



# Journal of Consumer Research

An Interdisciplinary Bimonthly

## Articles

**1178 Consumer and Object Experience in the Internet of Things: An Assemblage Theory Approach**

*Donna L. Hoffman, Thomas P. Novak*

**1205 The Effect of an Interruption on Risk Decisions**

*Daniella M. Kupor, Wendy Liu, On Amir*

**1220 How the Intention to Share Can Undermine Enjoyment: Photo-Taking Goals and Evaluation of Experiences**

*Alixandra Barasch, Gal Zauberan, Kristin Diehl*

**1238 Happy Wife, Happy Life: Food Choices in Romantic Relationships**

*Jonathan Hasford, Blair Kidwell, Virginie Lopez-Kidwell*

**1257 When Public Recognition for Charitable Giving Backfires: The Role of Independent Self-Construal**

*Bonnie Simpson, Katherine White, Juliano Laran*

**1274 Automated Text Analysis for Consumer Research**

*Ashlee Humphreys, Rebecca Jen-Hui Wang*

**1307 Multistage Decision Processes: The Impact of Attribute Order on How Consumers Mentally Represent Their Choice**

*Rom Y. Schrift, Jeffrey R. Parker, Gal Zauberan, Shalena Srna*

**1325 Creating a Consumable Past: How Memory Making Shapes Marketization**

*Katja H. Brunk, Markus Giesler, Benjamin J. Hartmann*

**1343 Digital Goods Are Valued Less Than Physical Goods**

*Ozgun Atasoy, Carey K. Morewedge*

**1358 Going against the Flow: The Effects of Dynamic Sensorimotor Experiences on Consumer Choice**

*Mina Kwon, Rashmi Adaval*

**1379 When Two Wrongs Make a Right: Using Conjunctive Enablers to Enhance Evaluations for Extremely Incongruent New Products**

*Theodore J. Noseworthy, Kyle B. Murray, Fabrizio Di Muro*