018; Tynan et al., 2017; Kapferer & Michaut-Denizeau, 2015): whereas sustainability supports sobriety and simplicity, luxury refers to the image of abundance and complexity (Batat, 2019a). Nevertheless, recent work underlies the idea that luxury is not necessarily the opposite of sustainability and CSR (Athwal et al., 2019). As a result, we question, in this track the well-being implications for consumers, businesses, and policy makers in regard to luxury consumption and production. As such, despite the sheer breadth of topics that consumer and marketing researchers have considered over the past several decades, linking well-being to luxury research remains largely unexplored. This therefore presents an ideal opportunity to extend a growing body of literature on transformative consumer research by advancing the current understanding of ethical and responsible business practices that contribute to individual and collective well-being within the luxury field. The objective of this track is then to define TLR and what is its contribution to well-being and ethical business practices. Also, in this track, we aim to discuss and exemplify how TLR can contribute to innovation in the luxury industry to achieve sustainability, social justice, and individual and collective well-being of luxury employees and customers. We aim to stimulate research in three key areas: (1) Shedding new perspectives on TLR, well-being, business ethics, and the challenges and opportunities for luxury market actors to embrace more responsible business practices; (2) Examining constraints and obstacles related to TLR as an emerging field of research on business ethics; and (3) Identifying practical well-being implications for consumers, businesses, and policy makers within TLR.

We hope this track will gather researchers to allow conceptualizing TLR as a new emerging field of research that emphasizes the compatibility between ethical luxury and well-being, for successful luxury business practices and offerings. Accordingly, an integrated team of TCR scholars, consumer behavior researchers, community members and community partner leadership – each bringing different areas of expertise and different sets of skills – has greater potential to address TCR issues than any one of these groups working alone. The conference track will serve as a workshop to allow conceptualizing TLR as a field for innovative luxury business practices and well-being, synthesizing, and writing up emergent outcomes in order to submit two papers on this topic to academic journal articles.

**PROJECT ACTIONS AND TENTATIVE STRUCTURE OF THE TRACK SESSION**

1. **Preconference**
   a. Selected applicants should provide: Background related to this area (what triggers interest in this domain), theoretical approach they adopt for their research, methodological approach they use in their research, research and scientific publications produced to-date on related topics.
   b. All team members will conduct a literature review related to their expertise; and will gather and analyze studies exploring luxury research, ethical and sustainable luxury and well-being in luxury research.
   c. Members will meet periodically online (probably about every other week via Zoom) to prepare and make progress on their track, before actually participating in the conference.
   d. Track chairs will then develop a Facebook (FB) discussion group to facilitate the sharing of information with both the TCR community and external audiences such as the luxury industry and public policy.

2. **Conference day 1**
   a. Morning session: a roundtable session and brainstorm
   Participants will contribute to the roundtable and work on the issues that have been raised prior to the conference.
   b. Afternoon session: Preparation of the summary poster and synthesis of key points and potential contribution of the improve well-being by applying a Transformative Luxury Research (TLR) approach

3. **Conference day 2**
   a. Morning session: TCR conference outcomes
   Continue the work that has been initiated the day before, with a focus on the TCR conference outcomes with at least two collaborative articles: one to be submitted to the official TCR-journal conference special issue and another journal to be confirmed at a later date. The structure and the content of each research project will be defined. In addition, the tasks attributed to each sub-team will be defined and discussion of future possibilities for funding and grant proposal submission.
   b. Afternoon session: Present the outcomes of the track and main research projects and TCR circle.

4. **Post conference:** work in small teams on the research projects such as a book proposal and a

special issue and continue collaboration by furthering studies based on the topics developed in the TCR articles.

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**Jamboard of the sessions:**

**TCR TRACK 1: Transformative Luxury Research (TLR): Advancing our understanding about luxury, business ethics, and well-being**

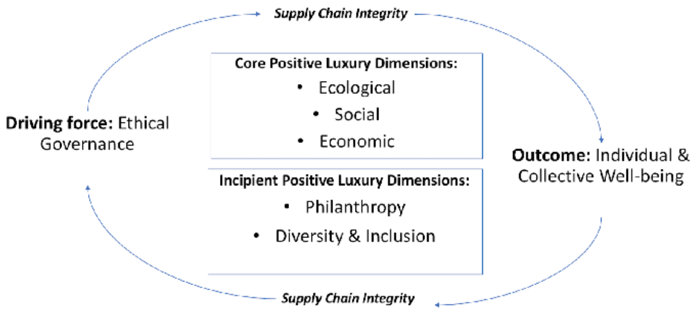
Wided Batat, Danae Manika, Fabio Duma, Rachael Millard, Mona Mrad, Natalie A. Mitchell, Nacima Ourahmoune, Pallab Paul, Francine E. Petersen, Nabanita Talukdar, Alex Yao, Liyuan Wei

**What is Positive Luxury?**

"A transformative luxury ecosystem that promotes various positive actions focusing on generating individual and collective well-being for all stakeholders i.e., the luxury company/brand, the consumers, the employees, the suppliers, the shareholders, other individuals/society at large, the environment, and the economy."

Thus, positive luxury, goes above and beyond prior conceptualizations of sustainable luxury, by unlocking access to true equity and positive change at the individual, corporate, community, and environmental level to transform the production and consumption of luxury; and taking into account different actions, levels, actors, factors, and fields.

**Based on the portrait method via qualitative interviews we examine consumers' perceptions of positive luxury and propose the following dimensions:**



# Consumer Wisdom in a Digital World

Track Co-chairs:
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**Tavleen Kaur, Ph.D.**
Independent Researcher
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Associate Professor of Marketing, Regis University

*The saddest aspect of life right now is that science gathers knowledge faster than society gathers wisdom. - Isaac Asimov*

The use of digital technologies (e.g., smart devices, online social networks, AR/VR) has been accelerating, yielding both positive and negative effects on well-being. This track will explore how consumer wisdom can be harnessed to maximize the benefits and minimize the harm of digital technologies to consumer and societal well-being.

**PARTICPANT PROFILE**

This track welcomes a wide range of academic and non-academic applicants who wish to advance our understanding of consumer wisdom in a digital world. We particularly seek applicants who have some expertise in digital technology, but such expertise is not a necessary condition for acceptance. Furthermore, expertise on the emerging construct of Consumer Wisdom is welcomed but also not a necessary condition for acceptance. Selected participants will represent a variety of backgrounds, bringing a multitude of perspectives to the group to understand the benefits and drawbacks of technology as viewed through the lens of consumer wisdom.

**PROBLEM AREA/ PURPOSE**

Digital technologies (electronic systems, tools, and devices that store, produce, or process data) are increasingly available at consumers' fingertips. Search engines crawl billions of pages in fractions of a second, smart speakers and appliances respond to voice commands, digital entertainment and networks such as video games, streaming services, and social media are always on hand, and digital consumption portals such as ecommerce websites and apps learn and predict consumer preferences. On the horizon, consumers will likely have regular access to even more advanced technology such as artificial intelligence and virtual or augmented reality.

The proliferation of such technology is having both positive and negative impacts on consumer well-being. On the bright side, digital innovation has birthed entirely new industries and ever-increasing consumer choice (Hayashi 2004; Füller, Mühlbacher, Matzler, and Jawecki 2009), and digital access has increased consumer connectedness with real benefits to well-being (Bargh and McKenna 2004; Hoffman 2012). At the same time, there are some dark-side effects of digital technology on consumers. Hyperconnectivity and excessive use of devices has led to an increase in depression (Twenge et al. 2018), cognitive drain (Ward et al. 2017), and physical ailments such as neck and eye strain (Ming, Närhi, Siivola 2004; Blehm et. Al. 2005). The ease of digital commerce can increase impulsive behavior (Thomas, Desai, and Seenivasan 2011), and unrealistic social comparisons through social media can challenge mental health (Hunt, Marx, Lipson, and Young 2018). Privacy breaches, the proliferation of fake news and echo chambers, and the replacement of face-to-face interactions present ethical concerns and threaten consumer and societal well-being (Baccarella et al. 2018; Twenge 2017).

This proposed track draws on the budding area of “Consumer Wisdom”. **We aim to explore how consumer wisdom, defined as the mindful pursuit of well-being while balancing short and long-term consumption goals and one’s own interests with the interests of others (Luchs and Mick 2018), can be harnessed to capitalize on the bright side of digital technology while minimizing its detrimental effects.** In other words, how can consumers wisely use digital technology, and how can we steer consumers, communities, and nations toward wise consumption of digital technology?

Potential track topics may include: wise consumption or design of social and news media, wise use of AI for financial decision making, the use of digital technology for consumer empowerment, consumer self-regulation on e-commerce platforms, the use of virtual worlds to enhance consumer wisdom, the role of mindfulness and gratitude in digital technology use, and so on. While this track will be structured primarily around the construct of consumer wisdom, additional potential lenses through which to explore these topics include judgment and decision-making, ethics, economic theory, public policy, and more.

## TRACK OBJECTIVES

The objectives of this track are to: (1) Create a network of researchers who will pursue research collaborations at the intersection of digital technology and consumer wisdom, (2) Develop a short list of high-potential research projects on consumer wisdom and digital technology, complete with research plans and co-author teams, and (3) Establish an outline and develop a co-author team for preparing a submission for the *Journal of Consumer Affairs* special issue.

## TENTATIVE TRACK STRUCTURE

### PRE-CONFERENCE

**Network-Building:** Track participants will give a short presentation (five minutes or less) of their work/area of expertise and how it may relate to the intersection of consumer wisdom and digital technology. They will also submit a research project idea (described in 200 words or less) drawing from their areas of expertise and applied to consumer wisdom/well-being and digital technology. These activities will serve to introduce participants to the group and enhance future project collaborations.

**Knowledge-Building:** Participants will work within a set timeframe and collaborate via online discussions to contribute to a literature review that identifies key areas or problems related to consumer wisdom and technology. This work will help develop a conceptual framework for the *JCA* submission and potentially identify some opportunities to gather data before the conference. Co-chairs will facilitate the sharing of this information and will periodically invite external thought leaders to share their expertise on consumer wisdom and digital technology.

### 2021 TCR CONFERENCE

*Day 1, Morning Session*

Participants will propose their individual research ideas, which may have evolved or been refined from the network-building pre-conference phase. A subset of projects will be prioritized based on group interest, and self-selected co-author teams will develop research plans for each idea. These will be presented to the group, and iterated based on feedback.

*Day 1, Evening Session*

The group will advance the *JCA* submission that was initiated during the pre-conference phase.

*Day 2, Morning Session*

The group will continue to advance the *JCA* submission and will also develop the action plan, teams, and post-conference work timeline.

**POST CONFERENCE**

Self-selected co-author teams will collaborate on the new research projects identified during the conference.

Led by the co-chairs, the group will develop a conceptual academic paper targeting *JCA* based on the output of pre-conference and conference discussion. The group will also outline a research agenda and areas in which empirical research can lead to future advances

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**Link to post-conference publication:** https://doi.org/10.1111/joca.12467

the journal of consumer affairs

Research Article

## The role of wisdom in navigating social media paradoxes: Implications for consumers, firms, and public policy

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The first five authors led the writing and development of this manuscript. The remaining five contributors are listed alphabetically.

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### Abstract

Social media has transformed the nature of communication and simultaneously given rise to paradoxes—irresolvable situations where contradictory elements co-exist. These paradoxes are pervasive, and they can jeopardize consumer welfare because they are difficult to navigate. In this conceptual article, we argue that the principles of wisdom provide a unique and constructive lens through which to view the social media landscape with the aim of maximizing well-being. We illustrate three social media paradoxes at individual, interpersonal, and societal levels of analysis. We also translate wisdom theory into practical recommendations for consumers, marketers, and public policy makers to facilitate wiser use of social media. Finally, we propose avenues for future transformative consumer research on how wisdom can help consumers to fruitfully approach paradoxes in the context of social media and beyond.

# Digital Compromises: Negotiating Consumer Vulnerability, Access, and Power

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Digital environments present a host of challenges for consumers related not only to control over their personal information, but also for access to digital resources that are critical for accessing a diversity of products and services ranging from groceries to work and education, as well as for building and maintaining social connections. At the same time that consumers seek to maintain a chain of custody of their personal information and ensure that their information is protected from bad actors, they also increasingly "surrender" (Walker 2016) that personal information for marginal economic gain and maximum convenience.

The increasing reliance on technology during the COVID-19 crisis exemplifies these trade-offs and the need for secure and accessible digital exchanges, highlighting the significant externalities that accompany their absence. Although existing research on consumer vulnerability and information exchange acknowledges the role of risk and technology, *the intangible nature of online interactions confuses the perception and understanding of risk for consumers*, likely increasing potentially negative effects.

This unfolding 'tug-of-war' between consumers and the tech industry presents an opportunity for marketing academics, policy makers, marketers and consumer advocates to explore both how consumers can be vulnerable in a situation with both information and power asymmetry (Hill and Sharma, 2020), as well as how they can empower themselves to maintain or regain control of their technological access and information privacy.

The primary objectives of this track are to explore the digital compromises consumers increasingly make in the digital age, including their impact on consumer well-being, as well as to identify potential avenues for consumers, policy makers and companies to address the existing power imbalance. We will achieve two things at the conference:

1) Develop a conceptual framework that synthesizes the various key domains related to these issues (including implications for policy makers and practitioners), and create a roadmap for future (empirical) research questions in this area (see Block et al. 2016, Block et al. 2011, Bahl et al. 2016 for examples)
2) The organic creation of small research groups to tackle some of the identified research questions. These may become the basis for a Track 2 or 3 proposal for future TCR conferences, and/or standalone projects.

**APPROACH**

This track will involve participation at three stages:

- *PRE-CONFERENCE* – participants will meet virtually on a semi-regular basis (e.g. 1-2 times/month) and identify major domains for background research and reading, with the goal of establishing a preliminary conceptual framework prior to TCR conference

- *DURING (VIRTUAL) CONFERENCE* – over the conference period, team members will work both in smaller groups as well as a larger collective to achieve the aforementioned objectives
- *POST-CONFERENCE* – based on the roadmap and task assignments created prior to the end of the conference, participants will work in the short term to develop a theoretical article for submission to the TCR Special Issue at the *Journal of Consumer Affairs* (tentative deadline December 1, 2021) or other top consumer-focused marketing journals. In the long term, we hope that discussions during the conference will spur the creation of research teams with common interests, to further empirical work in this domain.

**APPLICANT PROFILE**

For the purposes of developing a well-rounded team, we seek highly motivated individuals who enjoy research from a diversity of backgrounds, including policy makers and consumer advocates working in the areas of technology access and consumer privacy, among others.

Academic researchers should have an established basis of familiarity with or a high level of interest in substantive areas such as consumer vulnerability, privacy, perceptions of risk, digital environments and technologies, B2C relationships, and other relevant topics. Applicants should demonstrate interdisciplinary openness to a range of methodological paradigms that may be appropriate for tackling a variety of research questions, as well as a willingness to work with new people in a collaborative environment.

We welcome emerging and established researchers with a demonstrated ability to publish in top-tier consumer research and/or marketing journals.

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# The Attentional Divide: Lay Theories of Smartphone Distraction and Distraction Interventions

Track Co-chairs:
**Gia Nardini**
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**Richard Lutz**
University of Florida
**AnneMarie Rossi**

Since the rise in popularity of personal computers, smartphones, and social media platforms, considerable research has investigated how these devices and platforms affect our ability to pay attention, both positively (Alzahabi and Becker 2013; Lui and Wong 2012) and negatively (Finley, Benjamin, McCarley 2014; Wang and Tchernev 2012; Ward, Duke, Gneezy, and Bos 2017). We define distraction as the lack of undivided attention to a focal stimulus, and we are interested specifically in distraction involving a smartphone device.

Smartphone distraction often coincides with media multitasking. Media multitasking involves two or more simultaneous goals, two or more stimuli, and two or more responses (Meyer and Kieras 1997) with at least one media-based stimulus or response (Wang and Tchernev 2012). In general, research suggests that media multitasking negatively affects consumers. For example, media multitasking undermines cognitive performance on focal tasks (Strayer and Johnston 2001; Ophir, Nass, & Wagner 2009; Ralph, Thompson, Cheyne, and Smilek 2013) and reduces emotional wellbeing (Allcott, Braghieri, Eichmeyer, Gentzkow 2019) without consumers recognizing their inability to effectively multitask (Finley et al. 2014). Further, as researchers continue to uncover the negative effects of consumers' media multitasking compulsions, authors have offered a multitude of self-help remedies for regaining focus (Solis 2019), digital detoxes (Colier 2017), and tools to make yourself "indistractable" (Eyal 2019). Yet, work in this domain is preliminary. Despite the growing body of work highlighting the primarily negative consequences of consumers' media multitasking, 87% of American consumers use additional media devices while watching television (Accenture 2015), and smartphone owners interact with their devices an average of 85 times a day (dscout 2016). In fact, smartphones have been likened to adult pacifiers, providing psychological comfort during stressful situations through their personalized nature and sense of privacy, among other factors (Melumad and Pham 2020). Thus, we have not effectively determined how to help consumers improve their technology experiences by managing smartphone distraction. We need more research investigating consumers' perceptions of distraction and the factors that undermine consumers' ability to accurately recognize distracting use of their smartphones. After all, how can consumers "undistract" themselves if they aren't accurately assessing their distraction in the first place? By understanding how consumers perceive distraction during smartphone use, we will better understand why consumers are so susceptible to detrimental occurrences of it. Specifically, what do consumers classify as distractions during smartphone use, and what factors may undermine consumers' ability to effectively assess their level of distraction? Research has yet to determine the attributes that cause consumers to discount or dismiss instances of distraction during smartphone use.

***Track Goal:*** In this TCR session, we will explore consumers' lay theories of distraction to better understand how consumers perceive distraction during smartphone use and the misperceptions that may cause some distractors to go unnoticed. We plan to conduct a literature review and interviews prior to TCR. We will then expand on these insights in an academic article to develop tractable interventions designed to help consumers become more aware of the distraction caused by smartphone multitasking.

***Selection of participants:*** Approximately 4 academic researches with a range methodological expertise, along with 2-3 community action partners involved in mindfulness nonprofit work will be selected to participate. We plan to assemble a team that provides diverse research perspectives to enrich our framework and interventions. Selected applicants should provide: background related to this area (e.g., what triggers interest in this domain), theoretical approach they adopt for their research, methodological approach they use in their research, and research and scientific publications produced to-date on related topics

***Tentative Schedule:*** *Preconference Activities*

***Knowledge Building:*** Track team members will collectively develop a literature review. We will hold online discussions to identify key research streams, brainstorm ideas, and hone our focus. Our discussion of prior literature will inform our interview protocol.

***Preliminary data collection:*** Every team member will conduct 3 in-depth interviews focusing on how people perceive their smartphone use and smartphone distraction. All team members will upload a summary of their interviews to a shard drive and read each other's findings. Through online discussion and document sharing, the track team members will begin to lay out an actionable framework for consumers' lay theories of smartphone distraction and related interventions. We will use these results to devise a survey to further hone our research focus and potential interventions.

***Shared learning:*** Upon conducting the survey, all team members will meet online to discuss the findings. Based on the survey results, team members identify preliminary themes, useful literature streams, and potential interventions.

***Tentative Schedule:*** *Conference*

***Day 1 Morning Session:*** We will organize and integrate the key findings from the preconference activities including the literature review, in-depth interviews, and survey. We will focus primarily on areas in which consumers' lay theories of smartphone distraction are insufficient or incorrect.

***Day 1 Afternoon Session:*** We will outline the model with the crucial elements of smartphone distraction. Additionally, we will identify potential interventions to combat detrimental distraction, which will highlight the marketing and public policy implications regarding smartphone distraction. We will finalize these insights with a poster that details our model, interventions, and implications.

***Day 2 Morning Session:*** We will discuss the feedback from our poster session, integrating new ideas and addressing concerns. Through further group discussion, we will refine our framework and develop a presentation for closing. We will also develop an action plan for continued work beyond the TCR conference for writing an academic journal article. Finally, we will discuss generative future research and potential subsequent projects.

***Tentative Schedule:*** *Post-Conference*

As needed, we will conduct experiments to test aspects of our framework, as well as the interventions we develop. Each team member will then write a section of the paper, and we will continue to meet virtually as we refine our draft. The co-chairs with synthesize sections and prepare the manuscript for submission to an academic journal.

# Transformation through Mindfulness: Consumer Financial Wellbeing and Healthful Eating

Track Co-chairs:
**Jayati Sinha**
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**Aparna Sundar**
University of Washington at Bothell
**Shailendra Pratap Jain**
University of Washington

## TRACK DESCRIPTION

Over the past two decades, mindfulness has gained popularity in our society. Mindfulness is defined as the awareness that emerges through paying attention on purpose, in the present moment, and nonjudgmentally to the unfolding of experience moment by moment (Kabat-Zinn 2003).Mindfulness offers the possibility of replacing mindless consumption with mindful consumption (Bahl et al. 2016). Mindfulness also enhances consumers' dependence on physiological cues for consumption (Van De Veer et al. 2016), boosts consumers' capacity to self-regulate (H¨olzel et al. 2011) and affects consumers' loyalty and relationship quality in service marketing contexts (Ndubisi 2014). In this track, we focus on two specific areas that have not been sufficiently explored: ***Financial Well-being and Healthful Eating*** (or closely related areas).

*Mindfulness and Financial Well-being*. Consumers can experience financial well-being—or a lack of it—regardless of income. We hope to explore how mindfulness can help consumers improve their financial well-being by taking specific actions (e.g., practicing contentment, cutting down mindless spending); by achieving life goals and financial peace of mind (such as opting in to a retirement plan, enhancing saving over spending, focusing on financial freedom to enjoy life); and by avoiding financial pitfalls (such as staying out of debt, using credit responsibly).

*Mindfulness and Healthful Eating*. Healthful eating is fundamental to a healthy mind and body. Obesity is a major public health issue across the globe, often a consequence of a lack of control or mindless eating. Given that mindfulness pertains to moment-to-moment awareness, it is likely that mindfulness intervention would help consumers make conscious, goal-oriented food choices and thus achieve overall well-being. We propose to examine how mindfulness interventions might nudge consumers to engage in mindful eating (i.e., paying attention to food, on purpose, moment by moment, without judgment) instead of focusing on the anxiety associated to restricted consumption and/or engaging in impulsive and indulgent consumption.

**TRACK GOAL:** This track aims to assemble researchers with an interest in exploring the role of mindfulness in enabling consumer well-being. We hope to assess how mindfulness in general (state or trait) and mindfulness-interventions help consumers become better decision makers, specifically in the domains of financial choices and healthful eating. This track's goal is to develop an understanding on how mindfulness as a mode of consciousness can transform behavior to promote consumer well-being.

This track will explore ***three key*** objectives:

1. Identify antecedents and consequences of consumer mindfulness, test mindfulness interventions, and/or address methodological concerns such as scale development.
2. Investigate how mindfulness (trait and state) and short mindfulness-interventions can nudge consumers to make better financial and healthful eating decisions.
3. Identify co-author teams for the two highest potential projects.

**CONFERENCE TRACK APPROACH**

We foresee that each selected track participant will play an active participatory role prior to, during and post conference. Our conference track approach will include three steps: *Pre-conference, Conference, and Post-conference.*

**Pre-conference Activities**

We will invite each track participant to engage in pre-conference work so that the time spent at the conference will be fruitful and productive. Each participant will be encouraged to develop ***one research idea*** (individual) in one of the two track areas: Mindfulness & Financial Well-being or Mindfulness & Healthful Eating (or closely related areas). We will cover the topic introduction, team introduction and expectation in an initial zoom meeting (date and time TBD).

- Each ***research idea will include*** theory grounded in literature, a conceptual framework and associated hypotheses, a set of proposed lab/field studies (sample, stimuli, scales, interventions, mediators, moderators, dependent measures, etc.) to test proposed hypotheses, and a discussion of theoretical and practical implications.
- Each participant will ***email*** her/his individual written idea (max. 2-page, single-spaced) to other members ***three days before*** the conference.
- Each participant will ***present their individual idea during*** the conference.

**Conference Activities: Tentative Conference Schedule**

*Zoom Session 1: Morning session*

- During the morning session, the track participants will pitch individual ideas to the group for feedback.
- Each presentation will have 12-15 minutes for presentation and 15-18 minutes for feedback/discussion.

*Zoom Session 2: Afternoon session*

- During the afternoon session (after lunch), track chairs will discuss the various ideas (presented during the morning sessions) to design two projects (ideally one for each track area): Mindfulness & Financial Well-being or Mindfulness & Healthful Eating (or closely related areas).
- Track participants will form two teams of 3-4 members each. One or two track chairs will lead the team along with 2-3 team members.

*Zoom Session 3: Morning session*

- During the morning session of day two, each team will refine theory, hypotheses, and study designs.
- In addition, each team will develop ***details about project execution***, including assigned role/responsibilities of each team member, IRB approval forms, budgets, contingencies, detailed timeline (IRB/Pre-registration, data collection, analysis, write-up, conference/journal submission).

**Post-conference Activities**

- Each team will follow project timeline (IRB/Pre-registrations, data collection, analysis, write-up, conference/journal submission) towards completion of the project. One of three track chairs will 'lead' this effort in coalescing the team towards the agreed upon deadlines.
- We expect that each team member will play ***an active role in the project and will fulfill their assigned tasks.***

# Developing Transformative Consumer Research Methods and Engagements for Hard to Reach Populations

Track co-chairs
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TCR research has and continues to explore numerous types of consumers that could be classified as 'hard to reach'. Extant studies, for example, includes research with those: who are spatially disadvantaged (e.g., those in rural areas (Corus and Ozanne 2012; Steinfield et al. 2019), in prisons (Hill et al. 2015) or in (post)conflict zones (Barrios et al. 2016)); who may be made invisible or marginalized by policy, society and/or market places (Hein et al. 2016; Hill 2002; Saatcioglu and Ozanne 2013); who face risks of social stigma due to mental health (Machin et al. 2019; Yeh, Jewell, and Thomas 2017); and who may desire invisibility due to illegal behaviors or vulnerable status (Hill 1995). A core take away from a transformative consumer lens has been for research to be done in such a way that can advantage these populations (Corus and Ozanne 2012; Hill 1995; Pechmann et al. 2011). Yet how to do this has yet to be fully articulated.

