

## ANN E. SCHLOSSER

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### EDUCATION

Oct. 1997      Ph.D., University of Illinois, Urbana-Champaign, IL  
May 1995      M.A., University of Illinois, Urbana-Champaign, IL  
June 1991      B.A. with honors and distinction in major, Carleton College, Northfield, MN

### ACADEMIC EXPERIENCE

2014-present      Full Professor of Marketing, Evert McCabe Faculty Fellow, University of Washington, Seattle, WA  
2006-2014      Associate Professor of Marketing, Evert McCabe Faculty Fellow and Marguirite Reimers Faculty Fellow, University of Washington, Seattle, WA  
2000-2006      Assistant Professor of Marketing, University of Washington, Seattle, WA  
1998-2000      Assistant Professor of Marketing, Owen Graduate School of Management, Vanderbilt University, Nashville, TN  
1997-1998      Postdoctoral Research Associate in Interactive Marketing, National Center for Supercomputing Applications (NCSA), Champaign, IL

### AWARDS AND RECOGNITION

Evert McCabe Faculty Fellow, University of Washington, 2009-present.

Outstanding Reviewer at *Journal of Consumer Psychology* for 2015

Most single-authored publications in the 20-year history of the *Journal of Consumer Psychology* (1992-2012).

One of the 50 most prolific scholars in marketing (1982-2006). (In Seggie, Steven H. and David A. Griffith (2009), "What Does It Take to Get Promoted in Marketing Academia? Understanding Exceptional Publication Productivity in the Leading Marketing Journals," *Journal of Marketing*, 73(January), 122-132).

Stellner Distinguished Scholar for 2006-2007, University of Illinois at Urbana-Champaign.

Lex N. Gamble Family Award for Excellence in the Field of E-Commerce, 2006.

Marguirite Reimers Faculty Fellow, University of Washington, 2006-2009.

“High Honors” in the honor roll of consumer researchers (1985-2004) (In Blackwell, Roger D., Paul W. Miniard and James F. Engel (2006), Consumer Behavior, 10th edition).

Second most prolific scholar of Internet-related research in marketing (1994-2003). (In Cho, C.-H. and H. Khang (2006). "The State of Internet-Related Research in Communications, Marketing, and Advertising: 1994-2003," Journal of Advertising, 35(3): 143-163).

Winner of MSI-JCP Research Competition on Product Assortment and Variety-Seeking, 2004 (with Tiffany B. White).

Elected to Full Member status of Sigma Xi, The Scientific Research Society, 1999.

Finalist for Division 49 American Psychological Association Dissertation Award, 1998.

@d:tech Scholarship for individual contribution to understanding the influence of technology on advertising, communication, and marketing, 1997.

American Academy of Advertising Industry fellowship, 1996.

## JOURNAL PUBLICATIONS

Elder, Ryan S., Ann E. Schlosser, Morgan Poor and Linan Xu (forthcoming). “So Close I Can Almost Sense It: The Interplay Between Sensory Imagery and Psychological Distance,” Journal of Consumer Research (first two authors listed alphabetically to reflect equal contribution).

Lurie, Nicholas H., Jonah Berger, Zoey Chen, Beibei Li, Hongju Lu, Charlotte H. Mason, David Muir, Grant Packard, Joseph Pancras, Ann Schlosser, Baohong Sun, and Raj Venkatesan (forthcoming). “Everywhere and at All Times: Mobility, Consumer Decision Making, and Choice,” Customer Needs and Solutions (after first author, authors listed alphabetically to reflect equal contribution).

Hamilton, Rebecca, Ann E. Schlosser and Yu-Jen Chen (2017), “Who’s Driving This Conversation? Systematic Biases in the Content of Online Consumer Discussions.” Journal of Marketing Research, 54 (August), 540-555 (first two authors listed alphabetically to reflect equal contribution).

Schlosser, Ann E. and Eric Levy (2016), “Helping Others or Oneself: How Direction of Social Comparison Affects Charitable Intentions.” Journal of Consumer Psychology, 26 (October), 461-473.

- Lead article

Schlosser, Ann E, Ruchi R. Rikhi and Sokiente W. Dagogo-Jack (2016), “The Ups and Downs of Visual Orientation: The Effect of Diagonals on Judgment.” Journal of

Consumer Psychology, 26 (October), 496-509.

Schlosser, Ann E. (2015), "The Sweet Taste of Gratitude: Receiving Help From Others Increases Preferences for Sweets." Journal of Consumer Psychology, 25(October), 561-576.

