

SARAH G. MOORE

Associate Professor
Eric Geddes Professor of Business
Alberta School of Business
University of Alberta

EMPLOYMENT

Associate Professor, Marketing, University of Alberta
July 2015 – present

Assistant Professor, Marketing, University of Alberta
July 2009 – 2015

EDUCATION

Ph.D., Business Administration (marketing), May 2009
Duke University, The Fuqua School of Business

Bachelor of Commerce, honours, May 2004
The Sauder School of Business, University of British Columbia

RESEARCH

PEER-REVIEWED PUBLICATIONS

Moore, Sarah G., Gráinne M. Fitzsimons, and Gavan J. Fitzsimons (2020), “She’ll Take Two: Relationship Interdependence and Negative Emotion in Everyday Choice for Others.” *Journal of the Association for Consumer Research*, 5(3).

Moore, Sarah G. and Katherine C. Lafreniere (2020), “How Online Word-of-Mouth Impacts Receivers,” *Consumer Psychology Review*, 3, 34-59.

Wu, Eugenia C., Sarah G. Moore, and Gavan J. Fitzsimons (2019), “Wine for the Table: Self-Construal, Group Size, and Choice for Self and Others,” *Journal of Consumer Research*, 46(3), 508-527.

McFerran, Brent, Sarah G. Moore, and Grant Packard (2019), “How Should Companies Talk to Customers Online?,” *Sloan Management Review*, 60(2), 68-71.

Moore, Sarah G., Brent McFerran, and Grant Packard (2018), “The Words and Phrases to Use—and to Avoid—When Talking to Customers,” *Harvard Business Review*. Available online at <https://hbr.org/2018/10/the-words-and-phrases-to-use-and-to-avoid-when-talking-to-customers>.

Packard, Grant, Sarah G. Moore, and Brent McFerran (2018), “(I’m) Happy to Help (You): Personal Pronoun Use in Customer-Firm Interactions,” *Journal of Marketing Research*, 55(4), 541-555.

Zemack-Rugar, Yael, Sarah G. Moore, and Gavan J. Fitzsimons (2017), "Just Do It! Why Committed Consumers React Negatively to Assertive Ads," *Journal of Consumer Psychology*, 27(3), 287-301.

Moore, Sarah G. and Brent McFerran (2017), "She Said, She Said: Differential Interpersonal Similarities Predict Unique Linguistic Mimicry in Online Word of Mouth," *Journal of the Association for Consumer Research*, 2(2), 229-245.

Moore, Sarah G. (2015), "Attitude Predictability and Helpfulness in Online Reviews: The Role of Explained Actions and Reactions," *Journal of Consumer Research*, 42(1), 30-44.

Moore, Sarah G. and Gavan J. Fitzsimons (2014), "Yes, We Have No Bananas: Consumer Responses to Restoration of Freedom," *Journal of Consumer Psychology*, 24(4), 541-548.

Thirsk, Lorraine M., Sarah G. Moore, and Kacey Keyko (2014), "Influences on Clinical Reasoning in Family and Psychosocial Interventions in Nursing Practice with Patients and their Families Living with Chronic Kidney Disease," *Journal of Advanced Nursing*, 70(9), 2117-2127.

Moore, Sarah G. (2012), "Some Things are Better Left Unsaid: How Word of Mouth Influences the Storyteller," *Journal of Consumer Research*, 38(6), 1140-1154.

Moore, Sarah G., David T. Neal, Gavan J. Fitzsimons, and Baba Shiv (2012), "Wolves in Sheep's Clothing: When and How Hypothetical Questions Influence Behavior," *Organizational Behavior and Human Decision Processes*, 117(1), 168-178.

Moore, Sarah G., Melissa J. Ferguson, and Tanya L. Chartrand (2011), "Affect in the Aftermath: How the Implicit Pursuit of a Goal Influences Implicit Evaluations," *Cognition & Emotion*, 25(3), 453-465.