In this session, we invite practitioners and academics to advance this work by drawing on their insights to create an open-access repository of best practices. These best practices will explore how to research, engage, and cultivate solutions to improve the wellbeing of different types of hard-to-reach populations. As academics in health and social sciences note (Bonevski et al. 2014; Ellard-Gray et al. 2015), there is heterogeneity in these types of populations that need to be appreciated and recognized by research and practitioners. Indeed, within the TCR scholarship, while some scholars advocate participatory action or community action research for marginalized communities (e.g., Corus and Ozanne 2012), others taken a different approach given the high-risk stake of the research contexts (Barrios et al. 2016) or risks to participants (i.e., law offenders (Hill 1995), unregistered immigrant communities (Crockett et al. 2011)).

In order to facilitate this session, prior to the TCR conference, the co-chairs will conduct a literature review to assess how relevant extant studies have undertaken research with hard-to-reach populations. However, while this may provide us with a baseline of information, the very definition of 'hard to reach populations' implies less conventional methodologies that are rarely communicated in sanitized versions of academic publications. The time at the TCR conference will thus allow us to delve deeper into the realities that are often hidden in methodological write-ups. At the TCR conference, practitioners and academics will share their 'behind-the-scenes' challenges and successes of doing research and developing programs to improve the wellbeing of different types of hard-to-reach populations. Based on these insights, we will create a framework of 'best practices'. Each participant in the track will be asked to help bring this 'framework' to life by creating a short case study that explores the challenges, cautionary measures, and successes on how they researched, engaged, and cultivated solutions/programs with a certain 'type' of hard-to-reach population. These case studies will be edited by the co-chairs into a book, which will be made available on TCR's website (under its resource tab) and on open repository websites such as Research Gate.

**Proposed Timeline:**

- August-December 2020 – co-chairs conduct lit review and manage call for participants to the track
- Jan – May 2021 – online meetings held once a month to introduce TCR members to each other and to start to discuss our different areas of research and types of ‘hard-to-reach’ populations. Conference participants will be encouraged to produce a draft outline of initial case studies to be shared at the TCR conference (i.e. bullet points).
- June 2021 at TCR Conference – Conference participants will hold discussions to create the ‘hard-to-reach’ population framework and to share draft outlines for case studies. Members will work together to provide feedback and further develop key takeaways that will feature in case study write-ups and the combined, edited book.
- July-August 2021 – Conference participates will work to finalize case studies
- September 2021 – Co-chairs will write editorial introduction to feature the case studies
- October 2021 – Edited book will be posted on TCR’s website and on online repositories (e.g., Research Gate).

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# The New World of Fundraising and Marketing's Role in the Nonprofit Industry

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Nonprofit organizations find themselves in an unparalleled situation with the coronavirus pandemic. This global health crises that requires human distancing has affected fundraising by curtailing or cancelling traditional efforts such as galas, dinners and auctions, running events, golf tournaments, and donor recognition gatherings. This comes on the heels of the Tax Cut and Jobs Act of 2017 which placed limits on tax deductibility, making the future of charitable giving uncertain (Bivin et al. 2018). In fact, while overall donations increased in 2018, individual giving declined for the first time in five years as did total giving when adjusting for inflation (Giving USA, 2019).

If that weren't enough, nonprofit organizations (NPOs) find themselves in a shifting donation landscape based on generational changes. While mature individuals with more household income and education have always been thought to be preferable targets (Todd and Lawson 1999), other research indicates that younger (Moriuchi and Chung 2018) and less financially secure individuals are also willing to give as well as donate their time (Gorczyca and Hartman 2017), often at greater rates than their wealthy counterparts (Anaza and DeVaney 2008). However, early research shows these audiences rarely carry cash or write checks, leading to a dampening effect on charitable giving (Ross and Kapitan 2019). Meanwhile, fundraising remains a constant concern for nonprofits, often limiting their ability to meet demands on the organization (Nonprofit Finance Fund 2018).

A challenge for most NPOs has been to develop effective marketing that informs, educates, and convinces audiences to act (Cole **et al.** 2016; Summers and Summers 2017). With audience financial behavior changing, tax laws impacting charitable giving, and global health concerns affecting what nonprofits are able to do, fundraising strategies must adapt. Despite all these situations, there is hope. The CAIRS Act of 2020 removed deduction limits for charitable contributions under certain conditions. And 24-hour donation events such as "Giving Tuesday" provide a glimpse for successful future fundraising efforts.

While prior research has added to our understanding of marketing's efforts on fundraising through tactical elements (e.g. Hill and Abraham 2008; Boer and Westhoff 2006) and components of nonprofit advertisements to affect emotions (e.g. Choi **et al.** 2016; Summers and Summers, 2017), none have examined the threefold combination of evolving audience financial behavior, fluctuating tax policies, and a global pandemic.

**Goals of the Track**

The track goal is to lay out a research agenda and identify at least three viable research projects that will allow participants to examine the role marketing can play in a new world of fundraising. We expect at least one competitive paper – focused on the behavior of today's donors and how NPOs should respond in a pandemic world, and the implications on the economic and social environment – to be submitted to the *Journal of Consumer Affairs* TCR special issue.

We will also develop a collaborative project list to pursue after the conference in smaller work teams based on the sub-interests of team members. For example, a conceptual paper with the research agenda could be submitted to the *Journal of Macromarketing*, while one examining effects of tax policy on donation behavior may be appropriate for the *Journal of Public Policy & Marketing*. Other relevant journals and conferences will also be identified during the conference.

**Tentative Track Structure**

*Pre-Conference Activities*

- The track will bring together academics and practitioners interested in the nonprofit industry who want to work to develop a research agenda that addresses fundraising issues NPOs face today.
- Participants will meet virtually prior to the conference to share ideas about how NPO fundraising is changing, assemble literature, and begin formulating the research agenda.

*During-Conference Activities*

- Members will synthesize the information collected during pre-conference activities to create the framework for how donation behavior is changing and outline a research agenda.
- By the end of the conference we will make a concrete plan and timeline for writing our competitive paper submission to *JCA* and develop a project list for track team members to pursue.

*Post-Conference Activities*

- The team will write, revise, and edit the competitive paper submission and work to advance the smaller team projects.
- Frequent virtual meetings among smaller work teams and coordinated by the co-chairs will be organized to facilitate the overall completion of research manuscripts.

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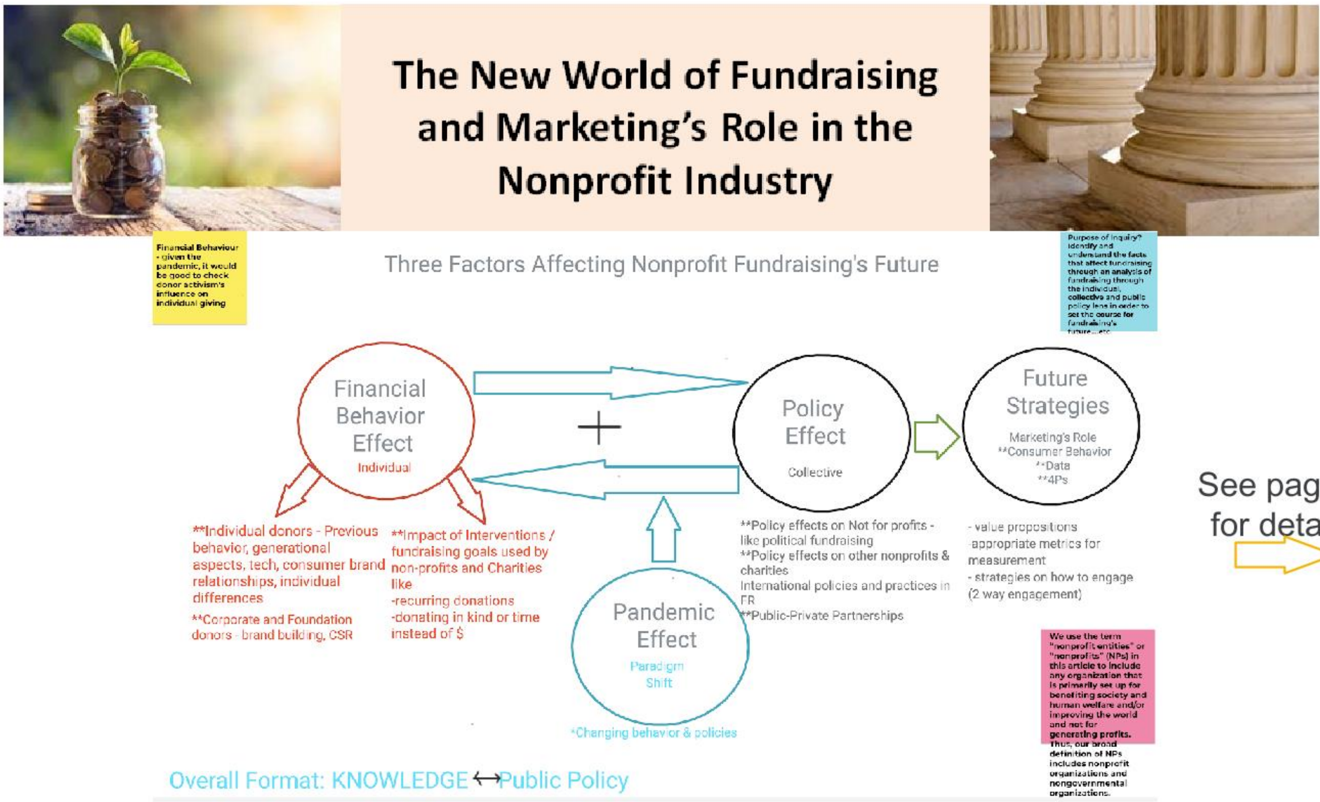
**Jamboard of the sessions:**




# The Impact of Technology on Transforming the Food Consumption/Production: The Bright Future of Technologically De(re)contextualized Food Systems and Sustainability

Track Co-chairs:
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Emlyon Business School, France
**Emre Ulusoy**
Youngstown State University

## Track Description:

This research proposal builds on prior work on food consumption and well-being and aims to contribute to prior dialogical TCR work on alternative food consumption (Batat et al., 2016; Batat et al., 2017), in which Handan Vicdan served as the co-chair and Emre Ulusoy attended as a track participant, by focusing on the technological advancements in food consumption/production, which pose as an alternative to the status quo of the industrial food systems. Specifically, we ask: (1) how new technologies transform consumers' relationship with food, (2) how different stakeholders (consumers, marketers, policymakers) respond to these technological advances for food well-being (Block et al., 2012), and (3) how these technologies empower consumers to practice self-sufficiency and contribute to sustainable food consumption and production, a much-needed research field as suggested by McDonagh et al. (2012) based on their concept of celebratory sustainability that focuses on positive sustainability examples. Such exploration, therefore, is also expected to shed more light on the "bright side" of the aforementioned prior dialogical TCR issues/topics.

Prior research posited (1) how technology – which represents an artificial entity - may disconnect people from nature and alienate them to their ecological existence and/or (2) whether consumers resist the technology-enabled food systems at large (Ronteltap et al., 2016; Zheng et al., 2019), especially when there is a greater interest in sustainability (Cavaliere and Ventura, 2018) and the ethical issues regarding the use of technology in food production (Stuart and Woroosz, 2013). However, the positive and empowering impact of technology on transforming food consumption/production has received scant attention. To redress this gap in the literature, we aim to bring a celebratory perspective on the relationship between food and technology by focusing on how new technologies empower consumers and enable them to to practice self-sufficiency with implications for sustainability. Indeed, new technologies create laboratory conditions that enable in vitro food production in homes and ecological spheres (regenvillage[2]) via artificial intelligence, 3D printers, smart greenhouses, and kitchen gardens. They enable consumers to produce organic food free of cross-contamination and pesticides with these in-home farm free food production solutions that could play a significant role in saving the planet (Monbiot, 2020). New start-ups have already introduced their technological breakthroughs in the 2020 CES Las Vegas conference (a global stage to introduce next-generation innovations to the marketplace), such as smart farming (plantycube) in laboratory settings, and organic food production in your kitchen without the need for land soil (e.g.,

[2] Regenvillage takes self-sufficiency to a new level since it is a "high tech" ecovillage that integrates artificial intelligence to manage renewable energy, food production and water supply, and enables a strict control over resource use in the community

Natufia), self-sustaining systems for use on balconies (balcony cultivator), "groundless" growing system that allows people to grow healthy food on a small footprint (hexagro), applying the principles of biomimicry using technology and mirroring the structure and function of the natural ecosystem and its organisms to deliver more sustainable food system solutions in urban settings.

We also aim to explore and unearth the ways in which technology may work as a catalyst for reconnecting consumers to nature and helping them reinvent their ecological fabric in their everyday lives by deconstructing and recontextualizing the production of the sustainable food system and changing the perceived naturalness of this complex but the symbiotic interplay between humans and technology. "Naturalness" of food consumption and production has been raised as a common concern with novel technologies (Corner et al., 2013; Deckers, 2005; Frewer et al., 2011) and the state of being unfamiliar with these technologies (Verbeke et al., 2014). However, little has been done empirically concerning how this concept evolves and gains traction with technology-enabled food innovations that further put a distance between human beings and nature and enable food production by controlling the many external factors that would negatively influence this production and giving more control to the consumers over the use of resources for food production. This recontextualization of food production in the home sphere raises questions concerning new socio-spatial and socio-material relations (Orlikowski, 2007) between humans and technology-aided food systems, and new ideological spheres (Kozinets, 2008) at the intersection of food consumption/production (Lusk, 2012) and technology.

**Track Goal:** We would like to initiate a dialogue among an interdisciplinary and intermethodological team of researchers on the aforementioned issues concerning new technologies and their impact on food consumption/production, how they redefine consumers' relationship with food, how consumers and other stakeholders perceive and respond to these technology-aided alternative food systems that de(re)contextualize food consumption/production, and how the market empowers the consumer for self-sufficient food practices via these technologies. Implications of this dialogical effort will focus on food well-being and sustainability.

**Tentative Track Roadmap:**

**Preconference Activities:**

1. Track chairs will prepare a call for participation of 4-6 academic researchers and/or stakeholders with a keen interest (theoretical and data) on the track topic. We aim to have 6-8 participants including track chairs.
2. Applicants will be asked to provide a statement of their research interest and vision on the track topic. They should provide evidence for their expertise and interest in this track, theoretical and methodological lenses they apply for their research, and research output published or in progress, and future research interests concerning the track topic.
3. All the selected applicants will build upon prior research related to their expertise and identify their contribution to the track topic based on a list of recommended readings and empirical findings, including their own research. These recommended readings will be shared by all the track participants for further brainstorming on the topic during the conference.
4. Each applicant is also expected to create one or two main research questions to contribute to the brainstorming sessions during the conference and suggest research topics to collaborate on for the future.

5. Track chairs will create a google-doc platform to then collaboratively work on future projects.

**1st day schedule:**

1. Morning Session: Track participants will engage in brainstorming on the main topics identified prior to the conference related to the track topic. Each participant will bring to the table his/her key research ideas and findings related to the track topic. The track team will organize and synthesize the insights gathered as a result of pre-conference collaboration.
2. Afternoon Session: Summary of the key ideas discussed during the brainstorming session and create an actionable roadmap (poster) for the implementation of these ideas concerning the impact of technology on transforming food systems with implications for food well-being and sustainability.

**2nd day schedule:**

1. Morning Session: Final remarks on the roadmap to be implemented after the conference based on feedback from other TCR tracks and track participants: We will then prepare our presentation to present our final research framework and roadmap
2. Afternoon session: The roadmap will be finalized including the main research topics to work on with at least two agreed upon journal venues (one including the TCR special issue journal, and another one to Consumption, Markets & Culture or Marketing Theory), and the contribution and content of each research topic specified, as well as the creation of subgroups with similar research passions and interests. The goal is to publish first a conceptual paper for the TCR special issue journal, and an empirical paper that involves data collection for the most promising research ideas identified by the participants. Timelines and sub-groups will also be identified.

**Post-conference activities:** Based on the conceptual framework developed as a result of our dialogical engagement in the TCR conference, we will together write a conceptual paper and submit it to the TCR special issue. The track co-chairs will organize and manage this process. The goal of this conceptual paper is to reflect on the current research at the intersection of food and technology, how technology-aided alternative food systems transform consumers' relationship with food and empowers consumers towards self-sufficient and sustainable food practices. We want to raise critical questions on the bright side of technology and suggest further research questions. Also, we will form sub-groups among the track participants to work on other research projects set during the dialogical sessions. The goal is to engage in collaboration for data collection.

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# Social Media & Mindfulness: From the Fear of Missing Out (FOMO) Towards the Joy of Missing Out (JOMO)

Track Co-chairs:
**Steven Chan**
Yeshiva University
**Nelson Amaral**
Ontario Tech University

**Track Description**

**Statement of Problem:**

Nearly 70% of millennials (ages 18-34) report experiencing "FOMO," the term meaning "fear of missing out" that popular culture frequently references (Harris Poll 2014). In a wider sample of adults, 56% say they fear missing something such as an event or status update when they are not viewing their social network (Harris Interactive 2013). When linked to social media content, FOMO describes feelings of anxiety for the things we see others experience or consume on social media. Social media provides a powerful tool for social connection that often disrupts our attention for the present moment. These disruptions contribute to negative consequences for well-being. Research suggests that regular use of Facebook leads to greater stress and less focal attention (Wiking 2015). Over time, empirical data has also shown that consuming social media through social networks can result in loss of self-identity and reduced self-esteem (Kross et al. 2013). Such negative effects lead to 52% of consumers reporting they desire taking a break from social networks (Harris Interactive 2013). However, managing social media usage is not easy when the compulsion of FOMO and other psychological processes result in symptoms akin to substance-related addictions (Kuss and Griffiths 2017).

This track theme proposes to extend prior TCR research on mindfulness to understand the antecedents of social media FOMO and develop a mindfulness-based intervention to decrease anxiety, increase attention, thereby enhancing well-being; the intended outcome aims to shift FOMO towards "JOMO," the "joy of missing out."

A 2015 TCR mindfulness track led to publication of a framework for the "transformative potential of mindful consumption" (Bahl et al. 2016). The *Journal of Public Policy & Marketing* recognized this work with the 2019 Thomas C. Kinnear award for contributions to marketing and public policy. That recognition helped fuel this track's aim to apply mindfulness to assist the growing consequences of social media. Mindfulness-based approaches can help alleviate these detriments of social media, but more precise understanding and application through research is needed.

**Track Goals:**

- Bring together a group of academic and non-academic practitioners with diverse experiences that may include consumer behavior/psychology, mindfulness, wellness, or social media, to research how mindfulness can be applied to improve our relationship with social media.

- Apply a diverse multidisciplinary approach to examine the current practices in social media usage to develop and test mindfulness-based interventions.
- Social media usage entails rich psychological processes, ripe for research with a mindful consumption framework: attention on the present moment versus social media stimuli, psychological distance of present versus social media objects, judgments of gratitude and regret of consumer choices, and feelings of anxiety and joy. These represent some of the areas we aim to discuss, prioritize and further investigate.
- Create a framework for how marketers can be a part of the solution for a more mindful social media experience that reduces FOMO and enhances JOMO.

**Tentative Track Structure**
**Pre-conference activities:**

1) As suggested for all track 1 groups, from January 2021 until the start of the virtual conference on June 28, 2021, conference participants will meet via Zoom from 1-2 times per month to discuss and accomplish research goals.
2) We will set up a shared drive with readings that we would like all participants to complete; track participants will also be asked to contribute readings to the group. Readings will come from both academic and non-academic/practitioner sources with the goal of including diverse viewpoints on accomplishing the track goals.
3) Research and summarize the current state of social media consumption.
4) Examine and discuss psychological and wellness factors and processes most critical to mindful social media consumption.
5) Discuss mindfulness-based practices most relevant to the needs of social media consumption. Adapt these mindfulness techniques to create an effective intervention specific to social media usage.
6) Draft outlines and/or sections of a manuscript.
7) Begin to pre-test and collect data to validate effectiveness of our intervention.

We will discuss with track members to determine which activities above are feasible to tackle pre-conference and shift items to the conference or post-conference phases as needed.

**Conference activities:**
Given the virtual TCR format in June 2021, we anticipate completing many of the pre-conference items before this phase. In prior TCRs, the conference concluded with a short presentation from all tracks. We will use the conference time to discuss and synthesize our pre-conference framework and findings. We will summarize the framework and findings for a short presentation (assuming the TCR conference concludes with track presentations).

We will also prepare and coordinate post-conference activities by discussing next steps, roles and schedule.

**Post-conference activities:**
Review status of pre-conference/conference accomplishments and continue refining unfinished items.

Write/edit manuscript for submission to one of the following: i) special TCR issue of *Journal of Consumer Affairs* ii) *Journal of Public Policy & Marketing* and/or iii) journal focused on empirical consumer behavior research.

# "Sharenting" in a Pandemic: The Intersection of Online Connection and Consumer Vulnerability

Track Co-chairs:
**L. Lin Ong**
Cal Poly Pomona
**Laurel Aynne Cook**
West Virginia University
**Alexa K. Fox**
The University of Akron

*Short Abstract*

The purpose of this track is to collaborate in the identification and pursuit of new research that addresses a recent phenomenon: "sharenting," or parents' use of social media to share content (news, images, etc.) about their child. Conflicts of interest occur between a parent's desire and right to share, a social group's desire to consume content, and children's right to privacy. Specifically, this track seeks to explore the implications of sharenting in times of crisis. The co-chairs offer the track a strong core of experienced consumer researchers and invite participants with a background or interest in consumer privacy or related research streams across disciplines, emphasizing a variety of perspectives and experiences.

*Sharing in a Pandemic*

"Sharenting" is the "habitual use of social media to share news and images of one's children" (Collins, 2017). Although parents often engage in sharenting with their children's best interests in mind (Fox and Hoy, 2019), the potential consequences of posting personally identifiable information about their children can be lost in the moment. This track seeks to understand and improve personal and collective well-being, as impacted by the consumption-related activities of online sharing such as posting, commenting, and sharing. A conflict of interest occurs between a parent's desire and right to share, a social group's desire to consume content, and a child's right to in privacy, both now and in the future.

Sharenting lies at the tangled apex of multiple concepts. First, the expansion of digital media, social media, and online tracking systems creates an environment where the risks to personal information sharing are uncharted, yet significant (Walker, 2016). Second, the stakeholders in sharenting are often experiencing unique vulnerabilities (Fox and Hoy, 2019): parents may be in a transitional identity state, and children or young adults are not fully cognizant of the risks. Third, there is often a strong social pressure to share children's information online, from family members, friends, and even broader social media audiences who the parent may not know personally. The complexity of the issue is compounded by the permanence of information presented online, as control of privacy can be easily lost, and the information can be preserved indefinitely.

*Specific Track Goals and Contributions*

This track seeks to expand our understanding of sharenting from a consumer vulnerability perspective. Vulnerability refers to "a state of powerlessness aris[ing] from an imbalance in marketplace interactions or from the consumption of marketing messages and products," (Baker, Gentry & Rittenburg, 2005). Previous work has focused the unique vulnerabilities of first-time mothers (Fox and Hoy, 2019) and fathers (Hoy, Fox and Carter, in development), due to their uniquely experienced vulnerability in a new stage of life.

Our track seeks to expand this discussion by exploring the implications of sharenting in times of crisis, both for (a) adult children (i.e., 18 years of age and older) and (b) parents of young children (i.e., ages 10 and under). The COVID-19 pandemic has wreaked havoc on the way consumers engage with one another and with companies, and with more time spent online, adult children – who are more cognizant of their digital identities – may observe their parents and family members increasingly engaging in sharenting, which can lead to a variety of issues as they seek to navigate their online identities during a challenging time. On the other hand, parents of young children are being asked by schools and other organizations, including companies, to use and allow their children to use technologies that have traditionally been used by adults (e.g., video conferencing platforms) to engage in virtual activities (e.g., completing schoolwork). However, parents of these children may also be engaging in sharenting in novel ways as they seek to connect with significant others in their children's lives such as family, friends, teachers, and even marketers. Children are an inherently vulnerable group (Fox and Hoy, 2019), but added situational vulnerabilities due to the uncertain nature of the COVID-19 pandemic and privacy issues related to various technologies used to connect during the pandemic (Yuan, 2020) may further complicate the issue. Thus, a multifaceted investigation from policymakers and marketers is needed.

*Pre, During, and Post-Conference Plans*

The track chairs will organize a first meeting in late November, 2020 to begin reviewing the applicants and to discuss opportunities for conducting explorative research before the TCR conference. Once the track participants have been selected, we will establish a schedule for communication. The plan for this track is to facilitate the organic development of small groups (e.g., one focused on adult children and another focused on parents of young children) within the track in an effort to foster concentrated research on the aforementioned topics. All track participants will attend a kickoff meeting in January 2021 to get acquainted with one other, discuss the topic, and begin forming subgroups. These subgroups (guided by track co-chairs) will engage in regular virtual meetings every 2-3 weeks to ensure progress on conceptual and empirical work is being made prior to the conference. Participants will continue these meetings leading up to the conference and should plan to work throughout the entire conference such that working manuscripts will be well underway by the end of June 2021.

