

## ANN E. SCHLOSSER

University of Washington  
School of Business  
P.O. Box 353200  
Seattle, WA 98195-3200

aschloss@u.washington.edu  
<http://faculty.bschool.washington.edu/aschloss>  
206-685-7497 (phone)  
206-685-9392 (fax)

### EDUCATION

- 1997            Ph.D., University of Illinois, Urbana-Champaign, IL  
                  Major: Social Psychology  
                  Minors: Advertising and Quantitative Psychology
- 1995            M.A., University of Illinois, Urbana-Champaign, IL  
                  Major: Social Psychology
- 1991            B.A. with honors and distinction in major, Carleton College, Northfield, MN  
                  Major: Psychology

### ACADEMIC EXPERIENCE

- 2006-present    Associate Professor of Marketing, Reimers Research 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
- 1999 (summer)   Visiting Scholar, Interval Research Corporation, Palo Alto, CA
- 1997-1998      Postdoctoral Research Associate in Interactive Marketing, National Center for Supercomputing Applications (NCSA), Champaign, IL

### AWARDS

- 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.
- 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.

## RECOGNITION

Identified as 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.

Identified as the 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.

## JOURNAL PUBLICATIONS

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

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

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).

## PAPERS UNDER REVIEW

- Schlosser, Ann E. and Tiffany Barnett White "The Company They Keep: The Effects of Option Limitation on Product Assortment Judgments." Resubmission invited at the Journal of Consumer Research.
- White, Tiffany Barnett and Ann E. Schlosser. "Reactions to Large Versus Small New Product Assortments: The Effects of Congruency Between Consumers' Adoption Beliefs and Product Descriptions." Revision invited at the Journal of Consumer Research.

## WORKING PAPERS

- Schlosser, Ann E. "The Persuasiveness of Positive Online Reviewers: The Role of Evaluative-Cognitive Consistency."
- Schlosser, Ann E. and Eric Levy. "The Societal Implications of Social Comparisons: How the Direction of Social Comparison Affects Charitable Behavior."

## WORK IN PROGRESS

- "Tell Me What I Want to Hear: The Role of Expectations on the Effectiveness of One- Versus Two-Sided Messages."
- "The Role of Imagery in Affecting Ratio Bias in Response to Public Service Advertisements"
- "A Re-examination of Scarcity Theory: When Scarce Items are Attractive for Low Unique Individuals" (with Tiffany Barnett White).
- "The Influence of Initial Belief Strength on Change Blindness" (with Mark Forehand).
- "Cross-Cultural Differences in the Persuasiveness of Online Product Reviews" (with Wenyu Dou and

Yang Zhilin)

“Preference for Consistency: A Cross-Cultural Perspective” (with Wenyu Dou and Yang Zhilin)

## 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

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. (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 UNIVERSITIES

- University of California, Riverside, CA (E-Commerce Workshop with 15 invited speakers), 2007
- University of Illinois, Urbana-Champaign, IL (Stellnar Distinguished Speaker Series), 2007
- City University of Hong Kong, Hong Kong, China, 2007
- University of Iowa, Iowa City, IA, 2004
- Arizona State University, Tempe, AZ, 1999
- Emory University, Atlanta, GA, 1999
- McGill University, Montreal, Quebec, Canada 1999
- New York University, New York, New York 1999
- Pennsylvania State University, University Park, PA 1999
- Temple University, Philadelphia, PA, 1999

University of Colorado, Boulder, CO, 1999

University of Delaware, Newark, DE, 1999

University of Georgia, Athens, GA 1999

Wake Forest University, Winston-Salem, NC, 1999

Indiana University (School of Journalism), Bloomington, IN, 1998

Bond University, Queensland, Australia, 1997

Canterbury University, New Zealand, 1997

Rutgers University, Newark, NJ, 1997

Southern Illinois University, Carbondale, IL, 1997

University of Connecticut, Storrs, CT, 1997

University of Manitoba, Winnipeg, Manitoba, Canada, 1997

Vanderbilt University, Nashville, TN, 1997

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

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. (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 (to teach spring 2009), a required undergraduate course for marketing majors (University of Washington)

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

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

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

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

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

## SERVICE

Editorial Review Board, *Journal of Consumer Research* (2002-2008)

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

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

Program Committee member for 2008 Association for Consumer Research Conference

Ad-hoc Reviewer for:

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

Faculty council member for marketing department (2006-present)

University of Washington School of Business undergraduate curriculum review committee of marketing core course (2007)

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

University of Washington School of Business lab manager/troubleshooter (2003-2004) and pool allocation manager (2004-2005) for the marketing department's subject pool

University of Washington School of Business undergraduate curriculum review committee (2003-2004)

University of Washington Ph.D. selection committee for marketing (2001-2002)

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

## GRANTS

Schlosser, Ann E. (2008), Cross-cultural differences in the persuasiveness of online product reviews: The effect of individualism-collectivism on consistency versus consensus effects, Global Business Center Summer Fellowships, University of Washington.

Schlosser, Ann E. (2007), Cross-cultural differences in the persuasiveness of online product reviews: The effect of individualism-collectivism on consistency versus consensus effects, Global Business Center Summer Fellowships, University of Washington.

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.

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:  
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  
Sigma Xi