

**Matthew Hall**  
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## **EDUCATION**

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<b>Doctor of Philosophy, Marketing</b> University of Nebraska-Lincoln	<i>May 2020 (expected)</i>
<b>Master of Business Administration</b> Washburn University, Topeka, KS	<i>May 2015</i>
<b>Bachelor of Business Administration, Marketing</b> <b>Bachelor of Arts, Kinesiology (Sport Management)</b> Washburn University, Topeka, KS	<i>May 2011</i> <i>May 2011</i>

## **Ph.D. DISSERTATION**

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**Title:**           **Sharing Experiences in the Attention Economy: How Attention Received from Sharing Enhances Experience Satisfaction**

**Co-Chairs:**    Les Carlson and Jamie D. Hyodo

**Committee:**   James W. Gentry, Calvin Garbin (Department of Psychology),  
                          Alixandra Barasch (Stern School of Business, New York University)

**Status:**        Successfully defended dissertation proposal on April 12, 2019

### **Overview:**

While consumers derive numerous interpersonal and intrapersonal benefits from sharing their experiences, little research has examined how the sharing process influences their evaluations of the experience itself. In my dissertation, I leverage theory on the value of human attention to demonstrate that consumers derive enhanced satisfaction from experiences that attract the attention of others after sharing. This occurs because receiving attention is a positive signal about one's social status, meaning attention received after sharing an experience leads to increased social self-esteem. These enhanced social self-perceptions increase the social value derived from the experience, and thus increasing satisfaction (relative to initial satisfaction). Interestingly, this effect is observed even when such attention is not explicitly affirming or positive in nature (i.e., unvalenced attention in the form of views or clicks), and thus is non-diagnostic about the quality of the experience. Finally, my dissertation examines how the effect of received attention on experience satisfaction is influenced by consumers' initial motives for consuming the experience. Because consumers with strong intrinsic consumption motives (i.e., high experiential involvement) derive more enjoyment from the experience itself, I propose that such consumers will be less likely to shift their evaluations after receiving attention.

## RESEARCH INTERESTS

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Consumer behavior: social influence, experiential consumption, social media, word of mouth

## SUBMITTED PAPERS

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**“When Likes Lead to Liking: How Attention Received from Sharing Enhances Experience Satisfaction”** (based on dissertation), Matthew J. Hall, Jamie D. Hyodo and Alixandra Barasch.  
*Status:* Under review at the *Journal of Consumer Research*

## WORKING PAPERS

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**“I Should Have Tried That’: The Risks of Serving Growth-Minded Consumers in an Increasingly DIY Marketplace,”** Matthew J. Hall and Jamie D. Hyodo.  
*Status:* Preparing for resubmission (reject and resubmit) to the *Journal of Consumer Psychology*.

**“Examining Consumption Consequences of Rejected Recommendations,”** Matthew J. Hall, Jamie D. Hyodo and Kirk Kristofferson.  
*Status:* Data collection is complete. The manuscript is in the final stages of preparation for submission to the *Journal of Consumer Research*.

**“The Dark Side of Experiential Sharing: How Inferences about Others’ Sharing Motives Drive Consumer Judgments,”** Matthew Hall and Daniel Zane.  
*Status:* 3 studies complete. Targeting submission to the *Journal of Consumer Research*.

**“How Consumption Motives Influence the Effect of Social Feedback on Experiential Satisfaction”** (based on dissertation), Matthew J. Hall and Les Carlson.  
*Status:* 2 studies complete. Targeting submission to the *Journal of Marketing Research*.

**“How Attention Received Online Enhances the Spotlight Effect Offline,”** Matthew J. Hall.  
*Status:* 2 studies complete. Targeting submission to the *Journal of Consumer Psychology*.

## CONFERENCE PAPERS AND PRESENTATIONS

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(\* Denotes presenter)

**Hall, Matthew J.**, and \*Jamie D. Hyodo (2019), “The Risks of Serving Growth-Minded Consumers in an Increasingly DIY Marketplace,” *CBSig Conference*, Bern, Switzerland.

\***Hall, Matthew J.**, Jamie D. Hyodo, and Kirk Kristofferson (2019), “You Didn’t Take my Advice? Examining Social and Product-Related Outcomes of Rejected Recommendations,” *Society for Consumer Psychology Conference*, Savannah, Georgia.

\***Hall, Matthew J.**, and Jamie D. Hyodo (2018), “If No One Saw It on Instagram, Was It Any Good? Examining Received Attention as a Social Benefit of Experiential Consumption,” *Association for Consumer Research Conference*. 46. Dallas, Texas.