Final manuscript preparation will occur throughout the remainder of Summer 2021 and into Fall 2021 for submission to the TCR special issue of the *Journal of Consumer Affairs*. As such, the focus of all work resulting from this track will have a heavy emphasis on the intersection of marketing and consumer affairs issues. The track co-chairs will monitor and manage the process of preparing the manuscript.

Beyond an initial, competitive paper submission, subgroups will have the opportunity to identify and execute additional research projects within our team-created research agenda.

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**Jamboard of the sessions:**
https://jamboard.google.com/d/1zXJfa3th44uT9SuBn7ntC_ikW16ANhaZKmKcPRadfgE/viewer?f=0



- Expecting parents
- Parents of a young child (≤ elementary school)
- Parents of an older child (≥ middle school)
- Parents of an adult child
- Special needs parents
- Mom-fluencers
- Celebrity moms

- Young children
- Older children
- Adults children
- Children with special needs
- Foster children
- Celebrity Kids

- Social networking sites (e.g., Instagram)
- Video hosting sites (e.g., YouTube Family, TikTok)
- Image sharing sites (e.g., Snapchat)
- NGO (e.g., the 5Rights Foundation)

- Family, friends, acquaintances
- Community (school, sports clubs)
- Professional network
- The world at large
- Organizations (e.g., local media)

- COPPA, CCPA (U.S.)
- GDPR, Data Protection Act '18 (E.U.)
- Online Harms White Paper (U.K.)
- The Age Appropriate Design Code '21
- UN Committee General Comment No. 25 on Children's Rights in Digital Environment

SHARENTING is parents' sharing about children online.

This term has evolved due to changes in (A) culture and (B) technology- exacerbated by the pandemic.

* ACTIVE sharenting: intentional sharing
* PASSIVE sharenting: through acquiescence
* INVISIBLE: sharing about children (often by others) without knowing/ understanding


Our conceptual work analyzes five key stakeholders related to sharenting in the pandemic from a consumer vulnerability perspective. Global policy implications are also discussed as we identify common problems.

Potential Implications
Parents -- How might we better inform parents of their decisions?

Children -- What may be the effects of sharenting for the "COVID generation?"

Audience/Community -- How can we mitigate consequences of unintended sharenting?

Social Media/Tech Providers -- What responsibilities do social media platforms have?

State/Legislators -- What is missing in current legislation when it comes to sharenting?


Have you shared about your child(ren) online? Have others shared about your child? Feel free to share your experiences with us.

My son's school shared pictures of his class regularly on all of its social media... without his (or my) consent.

In my state, this is illegal and could result in legal action against the school district.

of my children (now adults) on FB. I thought I was doing it the safe way by using the privacy settings provided but we experienced cyber stalking by a man with our teen daughter. It was scary and made me seriously think about

Apps and website should provide parents with tools and/or make it easier for parents to look for unauthorized posts of their kids.

but they actively want to share online to engage their audience and market their school/program. The children become the marketing for the program (could be a negative) but also on the positive side, when my kids are at camp, I love seeing

online. But then, once they became teens, I was much more conscious again about not oversharing things they would not want shared. (Also surprising about the school. The public elementary my kids went to had us sign a


How has the PANDEMIC changed how, what, or how often you share information about your child(ren) online?

I shared some when we were all quarantining at home - and then less so when the college kids went back to school, some things were opening up but WE were still staying safer at home and didn't have much to post about.

I share a lot more because I need to feel connected with other parents.

**INSTRUCTIONS: Please add your 'sticky notes' (CTRL + Shift + P) here. One of our track chairs will be in this jamboard link for the duration of the poster session to answer any questions you may have.**

**Interesting topic! Parents sharing content always makes me think about consequences in the future or how their children might react when they grow up.**

**I think the question about legislative loopholes is interesting. I doubt a legislature can prohibit a parent from sharing about a child on social media unless it is endangering the child.**

# Consumer Well-Being in a Cashless Culture

Track Co-chairs:
**Dr. Jenna Drenten**
Loyola University Chicago
**Dr. Akon Ekpo**
Loyola University Chicago

## ABOUT THE TRACK

Venmo. PayPal. GoFundMe. CashApp. ApplePay. And more. Digital payment platforms have emerged as a central force in the marketplace and as mediators of consumers' everyday behaviors and social relationships. Through digital payment platforms, consumers can split their rent, transfer a child's allowance, donate to a non-profit, crowdfund for a loved one's medical treatment, share a carpool with strangers, or sell goods online.

Early cashless systems, such as credit cards, have paved the way for a cashless culture—one in which financial exchanges within the marketplace are completed electronically. From American Express encouraging us "Don't leave home without it" to Mastercard prompting us "More living. Less limits," in essence a move to a cashless culture liberated consumers to dream and consume without limits. Cashless culture embodies what, when, how, and the manner in which we consume. Coupled with technological advancements in the sophistication of cashless payment platforms and consumer acceptance of such technology, cashless culture has unlocked many pathways to financial capital (for better or for worse).

While issues of financial planning, financial decision making, and financial vulnerability have been central to the study of TCR, less attention has focused on the sociocultural aspects of financial exchanges through digital payment platforms, and more importantly, how such platforms influence consumer welfare. This track is especially interested in research that explores the many sociocultural facets of cashless culture (e.g., people, processes, technologies) and its transformative capabilities to impact consumer well-being. In line with the "bright side" focus of this year's conference, we encourage participants to consider how cashless culture serves to enable, support, and empower consumers to navigate the marketplace or overcome inequities, as they intersect with social class, gender, sexual orientation, race and ethnicity, religion, and disability.

We seek policymakers, cross-disciplinary researchers, and industry experts with diverse interests in consumer well-being and cashless culture. Exploration of nonWestern markets and culturally specific digital payment platforms are strongly encouraged.

## POSSIBLE TRACK TOPICS INCLUDE BUT ARE NOT LIMITED TO:

- New forms of identity, community, and power emerging from cashless culture
- Ethical implications of digital payment platform algorithms, data harvesting, and consumer privacy
- Problematization of cashless culture at the intersection of power, marginalization, inequality, and/or accessibility

- Formal and informal regulations (e.g., government censorship, parental control) of digital payment platforms
- New forms of marketplace labor, markets, and/or economic developments emerging from cashless culture or digital payment platforms
- Critical-historical analysis of cashless culture/digital payment platforms and case studies specific to consumer well-being
- Mitigation strategies for managing financial, social, and/or psychological vulnerabilities associated with cashless culture

WHAT TO EXPECT

**PRE-CONFERENCE PREPARATION**

Prior to the conference, all track members will engage in pre-conference preparation, including: (1) readings and resource review and (2) digital group discussions and brainstorming. To engage in knowledge building and shared learning prior to the conference, track members will work under an established timeline. The goals of preconference preparation will be to identify opportunities, gaps, and potential contributions for exploring the sociocultural facets of cashless culture and its transformative capabilities to impact consumer well-being.

**Readings and Resource Review:** A collaborative set of 'readings and resources' will be developed and reviewed—key readings will be provided by the track chairs and track members will be asked to recommend additional readings and resources (e.g., academic articles, news stories, videos) that are relevant to the track. A total of at least 10 days should be allotted to complete the pre-conference preparation.

**Digital Group Discussions:** The group will meet synchronously via Zoom once per month between January 2021 and June 2021, for a total of six online Zoom meetings, prior to the official conference dates. Day and time for each Zoom meeting will be collaboratively selected to meet all track members' schedules. Ongoing asynchronous group discussions and brainstorming will be managed via free software such as Slack, WhatsApp, and/or Google docs.

**Data Collection (if needed):** Track members will collectively determine if any data collection is necessary prior to the conference.

## DURING THE CONFERENCE

With an aim towards a detailed outline of: (1) an academic manuscript for submission to JCA; (2) 2-3 short videos for course curriculum development and/or public knowledge (to be shared via YouTube); (3) a long-term plan for collaborating with industry/non-profit organizations.

**Day 1: June 28, 2021**

- Morning session: Breakout groups/small group discussion to work on the issues/gaps in literature identified during pre-conference meetings.
- Afternoon session: Synthesis of key points and potential contribution to the literature on cashless culture and how it may serve to enable, support, and empower consumers. Begin preparation of virtual presentation.

**Day 2: June 29, 2021 (½ day)**

- Morning session: Continue the work initiated on Day 1, with a focus on the TCR conference outcomes. Goal is to define the structure and content of each deliverable in the form of a detailed outline. Sub-groups will be determined and tasked with managing finalization of each outline.

## POSTCONFERENCE DISSEMINATION OF KNOWLEDGE

The track will serve as a catalyst to increase relational engagement between academics, practitioners, and organizations as we conceptualize the sociocultural dynamics cashless culture and consumer well-being. Academic publications will remain the primary focus for disseminating research; however, we hope to create more innovative methods of knowledge production and diffusion.

**Academic publication(s):** The participants brought together through the track will collectively work toward publishing scholarly academic work in reputable transformative consumer research journals. Specifically, a conceptual article, tentatively titled "Consumer Well-being in a Cashless Culture" will be targeted toward the special issue of Journal of Consumer Affairs. Given the cross-disciplinary nature of this track, other outlets in the areas of digital media and cultural studies may be considered for shorter articles, to expand the reach of the research.

**Industry white paper:** A short white paper will be developed immediately and disseminated to practitioners in the financial industry and to service providers with particular interest in digital payment platforms. A list of these contacts will be initially curated by the conference track chairs and then further developed with participants at the conference.

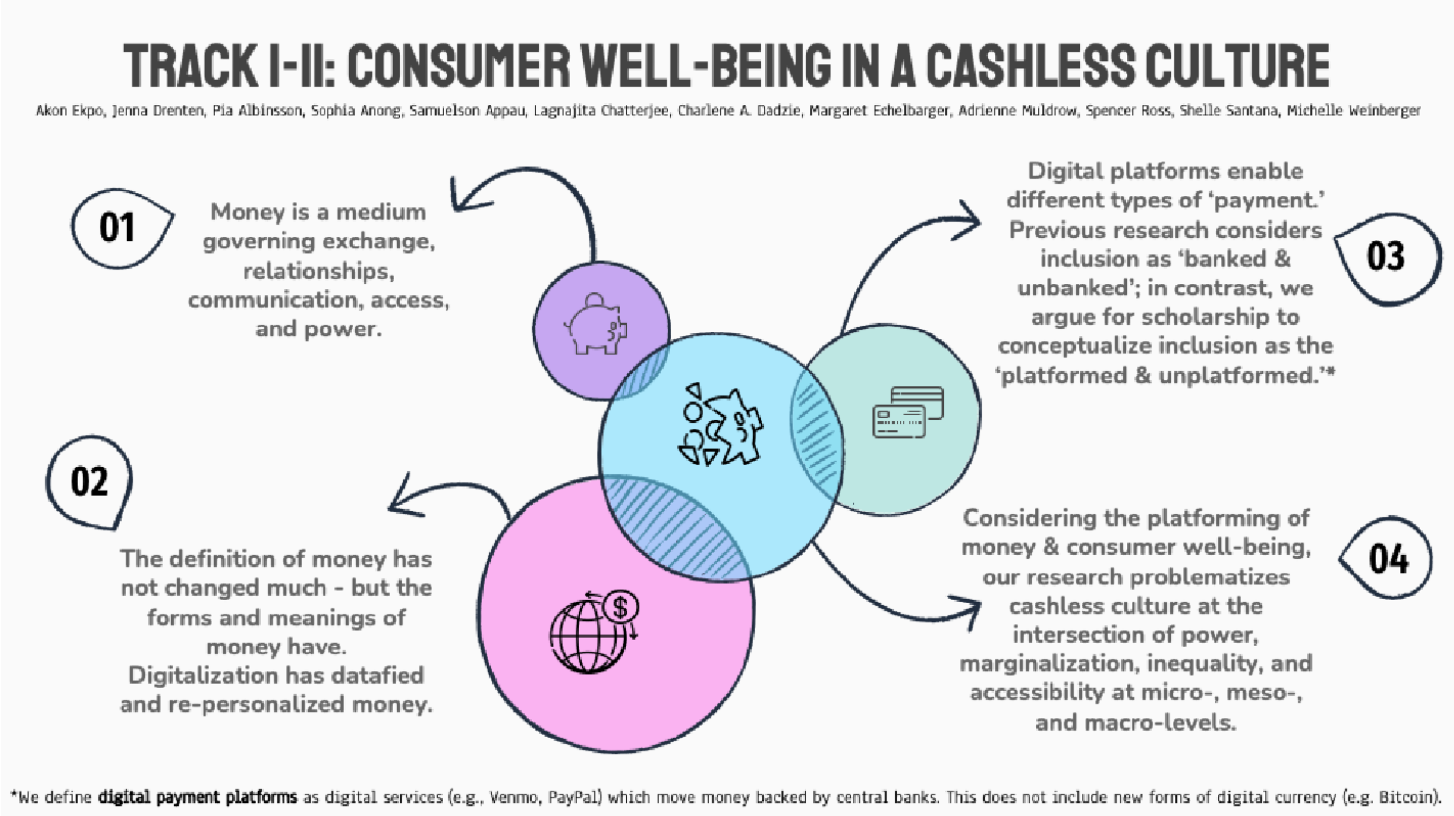
**TCR curriculum content:** Recognizing the need to disseminate knowledge more broadly, we aim to create open-access educational content which could be used in college curriculums. This may take the form of a presentation of key big ideas, which could be integrated into lectures, or a series of short videos (3-5 minutes) accessible via YouTube which could be more broadly viewed by those interested in the topic.

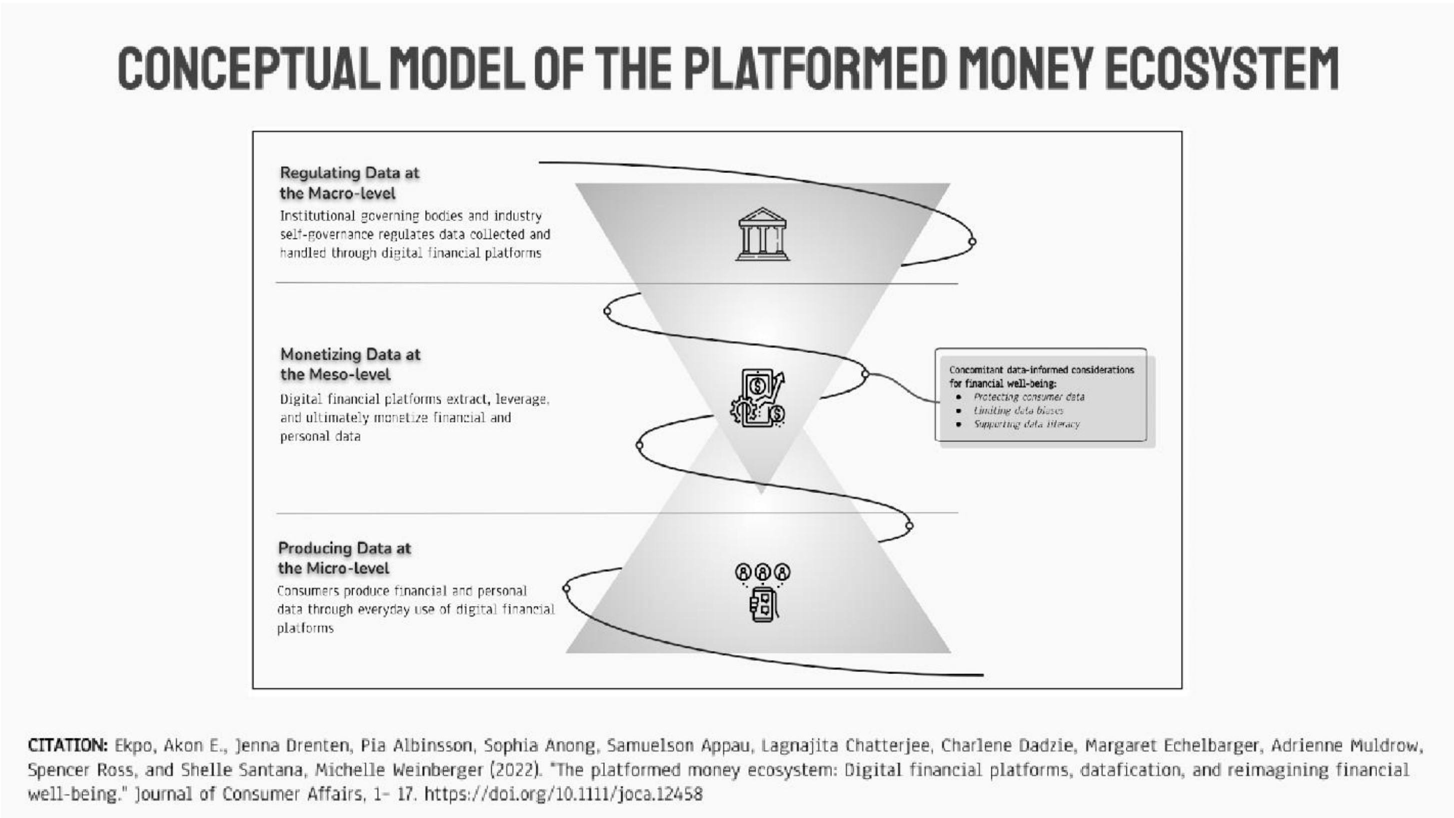
**Potential partnership(s) with nonprofit organization(s):** In seeking to promote positive societal impact, we will identify and connect with potential nonprofit organizations to create and offer workshops regarding key findings from our research. Track participants will collaboratively select partner organizations.

## POSTCONFERENCE LOGISTICS

To ensure timely follow-through with self-selected roles during the TCR conference, the conference track co-chairs will act as leaders to set deadlines, check in with participants, and fill in missing roles, as needed. Deadlines will be determined and resources generated during the conference (e.g., notes, paper drafts) will be shared. We will utilize video conferencing software to continue regular meetings (schedules permitting), following the conference, in order to further our research.

**Jamboard of the sessions:**



# Contrasting Agencies of Solitude and Sociality

Track Chair:
**Mark J. Kay, Ph.D.**
Montclair State University

**Track description:**

Safeguards imposed by the Covid-19 pandemic radically altered social relations, and these have cognitive, emotional, and behavioral consequences. Social distancing engenders emotional nudges, and growing isolation threatens to intensify the development of anxiety, depression, guilt, rumination, anomie, and emotional withdrawal (Epley & Schroeder 2014). Current changes in sociality clearly echo and amplify the patterns of reduced social affiliations exhaustively documented by Putnam (2000).

As a building capacity TCR track, the session intends to conceptually explore changing modes of sociality, particularly the distinct motivational agencies related to positive social affiliation. This includes agencies regarded as distinctively "asocial" such as voluntary solitude, often considered to energize artistic endeavors (Long & Averill 2003). Socially situated approaches conceptualize cognition as being distributed in social as well as physical forms. behaviors that "adapt" and thus gain agency (Semin, Garrido, & Palma, 2013).

Solitude and sociality can be considered culturally constructed predispositions (Marcus & Kitiyama 1991). Concepts of solitude are important in both Western philosophy (e.g., Montaigne) and Eastern thought (e.g., Tibetan Buddhism), reemerging currently under the rubric of mindfulness (Yaden et al. 2017). Solitary spaces also matter; churches, temples, old growth forests, and artistic monuments inspire, having agency in diverse modes.

The time that individuals spend in solitude (or sociality) appears to be a function of circumstances, work, group affiliation, and geography. Bandura (2001) notes that people are producers as well as products of social systems; hence these types of agency operate and are shaped within networks of socio-structural influences. Types of sociality, conceptualized as changing forms of social connection, are also influenced by physical agencies including natural settings and the built environment. Evolving perspectives, rooted in disciplines such as urban studies and environmental psychology, shift views as to the motivation for prosocial behavior.

The broad goal is to forge new conceptual connections useful for TCR researchers, reflecting uses of consumer theory to broaden transformative goals that further well-being. Is social isolation effectively curtailed through the expanding uses of digital tools, including entertainment, gaming, and social media? Means to improve sociality in consumer activities clearly needs consideration, given the increasing questions as to the depleting activities and addictive agencies attributed to phones, digital gaming, and social media (Ward et al. 2017).

Agencies of sociality are framed differently by relational models theory (Fiske & Haslam 1996); recent extensions include consideration of forms of sociality embedded in emotional expression, emotional regulation, and engagement. Emerging views of socio-materiality puts the emphasis on interdependencies among agents and things. Other related issues include mitigation efforts to reduce consumption anxiety, formations of disciplinary cultivation through voluntary solitude, stimuli to sociality related to dense urban built environments, evolving measures of sociality and closeness of relations, associated regulatory perspectives (Gross 1998), relational aspects experienced in work, and generational issues of dependency / independence in family relations.

**Pre-, during-, and post-conference activities**

The focus and publishing goals of the session will be collectively determined by the interests of participants. Each branching area among team members will be individually developed and collectively discussed, digested, embraced then rejected, kicked around, chewed over, and reconsidered. Regular zoom meetings, predictably limited to a single focused hour in length, are intended as the basis to carrying out literature reviews to share and develop new perspectives, with co-chair(s) roles emerging within the team.

The final writing project is intended to be shaped by an interdisciplinary mix of contrasting views. The goal is to distinguish issues associated with refining useful and operative concepts of sociality, map evolving relational consumer perspectives, and consider policies affecting sociality in (and around) consumption behaviors that enhance well-being as needs emerge and change (in relation to Covid-19 and other associated concerns).

Research is often solitary, but as the primatologist, Linda Marie Fedigan (2019) notes, it is “productive and fulfilling to become part of a network of people who share ideas, experiences, and lessons learned from both failures and successes.” Questions sometime choose researchers, rather than the reverse.

**Focus on marketing, policy, and consumer affairs issues**

Some of the issues during this time of pandemic are certainly highly significant concerns of immediate interest. However, the slower emerging, drawn-out, and consequentially less apparent concerns have importance to consumer policy. The sessions goals are directed at recognizing emerging issues, and discussions are intended to be guided by the broader and social issues, developing theoretical frames and solutions that have salience to significant consumers.

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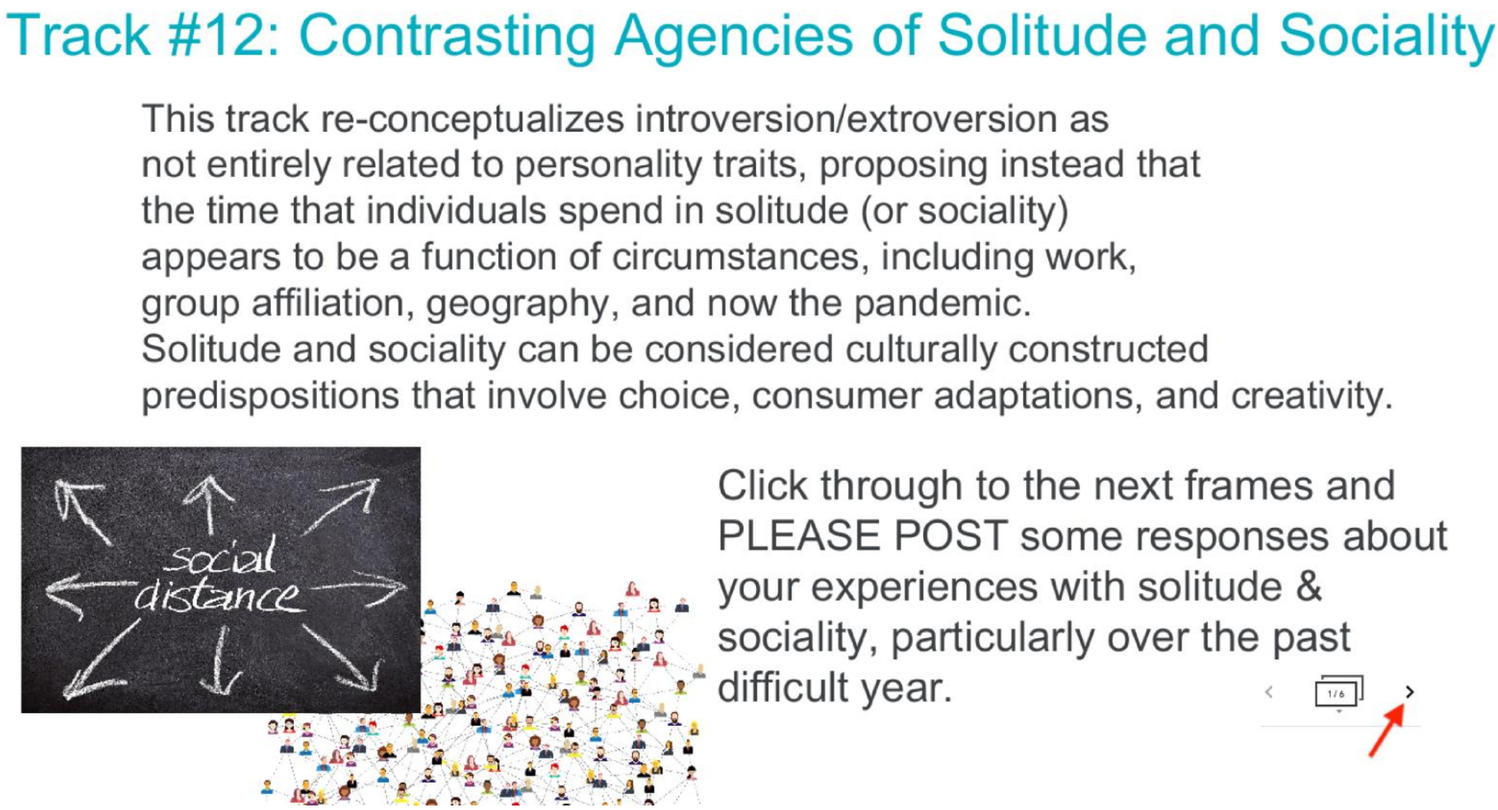
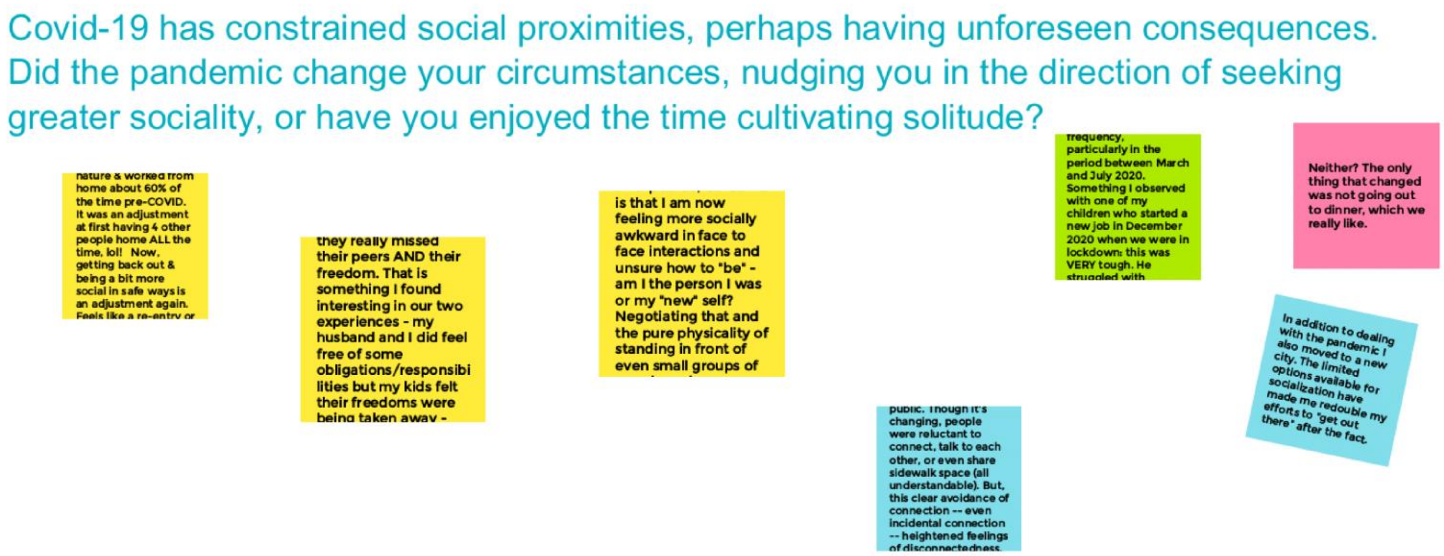
**Jamboard of the sessions:**



## Please post your most memorable experience during the pandemic or the ongoing recovery.

our school or work, but then we came together and had dinner basically every night. It was the longest stretch of family dinners all together we'd probably ever had! (Due to husband's work travel, kids' after school activities, and

we adopted Sophie. She's my WFH buddy. Mariea Hoy mhoy@utk.edu (PS - I'm an only child INFJ - solitude is my jam. I didn't feel isolated until the 1 year mark and that's when it became really evident I wasn't "in the loop" regarding certain

home to take care of a parent very sick with COVID (and then having multiple family members subsequently die of it). There was this disconnect between how ppl in my home community were viewing/talking about the pandemic (e.g., a

Did some great hiking.

