Propositions

1) Individuals who strongly identify with a particular social category resist automated features when these features hinder the attribution of identity-relevant consumption outcomes to oneself. (Chapter 2)

2) When automation is framed as allowing users to deploy their skills, strong identifiers should perceive automation less negatively. (Chapter 2)

3) People’s beliefs and subsequent choices are influenced by the search terms they use. (Chapter 3)

4) Broadening searches by prompting people to use broader search terms and broadening the search results the search engines display leads to greater updating of consumers’ beliefs. (Chapter 3)

5) Material products (e.g. physical books) are better able to provide identity benefits than immaterial products (e.g. e-books), and identity-motivated consumers have a relative preference for material products. (Chapter 4)

6) Greater strength of identification makes consumers more sensitive to information relevant to an identity (e.g., cues in advertising), more likely to purchase identity-relevant products, and more likely to engage in behaviors that directly implicate the identity. (Reed et al. 2012)

7) Feelings of internal attribution require the experience of agency and control over one’s actions. (Menon et al. 1999)

8) Internet users are isolated in their own ideological bubbles when website algorithms provide personalized searches based on information about the user, such as location, past click-behavior and search history. (Pariser, 2011)

9) Introducing ranking bias to election-related search engine results can have a strong influence on the preferences of undecided voters. (Epstein & Robertson, 2015)

10) People ascribed less value to digital to physical versions of the same good because the materiality of physical goods imbues them with a greater capacity to garner psychological ownership. (Atasoy & Morewedge, 2017)

11) “The universe is full of magical things, patiently waiting for our wits to grow sharper.” (Eden Phillpotts)