Abstract
Consumers regularly access user-generated content when making purchase decisions, and a growing proportion of this content is generated on smartphones rather than personal computers. The authors argue that because the use of smartphones (vs. PCs) leads consumers to write more succinctly and focus on the overall gist of the experiences they describe, consumers privilege the inclusion of emotional content on the device. Across six studies, including two field studies and four controlled experiments, the authors use both natural language processing tools and assessments made by human judges to analyze the linguistic characteristics of user-generated content. The findings show that the use of smartphones results in the creation of content that evinces more positive emotions and, to a lesser extent, more negative emotions than content generated by the use of PCs. The findings additionally show that the greater emotionality of smartphone-generated content is driven by the relative succinctness of the content rather than alternate mechanisms such as the timing of writing, differences in topical content, and user self-selection. Implications for research and practice are discussed.

Prof. Jeffrey Inman is the Albert Wesley Frey Professor of Marketing and Associate Dean of Research and Faculty at the Katz Graduate School of Business at the University of Pittsburgh. He is currently Editor-in-Chief of the Journal of Consumer Research. He is also Past-President of the Society for Consumer Psychology, on the Board of Directors for the American Marketing Association, and a former President of the Association for Consumer Research. His research focuses on consumer-relevant issues such as in-store choice, response to promotions, and the influence of technology on consumer behavior. He has over 50 journal publications across a variety of journals, including the Journal of Consumer Research, the Journal of Marketing Research, Marketing Science, and the Journal of Marketing. He has won the MSI/H. Paul Root, which is awarded to a Journal of Marketing article based on its contribution to the advancement of the practice of marketing. He and his wife, Sandy, and son, Michael, live in Sewickley, PA. He enjoys skiing, running, basketball, and video games.

All interested are welcome.