Leander, N. P., Sarah G. Moore and Tanya L. Chartrand (2009), "Mystery Moods: Their Origins and Consequences", in *Goals*, ed. Gordon Moskowitz and H. Grant, New York, NY: Guilford Press, 480-504.

Fitzsimons, Gavan J. and Sarah G. Moore (2008), "Should we Ask our Children About Sex, Drugs, and Rock & Roll? Potentially Harmful Effects of Asking Questions About Risky Behaviors," *Journal of Consumer Psychology*, 18(2), 82-95.

Moore, Sarah G. and Gavan J. Fitzsimons (2008), "While Parents Might Not Want To, Researchers Really Should Ask Questions About Risky Behaviors," *Journal of Consumer Psychology*, 18(2), 111-115.

Moore, Sarah G., Darren W. Dahl, Charles B. Weinberg, Gerald J. Gorn, J-W. Park and Yuwei Jiang (2008), "Condom Embarrassment: Coping and Consequences for Use in Three Countries," *AIDS Care*, 20(5), 553-559.

Moore, Sarah G., Darren W. Dahl, Charles B. Weinberg and Gerald J. Gorn (2006), "Coping with Condom Embarrassment," *Psychology, Health and Medicine*, 11(1), 70-79.

Alexander, David L. and Sarah G. Moore, “Too Much of a Good Thing: The Potential Downside of Positive Word-of-Mouth.”

Bastos, Wilson and Sarah G. Moore, “Making Word-of-Mouth Impactful: Why Consumers React More to Word-of-Mouth about Experiential than Material Purchases.”

Kim, Soyoung, Moore, Sarah G., and Kyle B. Murray, “‘Don’t Buy’ or ‘Do Not Buy’? Negation Processing and Product Evaluations.”

Kim, Soyoung, Sarah G. Moore, and Kyle B. Murray, “Some Like it Warm: When and Why Warm Brands Make Better Partners.”

Kim, Soyoung, Murray, Kyle B., Sarah G. Moore, “The Importance of Warmth in Brand Design.”

Lafreniere, Katherine C., Sarah G. Moore, and Robert J. Fisher, “The Power of Profanity: Swearwords in Word-of-Mouth.”

Moore, Sarah G., Gopal Das, and Anirban Mukhopadhyay, “Emotional Echo Chambers: Observed Emoji Clarify and Intensify Users’ Emotions and Responses to Social Media Posts.”

Moore, Sarah G. and Yael Zemack-Rugar, “Play it again, Sam! Understanding, Measuring, and Predicting Volitional Reconsumption Behavior.”

Rizvi, Shaheer, Sarah G. Moore, and Paul R. Messinger, “That’s So Sweet: Baby Cuteness Semantically Activates Sweetness to Increase Sweet Food Preference.”

Weber, Virginia, Sarah G. Moore, Jennifer J. Argo, and Rhiannon MacDonnell, “How Do I Love Thee and How Many People Should I Tell? Wedding Guest Number, Love, and Marriage Length.”

Weber, Virginia, Jennifer J. Argo, and Sarah G. Moore, “The Impact of Feedback Valence and Egocentrism on Word-of-Mouth Recommendations.”

Wu, Eugenia C., Sarah G. Moore, and Peggy J. Liu, “How Bundling Two Material Goods Makes an Experience: The Role of Usage Constraint.”

INDUSTRY REPORTS

Alexander, David L., and Sarah G. Moore (2017), “Everybody Loves It, You’ve Got to Love It Too! The Downside of Receiving More (and More) Positive Word of Mouth,” *Marketing Science Institute*, Report #17-102-01.

Packard, Grant, Sarah G. Moore, and Brent McFerran (2019), “I, Me, & My: Little Words that Make a Big Difference in Agent-Customer Interactions,” *Keller Center Research Report*, 12(2).

Packard, Grant, Sarah G. Moore, and Brent McFerran (2014), “How Can ‘I’ Help ‘You’? The Impact of Personal Pronoun Use in Customer-Firm Agent Interactions,” *Marketing Science Institute*, Report #14-110.

