

**ASHLEE HUMPHREYS**  
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Integrated Marketing Communications  
Medill School of Journalism  
Northwestern University

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Evanston, IL 60208

## **EDUCATION**

**Ph.D.**, Marketing, Kellogg School of Management, Northwestern University.

**B.A.**, Economics, Philosophy, Northwestern University.

## **EMPLOYMENT**

Northwestern University  
Medill School of Journalism, Media, and Integrated Marketing Communications  
*Associate Professor, September 2015 to present*  
*Assistant Professor, September 2008 to 2015*  
Kellogg School of Management, Joint Appointment  
*Associate Professor, January 2019 to present*

## **BOOK**

Humphreys, Ashlee (2016), *Social Media: Essential Principles*, Oxford University Press.  
2<sup>nd</sup> edition, forthcoming.

## **ONGOING**

Digital Satisfaction Index, <https://www.performics.com/about-us/intent-lab/>

## **JOURNAL PUBLICATIONS**

Huff, Aimee, Ashlee Humphreys and Sarah Wilner, (2021), “The Politicization of Objects: Meaning and Materiality in the U.S. Cannabis Market,” *Journal of Consumer Research*.

Humphreys, Ashlee, Mathew Isaac, and Becky Hui-Jen Wang, (2020), “Construal Matching in Online Search: Applying Text Analysis to Illuminate the Consumer Decision Journey,” *Journal of Marketing Research*.

Berger, Jonah, Ashlee Humphreys, Stephan Ludwig, Wendy Moe, and David Schweidel, (2020), “Uniting the tribes: Using Text for Marketing Insight,” *Journal of Marketing*, 84(1), pp.1-25.

- Corciolani, Matteo, Kent Grayson, and Ashlee Humphreys, (2020), "Do more experienced critics review differently?: How field-specific cultural capital influences the judgments of cultural intermediaries." *European Journal of Marketing* 54, no. 3 (2020): 478-510.
- Carpenter, Gregory S. and Ashlee Humphreys (2019), "What the Wine Industry Understands About Connecting with Consumers," *Harvard Business Review*, March 5, 2019. <https://hbr.org/2019/03/what-the-u-s-wine-industry-understands-about-connecting-with-customers>.
- Humphreys, Ashlee and Gregory S. Carpenter (2018), "Status Games: Market Driving Through Social Influence in the U.S. Wine Industry," *Journal of Marketing*, <https://doi.org/10.1509/jm.16.0179>
- Humphreys, Ashlee and Rebecca Jen-Hui Wang (2017), "Automated Text-Analysis for Consumer Research," *Journal of Consumer Research*, Volume 44, Issue 6, 1 April 2018, Pages 1274–1306.
- Humphreys, Ashlee and Craig J. Thompson (2014), "Branding Disaster: Reestablishing Trust through the Ideological Containment of Systemic Risk Anxieties," *Journal of Consumer Research*, 44 (4) (lead article).
- Humphreys, Ashlee (2014), "How is Sustainability Structured?: The Discursive Life of Environmentalism," *Journal of Macromarketing*, 34 (3).
- Humphreys, Ashlee and Kathy LaTour (2013), "Framing the Game: Assessing the Impact of Cultural Representations on Consumer Perceptions of Legitimacy," *Journal of Consumer Research*, 40 (4).
- Humphreys, Ashlee (2010), "Semiotic Structure and the Legitimation of Consumption Practices: The Case of Casino Gambling," *Journal of Consumer Research*, 37 (3), 490-510.
- Humphreys, Ashlee (2010), "Megamarketing: The Creation of Markets as a Social Process," *Journal of Marketing*, 74 (2), 1-19 (lead article).
- Humphreys, Ashlee and Kent Grayson (2008), "The Intersecting Roles of Consumer and Producer: A Critical Perspective on Co-Production, Co-Creation and Prosumption," *Sociology Compass*, 2, 1-18.
- Humphreys, Ashlee (2006), "The Consumer as Foucauldian 'Object of Knowledge,'" *Social Science Computer Review*, 24 (3), 296-309.

## **CONTRIBUTION STATEMENT**

My research concerns *how institutions shape consumer norms, values, and practices*. My contributions to consumer behavior come from using institutional theory and the method of automated text analysis to investigate market emergence. In “Semiotic Structure and the Legitimation of Consumption Practices: The Case of Casino Gambling,” (*Journal of Consumer Research*, 2010), I investigate the cultural process by which consumption practices are legitimated over time. Through text analysis of newspaper reporting, I show that a gradual change in the language used to discuss casino gambling paved the way for market emergence. This work won the Sidney J. Levy award for outstanding work in CCT in 2010. In “Megamarketing: Market Creation as a Social Process,” published in the *Journal of Marketing* (2010), I complement this approach by applying these insights to understand megamarketing. This research was published as the lead article in the *Journal of Marketing* and was runner-up for the Harold H. Maynard Award for best article of the year.

With Kathy LaTour, I extend this understanding to individual cognitive structures to understand how media framing shapes perceptions of legitimacy on an implicit, individual level (Humphreys and LaTour 2013). In “Branding Disaster: Reestablishing Trust through the Ideological Containment of Systemic Risk Anxieties,” with Craig Thompson, we show how this process contains consumer anxieties about risk following a crisis, in a comparative analysis of the Exxon vs. BP oil spills (Humphreys and Thompson 2014) that innovates by adding visual content analysis. This article was selected as lead article in the *Journal of Consumer Research*.

My current work continues to investigate market emergence and change, but has expanded to include the areas of social media and sustainability. I also continue to be a leader in the method of automated text analysis in consumer research by publishing and leading workshops and seminars for scholars in both consumer psychology and CCT.