## Do you relish, find energy, or otherwise enjoy exploring new forms of sociality or solitude?

I have experienced both extremes. More sociality: Conversations with very old friends. More solitude: discovery of new types of fungi in old growth forests.

get-to-know-you) Zoom meetings at the beginning of the semester. I also reached out to others inviting them for #ChaiChats to see how THEY were doing. I LOVED the extra time to pleasure read from not commuting and non-productive

rarely regret seeking it; however, I have enjoyed finding new ways to connect with friends. In fact, I've sent hundreds of packages to people around the US as pick-me-ups (ppl I largely didn't know) and took to writing

Is there anything else you'd like to add?

My cooking improved.

Instagram accounts perfectly reflect how I view my need for solitude. Having that affirmation (rather than the world communicating subtly that we all need constant connectedness) helped me not feel

It's disconcerting to see how quickly people returned to "normal" with mask mandates lifting in the US (when it's unclear whether the pandemic is under control).

I hated having half my students online and the other half in the classroom on Tuesdays, then switching on Thursdays. I never got to really know any of them.

Thank you!

Thank you for your feedback!

Mark J. Kay,
Fiona Cheetham,
Haiyan Hu,
Ryan Eanes,
Daisy Li

Defining sociality:
1.is strong positive emotional and cognitive bond
2. is about quality of relationship, which relates to wellbeing
3. is a dynamic process of connection
4. can be with human, non-human (nature, animal, or AI)
5. can incorporate solitude

Related ideas, but not the same:
1. socialization (learning conventions)
2. brand community (see lit.)
3. brand tribe (see lit.)

TCR spin: How- is it related to consumer well-being

1. "me-time" and therapeutic sociality
2. address health issues of vulnerable consumers by extending sociality (e.g. robot companions)
3. consumer sociality captured through user-generated content to co-create brand experience and engagement

Authentic sociality and well-being: practical implications
1. Dunbar numbers suggests limits to meaningful groups
2. Build agreement/cohesion depends on meaningful relationships
3. Communities of meaning/value yeild stronger bonds, in contrast to distanced relations

# In Search of Consumer Protection in the World of Big Data

Track Co-chairs:
**Kyungwon (Kyung) Lee**
University of Michigan-Dearborn
**Avinandan (Avi) Mukherjee**
Marshall University
**Jerome Williams (*in memoriam*)**

The integration of technology has transformed every aspect of our daily lives. Big data – collected through a number of consumer touchpoints – has made this transformation possible. There is no doubt that leveraging big data through predictive analytics and artificial intelligence has made our life more connected and convenient than ever before, thereby enabling marketers to provide efficient targeting and customized or personalized offers through proprietary algorithms. However, the potential benefits of big data revolution in marketing and society have brought some concomitant challenges, particularly relevant to consumer protection, vulnerability and justice. Potential problems in the world of big data, such as challenges to consumer stereotyping, consumer privacy and security, consumer equality, and consumer well-being, have been well documented. The utilization of technology and artificial intelligence enables and amplifies the risks of consumers in the domains of big data, such as social media and platform economy, which has remained largely unregulated (Walker et al., 2019). The public policy, existing doctrine, and the regulatory system are still lagging behind in their responses to these emerging challenges. In this track, we want to focus on imperfections in the world of big data, potential biases and concerns towards consumers, and public policy responses in the data-rich environment. This track encompasses a wide range of issues, at the interface of consumer affairs, marketing and public policy, pertaining to the protection and vulnerability of consumers in the world of big data.

The track aims to understand how consumers feel and react under potential breaches and biases in the data-rich environment and how public policy can help to address such vulnerability issues (e.g., consumer privacy and equality issues) in the world of big data. Extensive research has documented consumer vulnerability, negative stereotyping, privacy breaches, and inequality perpetrated by market place participants and algorithms. While big data can benefit consumers in certain instances, there are a range of new consumer harms to users from its unregulated use by increasingly centralized data platforms. This can lead to individual surveillance, unauthorized information gathering and use, and behavioral profiling. The voluntary and involuntary sharing of individuals' transactions, emails, videos, images, clickstream, logs, search queries, health records, and social networking interactions with companies (Halveston, 2016) which can then be shared with third parties and used for various offerings, incentives and promotions can reduce consumer confidence and trust in the digital environment. Also, sensitive bias and unfair treatment by the online marketplace participants towards certain individual cues based on gender, ethnicity, age, physical ability, and sexual orientation have been observed on online platforms. While such cues of individual traits are not necessitated in an online transaction in theory, market participants in the online platform economy are circumspect in choosing their buyers based on certain markers such as gender and race through users' profile photographs or ethnic-specific names (Fisman and Luca, 2017). For instance, renting requests with distinctive black-sounding names are 19.2% less likely to be accepted than white-sounding names on Airbnb (Cui et al., 2019). Additionally, consumers are in the potential risk of biases posed by the algorithms. These biases are unintentional in nature as machine learning is not human; however, algorithms can amplify small signals of biases or stereotypes in data toward certain groups of consumers, which can lead to reinforcement of biases and consumer inequality in a systematic manner (Datta et al., 2015; Sweeney, 2013; Williams et al., 2019). Extensive research has found negative consequences of the use of algorithms resulting in recidivism rates (Angwin et al., 2016), targeting advertisements based on in-store purchasing habits (Guynn, 2018), religious and political affiliations, and socioeconomic status, and housing based on race (Booker, 2019). There are issues pertaining to algorithmic injustice emanating from lack of generalizability of machine learning training data and diversity of software and algorithm developers. While these issues have been anecdotally recognized, there has been lack of scholarly research attempting to understand algorithm-generated consumer protection issues from the eyes of tech service providers and consumers. We aim to bring together researchers from various disciplines to discuss the theme.

***Track Timeline***

Our plan for pre-, during, and post-conference is as follows. Once the team member selection process is completed, we will have pre-conference calls to frame the theoretical lens and research questions. During the conference, we will work on developing the research framework (either empirical or conceptual) and the research methodology for addressing the research questions. Post-conference, we will continue working on the topic in order to submit our contributions to the special issue of the *Journal of Consumer Affairs* or another appropriate journal connected with TCR 2021. We hope that this conference can provide transformative opportunities to collaborate and generate scholarly discussions on this very important theme pertaining to consumer affairs, marketing and public policy.

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**Jamboard of the sessions:**

## Track 1.13. In Search of Consumer Protection in the World of Big Data


### 1. RESEARCH BACKGROUND

The utilization of technology in the computer-mediated environment has empowered consumers by providing them resources to interact and connect with the company, brand, and fellow consumers. Ironically, empowered consumers still experience a sense of powerlessness within a market interaction in today's data-rich environment (Del Bucchia et al., 2021) as consumer vulnerability can emerge not only from individual characteristics and states (e.g., race, ethnicity, gender, religious view, sexual orientation, etc.) but also from external conditions rooted in the market or societal structures (Baker et al., 2005). Such perceived vulnerability can lead to potentially negative consequences such as perceived discrimination, negative stereotyping, inequality perpetrated by marketplace participants and algorithms. There has been growing interest and anecdotal evidence of potential biases and concerns toward consumers in the data-rich environment, calling for the need to manage and mitigate consumer vulnerability as a societal issue (Walker et al., 2019).

In this project, we focus on consumer perceptions of vulnerability and discrimination derived from structural characteristics of the digital platform.

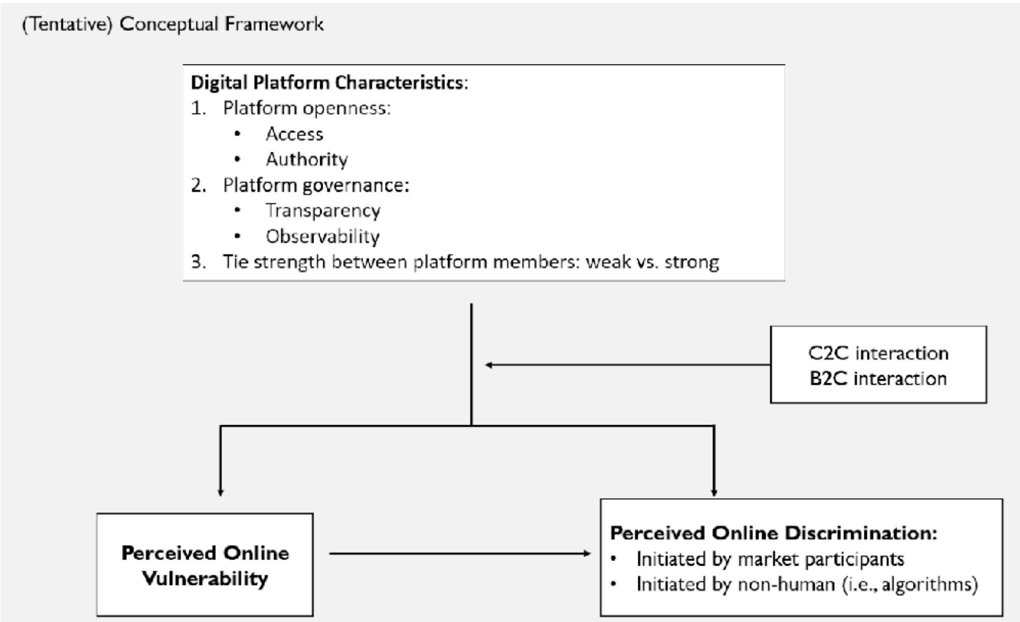
### 2. RESEARCH QUESTIONS

RQ#1. Which digital platform characteristic has the strongest explanatory power on consumer vulnerability and discrimination?

RQ#2. Which digital platform characteristics lead to consumer perception of vulnerability and discrimination in the big data environment? Could vulnerability be the underlying process of the relationship between digital platform characteristics and perceived online discriminations?

RQ#3.How does platform-to-consumer (P2C) interaction and consumer-to-consumer (C2C) interaction moderate the proposed relationship?

### 3. TENTATIVE CONCEPTUAL MODEL



## 4. SELECTIVE LITERATURE REVIEW

Currently, we are in the process of identifying relevant digital platform characteristics that can lead to consumers' perceived vulnerability and discrimination in the data rich environment. So far, we have identified the following (tentative) characteristics:

| Digital Platform Characteristics | Explanation |
|---|---|
| **Digital Platform Openness** | The platform's openness toward granting access and authority to suppliers, customers, and complementary service providers, and toward the inclusion of categories and channels.<br><br>**1. Access**: Restricting access based on explicit (e.g., nationality, language, age, gender, etc.) or implicit (e.g., platform design for vulnerable consumers, ADA, etc.) criteria. Who is allowed to access to the platform?<br>•Users<br>•Firm<br>•Third-party access Authority: how much is the actor allowed to do on the platform?<br><br>**2. Authority:** how much is the actor allowed to do on the platform?<br><u>2-1. What users/consumers are allowed to do:</u><br>• Having options to opt in/opt out, etc.<br>• Having options to provide qualitative and quantitative feedback about their experiences<br><u>2-2. What firms are allowed to do</u>:<br>• Personalized/targeted ads, personalized offers, personalized pricings, etc.<br>• What types of exchanges/communications among participating actors/members are possible (e.g., can consumers communicate to each other?)<br><u>2-3. What platforms are allowed to do:</u><br>• Level of intervention in content moderation (e.g., explicit languages, etc.)<br>• How much open up and close off opportunities for consumers to provide qualitative and quantitative feedback about their experiences |
| **Digital Platform Governance: Transparency** | Transparency refers to a duty for the platform to declare how they do things<br>Transparency refers to the technical rules that apply |
| **Digital Platform Governance: Observability** | Observability refers to the ability to check whether it is true what companies say<br>Observability refers to the outcome of the application/functioning of the technical rules |
| **Tie strength between platform members** | Different digital platforms offer varying degrees of opportunities to build social and emotional bonds with members on the platform.<br>•Relatively strong tie between members examples: Facebook, blogging communities, online discussion forums;<br>•Relatively weak ties between members examples: review and rating sites, Twitter, Pinterest |

considered
connecting to digital
inequality more
explicitly - to the best
of my knowledge, this
is the terminology
used by the policy
makers and funders
(see for example:
https://www.ukri.org/o
pportunity/enabling-a
n-equitable-digital-so

"digital platform
characteristic" in your
first research
question? There didn't
seem to be anything
in the opening
paragraph to indicate
a platform
characteristic would
have an effect. Sorry if
you explained this and

From Kyung Lee, Avi Mukherjee, Caroline Cauffman,
Yakov Bart, Monica Wei, Tyson Ang

We welcome any feedback and comments! Thank you!!

made me think that
one of the major
issues is not just the
data being gathered,
but also the
inferences that are
being made by
algorithms, which
have potential do
discriminate
consumers. I really
liked this work: Noble,

Where is your
thinking going re:
consumer
vulnerability? My
co-author (Alexa Fox)
and I use this
consideration for our
sharenting research.
If you need additional
suggested cites, let
me know. Mariea Hoy
mhoy@utk.edu

Would the purpose for
going online or the
type of data being
shared matter here in
the need for
protection? (I'm
thinking of people
sharing health info
online in FB groups,
for ex.)

Track 2

# Stronger Together: Partnering with Social Impact Organizations to Advance Well-Being

Track Co-chairs:
**Melissa G. Bublitz**
University of Wisconsin Oshkosh
**Laura A. Peracchio**
University of Wisconsin-Milwaukee

**Track Participants:**
Brennan Davis, California Polytechnic State University
Jennifer Edson Escalas, Vanderbilt University
Elizabeth G. Miller, University of Massachusetts Amherst
Beth Vallen, Villanova University
Tiffany B. White, University of Illinois Urbana-Champaign
Jonathan Hansen, SIO leader and TCR Council member (Hunger Task Force)

**Our Topic**: In the past, researchers and Social Impact Organizations (SIOs) have worked in parallel to understand and enhance individual and societal well-being. It was the job of the academic researcher to investigate and create knowledge. It was the job of the SIO to understand societal problems and work to create solutions and social impact. However, the research academics produced didn't always enhance the SIO's ability to make an impact. In addition, the kind of research the SIO needed was not the kind of work academics traditionally conducted. Both sought to create positive impact but independently, each in their own domain.

In recent years, the TCR community has grown and expanded its research focus. Ozanne et al. (2017, p. 1) outline a relational engagement approach, which involves "engaging directly with relevant stakeholders" and co-creating "research with audiences beyond academia." Bublitz et al. (2019) extend this framework to outline a process for working with SIOs to conduct socially engaged TCR research. This process includes key stakeholders as partners in the research process, rather than as units of observation (Eisenhardt 1989; Ravenswood 2011). As research partners, the ability to grow social impact is enhanced as TCR researchers and SIOs collaborate to move research into action with the power to positively influence well-being.

Now we seek to leverage insights from a growing number of partnerships between TCR researchers and SIOs to outline a framework for integrated, relational engagement research that achieves collaboration and lays the groundwork for social impact. We will document a process that reveals how to invest in sustained, mutually beneficial partnerships with the power to result in broad social impact. A community is a group of people and organizations who are interdependent, work collaboratively, and have responsibility with shared rewards (Puddifoot 1995). Our goal is to research and propose a framework to encourage mutually beneficial collaborations between TCR researchers and SIOs with the power to create social impact.

**Our Team**: Laura A Peracchio (University of Wisconsin-Milwaukee) and Melissa G. Bublitz (University of Wisconsin Oshkosh) will co-chair this team. Our team members include: Brennan Davis (California Polytechnic State University), Jennifer Edson Escalas (Vanderbilt University), Elizabeth G. Miller (University of Massachusetts Amherst), Beth Vallen (Villanova University), Tiffany White (University of Illinois Urbana-Champaign), and SIO leader and TCR Council member Jonathan Hansen (Hunger Task Force). CVs for each track member and a letter of commitment signed by our team are also included with this proposal.

**Our Action Plan for TCR 2021**:

1. **BEFORE TCR**: Collect data from a wide range of social impact organizations AND the TCR researchers who work with them. Gather data about their working relationships, challenges, and successes as collaborative research partners.
2. **DURING TCR:** Analyze and synthesize the data we collected, draw out key themes, draft a framework for collaborations that create impact, and outline our research paper.
3. **AFTER TCR:** Write a paper that proposes a framework for collaborative working relationships and outlines best practices for collaborations that create positive social impact. Pursue other relevant conference and publishing opportunities.

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**Jamboard of the sessions:** https://jamboard.google.com/d/1izAWGHPfqar5ZVjMTAV-JP7lQZxEIS5REyIZspcdyxw/viewer?f=3

# Stronger Together: Relational Engagements to Create Transformative Impact

**Step 3:** Generate Impact via Knowledge Creation and Dissemination

**Step 2:** Build Mutually Beneficial Relationships

**Step 1:** Identify Partners with Purpose

**Our Relational Engagement Partners:**

Hunger Task Force; Ashoka; Children's Equity Coalition; The Aspen Institute; Future Coalition; Minnesota State University Mankato; Pacific Lutheran University; Cal State LA; Colorado State University College of Business; Point University

# A Stepwise Path to Magnify Impact:

**Step 1:**

**Identify Partners with Purpose**

- Vision, values alignment
- Growth mindset
- Service orientation
- Transparency
- Earned trust

**Step 2:**

**Build Mutually Beneficial Relationships**

- Gather team and resources
- Define scope, plan outcomes
- Commit to co-creation of research for mutual benefit
- Long-term, transformative impact
- Active listening, adapt

**Step 3:**

**Generate Impact via Knowledge Creation and Dissemination**

- Partner-specific outcomes
- Publish your research
- Communicate your research widely (**the megaphone**)
- Resolve conflict and tensions
- Extend, grow the relationship
- Promote the value of this research to academics and within academic institutions

**Our TCR Team:**

Melissa G. Bublitz, University of Wisconsin Oshkosh, Co-chair

Laura A. Peracchio, University of Wisconsin-Milwaukee, Co-chair

Brennan Davis, California Polytechnic State University

Jennifer Edson Escalas, Vanderbilt University

Jonathan Hansen, Hunger Task Force

Elizabeth G. Miller, University of Massachusetts Amherst

Beth Vallen, Villanova University

Tiffany B. White, University of Illinois Urbana-Champaign

# Can You See Me Now? Investigating the Intersection of Consumer Activism and Stigma

Track Co-chairs:
**Marie A. Yeh**
Loyola University Maryland
**Meike Eilert**
University of Kentucky

**Track Participants:**
Abigail Nappier Cherup, University of Nebraska-Lincoln / California State University San Marcos
Kim Legocki, California State University East Bay

This track explores consumer activism specifically as it relates to hidden stigmas. Consumer activists seek change in consumption culture in order to reform wrongs feeling obligated to enlighten and convert others (Kozinets & Handelman 2004). Activists engage in intentional action to bring about social or political change which generally is enacted to affect large scale organizational or policy change. This track seeks to understand activism on a smaller scale. That is, rather than only focus on actions that people take to affect organizational or policy change, we focus on micro-activism, smaller, everyday acts designed to affect social change such as commenting on an organizations' advocacy post or defending against denigrating comments. Specifically, we examine these acts in the context of hidden stigma which, despite an individual's ability to conceal, has a negative impact on the self (e.g., Panchankis 2007). In general, stigmatization occurs when an aspect of a person is labeled with negative attributes which leads to a devaluation of persons with this label. Negative consequences of stigma include diminished self-esteem and depression (Goffman 1963, Keene, Cowan and Baker 2015), damaged mental or physical health (Yang et al. 2007), and lessened opportunities for economic and social advancement from discrimination (Van Laar et al. 2010).

Despite its negative consequences, stigma may motivate activism around the stigmatizing condition particularly when the stigma is concealable. Hidden stigma is important to investigate because individuals, and society as a whole, may not be aware of the prevalence of the stigma, which results in feeling isolated and different from others. Similar to other types of stigma, however, open conversation is required in order to de-stigmatize these individuals and alleviate the negative outcomes of stigmatization. While understanding the role of other, non-stigmatized individuals, such as allies, in helping reduce stigma is important, it is imperative to investigate how we can encourage individuals with hidden stigma to engage in micro-activism so that their stigmatized condition is "seen" in the marketplace.

# Transdisciplinary Perspectives of Impoverished Consumers

Track Co-chairs:
**Chris Blocker**
Colorado State University
**Ronald Paul Hill, Ph.D.**
American University

**Track Participants:**
Canan Corus, Pace University
Joshua Dorsey, Cal-State Fullerton
Paul Hill, University of Pennsylvania
Martina Hutton, University of Winchester
Elizabeth Minton, University of Wyoming
Caroline Roux, Concordia University
Bige Saatcioglu, Özyeğin University
Cliff Shultz, Loyola University Chicago
Kevin Thomas, Marquette University
Jon Zhang, Colorado State University

**Track Description**

***Understanding Poverty through Consumption Adequacy***

Across the history of marketing and consumer research, scholars have devoted a modest share of attention investigating consumption in contexts of poverty. However, the last few decades show a marked increase in attention, concern, and scholarly exploration. Most consumers around the world experience poverty in multifaceted ways that far transcend low-income as they suffer from lack of access to goods and services, and scholars elaborate upon this reality across various contexts and using diverse methods (e.g., Martin and Hill 2012). While there are a number of ways of articulating what poverty means in terms of access, *consumption adequacy* taps into categories of products such as adequate clothing for local weather and societal acceptability, food and drink of sufficient quantities and cultural tastes, preventative and remedial healthcare, shelter that is safe, secure, and accommodates occupant needs for privacy and accessibility, and options for personal development through education and employment.

***Exploring Transdisciplinary Lenses on Poverty***

Notwithstanding the limits of consumption adequacy, this construct helps conceptualize material and service requirements for living an acceptable life. However, it does implicitly suggest that poverty is a static condition experienced in a finite life project, rather than a dynamic state experienced across multiple selves or circumstances faced by impoverished consumers that change over time (see Hill and Sharma 2020 for more details). Recognizing these conditions, the material situation of an urban single mother is determined by her status for government services, but she may also be a granddaughter who gets groceries and other essentials from relatives, occasional monetary payments from the father of her children, and income in cash from tips after working “off the books” at a neighborhood bar. The same can be true of her evolving situation that modifies as her children age, she receives small inheritances from grandparents, her education advances because she has more time to dedicate to a career, and her job prospects mature and her income rises.

