

Virtual Social Identity and Consumer Behavior

The 27th annual Advertising and Consumer Psychology Conference
The Society for Consumer Psychology (SCP)
Loews Hotel, Philadelphia

Conference Co-Chairs:

Natalie T. Wood and Michael R. Solomon
Saint Joseph's University



Wednesday April 30th

6:00 – 7:00pm **Conference Registration and Welcome Reception**

Solstice Private Dining Room

Thursday May 1st

7:00 am - 8:00 am **Breakfast** - Solstice Private Dining Room

Conference Registration – Congress AB

8:15 am **Welcome**

8:30 – 10:00 am **Advertising in Virtual Worlds** Congress AB

Session Chair: Hyunjae “Jay” Yu, Louisiana State University

Effects of *Apple’s Spokes-Avatar on iPhone Advertising in Second Life*

Seung-A Annie Jin, Boston College

Justin Bolebruch, Boston College

Effects of Brand Personality on Advertising in *Second Life*

Seung-A Annie Jin, Boston College

Yongjun Sung, University of Texas at Austin

Convergence of Online Marketing and Ads in Social Networks

Dennis Anderson, Pace University

Richard Velayo, Pace University

Dominique Sacco, Pace University

Developing More Effective Advertising to Avatars:

Investigating Self-Esteem and Social Comparison of Avatar Users

Hyunjae “Jay” Yu, Louisiana State University

Gevorgyan Gennadi, Louisiana State University

10:00 – 10:30am **Poster Session 1 and Break** Congress AB

An Exploration of the Use of Guerilla/Viral Marketing Techniques on MySpace.com

Leslie Jackson Turner, Rowan University
Sondra Nicole Cappuccio, Rowan University

Self-Disclosure Reciprocity: A New Perspective to Examine Relationship Formation between Individuals and Websites

Cuiping Chen, University of Ontario Institute of Technology
Jennifer Yurchisin, University of North Carolina, Greensboro
Terry Wu, University of Ontario Institute of Technology
Kittichai (Tu) Watchravesringkan, University of North Carolina, Greensboro

The Effect of “Second Life” on Consumer Behavior in the “Real World”

Min-A Kwon, Columbia University

A Different Reality: Considering Possible Selves in the Virtual World

Carolyn Bonifield, University of Vermont
Amy Tomas, University of Vermont

10:30 – 12:00

Ethnicity and Person Perception in Virtual Worlds Congress AB

Session Chair: Jean-Francois Belisle, Concordia University

Effects of Ethnically-Targeted and Ethnically-Ambiguous Computer-Generated Agents on Browsers’ Evaluations of a Commercial Web Site

Osei Appiah, The Ohio State University
Troy Elias, The Ohio State University

Ethnic Matching: An Examination of Ethnic Morphing in Advertising

Yuliya Lutchny, University of Minnesota
Brittany R.L. Duff, University of Minnesota
Ronald J. Faber, University of Minnesota
Soyoen Cho, University of Minnesota
Jisu Huh, University of Minnesota

Mirror, Mirror on the Web: The Accuracy of Thin Slice Judgments of Avatars

Melissa G. Bublitz, University of Wisconsin-Milwaukee
Craig C. Claybaugh, University of Wisconsin-Milwaukee
Laura A. Peracchio, University of Wisconsin-Milwaukee

Perception in Virtual Worlds: User's Personality Impressions Based on Their Avatars in *Second Life*

Jean-Francois Belisle, Concordia University

H. Onur Bodur, Concordia University

Jacques Nantel, HEC Montréal

12:00 – 1:15 pm **Lunch** Solstice Private Dining Room

Keynote Speaker: Jeremy Bailenson
Director, Virtual Human Interaction Lab (VHIL)
Stanford University

Transformable Avatars, Virtual Identity, and a New Paradigm for Marketing

1:15 – 3:00 pm **Youth in Virtual Worlds** Congress AB

Session Chair: Youjeong Kim, Pennsylvania State University

Socialization and Consumer Behaviour in *Second Life*: Experiences of New Users

Lyle R. Wetsch, St. John's Memorial University, Canada

Finding Mii: Virtual Social Identity and the Young Consumer

J. Alison Bryant, Nickelodeon/MTV Networks

Anna Akerman, Adelphi University

Me, Myself, and My Avatar: The Effect of Avatar on SNW (Social Networking) Users' Attitude toward Website, Ad, and PSA

Youjeong Kim, Pennsylvania State University

S. Shyam Sundar, Pennsylvania State University

3:00 – 3:30 **Break** Congress AB

3:30 – 4:45 **The Virtual Experience** Congress AB

Session Chair: Tracy L. Tuten, Virginia Commonwealth University

Experiences in the Virtual World: How Consumption, Flow, Telepresence and Marketing Play Out in *Second Life* (SL).

