

Jianna Jin

Fisher College of Business
Department of Marketing & Logistics
The Ohio State University
2100 Neil Avenue 506A Fisher Hall
Columbus, OH 43210
Mobile: (614)-620-6246; Email: [jin.964@osu.edu](mailto:jinn.964@osu.edu)

EDUCATION

Ph.D., Marketing, Fisher College of Business, The Ohio State University Columbus, OH	2018 – 2024
M.S. in Marketing, Korea University Seoul, Korea	2015 – 2017
B.B.A., <i>summa cum laude</i> , Kyung Hee University Seoul, Korea	2011 – 2015

RESEARCH INTERESTS

- (1) Adoption of AI-powered technologies and their impact on consumer well-being
- (2) The role of political ideology in shaping consumer decision-making
- (3) Consumer perceptions of and consumption of time

PEER-REVIEWED JOURNAL ARTICLES

Jin, Jianna, Selin A. Malkoc, and Russell H. Fazio, “For Whom Do Boundaries Become Restrictions? The Role of Political Orientation,” forthcoming at the *Journal of Experimental Psychology: General*.

MANUSCRIPTS IN THE REVIEW PROCESS

Jin, Jianna, Jesse Walker, and Rebecca Walker Reczek, “Response to and Inferences about Chatbots When Purchases Activate Self-Presentation Concerns,” under second-round review at the *Journal of Consumer Psychology*.

Tonietto, Gabriella, **Jianna Jin**, and Rebecca Walker Reczek, “Does Scheduling Mean Superior? Effects of The Scheduled = High Quality Lay Theory,” revising for second-round review at the *Journal of Consumer Research*.

Haltman, Cory, **Jianna Jin**, Grant E. Donnelly, and Rebecca Walker Reczek, “Equity or Exclusion? How Political Ideology Shapes Response to the Depiction of Historically Underrepresented Identities in Marketing Communications,” revising for second-round review at the *Journal of Consumer Research*.

WORKS IN PROGRESS

Jin, Jianna, Grant E. Donnelly, and Rebecca Walker Reczek, “Consumer Aversion to Mental Wellness Apps: The Role of Negative Self-Perceptions,” Manuscript in preparation for submission to the *Journal of Consumer Research*.

Jin, Jianna, Grant E. Donnelly, and Selin A. Malkoc, “The Interpersonal Cost of Tracking Time versus Money,” *Data collection in progress*.

Jin, Jianna, Jeff Galak, and Selin A. Malkoc, “How Misattribution Shapes Political Response,” *Data collection in progress*.

Whillans, Ashley V., **Jianna Jin**, and Selin A. Malkoc, “Stolen Time,” *Data collection in progress*.

Jin, Jianna and John P. Costello, “It Tricked Me: Augmented Reality and the Feeling of Being Deceived,” *Data collection in progress*.

DISSERTATION

Dissertation Title: Two Essays Exploring Adoption of AI-powered Technologies and Their Impact on Consumer Well-being

Chair: Rebecca Walker Reczek

Committee Members: Grant E. Donnelly, Russell H. Fazio, Selin A. Malkoc, Jesse Walker

Proposal Defense: May 8th, 2023

First essay: Response to and Inferences about Chatbots When Purchases Activate Self-Presentation Concerns

Self-presentation concerns and the desire to avoid embarrassment impact two distinct types of interactions consumers have with chatbots: interactions when chatbot identity is (1) disclosed and (2) undisclosed and therefore ambiguous. Whereas emerging work on chatbots suggests that consumers generally respond negatively to bot-provided (vs. human-provided) service, the current work shows that in a purchase context where self-presentation concerns are active, consumers prefer clearly identified chatbots over humans because consumers ascribe less mind (specifically experience) to chatbots and thus feel less embarrassed interacting with them. Further, designing chatbots to increase ascription of mind (e.g., using more emotional language and a more human-like profile picture) mitigates consumers’ positive response to chatbots when self-presentation concerns are active. This work also finds that self-presentation concerns can shape mind ascription for clearly identified chatbots, such that consumers with greater self-presentation concerns ascribe more mind to anthropomorphized chatbots. Finally, when chatbot identity is not disclosed, consumers with greater self-presentation concerns are more likely to strategically infer the ambiguous agent to be human in order to avoid potential embarrassment.