\*Hall, Matthew J., and Jamie D. Hyodo (February 2018), “‘I Thought People Would Be Stoked on Me’: The Effect of Received Attention on Purchase Satisfaction,” *Society for Consumer Psychology*. Dallas, Texas.

\*Hall, Matthew J., and Jamie D. Hyodo (2017), “Is My Failure Your Problem? Examining Carryover Effects of Prior Consumer Failure on Customer Satisfaction,” *Association for Consumer Research Conference*. 45. San Diego, California.

\*Hall, Matthew J., and Xin Zhao (2016), “Perpetual Dispossession: An Exploration of Ownership without Possession,” *Advances in Consumer Research*, 44, Berlin, Germany: Association for Consumer Research.

## **OTHER RESEARCH PRESENTATIONS**

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\*Hall, Matthew J., and Jamie D. Hyodo (2017), “Is My Failure Your Problem? Examining Carryover Effects of Prior Consumer Failure on Customer Satisfaction,” *Mittelstaedt Symposium*. University of Nebraska-Lincoln.

## **TEACHING EXPERIENCE**

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**Principles of Marketing** *Spring 2016, Summer 2016, Fall 2017*

- Course Description: This course (requirement for business majors) is a general overview of marketing institutions, processes, and systems. It includes customer attributes and behavioral characteristics, and how a marketing manager responds to these in the design of marketing strategies.
- Instructor Evaluations: 4.67 out of 5 (Spring 2016); 4.51 out of 5 (Summer 2016); 4.72 out of 5 (Fall 2017)

**Marketing Channels Management** *Fall 2016*

- Course Description: This course covers basic concepts used in analyzing marketing channels, identifying issues in designing channels, managing them effectively, and evaluating their performance.
- Instructor Evaluation: 4.67 out of 5 (Fall 2016)

**Contemporary Marketing (online)** *Summer 2017, Summer 2018*

- Course Description: This course (requirement for business minors) is a general overview of marketing institutions, processes, and systems. It includes customer attributes and behavioral characteristics, and how a marketing manager responds to these in the design of marketing strategies.
- Instructor Evaluation: 4.30 out of 5 (Summer 2017); 4.04 out of 5 (Summer 2018)

**Sport and Event Marketing** *Spring 2018*

- Course Description: This course focuses on the development, promotion, and implementation of various forms of consumer experiences.
- Instructor Evaluation: 4.51 out of 5

## **Marketing Analytics**

*Upcoming in Fall 2019*

- Course Description: This course is an introduction to analytical methods of marketing analysis using data-based cases. It includes the development and interpretation of choice models, clustering and mixture regression models, conjoint analysis, and data visualization. Applications are in the areas of customer value assessment, segmentation, targeting, brand positioning, new product development, and resource allocation.

## **HONORS AND AWARDS**

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- AMA-Sheth Foundation Doctoral Consortium Fellow (2019)
- University of Nebraska – Marketing Department Graduate Teaching Award (2018-19)
- University of Nebraska – Marketing Department Graduate Student Service Award (2018-19)
- University of Nebraska – College of Business Outstanding Research Assistant (2017-18)
- University of Nebraska – College of Business Graduate Teaching Assistant Award (2017-18)
- University of Nebraska – Marketing Department Graduate Research Award (2017-18)

## **SERVICE EXPERIENCE**

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- Reviewer for American Marketing Association Conference (Summer 2017)
- Reviewer for Association for Consumer Research Conference (2017-Present)
- Reviewer for Society of Consumer Psychology Winter Conference (2018-Present)
- Mittelstaedt Symposium Master of Ceremonies (2018; 2019)
- UNL Marketing PhD Student Social Committee Chair (2017-Present)

## **RELEVANT COURSEWORK**

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- Marketing Department seminars: Consumer Behavior; Marketing and Public Policy; Strategic Marketing; Marketing Channels; Measurement and Scale Development; Qualitative Research Methods
- Outside coursework: Seminar in Social Psychology; Decision Making; Research Design and Analysis; Exploratory Data Analysis; Mixed Methods Research; Survey Research Methods

## **INDUSTRY EXPERIENCE**

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**Washburn University, Topeka, KS**

*2011-2015*

*Admissions Counselor*

- Promoted the university to prospective students.
- Engaged in customer relationship management with nearly 400 clients.
- Designed, promoted, implemented, and evaluated promotional and student affairs events.

## **PROFESSIONAL ASSOCIATIONS**

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- Association for Consumer Research; American Marketing Association; Society for Consumer Psychology

## **REFERENCES**

### **Dr. Les Carlson**

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### **Dr. Kirk Kristofferson**

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### **Dr. Alixandra Barasch**

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