

## Articles

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### [Navigating by the Stars: Investigating the Actual and Perceived Validity of Online User Ratings](#)

Bart de Langhe, Philip M. Fernbach, Donald R. Lichtenstein

J Consum Res (2016) 42 (6): 817-833 DOI: <http://dx.doi.org/10.1093/jcr/ucv047> First published online: 10 September 2015 (17 pages)

[Abstract](#) [Full Text \(HTML\)](#) [Full Text \(PDF\)](#) [Supplementary Data](#) [Figures & data](#)

### [Amazonian Forests and Trees: Multiplicity and Objectivity in Studies of Online Consumer-Generated Ratings and Reviews, A Commentary on de Langhe, Fernbach, and Lichtenstein](#)

Robert V. Kozinets

J Consum Res (2016) 42 (6): 834-839 DOI: <http://dx.doi.org/10.1093/jcr/ucv090> First published online: 19 April 2016 (6 pages)

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### [Imperfect Progress: An Objective Quality Assessment of the Role of User Reviews in Consumer Decision Making, A Commentary on de Langhe, Fernbach, and Lichtenstein](#)

Itamar Simonson

J Consum Res (2016) 42 (6): 840-845 DOI: <http://dx.doi.org/10.1093/jcr/ucv091> First published online: 19 April 2016 (6 pages)

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### [Objective vs. Online Ratings: Are Low Correlations Unexpected and Does It Matter? A Commentary on de Langhe, Fernbach, and Lichtenstein](#)

Russell S. Winer, Peter S. Fader

J Consum Res (2016) 42 (6): 846-849 DOI: <http://dx.doi.org/10.1093/jcr/ucv092> First published online: 19 April 2016 (4 pages)

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### [Star Wars: Response to Simonson, Winer/Fader, and Kozinets](#)

Bart de Langhe, Philip M. Fernbach, Donald R. Lichtenstein

J Consum Res (2016) 42 (6): 850-857 DOI: <http://dx.doi.org/10.1093/jcr/ucv007> First published online: 19 February 2016 (8 pages)

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### [The Effects of Single-Serve Packaging on Consumption Closure and Judgments of Product Efficacy](#)

Veronika Ilyuk, Lauren Block

J Consum Res (2016) 42 (6): 858-878 DOI: <http://dx.doi.org/10.1093/jcr/ucv059> First published online: 13 November 2015 (21 pages)

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### [Wealth and Welfare: Divergent Moral Reactions to Ethical Consumer Choices](#)

Jenny G. Olson, Brent McFerran, Andrea C. Morales, Darren W. Dahl

J Consum Res (2016) 42 (6): 879-896 DOI: <http://dx.doi.org/10.1093/jcr/ucv096> First published online: 14 January 2016 (18 pages)

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## What Wins Awards Is Not Always What I Buy: How Creative Control Affects Authenticity and Thus Recognition (But Not Liking)

Francesca Valsesia, Joseph C. Nunes, Andrea Ordanini

J Consum Res (2016) 42 (6): 897-914 DOI: <http://dx.doi.org/10.1093/jcr/ucv093> First published online: 17 December 2015 (18 pages)

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## Products as Self-Evaluation Standards: When Owned and Unowned Products Have Opposite Effects on Self-Judgment

Liad Weiss, Gita Venkataramani Johar

J Consum Res (2016) 42 (6): 915-930 DOI: <http://dx.doi.org/10.1093/jcr/ucv097> First published online: 5 January 2016 (16 pages)

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## Performance Brand Placebos: How Brands Improve Performance and Consumers Take the Credit

Aaron M. Garvey, Frank Germann, Lisa E. Bolton

J Consum Res (2016) 42 (6): 931-951 DOI: <http://dx.doi.org/10.1093/jcr/ucv094> First published online: 28 December 2015 (21 pages)

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## For the Fun of It: Harnessing Immediate Rewards to Increase Persistence in Long-Term Goals

Kaitlin Woolley, Ayelet Fishbach

J Consum Res (2016) 42 (6): 952-966 DOI: <http://dx.doi.org/10.1093/jcr/ucv098> First published online: 5 January 2016 (15 pages)

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## The Hidden Cost of Personal Quantification

Jordan Etkin

J Consum Res (2016) 42 (6): 967-984 DOI: <http://dx.doi.org/10.1093/jcr/ucv095> First published online: 16 February 2016 (18 pages)

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## The Favor Request Effect: Requesting a Favor from Consumers to Seal the Deal

Simon J. Blanchard, Kurt A. Carlson, Jamie D. Hyodo

J Consum Res (2016) 42 (6): 985-1001 DOI: <http://dx.doi.org/10.1093/jcr/ucw005> First published online: 11 February 2016 (17 pages)

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## Choosing Between Two Evils: The Determinants of Preferences for Two Equally Goal-Inconsistent Options

Leilei Gao, Yanjie Li, Robert S. Wyer Jr.

J Consum Res (2016) 42 (6): 1002-1012 DOI: <http://dx.doi.org/10.1093/jcr/ucw002> First published online: 21 January 2016 (11 pages)