Schlosser, Ann E. (2011), "Can Including Pros and Cons Increase the Helpfulness and Persuasiveness of Online Reviews? The Interactive Effects of Ratings and Arguments." Journal of Consumer Psychology (July), 226-239.

Schlosser, Ann E. (2009), "The Effect of Computer-Mediated Communication on Conformity versus Nonconformity: An Impression Management Perspective." Journal of Consumer Psychology, 19 (July), 374-388.

Schlosser, Ann E. and Sharon Shavitt (2009). "The Effect of Perceived Message Choice on Persuasion," Journal of Consumer Psychology, 19 (July), 290-301.

Schlosser, Ann E. (2006), "Learning Through Virtual Product Experience: The Role of Imagery on True and False Memories." Journal of Consumer Research, 33 (December), 377-383.

Schlosser, Ann E., Tiffany Barnett White, and Susan Lloyd (2006), "Converting Website Visitors into Buyers: How Website Investment Increases Consumer Trusting Beliefs and Online Purchase Intentions." Journal of Marketing, 70 (April), 133-148.

Schlosser, Ann E. (2005), "Posting Versus Lurking: Communicating in a Multiple Audience Context," Journal of Consumer Research, 32 (September), 260-265.

Schlosser, Ann E. (2003), "Experiencing products in a virtual world: The role of goals and imagery in influencing attitudes versus intentions," Journal of Consumer Research, 30 (September), 184-198.

Hoffman, Donna, Thomas Novak and Ann E. Schlosser (2003), "Locus of control, Web use, and consumer attitudes toward Internet regulation." Journal of Public Policy in Marketing, 22 (Spring), 41-57. (Authors listed alphabetically).

Schlosser, Ann E. (2003), "Computers as situational cues: Implications for consumers' product cognitions and attitudes," Journal of Consumer Psychology, 13 (1 and 2), 103-112.

Schlosser, Ann E. and Sharon Shavitt (2002), "Anticipated discussion and product judgments: Rehearsing what to say can affect your judgments," Journal of Consumer Research, 29 (June), 101-115.

Hoffman, Donna L., Thomas P. Novak, and Ann E. Schlosser (2000), "The evolution of the digital divide: How gaps in Internet access impact electronic commerce," Journal of

Computer-Mediated Communication, 3 (March), Online:  
<http://jcmc.indiana.edu/vol5/issue3/hoffman.html>

Also appears in (2001), Benjamin M. Compaine (Ed.), The Digital Divide: Facing a Crisis or Creating a Myth (pp. 47-97). Cambridge, MA: MIT Press.

Schlosser, Ann E. and Sharon Shavitt (1999), "Effects of an approaching group discussion on product responses," Journal of Consumer Psychology, 8 (4), 377-406.

Schlosser, Ann E., Sharon Shavitt, and Alaina Kanfer (1999), "Survey of Internet users' attitudes toward Internet advertising," Journal of Interactive Marketing, 13 (3), 1-21.

Schlosser, Ann E. (1998), "Applying the functional theory of attitudes to understanding the influence of store atmosphere on store inferences," Journal of Consumer Psychology, 7 (4), 345-369.

Cummings, Anne, Ann E. Schlosser and Holly Arrow (1996), "Developing complex group products: Idea combination in computer-mediated and face-to-face groups," Computer Supported Cooperative Work, 4 (2-3), 229-251.

Arrow, Holly, Jennifer L. Berdahl, Kelly S. Bouas, Kellina M. Craig, Anne Cummings, Linda Lebie, Joseph E. McGrath, Kathleen M. O'Connor, Jon A. Rhoades and Ann E. Schlosser. (1996), "Time, technology, and groups: An integration," Computer Supported Cooperative Work, 4 (2-3), 253-261. (Authors listed alphabetically).

## CITATION COUNT

3,440 (Google Scholar; h-index = 20; i10-index = 25; updated July 19, 2017)  
497 (Web of Science as of September 2013)

## PAPERS UNDER REVIEW

Chen, Zoey and Ann E. Schlosser. "The Devil is in the Details: When Word of Mouth Impairs Memory." Under review at Journal of Experimental Psychology: Learning, Memory and Cognition.

Schlosser, Ann E. "What are my Chances? An Imagery versus Discursive Processing Approach to Understanding Ratio-Bias Effects." Second revision invited at Organizational Behavior and Human Decision Processes.

Schlosser, Ann E., Abhishek Borah, and Edita Cao. "Risky Business: When Telling Both Sides of the Story Reduces the Helpfulness of Online Reviews." Resubmission under review at Journal of Marketing Research.

