One of the most important trends in today’s marketplace is consumers’ increased reliance on smartphones not only as a communication device but also as a central platform for accessing information, entertainment and other consumption activities—the so-called “mobile revolution.” It is therefore surprising that the psychology of mobile consumption has received so little attention in the consumer behavior literature. The purpose of my dissertation is to address this void by examining what is fundamentally different about the psychology of smartphone use. The dissertation consists of two complementary essays. In the first essay I investigate why smartphones appear to be so addictive to consumers. I advance the hypothesis that this is in part because smartphones fulfill the role of “attachment objects” for consumers. That is, smartphones are now used by consumers in much the same way as pacifiers or security blankets are used by children—which I refer to as the Adult Pacifier Hypothesis. Consistent with this hypothesis, results from two controlled lab experiments show that relative to a comparable device such as one’s personal computer, engaging with one’s smartphone provides a greater sense of comfort as well as faster recovery from a stressful situation, both of which are defining characteristics of attachment objects. Also consistent with this hypothesis, a third study shows that the drive to use one’s smartphone becomes especially pronounced among consumers who have recently quit smoking—that is, consumers who are particularly susceptible to anxiety and stress. Additional studies for this first essay are in the planning stages. In the second essay I document an important consequence of consumers’ increased reliance on their smartphones: its impact on user-generated content. Across six studies I show that using one’s smartphone results in the generation of online content that is significantly more emotional compared to content generated on PCs. I demonstrate this phenomenon through both analyses of field data (from UrbanSpoon as well as Twitter) and controlled experiments. Overall, I hope that that the initial insights from my dissertation will help pave the way for a comprehensive body of research on the psychology of the mobile consumer and its marketing implications.
RESEARCH INTERESTS

- Mobile Consumer Behavior
- Digital and Social Media Marketing
- Role of Affect in Consumer Psychology

PUBLICATIONS AND MANUSCRIPTS UNDER REVIEW

- **Melumad, Shiri**, J. Jeffrey Inman and Michel Tuan Pham, “Smartphone-Generated Content as Emotional Expression,” revision invited by *Journal of Marketing Research*. (Based on 2nd essay of dissertation)
- **Melumad, Shiri**, Daniel He and Michel Tuan Pham, “The Pleasure of Liking (and Disliking),” revision invited by *Journal of Consumer Research*.

RESEARCH-IN-PROGRESS

- “Understanding the Psychology of Smartphone Usage: The Adult Pacifier Hypothesis,” with Michel Tuan Pham (Based on 1st essay of dissertation)
- “What Are You Tweeting About? How Smartphone Usage Impacts Preferences in Social Media,” with Robert J. Meyer

HONORS AND GRANTS

- Jerome A. Chazen Institute for Global Business Fifth Year Doctoral Research Proposal Grant ($5,000), 2016
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2015
- Luxury Education Foundation Scholarship ($14,000), 2014
- University of Houston Doctoral Symposium, Department Representative, 2014
- Institute on Asian Consumer Insight Grant ($23,000), 2013
- Graduate Student Fellowship, Columbia Business School, 2011-present
- Columbia University Dean's List, 2009-2011

CONFERENCE PRESENTATIONS

- **Melumad, Shiri**, J. Jeffrey Inman and Michel Tuan Pham, “Smartphone-Generated Content as Emotional Expression,” Special Session on “Advances in Mobile Consumer Behavior,” *Association for Consumer Research*, October 2015, New Orleans (Also session organizer and chair)
- **Melumad, Shiri**, Daniel He and Michel Tuan Pham, “The Pleasure of Liking (and Disliking),” *Society for Consumer Psychology*, March 2014, Miami
- **Melumad, Shiri**, Daniel He and Michel Tuan Pham, “The Pleasure of Liking (and Disliking),” *University of Houston Doctoral Symposium*, April 2014, Houston
INVITED TALKS

• IDC Herzliya, Israel, December 2015
• Technion Israel Institute of Technology, Israel, December 2015

TEACHING INTERESTS

• Digital and Social Media Marketing
• Consumer Behavior
• Principles of Marketing
• Marketing Management and Strategy
• Marketing Research

TEACHING ASSISTANTSHIPS

• “Advertising, Branding and Creativity” (MBA), Gita V. Johar and Matthias Birk, Spring 2014
• “Strategic Consumer Insight” (MBA), Michel Tuan Pham, Spring 2012
• “Introduction to Marketing” (School of Continuing Education), Ricardo Montoya, Summer 2011

OTHER EXPERIENCE

• Clicktale, Ongoing research collaboration, January 2016-present
• The Smithsonian’s Cooper-Hewitt National Design Museum, Communications & Marketing internship, Summer 2010
• Weil, Gotshal & Manges LLP, Internship, Summer 2008

SERVICE TO SCHOOL AND TO THE FIELD

• Graduate student representative, Behavioral Research Lab Committee, Columbia University Graduate School of Business, 2014-present
• Ad hoc reviewer, PLOS ONE, 2016
• Trainee reviewer, Journal of Consumer Research, 2016
• Ad hoc reviewer, Association for Consumer Research, 2015
• Contributor, Case study on conjoint analysis in Apple vs. Samsung lawsuit, 2014
• Research assistant, Marketing Division, Columbia University Graduate School of Business, 2011-present

LANGUAGES

• English: Native speaker
• Hebrew: Native speaker
<table>
<thead>
<tr>
<th>COURSE</th>
<th>PROFESSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic Analysis</td>
<td>Bogachen Celen</td>
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<tr>
<td>Economic Analysis II</td>
<td>Bogachen Celen</td>
</tr>
<tr>
<td>Economic Analysis III</td>
<td>Bogachen Celen</td>
</tr>
<tr>
<td>Mathematical Methods</td>
<td>Awi Federgruen</td>
</tr>
<tr>
<td>Mathematical Methods II</td>
<td>Marcelo Olivares</td>
</tr>
<tr>
<td>Applied Regression Analysis</td>
<td>Elizabeth Tipton</td>
</tr>
<tr>
<td>Applied Multivariate Statistics</td>
<td>Kamel Jedidi</td>
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<tr>
<td>Analytical Models</td>
<td>Miklos Sarvary</td>
</tr>
<tr>
<td>Empirical Models in Marketing</td>
<td>Oded Netzer</td>
</tr>
<tr>
<td>Methods of Empirical Research</td>
<td>Carey Cooper</td>
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<td>Research Methods</td>
<td>Eric Abrahamson</td>
</tr>
<tr>
<td>Experimental Design &amp; Analysis for Behavioral Research</td>
<td>Michel Tuan Pham</td>
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<tr>
<td>Experimental Design &amp; Linear Models</td>
<td>Matthew Johnson</td>
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<tr>
<td>Marketing, Decisions &amp; Methods</td>
<td>Donald Lehmann</td>
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<td>Bridging Behavioral Decision Research &amp; Marketing Science</td>
<td>Ran Kivetz</td>
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<td>Consumer Behavior I – Information Processing</td>
<td>Daniel Bartels</td>
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<td>Michel Tuan Pham</td>
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<td>Psychology of Culture &amp; Diversity</td>
<td>Valerie Purdie-Vaughns</td>
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REFERENCES

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