CONFERENCE PRESENTATIONS

Rizvi, Shaheer, Sarah G. Moore, and Paul R. Messinger, “Slanguage & Cultural Value: It’s Lit to Say It – How Slang Affects Online Word-of-Mouth.” *Society for Consumer Psychology*, Huntington Beach CA, March 2020

Bastos, Wilson, and Sarah G. Moore, “It’s Not You, It’s Me: How to Make Word-of-Mouth Meaningful and Impactful.” *Society for Consumer Psychology*, Huntington Beach CA, March 2020

Moore, Sarah G., and Yael Zemack-Rugar, “Play it Again, Sam! An Empirical Examination of Volitional Reconsumption’s Motivations and Behavioral Consequences.” *Society for Consumer Psychology*, Huntington Beach CA, March 2020
Association for Consumer Research, Atlanta GA, October 2019

Kronrod, Ann, Grant Packard, Sarah G. Moore, and Jonah Berger, “The Wisdom of Words: Language in Consumer Research.” *Association for Consumer Research*, Atlanta GA, October 2019

Moore, Sarah G., Eugenia C. Wu, and Peggy J. Liu, “Better Together: How Bundling Increases Experiential Perceptions of Material Goods.” *Society for Consumer Psychology*, Savannah GA, 2019

Rizvi, Shaheer, Sarah G. Moore, and Paul R. Messinger, “That’s So Sweet: Baby Cuteness Semantically Activates Sweetness to Increase Sweet Food Preference.” *Association for Consumer Research*, Dallas TX, 2018

A Discussion of Trust and Distrust in Word of Mouth (Roundtable). *Association for Consumer Research*, Dallas TX, 2018

Lafreniere, Katherine C., Sarah G. Moore, and Robert J. Fisher, “The Power of Pottymouth in Word-of-Mouth.” *Association for Consumer Research*, Dallas TX, 2018

Moore, Sarah G., Gopal Das, and Anirban Mukhopadhyay, “Textual Paralanguage and Emotional Contagion: Social Proof in the Online Transmission of Emotion.” *Society for Consumer Psychology*, Dallas TX, 2018
Association for Consumer Research – Asia Pacific, Ahmedabad India, 2019

CONFERENCE
PRESENTATIONS

Koo, K. B., Sarah G. Moore, and Jennifer J. Argo, “The Effect of Textual Parolanguage on Brand Warmth.”

Society for Consumer Psychology, Dallas TX, 2018

Weber, Virginia, Jennifer J. Argo, and Sarah G. Moore, “When Recommendations Go Wrong: The Impact of Egocentrism and Negative Feedback on Word of Mouth.”

Society for Consumer Psychology, Dallas TX, 2018

Wu, Eugenia C., Sarah G. Moore, and Gavan J. Fitzsimons, “Wine for the Table: Self-Construal and Choosing for Large Versus Small Groups.”

Association for Consumer Research, San Diego CA, 2017

Zemack-Rugar, Yael, Sarah G. Moore, and Gavan J. Fitzsimons, “Just Do It! Why Committed Consumers React Negatively to Assertive Ads.”

International Consumer Brand Relationships Conference, Porto Portugal, 2017

Bastos, Wilson and Sarah G. Moore, “The Broader Scope of the Experience Superiority—Just Listen!”

Society for Consumer Psychology, San Francisco CA, 2017

Association for Consumer Research, Berlin Germany, 2016

Kim, Soyoung, Sarah G. Moore, and Kyle B. Murray, “‘Don’t Buy’ or ‘Do Not Buy’? Negation Processing and Product Evaluations.”

Baker Retail Conference, Philadelphia PA, 2017

Society for Consumer Psychology, San Francisco CA, 2017

Association for Consumer Research, New Orleans LA, 2015

Kim, Soyoung, Sarah G. Moore, and Kyle B. Murray, “Warm Brands as Relationship Partners: The Dynamics between Social Exclusion, Brands, and Interpersonal Connections.”