Schlosser, Ann E. and Tiffany Barnett White. "The Company They Keep: The Effects of Option Limitation on Product Assortment Judgments." Under review at Journal of the Academy of Marketing Science.

## WORKING PAPERS

Cao, Edita and Ann E. Schlosser. "Social Exclusion in Social Media." Target journal: Journal of Consumer Research.

Schlosser, Ann E., Sokiente W. Dagogo-Jack and Edie Cao. "When Logos Rise and Fall: Exploring the Metaphorical Meaning of Upward and Downward Diagonal Imagery." Target journal: Journal of Consumer Research.

Schlosser, Ann E. and Rebecca Hamilton. "When Does Using Technology Signal Social Connectedness versus Busyness?" Target journal: Journal of Consumer Research.

Spangenberg, Katie and Ann Schlosser. "Local vs. National Products." Target journal: Journal of Consumer Research.

## WORK IN PROGRESS

"Need for Person and Machine Interactivity: Antecedents of Customer Experience" (with Donna Hoffman and Tom Novak; data analysis stage).

"Preference for Consistency: A Cross-Cultural Perspective" (with Wenyu Dou; 3 studies completed)

"The Effect of Regulatory Focus on Coping with Ambivalence." (with Detra Montoya; 3 studies completed).

"Reactions to Large Versus Small New Product Assortments: The Effects of Congruency Between Consumers' Beliefs and Product Descriptions." (with Tiffany Barnett White; 2 studies completed).

## BOOK CHAPTERS

Schlosser, Ann E. and Alaina Kanfer (2000), "Culture clash in Internet marketing," in Michael J. Shaw, Robert Blanning, T. Strader and A. Whinston (Eds.), Handbook on Electronic Commerce. (pp. 195-211). New York: Springer Verlag.

Schlosser, Ann E. and Alaina Kanfer (1999), "Current advertising on the Internet: The benefits and usage of mixed-media advertising strategies," in David Schumann and Esther Thorson (Eds.), Advertising and The World Wide Web (pp. 41-60). Mahwah, NJ: Lawrence Erlbaum Associates.

## CONFERENCE PROCEEDINGS

- Chen, Zoey and Ann Schlosser (2015), "Transmitting Well-Reasoned Word of Mouth Impairs Memory For Product Experiences." In Kristin Diehl and Carolyn Yoon (Eds.), Advances in Consumer Research, 43, 157-162.
- Schlosser, Ann (2014), "Sense and Mental Imagery: the Persuasive Implications of Visualizing Proximal and Distant Senses." In June Cotte and Stacy Wood (Eds.), Advances in Consumer Research, 42, 27-31.
- Schlosser, Ann and Joshua Beck (2013) , "Sweet Protection: Using Sweets to Manage Relationships", In Simona Botti and Aparna Labroo (Eds.), Advances in Consumer Research, 41, 271-272.
- Schlosser, Ann and Sokiente Dagogo-Jack (2013), "When Logos Rise and Fall: Exploring the Metaphorical Meaning of Upward and Downward Diagonal Imagery." In Simona Botti and Aparna Labroo (Eds.), Advances in Consumer Research, 41, 662-663.
- Schlosser, Ann, Rebecca Hamilton, and Yu-Jen Chen (2013) , "Who's Driving This Conversation? Systematic Biases in the Content of Online Consumer Discussions." In Simona Botti and Aparna Labroo (Eds.), Advances in Consumer Research, 41, 115-116.
- Schlosser, Ann and Eric Levy (2013), "A Selfless Or Selfish Act: The Incidental Effect of Direction of Comparison on Prosocial Behavior." In Simona Botti and Aparna Labroo (Eds.), Advances in Consumer Research, 41, 546.
- Schlosser, Ann and Eric Levy (2012) , "Helping Others Or Oneself: How Incidental Social Comparisons Affect Prosocial Behavior." In Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu (Eds.) Advances in Consumer Research, 40, 620-621.
- White, Tiffany B. and Ann E. Schlosser (2007). "When More is Really More: Effects of Innovativeness and Product Descriptions on Reactions to New Product Assortments." In Margaret Craig-Lees, Gary Gregory and Teesa Davis (eds.), Advances in Consumer Research Asia Pacific, 7.
- Schlosser, Ann E. (2005), "Source Perceptions and the Persuasiveness of Internet Word-of-Mouth Communication." In Geeta Menon and Akshay R. Rao (Eds.), Advances in Consumer Research, 32, 202-203.
- Schlosser, Ann E. (2003), "Come together, right now, virtually: An examination into online communities." In P. Anand Keller and D. W. Rook (Eds.), Advances in Consumer Research, 30 192-195.
- Schlosser, Ann E. (2000), "Harnessing the power of interactivity: Implications for consumer behavior in online environments." In S.J. Hoch and R. J. Meyer (Eds.), Advances in Consumer Research, 27, 79.