Lauren I. Labrecque, University of Massachusetts Amherst
Ereni Markos, University of Massachusetts Amherst

I, Avatar: Auto-Netnographic Research in Virtual Worlds

Robert V. Kozinets, York University, Canada
Ryszard Kedzior, Hanken - Swedish School of Economics and Business Administration

For a Better Exploration of Metaverses as Consumer Experiences

Leila El Kamel, Université Laval, Québec

Involvement in Virtual Environments: Explaining Participation in Virtual Social Networks using the Technology Acceptance Model

Elizabeth Dean, RTI
Tracy L. Tuten, Virginia Commonwealth University

6:00 – 9:00 pm Dinner: McGillan's Olde Ale House

Friday May 2nd

7:00 - 8:00 am Breakfast - Solstice Private Dining Room
Conference Registration – Congress AB

8:15 – 10:00 am **Legal and Financial Issues** Congress AB

Session Chair: David Crete, HEC Montréal

Virtual Worlds, Real Money

William Minnis, 7 Billion People, Inc.

The Sacred and the Profane in Online Gaming

Jeff Wang, City University of Hong Kong
Xin Zhao, University of Hawaii
Gary J. Bamossy, Georgetown University

Faking Reality

Susan Fletcher, University of Central Lancashire, UK

Fiona Cheetham, University of Salford, UK

Personalized Avatar: A New Way to Improve Communication and E-Service.

David Crete, HEC Montréal

Anik St-Onge, HEC Montréal

Aurelie Merle, Grenoble Ecole de Management et Coactis Saint-Etienne, France

Nicolas Arsenault, HEC Montréal

Jacques Nantel, HEC Montréal

10-00 – 10:30 am

Poster Session 2 and Break

Congress AB

**Being There and Shopping Together:
The Influence of Social Presence on Virtual Consumer Shopping Behavior**

Jang Ho Moon, The University of Texas at Austin

Yongjun Sung, The University of Texas at Austin

Sejung Marina Choi, The University of Texas at Austin

**Does Online Networking Represent a Unique Advertising Vehicle:
Exploring the Attitudinal Effects of Ads in Social Networking Web Sites**

Gevorgyan Gennadi, Louisiana State University

Hyunjae “Jay” Yu, Louisiana State University

A First Glance at *Second Life*: Motivations, Products, Identity and Virtual Consumption

Yajin Wang, University of Minnesota

Ashleigh K. Shelton, University of Minnesota

Brittany R.L. Duff, University of Minnesota

Ronald J. Faber, University of Minnesota

In Advertising, A Double Negative Does Not Equal a Positive

Justin Gressel, American University of Sharjah, United Arab Emirates

Drivers of Interaction Seeking in *SecondLife* and the Virtual World's Potential Implications on the Study of Consumer Behavior

Chris Hinsch, University of Missouri

Peter Bloch, University of Missouri

The key factors to driving Chinese players into MMORPG online game

Yifan Li, Fudan University, China

10:30 – 12 noon

The Self

Congress AB

Session Chair: Shuoyang, Zhang, Indiana University

The Real Ideal vs. the Ideal Real: The Effect of Avatar Similarity on Information Retention, Self-Efficacy, and Motivation

Melissa Lewis, Michigan State University

Social Presence and Negotiation in Real and Virtual Environments

Ben Greiner, Harvard Business School

Mary Caravella, University of Connecticut

Al Roth, Harvard University

The Dark Side of Interactions with Virtual Beings: A Case for Social Allergens and Relationship Devaluation?

Kathy Keeling, Manchester Business School

Peter McGoldrick, Manchester Business School

Debbie Keeling, Manchester Business School

Consumer Self Identity and Group Belongingness in Social Networking Sites

Shuoyang, Zhang, Indiana University

Ping Hung (Eric) Li, York University, Canada

12:00 – 1:15 pm

Lunch

Solstice Private Dining Room

1:15 – 3:00 pm

Consumer Behavior in Virtual Worlds

Congress AB

Session Chair: Melvin Prince, Southern Connecticut State University

Avatar Consumer Behavior Analyzer

Melvin Prince, Southern Connecticut State University

Avatars as Media Stars: A Test of Avatar Attractiveness in Computer Games

Caja Thimm, University of Bonn

Martin Sallge, University of Bonn

What Lies Beneath? A Comparative Study between Real-Life And Virtual-Reality Lifestyles to Determine Whether Consumption Habits Remain at the Core of CME Users.

Tracy Tuten, Virginia Commonwealth University

James Brown, Virginia Commonwealth University

3:00 – 3:30pm

Conference Concludes and Snack Send-Off

Congress AB