

MARKETING COLLOQUIA

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Where: 741 JMHH

When: 12:00 PM to 1:20 PM

THE OTHER SIDE OF SHARING: HOW PHOTO-TAKING GOALS IMPACT EVALUATIONS OF EXPERIENCES

ABSTRACT: Though we take more photos than ever before, little is understood about how different motivations for doing so affect consumers' experiences. For instance, millions of people share photos of their personal experiences with others every day. In contrast with other ways of sharing information about an experience, sharing photos entails taking them during the experience, often with the intention to share them already in mind. How might these salient intentions during the experience affect the experience itself? This research examines how taking photos to share with others (e.g., to post on Facebook), compared to taking photos for oneself (e.g., to remember an experience), affects the enjoyment of an experience. Across three field and six laboratory studies, we find that taking pictures to share with others, relative to taking pictures for oneself, reduces enjoyment of experiences. This effect occurs because taking photos to share increases self-presentational concern during the experience. We find that besides reducing enjoyment directly, self-presentational concern can also hurt enjoyment indirectly by lowering engagement with the experience. We identify several factors that affect self-presentational concern and thus moderate the effect of photo-taking goals on enjoyment, such as whether the photo-taking goal is active during the experience, the closeness of the intended audience, and the degree of control in photo-taking.