Schlosser, Ann E. and Sharon Shavitt (1998), "Applying traditional attitudinal models to understand the effectiveness of Internet advertising." In M.C. Campbell and K.A. Machleit (Eds.), Proceedings of the Society for Consumer Psychology 1998 Winter Meeting, 171.

Kanfer, Alaina, Sweet, Jim and Schlosser, Ann E. (1997), "Humanizing the Net: Social Navigation with a "Know-Who" Email Agent." In Proceedings of the 3rd Conference on Human Factors and the Web. Online: <http://www.uswest.com/webconference/proceedings/kanfer.html>

Schlosser, Ann E. and Sharon Shavitt (1996), "Anticipating focus group discussion: Effects on product thoughts." In G. B. Wilcox (Ed.), Proceedings of the 1996 Conference of the American Academy of Advertising, 140-148.

## **OTHER PUBLICATIONS**

Schlosser, Ann E. (2003), "The user experience and Web site success," E-Business Review, 57-61.

## **CONFERENCE PRESENTATIONS**

Schlosser, Ann E. and Abhishek Borah (2017, October). "Telling Both Sides of the Story: The Role of Risk Preferences on the Perceived Helpfulness of Online Reviews." In Hristina Nikolova and Alexander Bleier (Chairs), What Makes for Impactful Reviews? New Perspectives on Factors Driving the Influence of Online Reviews. Special topic session presented to the meeting of the Association for Consumer Research, San Diego, CA.

Schlosser, Ann E. and Abhishek Borah (2017, August). "Telling Both Sides of the Story: The Role of Risk Preferences on the Perceived Helpfulness of Online Reviews." Paper presented at the Convention of the American Psychological Association (APA), Division 23, Society for Consumer Psychology, Washington, DC.

Schlosser, Ann E. and Edita Cao (2016, January). Cyber Exclusion: When Social Media is Socially Excluding. Poster presented to the Emotion Preconference of the Personality and Social Psychology Conference, San Diego, CA.

Chen, Zoey, and Ann Schlosser (2015, October). Transmitting Well-Reasoned Word of Mouth Impairs Memory for Product Experiences. In Grant Packard and Jonah Berger (Chairs), How People Talk About Products in Word of Mouth. Special topic session presented to the meeting of the Association for Consumer Research, New Orleans, LA.

Schlosser, Ann E. and Edita Cao (2015, February). Cyber Exclusion: When Social Media is Socially Excluding. In Donna Hoffman (Chair), Social Media Experience: Implications for Well-Being, Word-of-Mouth, and Brand Consumption. Special topic session presented to the meeting of the Society for Consumer Psychology, Phoenix, AZ.

Schlosser, Ann E. (2014, October). Sense and Mental Imagery: The Persuasive Implications

of Visualizing Proximal and Distant Senses. In Luca Cian and Aradhna Krishna (Chairs), *Unexplored Sides of Mental Imagery*. Special topic session to be presented to the meeting of the Association for Consumer Research, Baltimore, MD.

Schlosser, Ann E. and Abhishek Borah (2014, July). *Tell Me What I Want to Hear: The Role of Risk on the Perceived Helpfulness of Two-Sided Reviews*. Paper presented to the Behavioral Decision Research in Management conference in London, England.

Hamilton, Rebecca, Ann Schlosser and Yu-Jen Chen (2014, May). *Who's Driving This Conversation? Systematic Biases in the Content of Online Consumer Discussions*. One of nine papers to be presented at the Customer Insights Conference at the Yale School of Management.

Chen, Zoey and Ann E. Schlosser (2014, February). *Word of Mouth Impairs Memory for Product Experiences*. Paper presented to the meeting of the Society for Consumer Psychology, Miami, FL.

Schlosser, Ann E. and Eric Levy (2013, October). *A Selfless or Selfish Act: The Incidental Effect of Direction of Comparison on Prosocial Behavior*. Paper presented to the meeting of the Association for Consumer Research, Chicago, IL.

Schlosser, Ann E. and Sokiente Dagogo-Jack (2013, October). *When Logos Rise and Fall: Exploring the Metaphorical Meaning of Upward and Downward Diagonal Imagery*. Paper presented to the meeting of the Association for Consumer Research, Chicago, IL.