The end result is a changing material tapestry that waxes and wanes as impoverished consumers actualize the potential of multiple relationships and circumstances that also manifest differently through time and space. Of course, this holistic perspective is matched with a transdisciplinary overview of the causes, processes, and outcomes of poverty that has been described in the TCR literature as intersectionality (Corus et al. 2016). To date, this term has been used to imply that multiple factors come together to determine material access, such as race, gender, politics, and a host of others. Clearly, the belief that each person has multiple identities and relationships that determine their access to goods and services is impacted by the intersection of characteristics that define who, what, and where they are. They also recognize consequences of poverty like social exclusion, disempowerment, and stress and anxiety and/or depression.

We seek to explore this mosaic using a number of disciplinary approaches so as to triangulate across theoretical constructs to better understand the causes and consequences of poverty. Our unique and novel approach is theoretical in its orientation but practical in its application. We accept the premise that impoverished consumers are embedded in multiple contexts with often distinct selves, and they change according to the evolution of their circumstances and lives. So, group members will be assigned to different theoretical lenses and asked to summarize how specific frames address this orientation, using up to five seminal articles and a three to five page position paper. We will discuss these evolving paradigms bimonthly prior to the conference, and use our sessions to build a transdisciplinary model of impoverished consumer behavior that is based on consumption adequacy and informs research and approaches to poverty eradication.

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**Link to post-conference publication:** https://doi.org/10.1002/jcpy.1323

Journal of Consumer Psychology
SCP Society for Consumer Psychology

RESEARCH ARTICLE | Open Access

# Rethinking scarcity and poverty: Building bridges for shared insight and impact

Chris Blocker, Jonathan Z. Zhang, Ronald Paul Hill, Caroline Roux, Canan Corus, Martina Hutton, Joshua Dorsey, Elizabeth Minton

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## Abstract

Resource scarcity is a powerful construct in social sciences. However, explanations about how resources influence overall well-being are difficult to generalize since much of the research on scarcity focuses on relatively affluent marketplace conditions, limiting its usefulness to large segments of the global population living in poverty. Conversely, poverty research provides cultural insights into resource deprivation, yet it stops short of explaining the systematic variation of scarce resources among impoverished individuals. To bridge these intellectual silos and advance a deeper understanding of scarcity, we integrate resource scarcity research, which builds upon a psychological tradition to understand various forms of everyday deprivation, with poverty research, which builds upon a sociological tradition to understand extreme and enduring deprivation. We propose a novel framework that integrates the concept of consumption adequacy and clarifies resource scarcity's forms, intensity, duration, and dynamic trajectories. We leverage this framework to generate a research agenda and we propose ways to stimulate dialogue among scarcity and poverty scholars, policymakers, and organizations to help inform impoverished life circumstances and generate effective solutions.

# Growing Diversity and Inclusion-Engaged Marketing (DIEM) Research, Practice and Education for Consumer Well-Being in Multicultural Marketplaces

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**Description**

This track is a continuation of a collaborative program involving scholars and organizational, civil society and policy practitioners with a focal interest in enhancing consumer well-being in today's multicultural marketplaces through embedding principles of diversity and inclusivity in marketing research, practice and education. Marketing engaged with these principles is one of the key levers of multicultural marketplace well-being: it facilitates many activities central to achieving equitable recognition and provision for multiple dimensions of cultural diversity in the design of products, brands, and market communications and the delivery of public and commercial services is key (Demangeot et al., 2019; Saren et al., 2019). With inclusivity featuring among the top ten global consumer needs in 2020 and forecasts for its significance to further grow following the Covid-19 outbreak (Angus and Westbrook, 2020; Angus, 2020), our track tackles the need for growing the scope and reach of diversity and inclusion-engaged marketing.

The track consists of a group of scholars with diverse backgrounds who bring together knowledge and insights about different dimensions of cultural diversity (such as race/ethnicity, disability, religious (non)beliefs, belongingness to multiple (majority/minority) cultural groups, etc.), to achieve a holistic view on wellbeing in a multicultural marketplace. This balance is central to our vision of multicultural marketplace well-being which we define as "a positive emotional, mental, physical and social state of being, experienced by culturally diverse market actors which results from meaningful, proactive engagements with one another" (Demangeot et al. 2019, p. 341).

Adopting a relational engagement approach (Ozanne et al. 2017) and working on the platform of TCR conferences and beyond from 2011, our group collaborates with a network of industry contributors. Our wider collaborative group holds knowledge co-creation forums and pop-up conferences and supports 'new generation' members of our track – early career scholars conducting pioneering research spotlighting and examining consumers characterized by under-explored dimensions and intersections of cultural markers and their experiences of multicultural marketplace well-being.

The track vision builds on prior findings on positive advancements towards and remaining barriers to further progress in growing the scope and reach of diversity and inclusion-engaged marketing (DIEM) (Kipnis et al. 2020, 2013; Demangeot et al. 2019, 2013). The mainstreaming of DIEM to enhance consumer well-being in multicultural marketplaces requires shared concepts and language, and widening access to resources and platforms for all involved in marketing research, practice and education.

The track goals are as follows:

- To grow DIEM research: progress with two outputs, one presenting a DIEM assessment and action tool co-created with industry contributors; the second focused on developing and testing a DIEM-embedded teaching curriculum. Building on these two outputs,
- To grow DIEM education: plan action for impact scale-up activities for DIEM-embedded teaching curriculum (e.g., engagement with learning and teaching learned societies and associations, HE policy maker bodies including accreditation bodies, dissemination of the knowledge via a sharing repository, TCR channels, etc)
- To grow DIEM practice: plan action for impact scale-up activities for DIEM assessment and action tool (e.g., via collaboration with practitioner networks, dissemination via industry conferences, either by academic or practitioner members of the track)
- To continue growing the generation of DIEM-focused scholars, provide a focused mentoring input to the current and new 'new generation' colleagues, focused on supporting their individual work development
- To further structure our group as a network and advance its officializing and reach

<u>Summary schedule of track work before, during and after the conference</u>

| *Activity* | *Timeline* |
| --- | --- |
| Virtual pop-up conference and knowledge co-creation workshops with industry practitioners and diversity and inclusion trainers and educators | May-June 2020 |
| DIEM assessment&action tool project: | |
| - Consolidate outputs of the 2020 pop up conference and workshops | June 2020 |
| - Team brainstorm to conceptualize initial outline of the tool | November 2020 – April 2021 |
| - Relevant literature reviews and 'grey' literature reviews | |
| - Consultations and refinement of the tool with industry collaborators | |
| DIEM-embedded course curriculum project: | |
| - Consolidate outputs of the 2020 pop up conference and workshops | June 2020 |

| | |
|---|---|
| - Relevant literature and curricula reviews<br>- Team brainstorm to develop course content outline<br>- Consultations and refinement with industry and education collaborators<br>- Identify routes for course dissemination | December 2020 – April 2021 |
| Any other preparations | May 2021 |
| Pre-conference team meetings once a month | September 2020 – June 2021 |
| Strategizing DIEM Network; organizing into project sub-groups | June 27, morning |
| New generation consortium | June 27, afternoon |
| Subgroup 1 – DIEM assessment&action tool project:<br>- Develop outline of the publication<br>- Plan empirical format and dissemination to non-academic audiences | Conference day 1 (June 28)<br>- Morning<br>- Afternoon |
| Subgroup 2 – DIEM-embedded course curriculum project:<br>- Develop outline of the publication<br>- Plan format and dissemination to teaching and learning audiences | Conference day 1 (June 28)<br>- Morning<br>- Afternoon |
| Sub-group 1 presents to sub-group 2 | Conference day 2 (June 29), morning |
| Sub-group 2 presents to sub-group 1 | Conference day 2 (June 29), afternoon |
| Further develop and finalize DIEM assessment&action tool for publication | July-March 2021 |
| Further develop and finalize DIEM-embedded course curriculum for publication | July-March 2021 |
| Dissemination of DIEM audit framework/tool to non-academic audiences | As per planning at the conference |
| Dissemination DIEM-embedded course curriculum to teaching and learning audiences | As per planning at the conference |
| Further promotion of DIEM Network | June 2022 – onwards |
| Team meetings once a month | July 2021 – onwards |

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# Bright Side of Scarcity

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**Track Participants:**
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Individuals globally are experiencing scarcity – a lack of resources and the feeling of having "too little" (Shah, Mullainathan & Sharif 2012) – at unprecedented levels. For some, this pertains to a lack of financial resources (Leary & Ridinger 2020) while, for others, scarcity manifests through food shortages (Jang & Kim 2018) or concern about access to medical care (Tanner et al. 2020) during the current COVID-19 global pandemic.

Perhaps unsurprisingly, scarcity has typically been associated with negative outcomes for individuals such as increased valuation of material goods (Chaplin & John 2007), increased impulsivity and risk-taking (Griskevicius et al. 2013), borrowing of future resources for present needs (Leary & Ridinger, 2020), and increased competitive orientation (Roux et al. 2015). Recent research, however, has begun to investigate scarcity's more positive and prosocial consequences – in other words, its bright side. For example, Goldsmith et al. (2019) find that consumers experiencing scarcity were more inclined to choose a sustainable product when prosocial (vs. personal) benefits were emphasized, which is in line with other research (Miller et al. 2015; Piff et al. 2010) finding that scarcity heightens prosocial and ethical behaviors under certain conditions.

Work by Piff and colleagues examines this effect at a more psychological level, finding that scarcity heightens an individual's monitoring of the social environment (2012), and increases motivation to help others (2010). We ask, might scarcity prompt consumer willingness to engage in other positive social behaviors, such as supporting environmental, social or criminal justice policy? Do perceptions of a situation's "mutability" (i.e., whether the scarcity can be remediated through effort; Cannon et al. 2019; Goldsmith et al. 2019) mediate these effects? And might the mindset (growth vs. fixed) of an individual (or other individual difference variables) moderate the effect of scarcity on prosocial behavior? This track will examine these and related questions in order to better understand scarcity at a time when so many are experiencing the effects of having too little.

**Plan and Timeline:** We have begun our literature search and will begin study design and piloting our theorized model. We will subsequently begin collecting data for what we anticipate will be a series of studies. We plan to have all studies completed by TCR 2021, using the conference to finalize positioning of the manuscript for submission to the *JCA* special issue in Fall 2021.

| **Date** | **Activity** |
|---|---|
| Summer 2020 | Conduct thorough literature search and review on scarcity; conduct pilot study on focal effect of scarcity on affiliation-related consumption; seek funding for research project |
| Fall 2020 | Upon approval of track proposal, begin further study design and data collection |
| Winter 2021 | Second wave of data collection and additional research design; on-going data analysis |
| Spring 2021 | TCR Conference to finalize manuscript plans, positioning, and any additional data collection required |
| Summer 2021 | Final manuscript preparation |
| Fall 2021 | Manuscript submission |

# Health as a Social Responsibility

Track Co-chairs:
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**Genevieve O'Connor**
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**Statement of the Problem and its Importance**

With increasing globalization the determinants of health are shifting from individual to social (Meier and Mori 2005). Yet our understanding of health and the promotion of healthy behaviors has not followed. The dominant view of health in the United States continues to be a product-centric individual right. With this view, we go to the marketplace to purchase services that cure and/or prevent our illnesses. The assumption made is that we can control the determinants of health through our choices and individual right to medical care (Meier and Mori 2005). The important questions relate to the affordability of healthcare and whether everyone should have access to such preventive and curative care regardless of their ability to pay (Goddard and Smith 2001; Oliver and Mossialos 2004).

Even our public health discourse assumes an individual-rights view of health as it defers to individual rights until a broader threat becomes severe enough to ask that those rights are ceded at least temporarily (Arah 2009; Rothstein 2002). When we grant authority to public health officials to initiate or block behavior through government coercion, we question whether the conditions under which such authority will be granted justify the violation of individual rights. This justification is determined on utilitarian grounds with a belief that the well-being produced by the action will compensate for the temporary (or permanent) loss of autonomy. When we seek to promote voluntary compliance with behavioral changes that would lessen death and disease, we emphasize the self-interest of the individual rather than their concern for others.

Voluntary compliance with the suggested behavioral changes is an important strategy in public health and the "most prominent contributions to death and disease in the United States and globally are behavioral factors" (Glanz and Bishop 2010, p. 400). Public health officials plead with citizens to engage in safe sex, drink responsibly, get immunizations, and wash their hands regularly and effectively to prevent a range of illnesses. Compliance with such pleas varies dramatically and is relatively low for many efforts (Frieden 2014). The ability to mobilize major segments of the population will be increasingly important as challenges to public health will continue to increase (Grier and Byrant 2005).

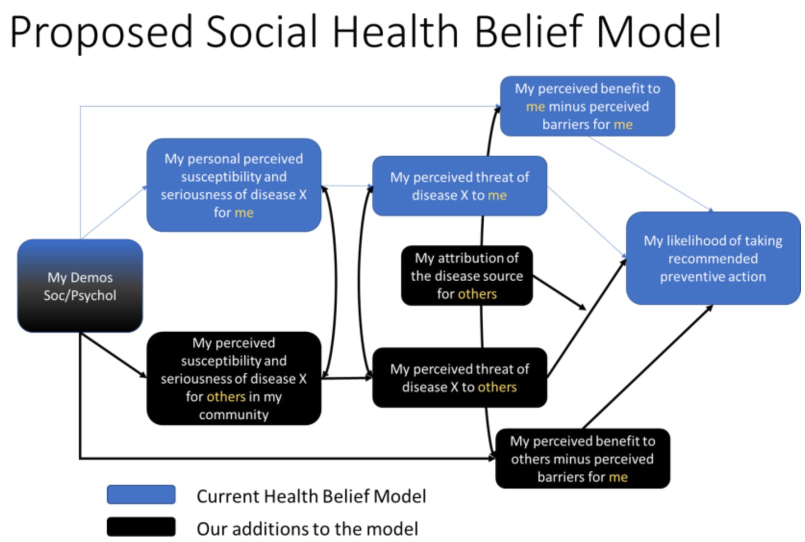
Governance of public health is largely driven by the Health Belief Model (HBM) (Champion and Skinner 2008; Janz and Becker 1984; Rosenstock 1974). According to HBMindividual behavior change will occur when perceived seriousness and susceptibility are high and perceived barriers to behavior are low. The HBM retains the individual-right view of health and assumes that individuals will adopt the proposed behavioral response only when it is in their own self-interest.

There is no consideration of a broader sense of social responsibility or care for others.

The current pandemic offers a unique opportunity in which to study the broader questions of individual versus public health and the associated consumer behavior questions of health as an individual right versus a social responsibility. With the COVID-19 pandemic, we are now faced with the public health challenge of changing behaviors of millions (or perhaps even billions) in the blink of an eye. “Outbreaks like COVID-19 are critical reminders of the significance of public health readiness” (Smith and Frazer 2020, p. 649). Reasons for engaging in the behaviors necessary to mitigate COVID-19 are more social and collective. We ask that people shelter in place, suffer economically and socially, for the good of themselves and others in your community – known and unknown. They are asked to wear a mask because it protects others, reducing the susceptibility of others rather than their own. The HBM does not accommodate the individual’s beliefs regarding the seriousness of the disease for others or the susceptibility of others to the disease in anticipating the individual’s engagement in preventive behaviors. Yet this sense of “the good of the many” lies at the heart of the shift toward public health that is required in the global economy.

**Track Goals**

The goal of this track is to explore what it might take for health to be viewed as a social responsibility of individual members of society – something we “owe to each other” (Scanlon 1998), and what a Social Health Belief Model (SHBM) might support as an expanded playbook for mobilizing individuals in response to a health threat. Viewing health as a social responsibility involves a recognition of the importance of concern for all in the pursuit of self-interested health (Rawls 1971). It extends a recognition of the social determinants of health to include the concept of a social contract in which health exists as an individual characteristic that can only be maintained through collective behavioral choices that promote improved health for all and are freely adopted. In this view, the health of an individual impacts the health of others in the community (who could be usour loved ones or neighbors or strangers who are more like us than we might currently recognize). The key assumption is that we can only control the determinants of health by the collective choices of the population. Health becomes a social responsibility as my choices influence your health and vice versa. The important questions relate to individual self-interest, the autonomy to enter into the social contract freely, the empathy for our fellow citizens, and the need to justify our actions to others. Population health becomes more than the context in which individual health is situated (Arah 2009); it is the effectiveness of the social contract made and carried out among the members of that population.




From a health-as-a-social-responsibility view, the current HBM becomes very limited as it considers only the self-interests of the individual related to seriousness, susceptibility, and barriers. Using data collected during the COVID-19 pandemic, we will explore a Social Health Belief Model that expands on the existing HBM to include consideration of the seriousness, susceptibility, and barriers for others. Our data come from several sources, including primary data collected at the height of the U.S. COVID-19 pandemic (N = more than 27,000) as well as secondary data which includes CDC statistics, newspaper headlines, and passive data collected from the movement of smartphones and other sources. Our primary objective is to consolidate theories of consumer behavior and health behavior to offer new recommendations for the mobilization of individual action in the promotion of better health for all.

**Organization of Pre, During, and Post Conference Activities**

Preconference:

***Literature review:*** The team continues to review existing literature on health rights, healthcare consumption, health belief and public health promotion, moral identity, and related topics. The goal is that every member of the team identifies key articles as must-reads for the group.
***Exploratory data analyzes:*** The team will conduct exploratory analyzes of available data before the TCR conference. Our goal is to gain insights from the data to help streamline research priorities and solidify the research questions.
***Identifying key areas of focus:*** Each team member will be invited to provide 1-2 research questions that he/she suggests being pertinent to address for tackling the research problem.
***Data collection:*** From the preliminary analysis, we may identify additional data collection and/or experiments to be conducted prior to the TCR conference.
***Virtual team brainstorms:*** To discuss the prioritization of research questions as well as further steps in our approach, we will organize a minimum of two team brainstorm-sessions via Zoom.

During the conference:

***Discussion of results:*** The team will review the primary data gathered during the COVID-19 pandemic as well as the results of preliminary analyses. We envision reviewing the corresponding results in combination with the secondary data.
***Improvements in research design:*** Considering the results, we will decide whether additional

waves of data collection will be needed (e.g., any additional experiments required will be designed during the conference).
***Wrap-up and task assignment:*** We will assign tasks to each team member to fulfill after the conference. The outcome we hope to achieve is to finalize a detailed outline for the manuscript resulting from this project.

Post-conference:
***Preparation of manuscript:*** Collaborators will contribute to and submit an empirical article. The team plans to compose a submission-ready draft of a manuscript within 6 months after the conference takes place.

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## Jamboard of the sessions:

### Project Overview

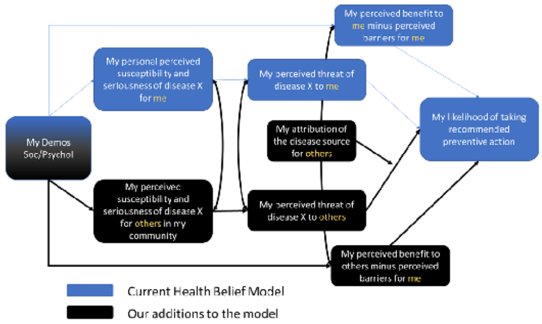
The Health Belief Model was developed in the 1950s and has remained the blueprint for efforts to promote a behavioral response to a public health threat (Janz and Becker 1984). The determinants of health are shifting from individual to social (Meier and Mori 2005) yet our understanding of health and the promotion of healthy behaviors has not followed.

With data collected during the pandemic, the goal of this track is to explore what it might take for health to be viewed as a social responsibility of individual members of society – something we "owe to each other" (Scanlon 1998), and what a Social Health Belief Model (SHBM) might support as an expanded playbook for mobilizing individuals in response to a health threat.

Our data comes from several sources, including primary data collected at the height of the U.S. COVID-19 pandemic as well as secondary data from CDC statistics, newspaper headlines, and passive data collected from the movement of smartphones and other sources.

Our primary objective is to consolidate theories of consumer behavior and health behavior to offer new recommendations for the mobilization of individual action in the promotion of better health for all.

### Proposed Social Health Belief Model




### Advice Sought

Readings (academic, news, etc.) on this topic

Reactions to our topic and objective

Thoughts on cultural differences

Thoughts on the ways in which the structure of the health care system influences behavioral responses to threats

for the collective good and to protect others' health and some people just really are not. Not sure how movable people are among these quadrants but it would be interesting to see if they can be moved. Sadly, some people realized their

We would expect different pathways in the model to be strong/significant depending on your belief quadrant when it comes to health and healthcare.

Personal health as an individual choice

Healthcare is a private good so I can consume as much as I feel I need whether preventive or reactive services; how I maintain my health is no one's business but my own and shouldn't limit my access to resources

While I recognize that we all must share our supply of healthcare services, I feel that my health is my own individual choice

breast cancer last Wednesday with a 3cm mass and lymph node swelling, the earliest they can get her in for a biopsy is 2 weeks from now and she can't see a surgeon for a consult for another 2 weeks.) Who should prioritize how limited resources

Healthcare services as a private good

Healthcare services as a collective good

Healthcare is a private good so I can consume as much as I feel I need; however, I limit my consumption by maintaining my health.

Healthcare services must be shared by all members of society; therefore, we each have a responsibility to minimize our need for such services to the extent possible

whether how personal health is being framed leads to inferences about being "healthy" vs. "unhealthy" as a goal. Someone who views personal health as an individual choice may still be motivated to be as "healthy" as someone who views

Personal health as a social responsibility

Who gets to decide the extent to which you are acting on beliefs re: health as an individual vs. social responsibility?

# Collective Trauma, Relief, and Resiliency in and through Consumption and Markets

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Kate Pounders, University of Texas at Austin
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Meredith Thomas, Florida State University

**Overview of Track Theme**

War and terrorism, acts of marketplace violence, environmental and natural disasters, economic upheaval, pandemics, and looming health crises are disruptive forces which threaten the fabric of consumer lives and communities. Consumption, marketplaces, services, logistics, and more can be suddenly and significantly altered. Even highly resilient individuals and entities are not immune to such crises or the ensuing collective trauma (Alexander 2013; Hirschberger 2018). Those lacking resources and suffering from systemic indifference or oppression (e.g., Bone et al. 2014) are especially vulnerable to the devastating effects.

Consumer research has examined various aspects of consumption when existential threats strike. Scholars, for example, have investigated vulnerability and recovery in the wake of disaster (Baker 2009; Baker et al. 2007), adaptation following a personal or family health crises (Pavia and Mason 2004, 2012, Pounders and Mason 2018), and the challenges facing marketplaces that suffer from war and terrorism (Shultz et al. 2005, 2020; Fehl et al. 2019). While these studies reveal extensive disruption and adaptation, they also highlight a window for understanding collective relief and resiliency (Baker and Mason 2012; Shultz 2007). Consumers, families, small businesses, organizations, and communities demonstrate impactful, timely responses amid uncertainty and trauma. The ways in which such collective practices emerge, consumption adaptations evolve, underlying mechanisms and tensions shape responses, and the meanings and agency created are worthy of investigation.

**Track Goals, Plan, & Timeline**

Our TCR track seeks to investigate the relief and resiliency that emerges for consumers and communities experiencing collective trauma and market disruption. Specifically, we aim to:

1) Synthesize the marketing literature and current understanding of consumer and community responses in conditions of crisis and trauma; review theory and practice perspectives on collective trauma, identify gaps in knowledge and practice, outline a future research agenda

**2)** Draw on existing data from team member projects in diverse crisis contexts and focus areas; identify commonalities in the cascading effects of trauma upon vulnerability; develop a conceptual framework involving micro, meso and macro levels of the phenomena; create a 'template of relief ' to guide response for different types of communities, vulnerabilities, and market disruptions

3) Develop empirical research across team members to explore the dynamic process of collective trauma, market disruptions, and community resiliency

**General Timeline (Planned activities over the next year)**

1) June through September – Organization & Prioritization Phase
   - Determine how to function as a cohesive group of researchers
   - Begin connecting through Zoom meetings and Dropbox
   - Commit to literature review and background readings as determined by team
   - Submit a special session proposal to Winter AMA
2) October-through December – Research Agenda & Conceptual Phase
   - Develop and prioritize specific team research objectives
   - Synthesize literature from respective review and readings.
   - Share independent research projects and assess commonalities
   - Submit a special session proposal to MPPC
3) January through May – Data collection and TCR preparation
   - Outline initial conceptual framework and template
   - Collect empirical data in preparation for TCR as determined by team
   - Prepare materials for TCR presentation and analysis
4) **TCR 2021**
   - Preliminary reports from studies, team discussion and input
   - Further development of conceptual framework and template by team
   - Outline manuscript and specific team assignments
   - Initial analysis of empirical data
   - Assessment of progress to date, revisit objectives and adjust process
   - Establish plans and roles for next steps
5) Beyond TCR
   - Develop panels/sessions for ACR, AMA, MPPC, Macromarketing and/or other TCR-building and complementary conferences
   - Identify venues for practice-based input, involvement, and dissemination (e.g., CDC, NSF, community networks)
   - Develop conceptual manuscript for journal submission
   - Further collaborative research stemming from mutual interests

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# Consumer Self-TrackingTechnologies: When Might Marketing Tactics Help or Hurt Well-Being?

Track Co-chairs:
**Lane Peterson,**
Florida State University
**Martin Mende**
Florida State University

**Track Participants:**
Maura L. Scott, Florida State University
Anders Gustafsson, BI Norwegian Business School
Gergana Y. Nenkov, Boston College

**Track Description**

Consumers use technology (e.g., wearable devices, smart phones, and corresponding applications (apps) to track themselves, often to better understand their performance toward their well-being goals (e.g., health goals). This phenomenon is frequently referred to as the "quantified self" movement and is a growing trend amongst consumers. Despite the popularity of these devices amongst consumers, little scholarly research has explored the consumer experience with devices that continuously monitor the wearer.

