

MARKETING COLLOQUIA

Spring 2025 - Abstract

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Where: 741 JMHH

When: 12:00 PM to 1:20 PM

IS CONVERSATION MAGICAL?

Reaching out and connecting with other people tends to increase wellbeing, and yet people are often reluctant to reach out and connect with others in the very ways that would increase their wellbeing. Part of this reluctance may stem from misunderstanding the outcomes of our social interactions. In this talk I will suggest that our expectations about social interactions, specifically about conversations with strangers, are guided by static features of our interactions while overlooking the dynamic features that actually account for our positive experience in many social interactions. This gap between the factors that guide our social expectations versus our actual social experiences can leave us being overly avoidant for our own wellbeing and could create a market for some products that leave us overly disconnected from each other in our daily lives.