Schlosser, Ann E. and Joshua T. Beck (2013, October). *Sweet Protection: Using Sweets to Manage Relationships*. In Adam Duhachek (Chair), *What thoughts count? Some ways in which gift selection affects the giver*. Special topic session presented to the meeting of the Association for Consumer Research, Chicago, IL.

Hamilton, Rebecca, Ann E. Schlosser and Yu-Jen Chen (2013, October). *Who's Driving This Conversation? Systematic Biases in the Content of Online Consumer Discussions*. In Yu-Jen Chen and Rebecca Hamilton (Chairs), *Let's Talk About It: Factors Influencing Word-of-Mouth Content*. Special topic session presented to the meeting of the Association for Consumer Research, Chicago, IL.

Schlosser, Ann E. and Eric Levy (2013, July). *The Influence of Incidental Comparisons on Receptiveness to Altruistic Appeals*. Paper to be presented to the Society for Consumer Psychology Summer Conference, Honolulu, HI.

Beck, Joshua and Ann E. Schlosser (2013, Jan). *Sweet Protection: Using Sweets to Manage Relationships*. Poster presented at the Society of Personality and Social Psychology, New Orleans, LA.

Schlosser, Ann E. and Eric Levy (2012, Oct.). *Helping Others or Oneself: How Incidental Social Comparisons Affect Prosocial Behavior*. Paper presented to the meeting of the



Association for Consumer Research, Vancouver, British Columbia, Canada.

Schlosser, Ann E. and Ruchi Rikhi (2012, Oct.). Uppers and Downers: Conveying Product Activity Level with Diagonals. Paper presented to the meeting of the Association for Consumer Research, Vancouver, British Columbia, Canada.

Schlosser, Ann E. and Ruchi Rikhi (2012, Feb.). The Ups and Downs of Visual Orientation: The Effects of Diagonals on Judgments. Paper presented to the meeting of the Society for Consumer Psychology, Las Vegas, NV.

Beck, Joshua and Ann E. Schlosser (2012, Jan). Social emotions and self-construal: How socio-emotional fit makes indulging “feel right.” Poster presented at the Society of Personality and Social Psychology, San Diego, CA.

Montoya, Detra and Ann E. Schlosser (2011, February). The Effect of Regulatory Focus on Coping with Ambivalence. Paper presented to the 2011 Society for Consumer Psychology Conference, Atlanta, GA.

Schlosser, Ann E. (2010, October). When 1-in-3 is Greater than 4-in-10: Why Lower Probability Events Can Be More Persuasive in Public Service Announcements. In Maura L. Scott and Katherine E. Loveland (Chairs), Do Consumers Get the Message? An Examination of How Consumers Respond to Health Information. Special topic session presented to the meeting of the Association for Consumer Research, Jacksonville, FL.

Schlosser, Ann E. and Wenyu Dou (2010, Aug.). Cross-Cultural Differences in Preference for Consistency: Implications for Persuasion. In Hester van Herk and Ann Schlosser (Chairs), Putting Values, Consistency and Power to the Test: Challenging Assumptions about Cultural Differences. Special topic session presented to 2010 AMA Summer Marketing Educators' Conference, Boston, MA.

Schlosser, Ann E. (2010, Feb.). What are my Chances? The Persuasive Implications of Using Larger (vs. Smaller) Ratios and Visualization in Public Service Advertisements. Paper presented to the meeting of the Society for Consumer Psychology, St. Pete's, FL.

Schlosser, Ann E. and Wenyu Dou (2010, Feb.). Cross-Cultural Differences in Preference for Consistency: Implications for Interpersonal Persuasion. Paper presented to the meeting of the Society for Consumer Psychology, St. Pete's, FL.

Schlosser, Ann E. (2007, October). The Persuasiveness of Positive Online Reviews. Paper presented to the meeting of the Association for Consumer Research Pre-Conference (Consumers Online: Ten Years Later), Memphis, TN.

Schlosser, Ann E. and Tiffany B. White (2006, September). The Company They Keep: The Influence of Reasons for Option Limitation on Assortment Judgments. In Kristin Diehl (Chair), Understanding Reactions to Assortments: A Process Perspective. Special topic session presented to the meeting of the Association for Consumer Research, Orlando, FL.

