

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)