Association for Consumer Research, Berlin Germany, 2016

Weber, Virginia, Sarah G. Moore, Jennifer J. Argo, and Rhiannon MacDonnell, “How Do I Love Thee and How Many People Should I Tell? How the Number of Guests at a Wedding Influences Love and Marriage Length.”

Association for Consumer Research, New Orleans LA, 2015

Moore, Sarah G., “Automated Textual Analysis.”

Association for Consumer Research, New Orleans LA, 2015

Lopez, Inès, Salvador Ruis de Maya, and Sarah G. Moore, “How Sharing Sensations Influences Product Evaluations.”

Association for Consumer Research, New Orleans LA, 2015

European Marketing Academy, Valencia Spain, 2014

Weber, Virginia, Sarah G. Moore, Rhiannon MacDonnell, and Jennifer Argo, “The Public Heart: The Impact of Sharing Emotions on Social Media.”

Association for Consumer Research, Baltimore MD, 2014

Association for Consumer Research, Chicago IL, 2013 (poster)

CONFERENCE
PRESENTATIONS

- Moore, Sarah G., “Material Words: How Sharing Material and Experiential Purchases Influences Self-Esteem.”
Association for Consumer Research, Baltimore MD, 2014
Society for Consumer Psychology, Miami FL, 2014.
- Moore, Sarah G., Yael Zemack-Rugar, and Gavan J. Fitzsimons, “Buy Now! Brand Relationships and Consumer Responses to Restrictive Advertising.”
Association for Consumer Research, Baltimore MD, 2014
Association for Consumer Research (Europe), Barcelona Spain, 2013
- Alexander, David L., and Sarah G. Moore, “Try It, You’ll Like It! The Downside of Positive Word of Mouth.”
Society for Consumer Psychology, Miami FL, 2014
Association for Consumer Research, Chicago IL, 2013
- Packard, Grant, Sarah G. Moore, and Brent McFerran, “Putting the Customer Second: Pronouns in Customer-Firm Interactions.”
Association for Consumer Research, Chicago IL, 2013
- Moore, Sarah G. “Action and Reaction Explanations in Word of Mouth.”
Association for Consumer Research, Chicago IL, 2013
Society for Consumer Psychology, San Antonio TX, 2013
- Moore, Sarah G. and Brent McFerran, “Linguistic Mimicry in Word of Mouth.”
Society for Consumer Psychology, Florence, Italy, 2012
Association for Consumer Research, St. Louis MO, 2011
- Moore, Sarah G. “Think Outside the Lab: Customer Service Emails.”
Association for Consumer Research, Vancouver BC, 2012
- Moore, Sarah G., Eugenia Wu, and Gavan J. Fitzsimons, “You’ve Got a (Bad) Friend in Me: Self-Construal and Strategic Selfishness in Communal Choice.”
Society for Consumer Psychology, Las Vegas NV, 2012.
Association for Consumer Research, St. Louis MO, 2011
- Moore, Sarah G., “Answering Why: How Explanations Influence Speakers.”
Society for Consumer Psychology, Atlanta GA, 2011
- Ferguson, Melissa, Sarah G. Moore, and Tanya L. Chartrand, “How the Implicit Pursuit of a Goal Influences Implicit Evaluations.”
Society Personality and Social Psychology, San Antonio TX, 2011
- Sarah G. Moore, Gavan J. Fitzsimons, and James R. Bettman, “Some Things are Better Left Unsaid: How Word of Mouth Influences the Speaker.”
Association for Consumer Research, Pittsburgh PA, 2009
- Wu, Eugenia C., Sarah G. Moore, and Gavan J. Fitzsimons, “Wow, This is Bad Wine! Dinner Out With Independent Self-Construal Consumers.”
Society for Consumer Psychology, San Diego CA, 2009
Association for Consumer Research, San Francisco CA, 2008

CONFERENCE
PRESENTATIONS

Moore, Sarah G. and Gavan J. Fitzsimons, "Ptolemy vs. Copernicus: Self-
Construal and Social Consumption."