Second essay: Consumer Reluctance to Use Automated Tools Designed to Foster Mental (vs. Physical) Wellness

The current research explores consumer willingness to use automated tools (i.e., chatbot-powered apps) designed to foster mental (vs. physical) wellness. Across four studies using both hypothetical and real interactions with chatbot-powered applications, the current research demonstrates that consumers considering using mental (vs. physical) wellness mobile apps are more likely to make the inference that using these apps mean they lack social support (i.e., close others) in their lives, which leads to an increase in negative self-perceptions and decreased adoption of these products. However, marketing communications can overcome these barriers. By normalizing the use of mobile applications designed to foster mental wellness, the self-diagnostic value of using a chatbot designed to promote mental (vs. physical) wellness is reduced, resulting in increased product adoption. This work thus contributes to research on consumer well-being, which has primarily focused on promoting physical wellness (e.g., eating healthier) and less on mental wellness (e.g., feeling better).

HONORS AND AWARDS

Fisher Excellence in Ph.D. Student Research Award, Fisher College of Business, The Ohio State University, 2023

Selected Student Presenter, Annual Decision Science Collaborative Spring Research Forum, Department of Psychology, The Ohio State University, 2023

Doctoral Fellow (Discussant), Haring Symposium, Indiana University, 2023

Winner (1st place), Edward F. Hayes Graduate Research Forum, The Ohio State University, 2022

Doctoral Fellow (Presenter), Mittelstaedt & Gentry Doctoral Symposium, University of Nebraska-Lincoln, 2022

Selected Student Presenter, Symposium on Pandemic Decision Making, Department of Psychology, The Ohio State University, 2022

Doctoral Fellow, AMA-Sheth Doctoral Consortium, 2021

Doctoral Fellow (Presenter), 50th Haring Symposium, Indiana University, 2021

Winner (2nd place), Edward F. Hayes Graduate Research Forum, The Ohio State University, 2020

CONFERENCE PRESENTATIONS (*denotes presenter)

Jin, Jianna* and Grant E. Donnelly, "Social Cost of Tracking Time," Paper presented in Special Session at the 2023 Society for Consumer Psychology Conference, San Juan, Puerto Rico.

Jin, Jianna*, Jesse Walker, and Rebecca Walker Reczek, "Conversations with Machines: The Impact of Self-presentation Concerns on Consumer Engagement when Interacting with Chatbots versus Human Service Providers," Paper presented in Special Session at the 2022 Association for Consumer Research Conference, Denver, Colorado.

Jin, Jianna*, Grant E. Donnelly, and Rebecca Walker Reczek, "Consumer Aversion to

Mental Wellness Apps: The Role of Negative Self-Perception,” Competitive paper presented at the 2022 Association for Consumer Research Conference, Denver, Colorado.

Jin, Jianna*, Selin A. Malkoc, and Russell H. Fazio, “Boundaries as Structure or as Restriction: Changing Political Attitudes towards COVID-19 Measures,” Competitive paper presented at the 2022 Society for Consumer Psychology Conference, Virtual.

Jin, Jianna*, Jesse Walker, and Rebecca Walker Reczek, “Conversations with Machines: The Impact of Self-presentation Concerns on Consumer Engagement when Interacting with Chatbots versus Human Service Providers,” Poster presented at the 2022 Society for Consumer Psychology Conference, Virtual.

Jin, Jianna*, Selin A. Malkoc, and Russell H. Fazio, “Boundaries as Structure or as Restriction: Changing Political Attitudes towards COVID-19 Measures,” Poster presented at the 2022 Society for Judgment and Decision Making, Virtual.

Jin, Jianna*, Jesse Walker, and Rebecca Walker Reczek, “Conversations with Machines: The Impact of Self-presentation Concerns on Consumer Engagement when Interacting with Chatbots versus Human Service Providers,” Poster presented at the 2022 Society for Judgment and Decision Making Conference, Virtual.

Jin, Jianna*, Xiaoyan Deng, and Rebecca Walker Reczek, “The Potential Downside of Being Insta-worthy,” Competitive paper presented at the 2021 Association for Consumer Research Conference, Virtual.

Jin, Jianna*, Xiaoyan Deng, and Rebecca Walker Reczek, “The Potential Downside of Being Insta-worthy,” Competitive paper presented at the 2021 Society for Consumer Psychology Conference, Virtual.

Jin, Jianna*, Xiaoyan Deng, and Rebecca Walker Reczek, “The Potential Downside of Being Insta-worthy,” Competitive paper presented at the 2021 Society for Consumer Psychology Conference, Virtual.