- White, Tiffany B. and Ann E. Schlosser (2006, June). When More is Really More: Effects of Innovativeness and Product Descriptions on Reactions to New Product Assortments. Paper presented to the meeting of the Association for Consumer Research Asia Pacific, Sydney, Australia.
- Schlosser, Ann E. (2005, August). Discussing Products in Computer-Mediated or Face-to-Face Groups: Implications for What Consumers Say About Products. In Adam Lee Duhachek and Dawn Iacobucci (Chairs), Technological Innovations in Marketing Research. Special topic session presented to the meeting of the American Marketing Association Summer Educators' Conference, San Francisco, CA.
- Schlosser, Ann E. (2004, Oct.). Source Perceptions and the Persuasiveness of Internet Word-of-Mouth Communication. Paper presented to the meeting of the Association for Consumer Research, Portland, OR.
- Schlosser, Ann E. (2004, Oct.). Learning Through Virtual Product Experience: The Role of Direct Manipulation and Imagery on False Memories. In Anne-Laure Sellier (Chair), Implications of experiential processing. Special topic session presented to the meeting of the Association for Consumer Research, Portland, OR.
- White, Tiffany B. and Ann E. Schlosser (2004, Oct). The Effects of Assortment Size, Product Description and Innovativeness on Intentions to Try New Products. In Kristin Diehl (Chair), You (still) can't always get what you want - Why greater choice is demotivating. Special topic session presented to the meeting of the Association for Consumer Research, Portland, OR.
- Schlosser, Ann E. (2004, Aug.). Learning through Virtual Experience: The Role of Imagery in Memory. Paper presented to the meeting of the American Psychological Association, Honolulu, HI.
- Schlosser, Ann E., Tiffany B. White, and Susan Lloyd (2004, Aug.). Signaling Trustworthiness: Influencing Psychological Trust and On-Line Purchase Intentions. Paper presented to the meeting of the American Psychological Association, Honolulu, HI.
- Schlosser, Ann E. (2004, Feb.). Forgetting and False Remembering: The Role of Imagery on Errors of Omission Versus Commission. Paper presented to the meeting of the Society for Consumer Psychology, San Francisco, CA.
- Schlosser, Ann E. (2003, Feb.). Posting Versus lurking: Cognitive tuning for one-to-multiple audiences communication. Paper presented to the meeting of the Society for Consumer Psychology, New Orleans, LA.
- Schlosser, Ann E. (2002, Oct). Posting Versus lurking: Cognitive tuning for one-to-multiple audiences communication. In Ann E. Schlosser (Chair), Come Together, Right Now, Virtually: An Examination into Online Communities. Special topic session presented to

the meeting of the Association for Consumer Research, Atlanta, GA.

Schlosser, Ann E. and Alaina Kanfer (2001, May). Impact of Product Interactivity on Searchers' and Browsers' Judgments: Implications for Commercial Web Site Effectiveness. Paper presented at the Advertising and Consumer Psychology Conference on "Online Consumer Psychology: Understanding How to Interact with Consumers in the Virtual World," Seattle, WA.

Hoffman, Donna, Thomas Novak, and Ann E. Schlosser (2001, Feb.). Consumer Control in Online Environments. In Barbara Kahn (Chair), Understanding Consumer Behavior in an Internet Context. Special topic session presented to the meeting of the Society for Consumer Psychology, Scottsdale, AZ.

Schlosser, Ann E. and Alaina Kanfer (2001, Feb.). Interactivity in commercial Web sites: Implications for Web site effectiveness. In S. Ratneshwar (Chair), Individual Differences in Consumer Behavior on the Web. Special topic session presented to the meeting of the Society for Consumer Psychology, Scottsdale, AZ.

Hoffman, Donna, Thomas Novak, and Ann E. Schlosser (2000, Oct.). Consumer Control in Online Environments. In Lisa Klein (Chair), Creating Flow Experiences: The Influence of Individual Factors on the Antecedents of Flow Special topic session presented to the meeting of the Association for Consumer Research, Salt Lake City, UT.

Schlosser, Ann E. and Sharon Shavitt (1999, Oct.) The Effect of Interactive Advertising on Attitude Resistance. In Ann Schlosser (Chair), Harnessing the Power of Interactivity: Implications for Consumer Behavior in Online Environments. Special topic session presented to the meeting of the Association for Consumer Research, Columbus, OH.

Schlosser, Ann E. (1998, Oct.). Contributions of members in the minority versus majority of mixed-sex groups: Importance of communication medium. In T. Bristol (Chair), Enhancing Focus Group Productivity: New Research and Insights. Special topic session presented to the meeting of the Association for Consumer Research, Montreal.

Schlosser, Ann E., Alaina Kanfer and Sharon Shavitt (1998, Feb.). Attitudes toward Internet advertising: A comparison with attitudes toward advertising in general. In A. Schlosser and S. Shavitt (Chairs), Applying Traditional Attitudinal Models to Understand the Effectiveness of Internet Advertising. Special topic session presented to the meeting of the Society for Consumer Psychology, Austin, TX.