Marketing Science, Vancouver BC, 2008

Association for Consumer Research, San Francisco CA, 2008

Gorn, Gerald J., Sarah G. Moore, Darren W. Dahl, Charles B. Weinberg, J-W.
Park, and Yuwei Jiang. "Condom Embarrassment: Coping and Consequences
for Use in Three Countries."

AIDS IMPACT, Marseilles France, 2007

Moore, Sarah G. and Gavan J. Fitzsimons, "Just Say No: Can Firms Enhance
Customer Happiness by Denying Their Requests?"

Association for Consumer Research, Memphis TN, 2007

Moore, Sarah G. and Gavan J. Fitzsimons, "What's Yours Is Mine: Self-
Construal and Reactance on Behalf of Others."

Association for Consumer Research, Orlando FL, 2006

INVITED TALKS

Seminars

Online Word-of-Mouth: Explaining, Swearing, and a Framework

University of Cincinnati, 2019

How Bundling Increases Experiential Perceptions of Material Goods

University of British Columbia, 2019

(I'm) Happy to Help (You): The Impact of Personal Pronoun Use in
Customer-Firm Interactions.

Behavioral Insights from Text Conference, University of Pennsylvania, 2018

Centre for Comparative Psycholinguistics, University of Alberta, 2017

Wine for the Table: Self-Construal and Choosing for Groups

Católica-Lisbon School of Business and Economics, 2017

(I'm) Happy to Help (You): The Impact of Personal Pronoun Use in
Customer-Firm Interactions

Koç University, Kümpem Retail Conference, 2017

'Don't Buy' or 'Do Not Buy'? Negation Processing and Product
Evaluations

Koç University, Kümpem Retail Conference, 2017

Pronoun Use in Customer-Firm Interactions

Católica-Lisbon School of Business and Economics, 2015

Material Words: Explaining Language in Word of Mouth

ING Global Colloquium, University of Connecticut, 2014

How Word-of-Mouth Influences the Storyteller

Cornell University, 2008

University of Alberta, 2008

Boston University, 2008
Ohio State University, 2008
University of Chicago, 2008
Dartmouth College, 2008
Vanderbilt University, 2008
Queen's University, 2008
Concordia University, 2008

Conferences

Research Skills Workshop: Text Analysis
Society for Consumer Psychology, 2018

Word of Mouth: A Micro-Psychological Perspective
Association for Consumer Research, 2014

Doctoral Consortia

Association for Consumer Research, 2012, 2014, 2017
Society for Consumer Psychology, 2014

How Word-of-Mouth Influences the Storyteller

Yale Center for Customer Insights Conference, 2010

John's Alumni Lecture Series, University of Alberta, 2010

Marketing Science Institute: The New Art and Science of Branding, 2009

SERVICE

PROFESSIONAL

Editorial Review Boards

Journal of Consumer Research, 2014-15, 2015-16, 2016-18, 2018-20

Associate Editor, February 2020-present

Journal of Marketing Research, 2014-16, 2016-18, 2018-20

Journal of Consumer Psychology, 2012-15, 2015-17, 2018-20

Grant Committees

Insight Development Grants Committee, 3B: Business and Management,
Social Sciences and Humanities Research Council of Canada (SSHRC), 2012

Conference Organizing

Association for Consumer Research

Associate Editor (2020)

Program Committee (2015, 2019)

Society for Consumer Psychology

Conference Co-Chair (2021)

Working Paper Co-Chair (2019)

Program Committee (2016)

International Conference on Language and Social Psychology

Local Organizing Committee (2018)