Our track focuses on better understanding how consumers evaluate self-tracking devices, and importantly, when and why these devices can boost or inhibit users' health motivation. We do this with a focus on a popular marketing tactic: anthropomorphism. Anthropomorphism enhances consumers' evaluations of and favoritism towards products (Aggarwal and McGill 2012; Chandler and Schwarz 2010); thus, it is reasonable that marketers use this tactic for self-tracking products. Against this background, this track focuses on three key questions: (1) Can companies use anthropomorphism as a tactic that is beneficial for both the company and the consumer? (2) How can consumers effectively use self-tracking technologies to enhance their health motivation? (3) What aspects of self-tracking are beneficial for consumer well-being? What aspects are detrimental and undermine well-being?

To answer these questions, the members of the track will correspond with organizational partners. Some examples include producers of self-tracking devices or self-tracking smartphone apps, or health clubs (e.g., Orange Theory Fitness) which provide their customers with self-tracking technologies. By coordinating with organizational partners, the track team plans to (1) acquire secondary data and (2) conduct field studies (e.g., field experiments), which further explore and answer the research questions proposed.

# The Effectiveness of Anti-E-Cigarette and Pro-E-Cigarette Campaigns: A Synthetic Review and New Theory Development

Track Co-chairs:
**Zhiyong Yang**
University of North Carolina Greensboro
**Franklin Velasco**
Universidad San Francisco de Quito

**Track Participants**
John F. Tanner Jr., Old Dominion University
Emily Tanner, West Virginia University
Andrea Constantini, Philip Morris International, Argentina

**Statement of the Problem**

Electronic cigarettes, better known as e-cigarettes, are currently a popular smoke-free product among consumers, especially teen smokers (Glasser et al., 2019). Previous research on the effectiveness of anti-e-cigarette campaigns shows mixed findings. While some researchers (Case et al., 2018; Czoli et al., 2016; Diamond, 2016; Hajek et al., 2019) show that anti-e-cigarette ads induce consumers to quit smoking, others find that anti-e-cigarette campaigns actually enhance, rather than, reduce individuals' intention to use traditional tobacco and e-cigarettes (Berry, Burton, & Howlett, 2017; Conner et al., 2018; Park et al., 2016). Adding to this issue, pro-e-cigarette marketing campaigns also produce mixed results. When e-cigarettes are positioned as less harmful and/or as an aid for smokers to cease smoking traditional cigarettes, some studies find this strategy not to be effective as consumers still intend to use e-cigarettes or are not motivated to abstain from traditional cigarette use (Christensen, Welsh, & Faseru 2014; Farrelly et al., 2015; Grana, Popova, & Ling 2014). In contrast, other studies report positive effects when e-cigarettes are positioned as an aid to help consumers switch from traditional cigarettes to e-cigarettes (Brown et al., 2014; Bullen et al., 2013; Pokhrel et al., 2013).

Such mixed findings suggest that this is a complex problem that could benefit from a synthesis of the research on the topic. Given that these studies differ in many aspects (e.g., study context, cultural environment, advertising themes, presentation mode, communication channels), we intend to conduct a meta-analysis to meaningfully classify prior studies into different categories and then examine consumers' responses to anti-e-cigarette and pro-e-cigarette campaigns within each category. This systematic review of the existing literature would help address some important questions. In particular, what are the effects of anti-e-cigarette and pro-e-cigarette campaigns on smokers, especially teen smokers? What is the key process through which e-cigarette campaigns affect consumers? What are the contextual factors that set boundary conditions for the effect of anti-e-cigarette and pro-e-cigarette campaigns? What new theoretical framework can be developed to enhance the effectiveness of e-cigarette campaigns in curtailing teen smoking?

**Track Objectives**

The proposed track brings together a multidisciplinary, multicultural team of researchers from both academia and the industry. **The first goal of this track is to conduct a meta-analysis on the extant studies that examine the effects of e-cigarette campaigns (both anti- and pro-) on consumers' smoking behavior, along with conceptual moderators** (e.g., perceptual vs. semantic appeals, health vs. non-health claims, high-arousal vs. low-arousal emotion). Based on the evidence of the meta-analysis, **our second goal is to develop a conceptual framework to enhance the effectiveness of e-cigarette campaigns in curtailing teen smoking and increase consumer wellbeing**. Secondary data from the industry and primary data (qualitative and quantitative) are to be used to test our proposed framework.

**Track Structure**

<u>Preconference: Conducting a meta-analysis and developing initial theoretical framework</u>
To accomplish these objectives, our team will concentrate on the following tasks: (1) conducting an in-depth literature review on the effectiveness of anti- and pro-e-cigarette campaigns; (2) analyzing the secondary data from Phillip Morris; and (3) developing an initial model of to enhance the effectiveness of e-cigarette campaigns in curtailing teen smoking. Due to the multidisciplinary nature of our track, preconference work will also focus on integrating cross-disciplinary perspectives. The schedule of preconference work has reached a consensus by the confirmed track members, with a focus on the following specific tasks:

A. Identifying the key research focus: each track member will be invited to provide 1-2 research questions which they would suggest critical to our main research topic.
B. Establishing and integrating understanding of core literature: each track member will be asked to provide pertinent papers from their respective areas. All the literature search will be organized and complied into one list by track chairs, serving as the reading list for all the track members.
C. Conducting meta-analysis: The track chairs will lead the effort to develop coding themes, code effect sizes, and conduct meta-analysis.
D. Developing initial conceptual model: at least three video-conferences will be organized by track chairs to meet the objective of group collaboration on the development of initial conceptual model, which will serve as a basic framework of our track. The track chairs will prepare a draft for poster presentation, including the initial model and example elaborations. The poster will be accomplished during Conference Day 1 and presented at conference poster session as scheduled.

<u>During the conference: Deciding the conceptual framework and planning actions/task assignments</u>
The objective of the work at the conference is threefold: (1) to discuss and finalize the development of the conceptual framework; (2) to design the planned empirical study with the collaboration of all track members; and (3) to plan the post-conference actions and assign the tasks accordingly.

<u>Post-conference: Implementation of planned outputs and actions</u>
The post-conference work is planned to have a 12-month schedule following the conference in June 2021. The planned track outcome will consist of the development of at least two academic publications: one publication emphasizing on the meta-analysis and the other one focusing on the new theoretical framework to enhance the effectiveness of e-cigarette campaigns.

We will prepare one publication for submission to the referred journal from TCR within the deadline for the Special Issue. We plan to conduct the pilot and main empirical studies by end of February 2021 and to finalize data analysis by April 2021, with a schedule to prepare the second publication for submission by September 2021. The target outlet for the second publication will be discussed and determined collectively among track members.

As for broader impact through the exposure of public media, some channels we may use include Business Week, Wall Street Journal, The Washington Times, and NBC (nbcdfw.com) established by the track participants. Apart from these publications and public media exposure, **such a joint TCR project can prepare us better to compete for state and federal grants, such as CPRIT, NIH, and NSF.**

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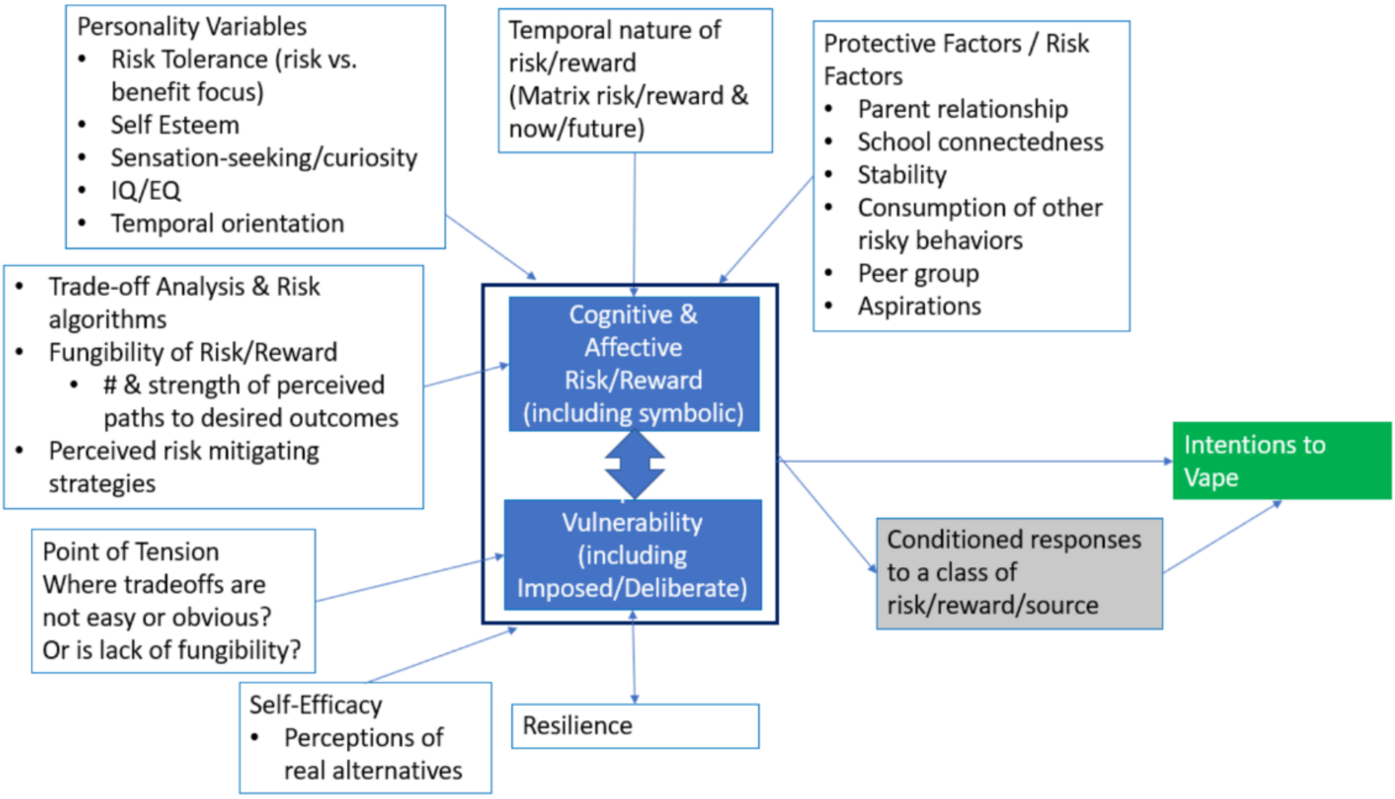
**Track Reflection (post-conference)**

The proposed track brought together a multidisciplinary, multicultural team of researchers from both academia and the industry. Our track aims to examine (a) what are the effects of anti-e-cigarette and pro-e-cigarette campaigns on smokers, especially teen smokers? (b) What is the key process through which e-cigarette campaigns affect consumers? and (c) What are the contextual factors that set boundary conditions for the effect of anti-e-cigarette and pro-e-cigarette campaigns? Previous research on the effectiveness of pro-e-cigarette campaigns shows mixed findings. While some researchers show that pro-e-cigarette ads increase consumers to quit smoking, others find that pro-e-cigarette campaigns actually enhance, rather than, reduce individuals' intention to use traditional tobacco and e-cigarettes. Adding to this issue, when e-cigarettes are positioned as less harmful and/or as an aid for smokers to cease smoking traditional cigarettes, some studies find this strategy not to be effective as consumers still intend to use e-cigarettes or are not motivated for abstinence in traditional cigarette use. Our research will synthesize this complex literature in a meaningful way. Based upon these findings, we will then develop a conceptual framework to enhance the effectiveness of e-cigarette campaigns in curtailing teen smoking and increase consumer wellbeing.

**Jamboard of the session:**

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# Family Caregiving and Caregiver Well-Being: Opportunities and Challenges

Track Co-chairs:
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**Lisa Peñaloza**
KEDGE Business School

**Track Participants:**
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Hilary Downey, Queen's University Belfast, UK
Nadina Luca, University of York, UK
Lucie Ozanne, University of Canterbury, New Zealand.
Line Jenhaug , Inland Norway University of Applied Sciences

## Overview of Track Theme

The theme of this track is Family Caregiver Wellbeing. As the global population ages with serious illness, and as complex care continues to transition to the home, healthcare systems worldwide increasingly rely on unpaid family caregivers to bridge gaps in care provision to vulnerable groups in society, including older persons. While family caregiving can be a positive and enriching experience, studies report that many caregivers find themselves engaged in difficult, challenging and demanding caregiving roles. Studies report that over a third of caregivers experience moderate to severe burden and more than two in every five were at risk of developing clinical depression. Other negative impacts include less time available for physical exercise, poor diet and lifestyle, a decline in mental health, increased morbidity and mortality due to the long hours spent providing care[3][4][5][6]. Studies involving family caregivers have been unable to explain why some cope well in the face of adversity and some cope less well[7]. More recent research has shown that coping styles and psychological growth are critical for maintaining caregivers' mental health[8] and that levels of life satisfaction tends to improve when caring responsibilities change[9]. Policies to support family caregivers vary between countries, from having mechanisms in place to assess needs and provide financial and physical support to only beginning to take an interest in developing support services[10].**The aim of this track is to focus on the enablers and barriers to maintaining caregiver wellbeing and resilience in order to inform policy and practice to better support family caregivers**. Of interest is exploring the effects of differing levels of

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[3] Torres, S.J., McCabe, M. and Nowson, C.A., 2010. Depression, nutritional risk and eating behaviour in older caregivers. *The journal of nutrition, health & aging*, *14*(6), pp.442-448
[4] Snyder SA, Vitaliano PP. Caregiver Psychological Distress: Longitudinal Relationships With Physical Activity and Diet. *Am J Alzheimers Dis Other Demen*. 2020;35:1533317520904554. doi:10.1177/153331752090455
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[8] Sun et al. (2020), A qualitative study on the psychological experience of caregivers of COVID-19 patients, American Journal of Infection Control, online first
[9] Langner, L.A. and Furstenberg, F.F., 2019. After the Burden Is Lifted: Caregivers' Recovery of Life Satisfaction After the Death or Recovery of a Spouse. *The Journals of Gerontology: Series B*
[10] Courtin, E., Jemiai, N. and Mossialos, E. (2014), Mapping support policies for informal carers across the European Union, **Health Policy**,118 (1), pp. 84-94

government paid care, social participation, and a sense of community belonging, as these factors have been demonstrated to alleviate caregiver burden and contribute to wellbeing[11]. Of additional interest is how technology can assist caregivers in providing elderly care, overcoming the barriers to their wellbeing, and assist in the resilience of family caregivers and family members in the course of such care. This proposal brings together service and consumer researchers – senior, early career and doctoral scholars – working in the areas of elder and social care in in a range of national contexts, and with expertise in creative qualitative and quantitative methods and approaches.

**Organization:** The group will focus on developing two journal articles during the duration of the project.

***Pre conference:*** Commencing in July 2020, the cochairs will establish a Dropbox folder to share key readings in the areas of aging and place and the use of assistive technologies in social care. A series of monthly online meetings via Zoom to discuss readings, paper planning and manuscript drafts will take place to develop one paper targeted at the Journal of Consumer Research and a second paper to the Journal of Service Research. Initial data collection and analysis of the data for both papers will take place between December 2020 and May 2021, with a second iteration of data collection and analysis in 2022.

***Conference:*** During the conference, track members will work in two groups of four to develop each paper in day 1. At the end of day 1, each group will present their ideas. In day two, each group will work on the second paper and present their ideas. On the third day, all members will agree the final abstract and outline for each paper, as well as a writing plan to journal submission (target date December 2021).

***Post conference:*** Write up of two articles and submission to the Journal of Consumer Research (JCR) and the Journal of Service Research (JSR respectively by December 2021 and June 2022 respectively. Monthly meeting will also be conducted via Zoom.

[11] Hilbrecht,M., Lero,D.A., Schryer, E.,. Mock, S.E. and Smale B. (2017) Understanding the association between time spent caregiving and wellbeing among employed adults: testing a model of work–life fit and sense of community, *Community, Work & Family*, 20:2, pp.162-180

**Track 3**

# Stepping in Stigmatized Shoes: A Simulation to Reduce Stigma Against Mental Illness

Track Co-chairs:
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**Natalie Ross Adkins, Ph.D.**
Drake University

**Track Participants:**
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Ann Mirabito, Baylor University
Sarah Hastings, Radford University
Paige Walters, Tiered Intervention Specialist, Montgomery County Public Schools
Joshua Morriss, CoFounder, Peerspective Consultant
Brett Bowker, CoFounder, Peerspective Consultant

In this project, we seek to design, test, and implement a flexible and scalable extended reality[12] simulation to reduce mental illness stigma by helping those *without* mental health issues better empathize with those suffering from depression or anxiety. This project is a continuation of the successful work we began in the 2019 Transformative Consumer Research (TCR) conference.

A diagnosable mental health disorder affects approximately one in four people in the United States each year (Bagalman & Cornell, 2016). Of all mental health illnesses, depression and anxiety are the most common: over one third of adults and adolescents experience an anxiety disorder each year, while at least one in five US adults experience depression in their lifetime (Center for Behavioral Health Statistics and Quality, 2017). Unfortunately, most individuals with depression and anxiety remain untreated, thanks in large part to the stigma that accompanies these disorders. Public health interest in the hidden burden of mental health stigma is growing (Muijen, 2006; Sartorius & & Schulze, 2005; Stuart, 2008). The World Health Organization and the World Psychiatric Association recognize stigma as a major public health challenge (World Health Organization, 2001; Bhugra, et al., 2017), leading researchers to argue mental health stigma is "*the* fundamental issue in the entire mental health field" (Martinez & Hinshaw, 2016, p.1; italics in original). So long as the stigma associated with depression and anxiety prevents sufferers from seeking appropriate treatment, the consequences of these disorders will continue to wreak havoc on individual health and societal productivity. Every year, 217 million days are lost due to absenteeism and presenteeism costs from mental health conditions, translating to almost $17 billion in lost productivity every year.

[12] Extended reality (XR) refers to human-machine interactions generated by technology and wearables, such as augmented reality (AR) and virtual reality (VR).

People who are mentally healthy, however, grossly underestimate the severity of clinical depression and anxiety, attributing it largely to a lack of willpower (Borchard, 2016). These beliefs are often held by the very people from whom the mentally ill so desperately need support – family members, friends, service providers, medical personnel, educators and policy makers. Current intervention efforts designed to help the mentally healthy better empathize with sufferers of mental illness fall into three main categories (Rüsch & Angermeyer, 2005). *Protest* strategies aim to challenge media and commercial representations of stigma. *Education* strategies seek to diminish stigma by providing contradictory information. Finally, *contact* strategies seek to facilitate connections between mentally healthy individuals and those with a mental health disorder. Reviews of these interventions find contact strategies to be the most successful, though effect sizes are weak, they are difficult to scale, and there is little evidence of lasting effects (see e.g. Morgan 2018), prompting researchers to call for new types of interventions (Heijnders & Van Der Meij, 2006; Mehta, et al., 2015). Recently, Virtual Reality (VR) and Augmented Reality (AR) simulations are showing exceptional potential for establishing long-lasting empathy and positive behavior change towards stigmatized groups (e.g. Annett & Berglund 2015; Herrera, Bailenson, Weisz, Ogle & Zaki, 2018).

Working closely with community partners, advocacy groups, stigmatized populations, digital game designers and industry representatives, we will build on the work completed during the 2019 TCR cycle and presented at the 2020 Marketing and Public Policy Conference. Specifically, we plan to apply our earlier research findings to design, test and implement an immersive simulation that integrates real world consumer behavior with virtual mental illness experiences. By participating in a simulation designed to replicate the physical and emotional symptoms of clinical depression and anxiety through virtual and extended reality technologies, we believe the mentally healthy will better understand and empathize with those suffering from these disorders. Please see Appendix 1 for detailed project outline. Appendix 2 provides a summary of the project personnel committed to attending TCR 2021. References can be found in Appendix 3.

**Project Timeline**

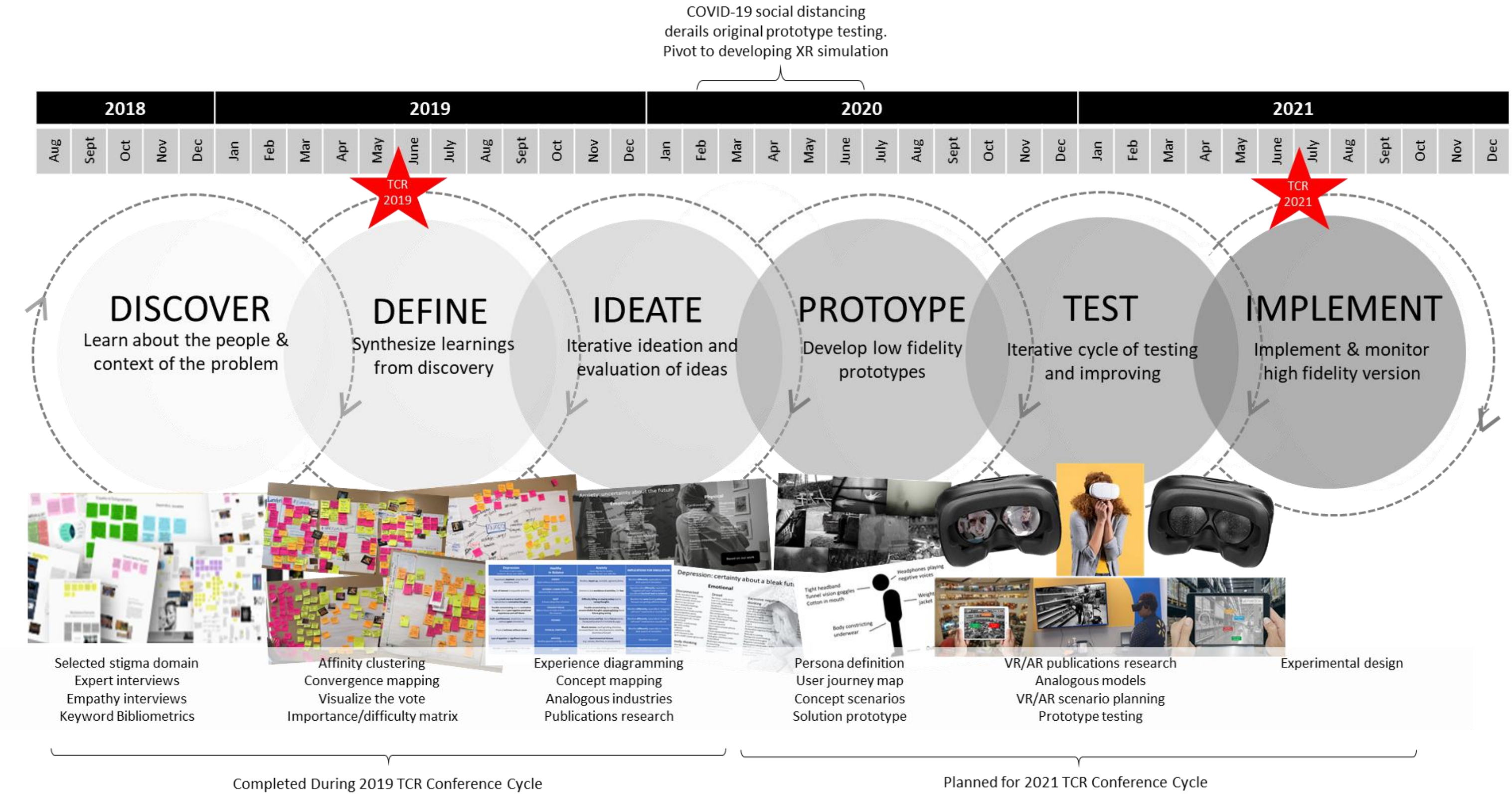
**Pre 2021 TCR Activities.**
***June – Dec 2020:*** Apply for grants to fund the development of a low fidelity XR prototype of the simulation to prove viability of the idea. The project has already received two internal grants (over $5000) to purchase required VR equipment necessary. We area also seeking TCR funding to pay for the development of the AR/VR simulation assets and architecture for this project. Conduct literature review on current VR/AR applications so we can learn from analogous industries how we might use these technologies. XR offers unique ways to implement the analog ideas generated to simulate anxiety and depression. For example, we can distort their actual physical environment so that it appears gray and to be closing in.

***Jan – June 2021*:** Begin iterative cycle of prototyping the simulation with AR/VR design agency Peerspective (based in Richmond Virginia). Development includes testing of the simulation among mentally healthy populations to ensure it increases empathy and decreases stigma for mentally ill while also minimizes potential negative side effects.

**2021 TCR Conference.** Design thinking workshop with our community partners to review results from prior prototype testing. Plan larger scale empirical testing using experimental to compare the simulation against existing empathy training tools and a control group (no intervention).

**Post Conference.** Proof of concept will be used to seek larger external grants to develop a high-fidelity version of the simulation and large-scale empirical testing of the simulation to ensure it is effective. Use proof of concept results to apply for larger external grants (see table below). Use external grants to train critical service personnel (e.g. educators, service employees, medical providers) taking pre and post measurements on key attitude and behavioral criteria related to empathy to quantify societal impact.