Jin, Jianna*, Robert W. Smith, and Rebecca Walker Reczek, “When Collecting Data from Consumers Backfires,” Competitive paper presented at the 2021 Society for Consumer Psychology Conference, Virtual.

Jin, Jianna*, Robert W. Smith, and Rebecca Walker Reczek, “When Collecting Data from Consumers Backfires,” Poster presented at the 2020 Society for Consumer Psychology Conference, Huntington Beach, California.

Jin, Jianna*, Robert W. Smith, and Rebecca Walker Reczek, “When Collecting Data from Consumers Backfires,” Poster presented at the 2019 Association for Consumer Research Conference, Atlanta, Georgia.

TEACHING INTERESTS

Consumer Behavior, Marketing Research, Social Media and Digital Marketing, Principles of Marketing

TEACHING EXPERIENCE

Instructor, BUSML 4201: Consumer Behavior (undergraduate), Summer 2021

- Virtual format due to COVID-19 pandemic
- 4.86 (University mean: 4.47)

Instructor, BUSML 4201: Consumer Behavior (undergraduate), Summer 2020

- Virtual format due to COVID-19 pandemic
- 4.74 (University mean: 4.43)

PROFESSIONAL SERVICE

Trainee Reviewer, *Journal of Consumer Research*, 2022

Ad-hoc Reviewer for *Journal of the Association for Consumer Research*, 2022

Reviewer, Society for Consumer Psychology Conference (2020, 2021, 2022, 2023)

Reviewer, Association for Consumer Research Conference (2022)

Reviewer, AMA-Summer conference (2021)

Chaired symposia

- “The Social Costs and Benefits of Time and Money Management Decisions,”
2023 Society for Consumer Psychology Conference
- “Customer Response to New Digital Technologies in Public and Private Sectors,”
2022 Association for Consumer Research Conference
- “The Politically Conservative Consumer: Understanding Their Unique Motivations
to Improve Individual and Societal Well-Being,”
2021 Association for Consumer Research Conference

RELEVANT COURSEWORK

Marketing

Consumer Behavior Seminar I
Consumer Behavior Seminar II-JDM
Marketing Models Seminar I & II

Rebecca Walker Reczek
Selin A. Malkoc
Nino Hardt and Alice Li

Psychology

Social Psychology Principles
Attitudes and Persuasion
Topics in Social Psychology
Psychology in Judgment and Decision Making
Social Motivation

Kentaro Fujita
Duane T. Wegener
Russell H. Fazio
Michael L. DeKay
Lisa K. Libby

Research and Quantitative Methods

Statistical Methods in Psychology I
Statistical Methods in Psychology II
Mediation and Moderation Analysis
Research Methods in Social Psychology

Andrew Hayes
Andrew Hayes
Andrew Hayes
Duane T. Wegener

REFERENCES

Rebecca Walker Reczek

Berry Chair of New Technologies in Marketing
Professor of Marketing
Fisher College of Business
The Ohio State University
reczek.3@osu.edu

Grant E. Donnelly

Assistant Professor of Marketing
Fisher College of Business
The Ohio State University
donnelly.177@osu.edu

Russell H. Fazio

Harold E. Burt Chair in Psychology
Department of Psychology
The Ohio State University
fazio.11@osu.edu

Selin A. Malkoc

FCOB Distinguished Professor
Professor of Marketing
Fisher College of Business
The Ohio State University
malkoc.5@osu.edu

Jesse Walker

Assistant Professor of Marketing
Fisher College of Business
The Ohio State University
walker.2320@osu.edu

Jeff Galak

Associate Professor of Marketing
Tepper School of Business
Carnegie Mellon University
jgalak@cmu.edu

APPENDIX: SELECTED ABSTRACTS

Jin, Jianna, Selin A. Malkoc, and Russell H. Fazio, “For Whom Do Boundaries Become Restrictions? The Role of Political Orientation,” forthcoming at the *Journal of Experimental Psychology: General*.