Reviewing

Journals

Journal of Marketing
Marketing Science
Management Science
Journal of the Association for Consumer Research
International Journal of Research in Marketing
Marketing Letters
Journal of Interactive Marketing
Journal of Experimental Social Psychology
Journal of Experimental Psychology (LMC)
Journal of Neuroscience, Psychology, and Economics
Canadian Journal of Administrative Sciences
International Journal of Public Opinion Research
Annals of Behavioral Medicine
Social Science Research
British Journal of Social Psychology

Conferences

Association for Consumer Research, 2007-present
Society for Consumer Psychology, 2008-present
European Marketing Academy, 2011-present

Grants/Competitions

ACR/Sheth Foundation Dissertation Grant
Clayton Dissertation Competition (*Marketing Science Institute*)
Hong Kong Research Grants Council
Israeli Science Foundation
Social Media Competition (*Marketing Science Institute*)

UNIVERSITY

General Faculties Council (2019-2022)
Graduate Scholarship Committee (2015-present)
Academy of SSHRC Reviewers (2013-present)
Signature Research Areas
- Artificial Intelligence For Society (University-wide; affiliate member)
- Digital Synergies (Faculty of Arts; affiliate member)
- Language, Communication, and Culture (Faculty of Arts; leadership team)

SCHOOL OF BUSINESS

Marketing Behavioural Lab Coordinator (2012-present)
Graduate Studies Policy Committee (2018-2019)
Canadian Business Leader Award Selection Committee (2018)
Alberta School of Business Strategic Planning Committee (2017)
Marketing Camp Planning Committee (2013, 2014)
Manitoba International Marketing Competition Faculty Advisor (2012-2014)
University Of Alberta Marketing Association Faculty Liaison (2010-2011)

TEACHING

COURSES TAUGHT

Undergraduate

Consumer Behaviour, University of Alberta (2015-present)
Introduction to Marketing, University of Alberta (2009-2012)
Directed Studies, University of Alberta (2011, 2013)
Marketing Management, Duke University (2007)

Graduate (MBA)

Consumer Behaviour, University of Alberta (2011-present)

Graduate (PhD)

Buyer Behaviour, University of Alberta (2015)
Current Research in Marketing, University of Alberta (2014)

Executive

Social Media and Competitive Intelligence, *Directors' Education Program*,
University of Alberta (2020)

Guest Lectures

PSYCO 305: Social Influence
(undergraduate) Instructor: Jennifer Passey (2012-2014)
NURS 574: Health Practice in Communities and Organizations
(graduate); Instructor: Lorraine Thirsk (2012)
BUS 716: Computer-Based Experiments for Behavioural Research
(graduate); Instructor: Gerald Haübl (2010)

THESIS COMMITTEES

Doctoral: Current

Feyzan Karabulut, marketing, University of Alberta (2024; co-supervisor)
Amir Sepheri, marketing, Western University (2022; committee)
Shaheer Rizvi, marketing, University of Alberta (2021; co-supervisor)
Kyobeom Koo, marketing, University of Alberta (2021; co-supervisor)
Nahid Ibrahim, marketing, University of Alberta (2021; committee)
Saurabh Rawal, marketing, University of Alberta (2021; committee)
Hyoseok Kim, marketing, University of Alberta (2021; committee)
Lei Jiang, management, University of Alberta (2021; committee)
Shuo Chen, marketing, University of Alberta (2020; committee)

Doctoral: Past

Katherine Lafreniere, marketing, University of Alberta (2019; co-supervisor)
Begüm Şener, marketing, Koç University (2019; committee)
Soyoung Kim, marketing, University of Alberta (2018; co-supervisor)
Virginia Weber, marketing, University of Alberta (2018; co-supervisor)
Qian (Claire) Deng, marketing, University of Alberta (2018; committee)
Muyu (Sarah) Wei, marketing, University of Alberta (2018; committee)
Jamin Blatter, psychology, University of Alberta (2016; committee)