Schlosser, Ann E. and Sharon Shavitt (1997, Oct.). Effects of anticipating focus group discussion on responses to a focal product. In G. Menon and S. Sen (Chairs), The Impressionable Self: Micro and Macro Social Influences on Consumer Judgments. Special topic session presented to the meeting of the Association for Consumer Research, Denver, CO.

Kanfer, Alaina, James Sweet and Ann E. Schlosser (1997, June). Humanizing the Net:

Social navigation with a "Know-who" email agent. Paper presented at the annual meeting of Human Factors and the Web, Denver, CO.

Kuo, Frances E., Sullivan, William C., and Ann E. Schlosser (1996, June). Inner cities, mental fatigue, and violence. In S. Kaplan (Chair), Restorative environments: Current directions in theory and research. Symposium conducted at the meeting of the 27<sup>th</sup> International Conference of the Environmental Design Research Association, Salt Lake City, UT.

Schlosser, Ann E. and Alaina Kanfer (1996, May). Current advertising on the Internet: The benefits and usage of mixed-media advertising strategies. Paper presented at the Advertising and Consumer Psychology Conference, Bloomfield Hills, MI.

Schlosser, Ann E. and Sharon Shavitt (1996, May). Anticipating group discussion: Effects on the attitude functions of product thoughts. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.

Schlosser, Ann E. and Sharon Shavitt (1996, March). Anticipating focus group discussion: Effects on product thoughts. Paper presented at the annual meeting of the American Academy of Advertising, Vancouver, BC, Canada.

Schlosser, Ann E., Frances Kuo, and William Sullivan (1995, June). Does place matter? Violence in the community. Paper presented at the Society for Community Research and Action conference, Chicago, IL.

Schlosser, Ann E. (1995, May) Expectations: An investigation into how expectations affect and are affected by task performance. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.

Schlosser, Ann E. (1991, April). Are women and men liberated from stereotypic sex roles? A Comparison between sex role measures. Poster presented at the 26<sup>th</sup> annual meeting of the Minnesota Undergraduate Psychology Conference, Northfield, MN.

## **INVITED PRESENTATIONS AT CONFERENCES AND SEMINARS**

Schlosser, Ann E. (2017, May). Discussant at JAMS Thought Leaders Conference, Consumer Journeys: Developing Consumer-Based Strategy, organized by Vrije Universiteit, Amsterdam.

Schlosser, Ann E. (2016, May). Panel member participant in workshop titled, "Everywhere and at All Times: Mobility, Consumer Decision Making, and Choice" at the 10th Triennial Invitational Choice Symposium, Lake Louise, Alberta, Canada.

Schlosser, Ann E. (2013, February). What are my Chances? The Persuasive Implications of Using Imagery to Interpret Ratios. Roundtable at Notre Dame.

Schlosser, Ann E. (2012, June). Managing the Early Years. Participate in session with three other invited faculty at the 47<sup>th</sup> Annual AMA Sheth Doctoral Consortium, University of Washington, Seattle.

Schlosser, Ann. E. (2011, April). The Interactive Effects of Ratings and Arguments. Distinguished speaker of Marketing at Georgia Institute of Technology.

Schlosser, Ann E. (2009, October). Panel member for roundtable session on social media at the Association for Consumer Research, Pittsburgh, PA.

Schlosser, Ann E. (2008, February). "Will the Real Me Please Stand Up? An Exploration into Virtual vs. Physical Identity and Its Effect on Consumer Behavior." In Leveraging Online Media and Online Marketing. Presentation to the Marketing Science Institute meeting, Palm Springs, CA.

Schlosser, Ann E. (2007, October). One of 15 invited speakers to E-Commerce Workshop, University of California, Riverside, CA.

Schlosser, Ann E. (2007, April). The Persuasiveness of Positive Online Reviews: Consumers' Intuitive Theories About Evaluative-Cognitive Consistency. Stellner Speaker Series, University of Illinois, Urbana-Champaign, IL.

Schlosser, Ann E. (2004, June). How to Attract Customer Using the Web. Presented at the Small Business Seminar Series, Toppenish, WA.

Schlosser, Ann E. (2001, July). Discussing Products Via Computers or Face-to-Face: Implications for What Consumers Say About Products. Presented at the American Marketing Association Faculty Consortium on E-Commerce, College Station, TX.

Schlosser, Ann E. (2000, Feb.). Consumer Response in Computer-Mediated Environments: Implications for Product Attitudes and Purchase Intentions. Presented at the 2000 Pre-Conference Program on E-Commerce of the American Marketing Association Winter Educators' Conference, San Antonio, TX.