**Figure 1: Design Thinking Process to Develop XR Mental Health Simulation**



**Jamboard of the sessions:**

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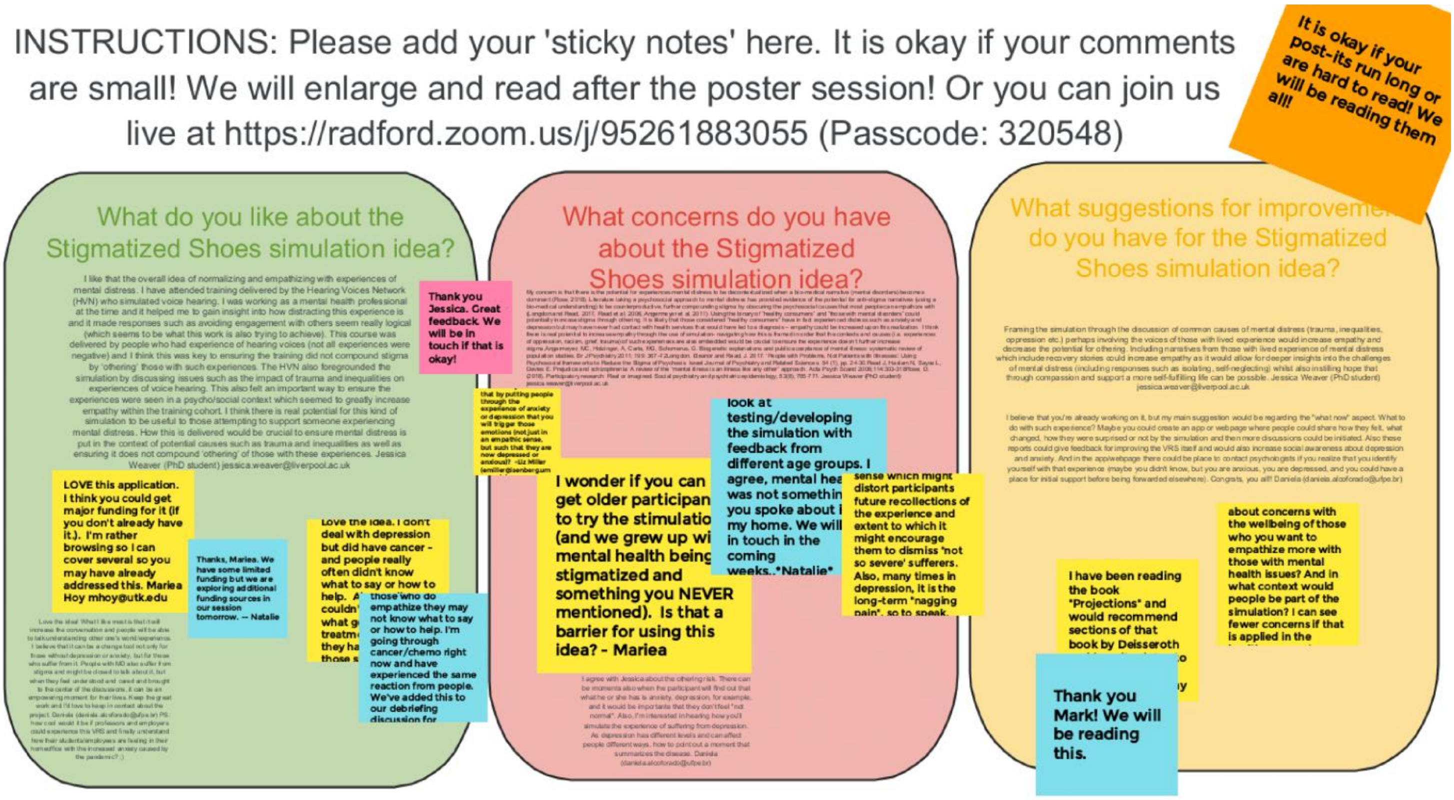
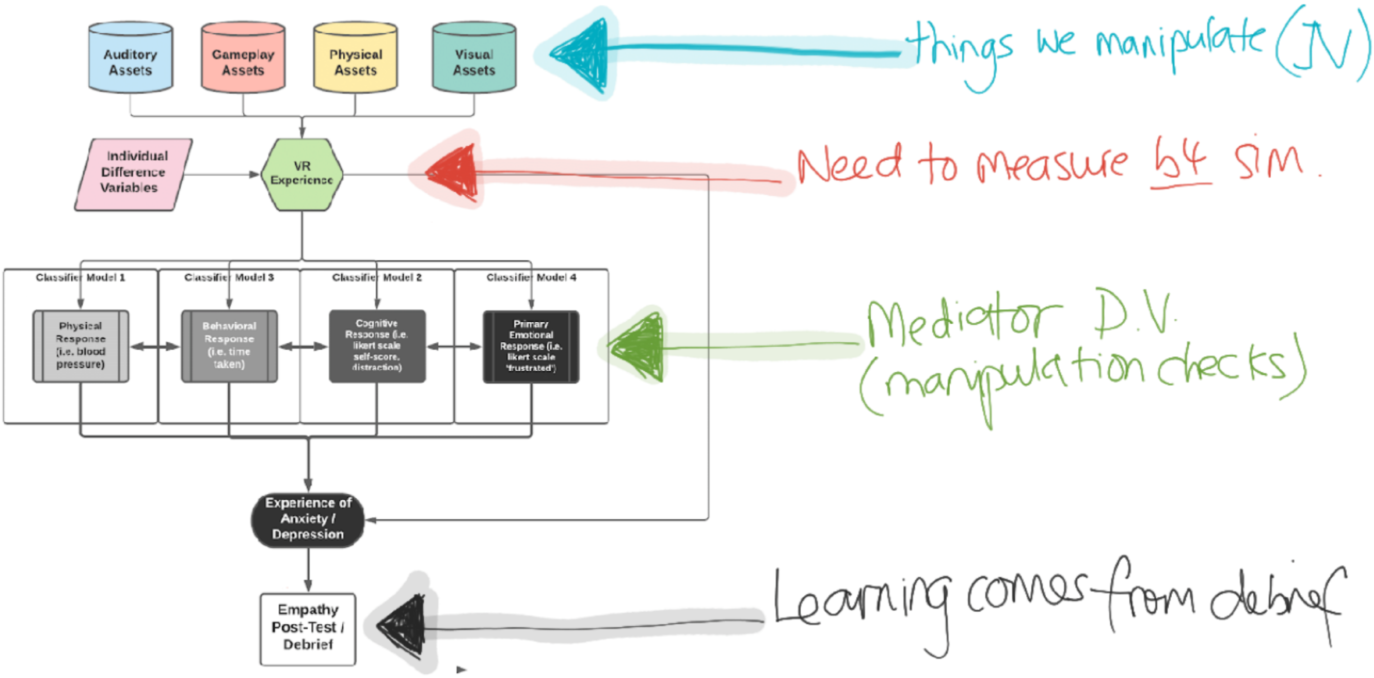
Please post comments on slide 3 or join us live via Zoom at: https://radford.zoom.us/j/95261883055 (Passcode: 320548)




Welcome to Stigmatized Shoes Track to Google Jamboard!

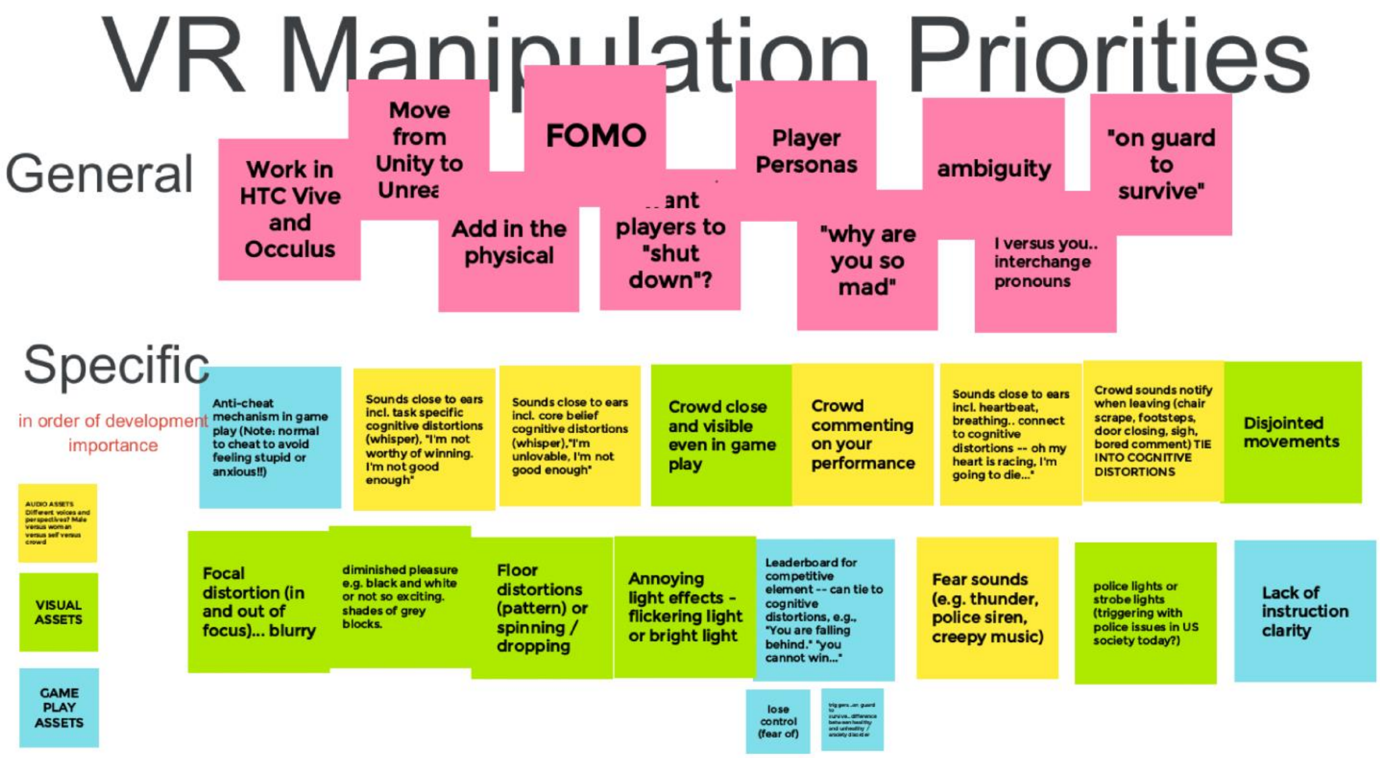
The following pages are intended for the track participants only. Please do not edit any of the following pages unless you are part of the track Stigmatized Shoes!

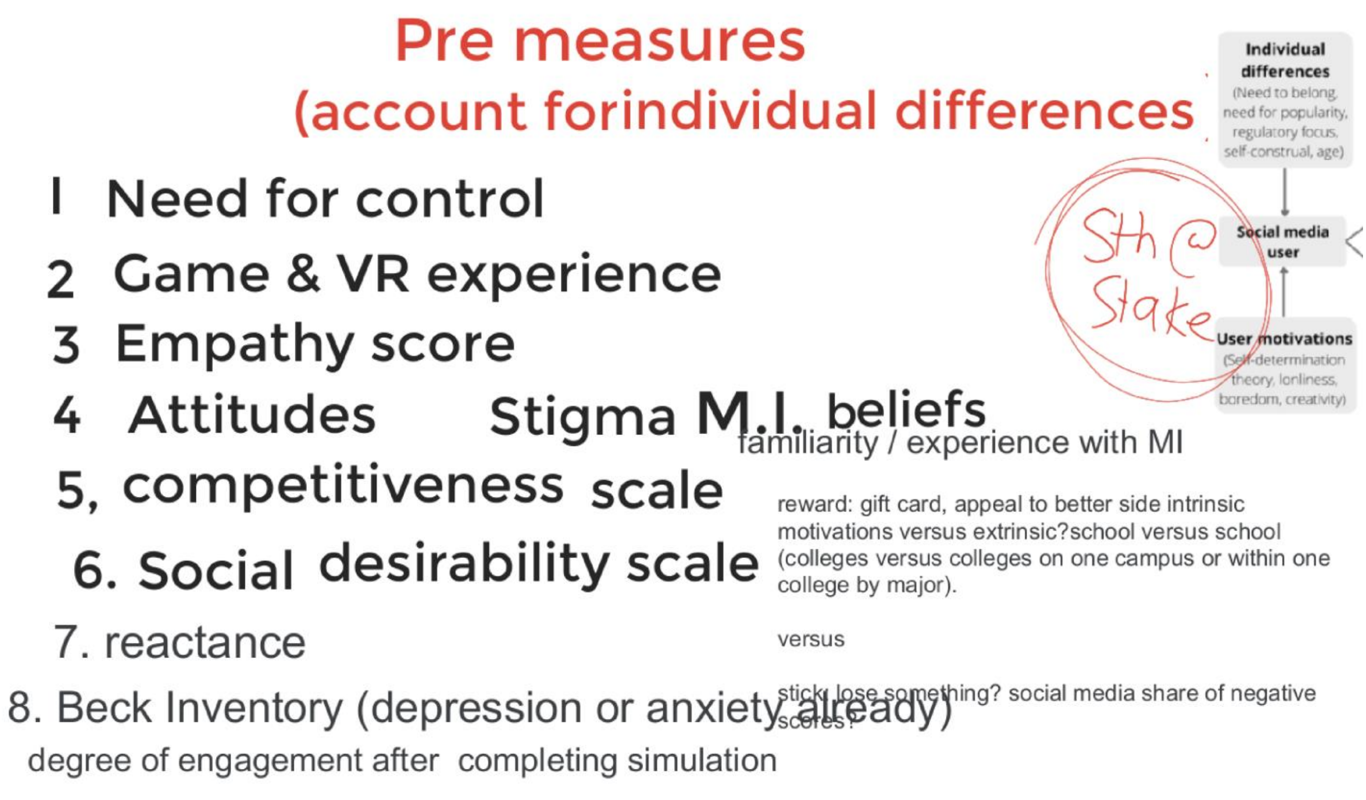


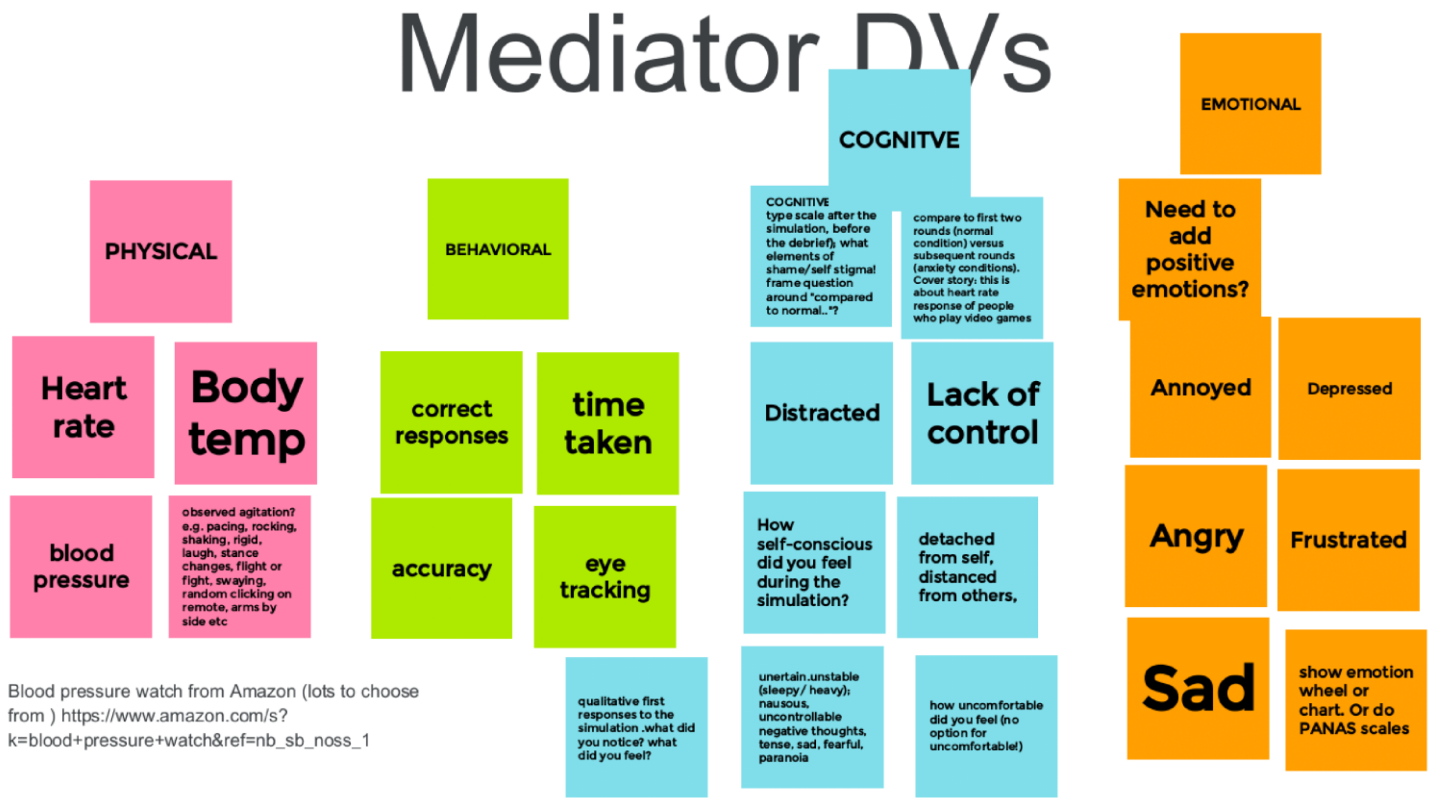

10–1pm

# Tuesday A.M. AGENDA

- Review Yesterday
  - comments from poster session
  - other poster sessions.
- Grants & Funding
- Partners "relational engagement"
- Timeline Planning + Next steps


VR Manipulation Priorities
General
Work in HTC Vive and Occulus
Move from Unity to Unrea
FOMO
Player Personas
ambiguity
"on guard to survive"
Add in the physical
players to "shut down"?
"why are you so mad"
I versus you.. interchange pronouns
Specific
in order of development importance
AUDIO ASSETS Different voices and perspectives? Male versus woman versus self versus crowd
VISUAL ASSETS
GAME PLAY ASSETS
Anti-cheat mechanism in game play (Note: normal to cheat to avoid feeling stupid or anxious!!)
Sounds close to ears incl. task specific cognitive distortions (whisper), "I'm not worthy of winning. I'm not good enough"
Sounds close to ears incl. core belief cognitive distortions (whisper),"I'm unlovable, I'm not good enough"
Crowd close and visible even in game play
Crowd commenting on your performance
Sounds close to ears incl. heartbeat, breathing.. connect to cognitive distortions -- oh my heart is racing, I'm going to die..."
Crowd sounds notify when leaving (chair scrape, footsteps, door closing, sigh, bored comment) TIE INTO COGNITIVE DISTORTIONS
Disjointed movements
Focal distortion (in and out of focus)... blurry
diminished pleasure e.g. black and white or not so exciting. shades of grey blocks.
Floor distortions (pattern) or spinning / dropping
Annoying light effects - flickering light or bright light
Leaderboard for competitive element -- can tie to cognitive distortions, e.g., "You are falling behind." "you cannot win..."
Fear sounds (e.g. thunder, police siren, creepy music)
police lights or strobe lights (triggering with police issues in US society today?)
Lack of instruction clarity
lose control (fear of)


Pre measures
(account forindividual differences
1 Need for control
2 Game & VR experience
3 Empathy score
4 Attitudes Stigma M.I. beliefs
familiarity / experience with MI
5, competitiveness scale
6. Social desirability scale
7. reactance
8. Beck Inventory (depression or anxiety already)
degree of engagement after completing simulation
reward: gift card, appeal to better side intrinsic motivations versus extrinsic?school versus school (colleges versus colleges on one campus or within one college by major).
versus
stick; lose something? social media share of negative scores?
Individual differences
(Need to belong, need for popularity, regulatory focus, self-construal, age)
Social media user
User motivations
(Self-determination theory, lonliness, boredom, creativity)
Sth @ Stake


Mediator DVs
PHYSICAL
Heart rate
Body temp
blood pressure
observed agitation? e.g. pacing, rocking, shaking, rigid, laugh, stance changes, flight or fight, swaying, random clicking on remote, arms by side etc
Blood pressure watch from Amazon (lots to choose from ) https://www.amazon.com/s?k=blood+pressure+watch&ref=nb_sb_noss_1
BEHAVIORAL
correct responses
time taken
accuracy
eye tracking
qualitative first responses to the simulation .what did you notice? what did you feel?
COGNITVE
COGNITIVE type scale after the simulation, before the debrief); what elements of shame/self stigma! frame question around "compared to normal.."?
compare to first two rounds (normal condition) versus subsequent rounds (anxiety conditions). Cover story: this is about heart rate response of people who play video games
Distracted
Lack of control
How self-conscious did you feel during the simulation?
detached from self, distanced from others,
unertain.unstable (sleepy/ heavy); nausous, uncontrollable negative thoughts, tense, sad, fearful, paranoia
how uncomfortable did you feel (no option for uncomfortable!)
EMOTIONAL
Need to add positive emotions?
Annoyed
Depressed
Angry
Frustrated
Sad
show emotion wheel or chart. Or do PANAS scales

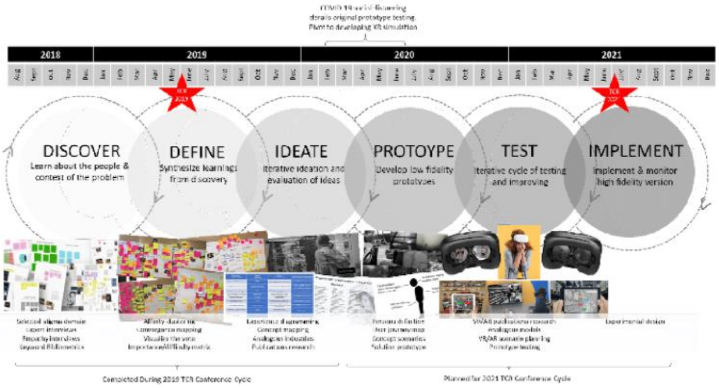

Empathy and Mental Health DVs
scenarios
empathy versus sympathy
EQ
familiarty and attitudes towards MI
stigma scales / scenarios & social distance
EMPATHY AND SYMPATHY SCALEHelen G.M. Vossen, Jessica T. Piotrowski, Patti M. Valkenburg,Development of the Adolescent Measure of Empathy and Sympathy (AMES),Personality and Individual Differences,Volume 74,2015,Pages 66-71,ISSN 0191-8869,https://doi.org/10.1016/j.paid.2014.09.040.
LONG TERM changes in empathy and stigma reduction. not just right after "flight to health" concept.
responses a week later may well be different. Follow up email or discussion on how they feel now and whether they have thought about it later on
empathy towards mental illness
bump into a "confederate" later with mental and capture their responses on
split class into two and see if responses to a guest speaker talking about their mental health experiences refer to the simulation or not / are more empathetic / know what to do or say to that person

# Goals

TCR Track 3 Description: Track 3 was a new format to the TCR conference in 2019, aiming to take the idea of relational engagement to the next level. Track 3 is designed to focus on measurable TCR impact on well-being. The Track 3 sessions will have a strong relational engagement element.

In this project, we seek to design, test, and implement a flexible and scalable virtual reality simulation to reduce mental illness stigma by helping those without mental health issues better empathize with those suffering from depression or anxiety.

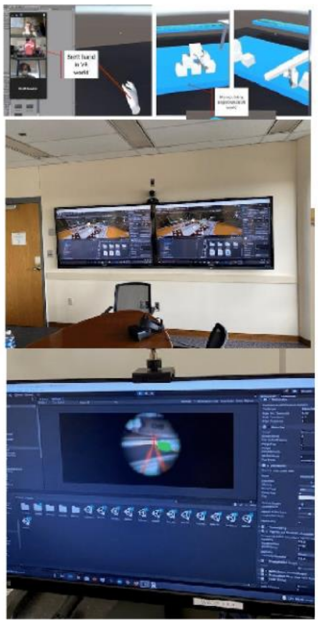
May 2019: TCR Stigmatized Shoes project kicks off
Mar 2020: Radford University SEED Grant, $10,000
Jun 2020: Ideation session for switch to VR simulation
Oct 2020: ACR TCR Grant $2,000 for VR development
Oct 2020: 1st iteration of VR simulation (stacking game)
Dec 2020: Team ideation session with Peerspective
Mar 2021: 2nd iteration of VR simulation (HOME)
May 2021: Team with with Peerspective
Jun 2021: First testing of simulation

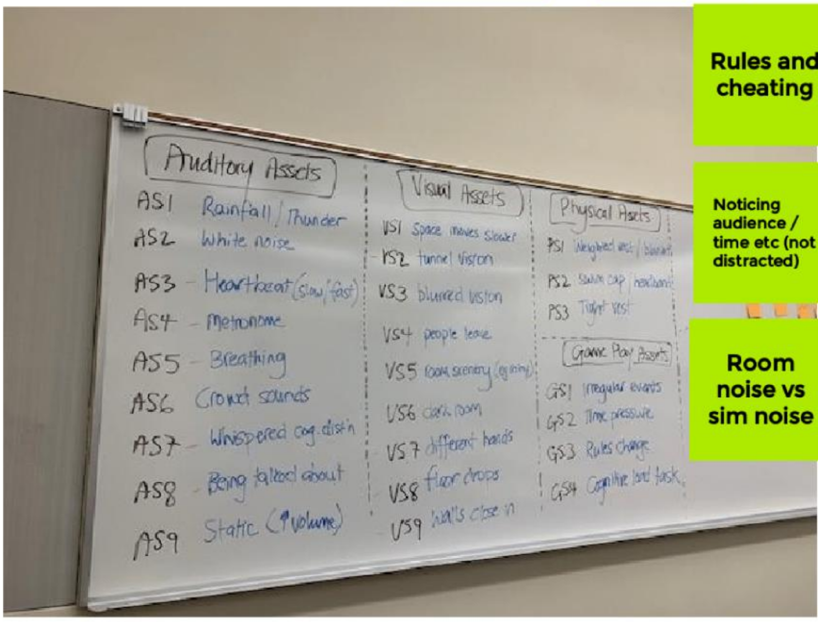



# VR Developme F gress

dont other

empathy versus sympathy






Rules and cheating

mood manipulation.