Matthew Russell, psychology, University of Alberta (2016; committee)
Thomas Allard, marketing, University of British Columbia (2016; committee)
Ke (Christy) Tu, marketing, University of Alberta (2016; committee)
Ding (Allen) Tian, marketing, University of Alberta (2015; committee)
Utku Akkoc, marketing, University of Alberta (2015; committee)
Kristen Smirnov, marketing, University of Alberta (2013; committee)
Neil Brigden, marketing, University of Alberta (2013; committee)
Keri Kettle, marketing, University of Alberta (2011; committee)
Christian Schmid, marketing, University of Alberta (2010; committee)

Masters

Cory Tam, psychology, University of Alberta (2014; committee)
Muhammad Waqar, comp sci, University of Alberta (2014; committee)
Matthew Russell, psychology, University of Alberta (2013; committee)

GRANTS

A Spoonful of Sugar: Harnessing Fun to Increase Charitable Donations
Insight Development Grant, Social Sciences and Humanities Research Council of Canada, 2019 (\$57,066), with Jennifer Argo (co-applicant)

Hearts and Hashtags: The Effects of Emotion Labeling in Social Media
Winspear Senior Faculty Fellowship (Eric Geddes Professor of Business), 2019 (\$60,000)

Slanguage: The Use and Effects of Slang Terms in Consumer-to-Consumer and Firm-to-Consumer Online Communication
Insight Grant, Social Sciences and Humanities Research Council of Canada, 2019 (\$161,107), with Paul Messinger (co-applicant)

Material Words: How Word-of-Mouth Impacts Self-Esteem
Insight Development Grant, Social Sciences and Humanities Research Council of Canada, 2016 (\$50,130)

The Public Heart: The Impact of Sharing Emotions on Social Media
Insight Grant, Social Sciences and Humanities Research Council of Canada, 2014 (\$93,400), with Jennifer Argo (co-applicant)

Play it Again, Sam! Measuring and Assessing Volitional Re-consumption
Faculty Fellowship, Alberta School of Business, 2014 (\$15,000)

Try It, You'll Like It! The Downside of Positive Word of Mouth
Marketing Science Institute, 2014 (\$12,800), with David Alexander

“Don’t Buy” or “Do Not Buy”? Negation Processing and Product Evaluations
Faculty Fellowship, Alberta School of Business, 2013 (\$12,000)

Social Sharing of Emotion: Broadcasting versus Narrowcasting in Social Media
Research Operating Grant, Killam Research Fund, 2013 (\$7,000)
Office of the Vice-President (Research), University of Alberta, 2013 (\$7,500)

Corpus of Spontaneous Multimodal-Interactive Language
Research Cluster Grant, Kule Institute for Advanced Study, 2013 (\$20,000)

Linguistic Mimicry in Online Word of Mouth
Insight Development Grant, Social Sciences and Humanities Research Council of Canada, 2011 (\$34,600), with Brent McFerran (co-applicant)

You've Got a (Bad) Friend in Me: Consumer Choice for Others
Walmart Seed Grant, University of Alberta School of Retailing, 2011 (\$8,000)

How Word of Mouth Influences the Speaker
New Scholar Grant, Social Sciences and Humanities Research Council of Canada, 2010 (\$23,100)

Brand Personality and Consumer Response to Pushy Promotions
Walmart Seed Grant, University of Alberta School of Retailing, 2010 (\$8,000)

Consumer Response to Stockouts
Walmart Seed Grant, University of Alberta School of Retailing, 2009 (\$8,000)

AWARDS

Great Supervisor Award, *Faculty of Graduate Studies and Research* (2020)
Outstanding Reviewer Award, *Journal of Consumer Research* (2018)
Outstanding Reviewer Award, *Journal of Consumer Research* (2015)
Outstanding Research in Retailing, *University of Alberta School of Retailing* (2013)
Robert Ferber Award, *Journal of Consumer Research* (2012)
Outstanding Reviewer Award, *Canadian Journal of Administrative Sciences* (2011)
AMA-Sheth Doctoral Consortium Fellow (2008)
Doctoral Fellowship, *SSHRC* (2005-2007)
Graduate Fellowship, *Duke University* (2004-2009)