Schlosser, Ann E. (1999, Aug.). The state of the field: Internet marketing. Panel member, Marketing on the Internet and E-commerce, American Marketing Association Summer Marketing Educator's Conference, San Francisco, CA.

Schlosser, Ann E. (1999, March). Cyber-Psychology: What's Behind Successful Web Site Design? Presented at the National Press Foundation's Electronic Commerce Seminar, Nashville, TN.

## TEACHING EXPERIENCE

Marketing Research (spring 2009 to present), a required upper-level undergraduate course for marketing majors (University of Washington)

Research for Marketing Decisions (autumn 2009 to present), MBA elective course  
(University of Washington)

Doctoral Seminar in Consumer Behavior (autumn 2007 to present), a required doctoral  
course for marketing students (University of Washington)

Marketing Concepts/Principles of Marketing, a required undergraduate course (University of  
Washington, Vanderbilt University)

\*Nominated for Instructor of the Quarter, Autumn 2007

Internet Marketing, an elective undergraduate course (University of Washington)

E-Business Marketing, a required MBA course for the e-business program (University of  
Washington)

Marketing Management, a core MBA course (University of Washington, Vanderbilt  
University)

Introduction to Psychology, a core undergraduate course for psychology majors (University  
of Illinois at Urbana-Champaign)

Introduction to Social Psychology, a required undergraduate course for social psychology  
majors (University of Illinois at Urbana-Champaign)

## **SERVICE**

Associate Editor, *Journal of Marketing Research* (2017-present).

Editorial Review Board, *Journal of Consumer Research* (2002-2008; 2014-present). *Journal  
of Consumer Psychology* (2012-present), *Journal of Interactive Marketing* (2010-  
present), *Journal of Marketing Research* (2017-present).

Awarded Outstanding Reviewer Status at *Journal of Interactive Marketing* (2015) and  
*Journal of Consumer Psychology* (2015)

Program Committee member for 2008, 2011, 2012 and 2017 Association for Consumer  
Research Conference

Program Committee member for 2014, 2015 and 2017 Society for Consumer Psychology  
Conference

Program Committee member for the 2007 European Association for Consumer Research  
Conference

Co-chair for the consumer behavior track of the 2007 winter conference for the American Marketing Association

Ad-hoc Reviewer for:

*Academy of Management*  
*Information Systems Research*  
*Journal of Computer-Mediated Communication*  
*Journal of Marketing*  
*Journal of Retailing*  
*Marketing Letters*  
*Marketing Science*  
Academy of Marketing Science  
Association for Consumer Research  
American Marketing Association  
Society for Consumer Psychology

Faculty council member for marketing department (2006-2009; 2012-2015; 2017)

Faculty senator, University of Washington (2011-2013)

Subject pool coordinator (2011-2015, 2017-present) and lab manager (2003-2005),  
University of Washington School of Business lab manager

Faculty representative for Diversity Council, University of Washington (2011-2013)

Faculty advisor for University of Washington student chapter of the American Marketing Association (2009-2011).

Undergraduate curriculum review committee of marketing core course (2007) and  
undergraduate curriculum review committee (2003-2004), University of Washington

Elected member of the Graduate Faculty of the University of Washington with endorsement  
to chair doctoral supervisory committees (2005-present)

University of Washington Ph.D. selection committee for marketing (2001-2002) and faculty  
recruiting committee (2011)

Edited Internet Advertising chapter of O'Guinn et al's *Advertising* textbook (2000).

## GRANTS

Global Business Center Summer Fellowships, University of Washington (awarded in 2007,  
2008, 2009, 2010, 2011)

Schlosser, Ann E. (2004), Entrepreneurial Uniqueness and Effective Communication for  
New Products. Funded by the Center for Technology and Entrepreneurship, University of

Washington.

Hoffman, Donna, Thomas Novak, and Ann E. Schlosser (1999), Internet Marketing 1995-1999: The First Five Years. Funded by Marketing Science Institute.

## **CONSULTING**

Expert witness and consultant on cases concerning Internet marketing and consumer behavior.

Conducted Internet Marketing Workshops held at NCSA for business people from the public and private sectors of Champaign County.

Consulted on managing the company's Intranet or Internet site for Allstate, Kodak, Procter & Gamble, Contemporary Art Center of Virginia.

Consulted on e-commerce research: BUY.com

## **PROFESSIONAL MEMBERSHIPS**

Association for Consumer Research  
American Marketing Association  
American Psychological Association  
Society for Consumer Psychology  
Society for Personality and Social Psychology  
Sigma Xi