While the global pandemic highlighted the importance of adhering to boundaries (e.g., social distancing rules), compliance with these boundary-imposing measures has been politically divided. This research proposes one reason that may underlie the observed ideological asymmetries toward COVID-19 prevention measures and boundaries in general: Conservatives and liberals may fundamentally differ in how they construe boundaries. Supporting this prediction, Studies 1a–1d and two follow-up studies ($n=3,231$; Studies 1a–1c and follow-up studies: Amazon Mechanical Turk and Prolific users, Study 1d: U.S. students) demonstrate that identifying with political conservatism (vs. liberalism) increases the likelihood to construe boundaries as restrictions. We further show that, due to conservatives’ greater preference for order, structure-related words carry a more positive connotation among conservatives versus liberals (Study 2: $n=744$; MTurk users). Capitalizing on this finding, we demonstrate that linguistic framing that highlights the structure-providing function of a boundary (e.g., a social distancing sign can “structure” customer flow in a restaurant) can reduce the salience of its usual restrictive aspect and hence effectively improve conservatives’ attitudes toward the boundaries (Study 3: $n=740$; MTurk users).

Tonietto, Gabriella, Jianna Jin, and Rebecca Walker Reczek, “Does Scheduling Mean Superior? Effects of The Scheduled = High Quality Lay Theory,” revising for second-round review at the *Journal of Consumer Research*.

Scheduling is ever-present in consumers’ lives, from adding events to one’s calendar to making dinner reservations and service appointments. Yet relatively little is known about the effect of scheduling (vs. not) on consumer outcomes. Across nine studies, including two field datasets and seven lab experiments, the present research uncovers a scheduled = high quality lay theory. The results demonstrate that consumers infer that scheduled activities will be higher quality using a variety of scheduling cues, including whether service providers offer the option to schedule (e.g., via reservations) and whether the consumers, themselves, choose to schedule. Consistent with prior research on lay theories, consumers rely on the scheduled = high quality lay theory primarily when quality information is missing or ambiguous prior to consumption. This lay theory also has important consequences for consumer choice and behavior. First, consumers prefer to schedule when they have the goal to maximize quality (vs. enjoyment or excitement). Second, lay theory-driven inferences of quality pre-consumption positively impact evaluations of actual quality post-consumption. The reported findings therefore suggest that encouraging consumers to schedule service encounters in advance can improve both pre-consumption inferences and post-consumption evaluations of service quality.

Jin, Jianna, Jesse Walker, and Rebecca Walker Reczek, “Preference for and Inferences about Chatbots When Purchases Activate Self-Presentation Concerns,” under second-round review at the *Journal of Consumer Psychology*.

Self-presentation concerns and the desire to avoid embarrassment impact two distinct types of interactions consumers have with chatbots: interactions when chatbot identity is (1) disclosed and (2) undisclosed and therefore ambiguous. Whereas emerging work on chatbots suggests that consumers generally respond negatively to bot-provided (vs. human-provided) service, the current work shows that in a purchase context where self-presentation concerns are active, consumers prefer clearly identified chatbots over humans because consumers ascribe less mind (specifically experience) to chatbots and thus feel less embarrassed interacting with them. Further, designing chatbots to increase ascription of mind (e.g., using more emotional language and a more human-like profile picture) mitigates consumers’ positive response to chatbots when self-presentation concerns are active. This work also finds that self-presentation concerns can shape mind ascription for clearly identified chatbots, such that consumers with greater self-presentation concerns ascribe more mind to anthropomorphized chatbots. Finally, when chatbot identity is not disclosed, consumers with greater self-presentation concerns are more likely to strategically infer the ambiguous agent to be human in order to avoid potential embarrassment.

Haltman, Cory, Jianna Jin, Grant E. Donnelly, and Rebecca Walker Reczek, “Equity or Exclusion? How Political Ideology Shapes Response to the Depiction of Historically Underrepresented Identities in Marketing Communications,” revising for second-round review at the *Journal of Consumer Research*.

Across eight studies, we demonstrate that consumer response to the depiction of historically underrepresented identities (HUIs) in marketing communications is determined by whether the representation of the identity is seen as challenging traditional moral values in the U.S. and the political ideology of the consumer. Relative to non-HUI appeals, liberals respond positively to the depiction of HUIs in marketing communications due to the belief that the firm is attempting to represent the demographic nature of America more equitably. Conservatives, however, respond negatively when firms depict HUIs whose representation is seen as challenging traditional moral values in the U.S. (e.g., a transgender model), because it leads to a belief that they are not in the firm’s target market. In contrast, conservatives do not respond negatively to marketing communications featuring HUIs whose representation is not seen as challenging traditional moral values (e.g., a person with a disability). We additionally identify two moderators of these effects. Liberals’ positive response to HUI appeals are mitigated if they detect a profit-motive for representing the identity, and conservatives’ negative response to HUIs whose representation is seen as challenging traditional moral values is mitigated when the identity is depicted as the numerical minority in a campaign.