Justification of need and business value

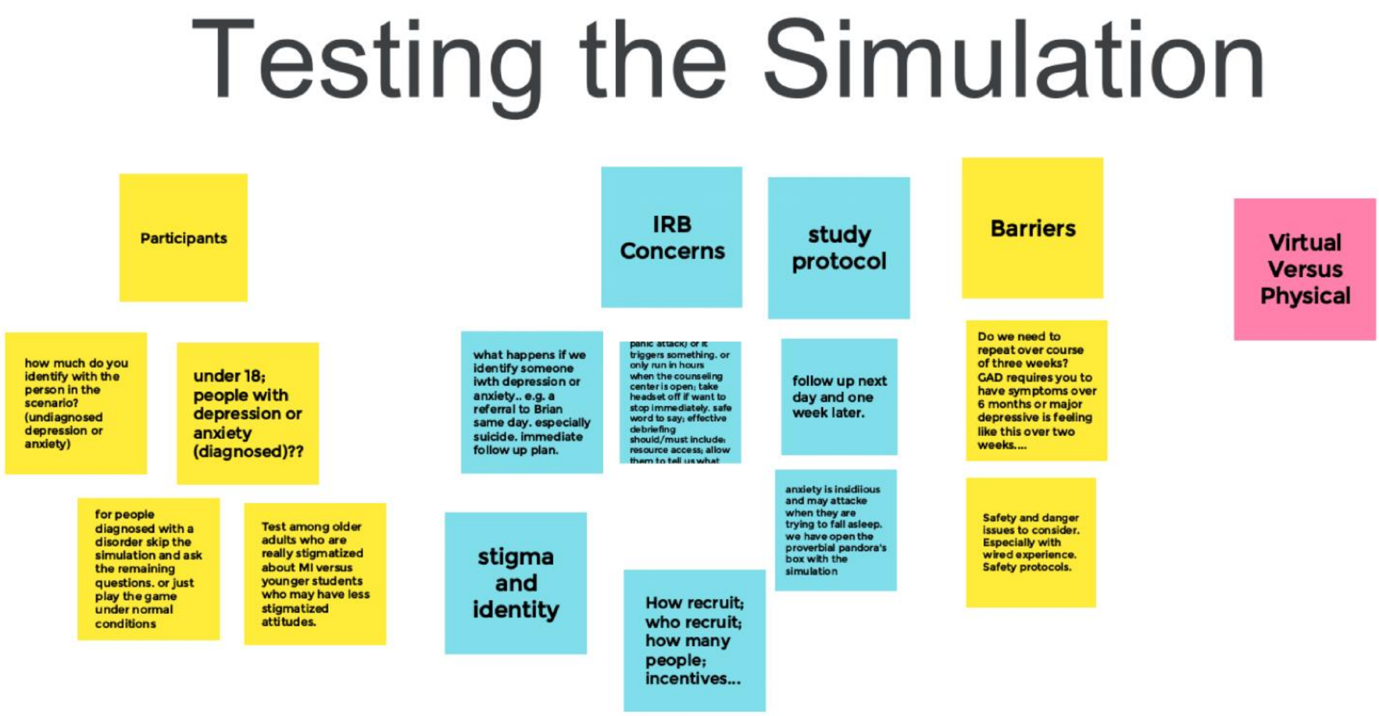
Noticing audience / time etc (not distracted)

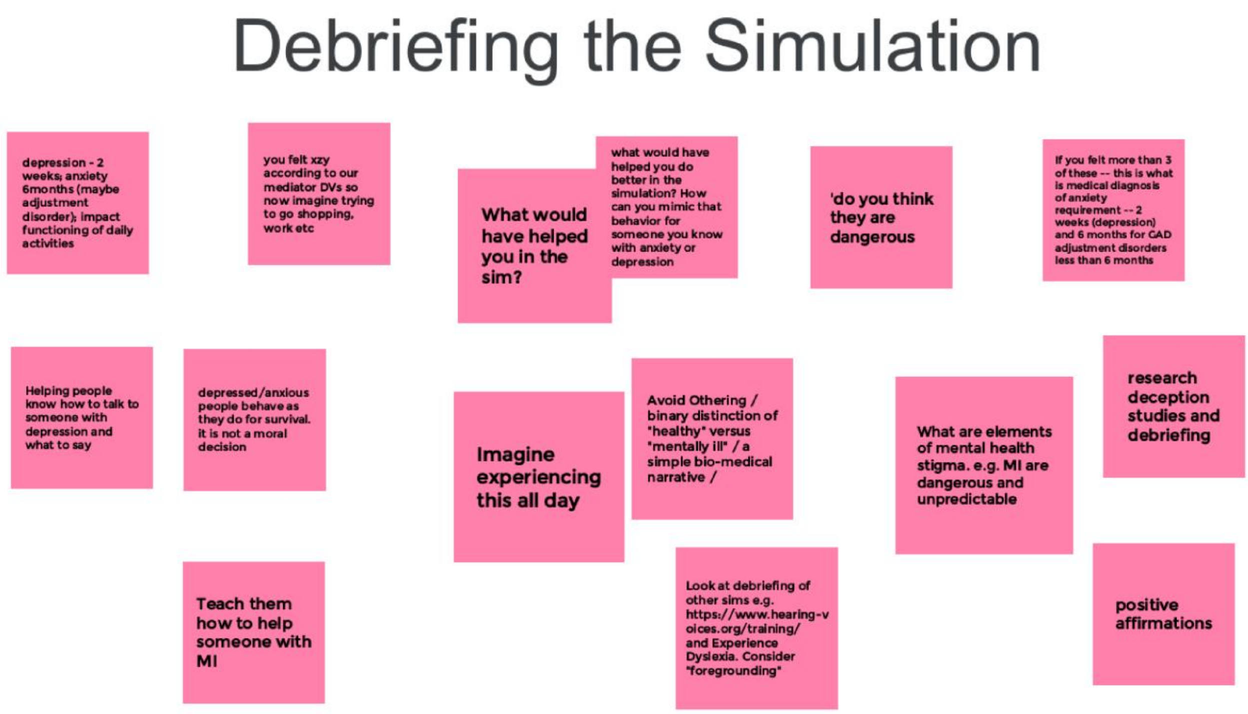
Unexpected results (rainfall, tunnel vision, blurring)

Room noise vs sim noise

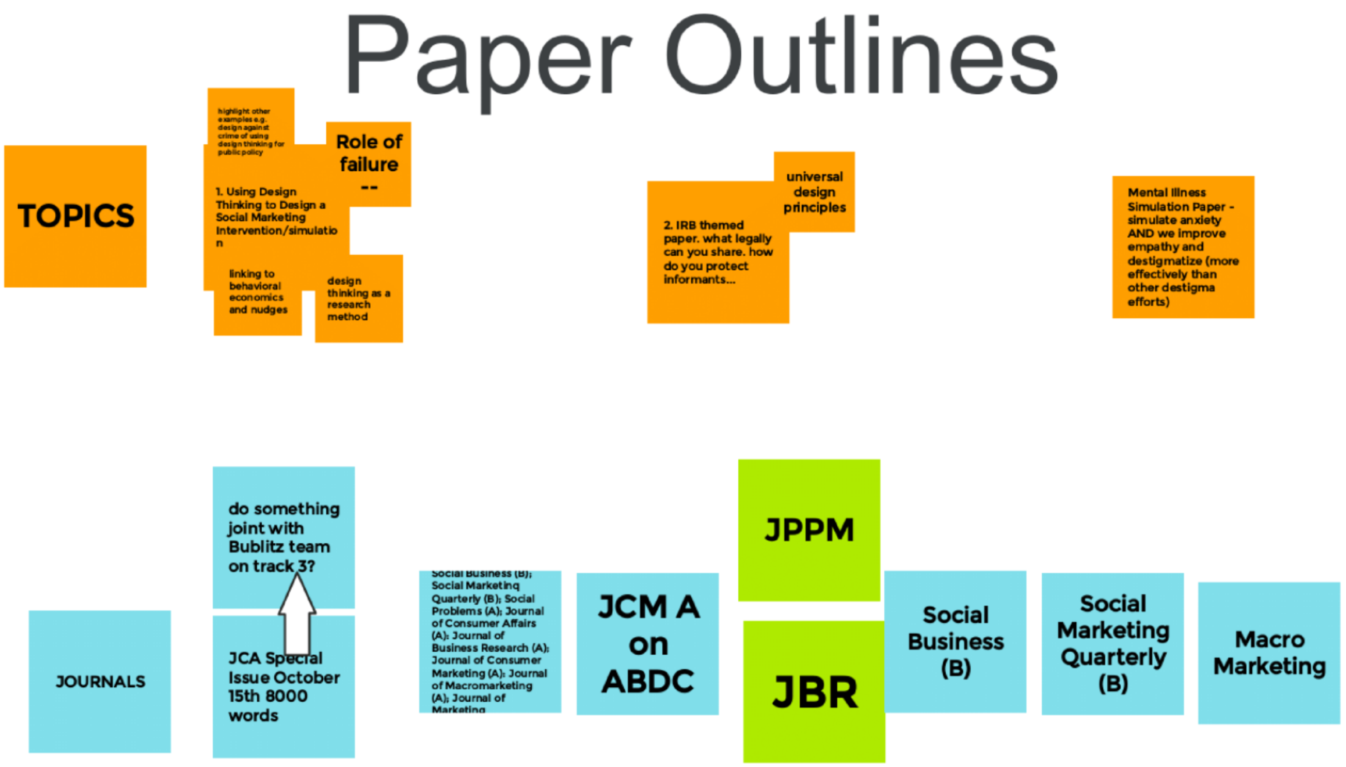
Feeling of anxiety versus consequences

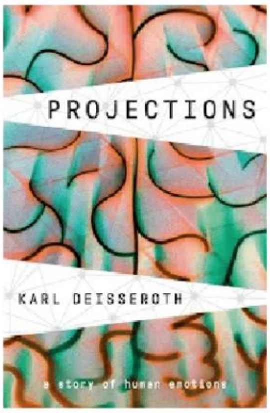
Self doubt, lack of control, nausea, overwhelmed, annoyed, sense of space, confused, frustration, uncomfortable, buddy bot


Testing the Simulation
Participants
how much do you identify with the person in the scenario? (undiagnosed depression or anxiety)
under 18; people with depression or anxiety (diagnosed)??
for people diagnosed with a disorder skip the simulation and ask the remaining questions. or just play the game under normal conditions
Test among older adults who are really stigmatized about MI versus younger students who may have less stigmatized attitudes.
IRB Concerns
what happens if we identify someone iwth depression or anxiety.. e.g. a referral to Brian same day. especially suicide. immediate follow up plan.
triggers something. or only run in hours when the counseling center is open; take headset off if want to stop immediately. safe word to say; effective debriefing should/must include: resource access; allow
stigma and identity
How recruit; who recruit; how many people; incentives...
study protocol
follow up next day and one week later.
anxiety is insidiious and may attacke when they are trying to fall asleep. we have open the proverbial pandora's box with the simulation
Barriers
Do we need to repeat over course of three weeks? GAD requires you to have symptoms over 6 months or major depressive is feeling like this over two weeks....
Safety and danger issues to consider. Especially with wired experience. Safety protocols.
Virtual Versus Physical


Debriefing the Simulation
depression - 2 weeks; anxiety 6months (maybe adjustment disorder); impact functioning of daily activities
you felt xzy according to our mediator DVs so now imagine trying to go shopping, work etc
What would have helped you in the sim?
what would have helped you do better in the simulation? How can you mimic that behavior for someone you know with anxiety or depression
'do you think they are dangerous
If you felt more than 3 of these -- this is what is medical diagnosis of anxiety requirement -- 2 weeks (depression) and 6 months for GAD adjustment disorders less than 6 months
Helping people know how to talk to someone with depression and what to say
depressed/anxious people behave as they do for survival. it is not a moral decision
Imagine experiencing this all day
Avoid Othering / binary distinction of "healthy" versus "mentally ill" / a simple bio-medical narrative /
What are elements of mental health stigma. e.g. MI are dangerous and unpredictable
research deception studies and debriefing
Teach them how to help someone with MI
Look at debriefing of other sims e.g. https://www.hearing-voices.org/training/ and Experience Dyslexia. Consider "foregrounding"
positive affirmations


tners & Grants
PARTNERS
VR companies
"angel" partners who do it on the promise that this may work out. others will need research results before approaching
NAMI and other mental health groups. state, regional and local mental health initiatives
Empathy Museum and funders
Industry organizations / HR organizations e.g. SHRM
On campus partners e.g. health center; counseling center; intersection centers e.g. DEI or LGBTQ
Mental Health Mind Matters traveling exhibit
people with mental health issues (because participatory action research important to some grant funders)
Sports organizations (professional and local)
groups who may be interested in anxiety simulation beyond empathy generation
Celebrity Foundations. Miley Cyrus, Glenn Close
Entertainment industry professionals e.g. horror movie, game developers
Talk with developers of dyslexia simulation
Companies or brands that are vocal in support of mental health issues Zadig & Volataire; Bank of America, AT&T Humana, Dignity Health, Merck https://everfi.com/blog/community-engagement/advocating-for-mental-health/
A Stepwise Path to Magnify Impact:
Step 1: Identify Partners with Purpose
Vision, values alignment
Growth mindset
Service orientation
Transparency
Earned trust
Step 2: Build Mutually Beneficial Relationships
Gather team and resources
Define scope, plan outcomes
Commit to co-creation of research for mutual benefit
Long-term, transformative impact
Active listening, adapt
Step 3: Generate Impact via Knowledge Creation and Dissemination
Partner-specific outcomes
Publish your research
Communicate your research widely (the megaphone)
Resolve conflict and tensions
Extend, grow the relationship
Promote the value of this research to academics and within academic institutions
Our TCR Team:
FUNDING
https://afsp.org/
https://www.pcori.org/funding-opportunities/announcement/engagement-award-stakeholder-convening-support-october-2021-cycle
Grant Watch https://www.grantwatch.com/cat/23/mental-health-grants.html
A Simple Guide to BH Grants https://ng.nextgen.com/LP_19_BH_Grants_Google_Ad?gclid=CjwKCAjwieuGBhAsEiwA1Ly_nb7HLQxUCqrmrMLEGMLhiJcYu0zfTBTh4WhjDZYzz3w7-jM2KvqB3hoCvpUQAvD_BwE
Private foundations https://nned.net/opportunities/funding/national-local-foundations/
BUDGET!!!!!
Celebrity foundations
NIH / NIMH
corporate partners


Paper Outlines
TOPICS
highlight other examples e.g. design against crime of using design thinking for public policy
Role of failure --
1. Using Design Thinking to Design a Social Marketing Intervention/simulation
linking to behavioral economics and nudges
design thinking as a research method
universal design principles
2. IRB themed paper. what legally can you share. how do you protect informants...
Mental Illness Simulation Paper - simulate anxiety AND we improve empathy and destigmatize (more effectively than other destigma efforts)
JOURNALS
do something joint with Bublitz team on track 3?
JCA Special Issue October 15th 8000 words
Social Business (B); Social Marketing Quarterly (B); Social Problems (A); Journal of Consumer Affairs (A); Journal of Business Research (A); Journal of Consumer Marketing (A); Journal of Macromarketing (A); Journal of Marketing
JCM A on ABDC
JPPM
JBR
Social Business (B)
Social Marketing Quarterly (B)
Macro Marketing


In Projections, he combines his knowledge of the brain's inner circuitry with a deep empathy for his patients to examine what mental illness reveals about the human mind and the origin of human feelings—how the broken can illuminate the unbroken.

of mental illness: systematic review of population studies. Br J Psychiatry 2011; 199: 367–72
https://pubmed.ncbi.nlm.nih.gov/22045945/
"public images of mental disorder are generally dominated by the stereotypes of unpredictability and dangerousness, whereas responsibility is less relevant."

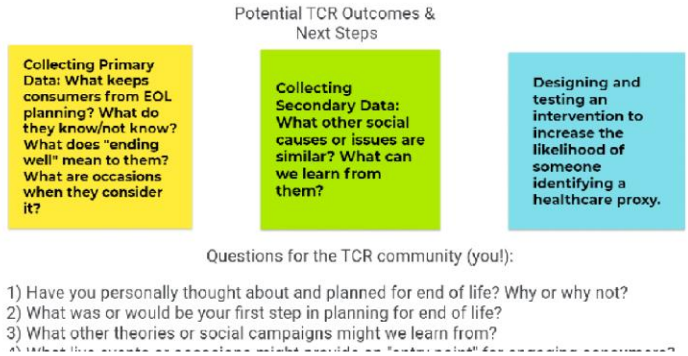
Longdon, Eleanor and Read, J. 2017. 'People with Problems, Not Patients with Illnesses': Using Psychosocial frameworks to Reduce the Stigma of Psychosis. Israel Journal of Psychiatry and Related Sciences. 54 (1), pp. 24-30.
https://pubmed.ncbi.nlm.nih.gov/28857755/
"anti-stigma campaigns which frame psychosis as a meaningful response to adversity are effective. They are a more promising approach to "humanizing" people with complex mental health problems than strategies based on models of disease and disability"

Read J, Haslam N, Sayce L, Davies E. Prejudice and schizophrenia: A review of the "mental illness is an illness like any other" approach. Acta Psych Scand 2006;114:303-318
https://pubmed.ncbi.nlm.nih.gov/17022790/
"Biogenetic causal theories and diagnostic labelling as 'illness', are both positively" related to perceptions of dangerousness and unpredictability, and to fear and desire for social distance."

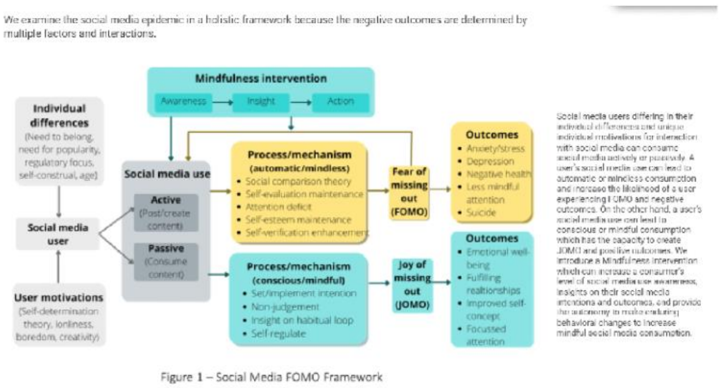
Rose, D. (2018). Participatory research: Real or imagined. Social psychiatry and psychiatric epidemiology, 53(8), 765-771.
https://link.springer.com/article/10.1007/s00127-018-1549-3
"This was a lesson for future research. We emphasized a principle of reciprocity at the start of the meeting and, at the end, violated it. Participatory research as practised in work such as this requires a balance between disclosure and not contaminating research."

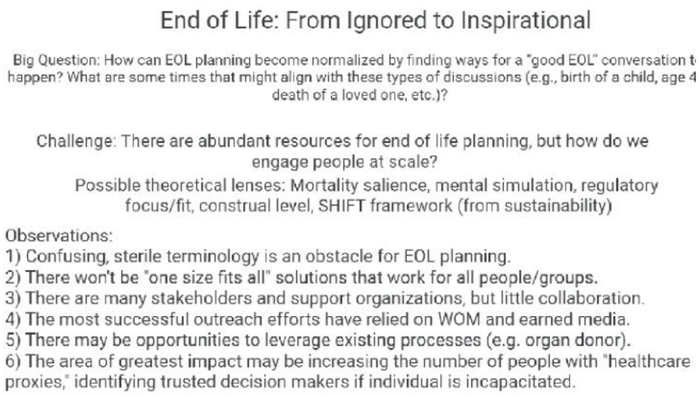
Jessica Weaver (PhD student) jessica.weaver@liverpool.ac.uk


Slides from two tracks looking at relational engagement and TCR impact








Slides from two tracks looking at mental health-tangently related concepts
1. social media effect on health (FOMO)
2. End of life is the other Track 3

People who visited our poster session

Jonathon Zhang (zoom)
Daniela Alcoforado (both)
Liz Miller (both)
Melissa Bublitz (zoom)
Jessica Weaver (sticky)
Mark Kay (sticky)
Mariea Hoy (sticky)
Anu Sivaraman (sticky)
Beatriz Pereira (stick)

# End of Life: From Ignored to Inspirational

Track Co-chairs:
**Mark Mulder, Ph.D.**
Pacific Lutheran University
**Justine Rapp Farrell, Ph.D.**
University of San Diego
**Todd Weaver, Ph.D.**
Point University

**Track Participants:**
Kristin Scott, Minnesota State University-Mankato
Leslie Koppenhafer, Boise State University
Shoshana Ungerleider, MD & CEO of Endwell
Michael Hebb, author of *Death Over Dinner*

EOL: From Ignored *to Inspirational*

2021 Research Track: Transformative Consumer Research @ UVA

Thinking about the end-of-life (EOL) has led to such expressions as the "bucket list" and "YOLO (You Only Live Once)" which suggests EOL can at times (and particularly in movies) offer a type of positive perception. This contrasts with what IDEO co-founder Tim Brown calls one of the greatest opportunities to enact positive societal change because of what is **not** happening now - EOL conversations and comfort (Brown, 2019). One of the reasons important EOL conversations may not be happening seems to point to medical systems, which are set up to support procedures and progress. Medical systems begin to buckle when there is nothing else to do for a patient; as a majority of doctors are not trained in their medical education for these types of discussions, insurance programs do not cover the time a doctor spends discussing EOL considerations, and depending on the healthcare system, there may be limited to no palliative care team or hospice services available to the patient. There are certainly reports of experiences where a doctor simply says, "there is nothing more I can do and you may have 3 weeks left to live" as the doctor simply walks off, leaving a patient alone and wondering two things: (a) what did I just hear, and (b) what does this mean? In many cases, this can happen when the patient is alone and without family present to support them, and in some cases, has happened via telemedicine with a patient who is alone. For many more traditional medical systems and care providers, death can be seen as a failure of the doctor and system. How is something guaranteed to every human (i.e., death) a *failure*?

Moving from the seeming darkness of the existing systems, one begins to envision how light is brought to this arena. It's possible that people can indeed have invigorating and positive discussions about death, as shown by author Michael Hebb in his book (and program), *Let's Have Dinner and Talk About Death*. Care providers, such as Dr. Shoshana Ungerleider, have seen in their own work that this canyon exists between what is and what could be, and has worked to learn from others about how compassionate conversations can bring light to this journey. Taking it one step further, Dr. Ungerleider has started and serves as CEO of the nonprofit Endwell, seeking to bring together typically disparate audiences to envision the potential of a vibrant and fulfilling end of life experience. Research, typically in the area of palliative and hospice care, has begun to seek to study and improve non-medical processes and how to engage with patients.

Imagine the potential if/when society saw death as a type of 'ultimate graduation,' allowing a chance to look back on a life and consider their own future; considering their own final journey and how it could be filled with the exact things the person would love to discuss, see or experience prior to their own 'life graduation.' Imagine if treatment discussions included a conversation about quantity vs. quality of life, potentially freeing a patient (when they wanted) from invasive treatments that substantially reduced quality of life while being incredibly expensive. Indeed, a very large percentage of medical costs are incurred in the final 6 months of life, and it can often largely deplete life savings and/or lead to bankruptcy. In addition to human benefits, there are potential benefits in the areas of financial, legal, policy and societal areas.

Collaboratively, we see EOL as a field of bright side research that is ripe for the TCR model, bringing together researchers and practitioners to help envision potential not only for individuals, but also the potential for societal transformation. The potential outcome can help bring a bright light to this journey that we are all guaranteed to experience.

Pre-conference activities:
This TCR track will begin with group discussions and a review of a variety of materials (i.e., books, articles and TED type talks) to consider the central questions of the research. Using partner resources and connections, the research team will conduct preliminary qualitative and quantitative research in advance of the TCR Conference at UVA, potentially with cutting edge partners (e.g., the Cleveland Clinic, etc.). A major question, and possible prototype, will be sought to help create multiple "entry points" for these EOL conversations, resources and perspectives to be shared with individuals and their care networks (e.g., families, friends, caregivers, etc.).

Conference activities:
The conference will provide focused time for initial review and analysis of the data collected before the conference as well as the identification of additional data needs. Importantly, the research team will discuss the implications of these initial results for theory, practice, and public policy.

Post-conference activities:
Initial output will include a submission to *Journal of Consumer Affairs*, and other outputs will likely include materials written to a non-academic audience to encourage the dissemination of ideas and resources to the broader population.

**Jamboard of the sessions:**

## End of Life: From Ignored to Inspirational

Big Question: How can EOL planning become normalized by finding ways for a "good EOL" conversation to happen? What are some times that might align with these types of discussions (e.g., birth of a child, age 40, death of a loved one, etc.)?

Challenge: There are abundant resources for end of life planning, but how do we engage people at scale?

Possible theoretical lenses: Mortality salience, mental simulation, regulatory focus/fit, construal level, SHIFT framework (from sustainability)

Observations:
1) Confusing, sterile terminology is an obstacle for EOL planning.
2) There won't be "one size fits all" solutions that work for all people/groups.
3) There are many stakeholders and support organizations, but little collaboration.
4) The most successful outreach efforts have relied on WOM and earned media.
5) There may be opportunities to leverage existing processes (e.g. organ donor).
6) The area of greatest impact may be increasing the number of people with "healthcare proxies," identifying trusted decision makers if individual is incapacitated.