## **BOOK CHAPTERS**

Carpenter, Greg and Ashlee Humphreys (forthcoming), “If it’s Famous, It Must Be Good; The Social Construction of Brand Value in the US Wine Market,” *Routledge Handbook of Wine and Culture*, ed. Jennifer Smith-Maguire.

Humphreys, Ashlee (2019), “Consumer Behavior and E-Commerce,” *Handbook for Marketing Strategy*, ed. Bodo Schlegelmilch and Russell Winer.

Humphreys, Ashlee. (2019) “Automated Text Analysis” In *Handbook of Market Research*. Homburg C., Klarmann M., Vomberg A. (eds). New York, NY: Springer.

Humphreys, Ashlee (2017), “Social Media,” *Routledge Handbook of Consumer Behavior*, Tina Lowrey and Michael Solomon eds.: London: Routledge.

Humphreys, Ashlee (2010), “Co-Producing Experiences,” in *Medill on Media Engagement*, Edward Malthouse and Abe Peck, eds. New York: Pine Forge Press.

Humphreys, Ashlee (2009), "Stacking the Deck: Gambling in Film and the Legitimation of Casino Gambling," in *Explorations in Consumer Culture Theory*, John F. Sherry and Eileen Fischer, eds. New York: Routledge.

## OTHER PUBLICATIONS

Carpenter, Gregory and Ashlee Humphreys, "What the Wine Industry Understands About Connecting with Consumers," *Harvard Business Review*, March 3, 2019, <https://hbr.org/2019/03/what-the-u-s-wine-industry-understands-about-connecting-with-customers>.

Humphreys, Ashlee and Mathew S. Isaac, "The Development of a Digital Satisfaction Scale (DSS) and Index (DSI) to Evaluate Consumers' Satisfaction with Their Online Experiences," Chicago, IL: Intent Lab. Available at: <http://www.performics.com/about/digital-satisfaction-index/>.

Foerstner, Abigail, Ashlee Humphreys, and Ellen Shearer (2013), "Energizing Media Coverage of Energy Issues: The Impact of Different Reporting Frames on Audience Engagement and Understanding," Washington, DC: Lounsbery Foundation.

Humphreys, Ashlee (2012), "Megamarketing" in *Encyclopedia of Management*, Volume 9, Marketing, New York: Wiley.

Humphreys, Ashlee (2010), "Advertising," in *World Book Encyclopedia*. Chicago, IL: World Book.

## WORKS IN PROGRESS

"Shifting the Shape: Strategic Shaping and the Symbolic Management of Risk," with Matteo Corciolani, Elisa Giuliani, Ashlee Humphreys, Dalli Daniele, and Annamaria Tuan (submitted the *Academy of Management Journal*)

Humphreys, Ashlee with Andrew Smith, "Professional Contests and the Institutionalization of Social Media" (2<sup>nd</sup> Round, *Journal of Marketing*)

Humphreys, Ashlee, "The Access/Ownership Distinction in Everyday Consumption Practices," (draft available).

Humphreys, Ashlee, "Do Brands Like Us? The Perceived Liking of the Brand for the Self and Brand Attraction" with Lora Harding (manuscript in preparation).

Humphreys, Ashlee and Mathew S Isaac, "Digital Satisfaction," (draft available).

## **REFEREED PROCEEDINGS**

Huff, Aimee, Ashlee Humphreys and Sarah Wilner, (2018) "Markets and Meaning: The Role of Product Form in Legitimacy, the case of Marijuana," *Advances in Consumer Research*, Vol. 43.

Giuliani, Elisa, A Humphreys, D Dalli, A Tuan, M Corciolani (2018), "Strategic CSR Framing by Firms in Emerging Markets," *Academy of Management Proceedings* 2018 (1), 15922

Humphreys, Ashlee and Kathy LaTour (2011), "Together We Stand, Divided We Fall: Categorization and the Process of Legitimation," *Advances in Consumer Research*, Vol. 39, 172-176.

Harding, Lora and Ashlee Humphreys (2010), "Self-Brand Attraction: An Interpersonal Attraction Approach to Brand Relationships," *Advances in Consumer Research*, Vol. 37, 68-69.

Humphreys, Ashlee and Robert V. Kozinets (2009), "The Construction of Value in Attention Economies," *Advances in Consumer Research*, Vol. 36, 689.

Humphreys, Ashlee (2009), "Legitimation and Semiotic Structure," *Advances in Consumer Research*, Vol. 36, 135-138.

Mick, David Glen and Ashlee Humphreys (2008), "Consumer Freedom from Consumer Culture Theory Perspectives," *Advances in Consumer Research - North American Conference Proceedings*, Vol. 35, 18-19.

Humphreys, Ashlee (2008), "Understanding Collaboration and Collective Production: New Insights on Consumer Co-Production," *Advances in Consumer Research*, Vol. 35, 63-66.

Humphreys, Ashlee and Markus Giesler (2007), "Access Versus Ownership in Consumer Research," *Advances in Consumer Research*, Vol. 34, 696-698.

## **ACADEMIC CONFERENCE PRESENTATIONS**

"Markets and Meaning: The Role of Product Form in Legitimacy, the case of Marijuana," Austin, TX. October 2018.

"The Politicization of Objects," Consumer Culture Theory Conference, Odense, Denmark, July 2018.

"Professional Contests and the Institutionalization of Social Media," Baltimore, MD, October 2014.

- “Wine Worlds,” European Marketing Association Conference, Istanbul, Turkey, July 2013.
- “Sustainability and Social Class,” European Association of Consumer Research, Barcelona, Spain, June 2013.
- “Oil Spills as Disaster Myths: Grotesque Realism in Postmodern Consumer Culture,” Consumer Culture Theory Conference, Oxford University, August 2012.
- “Consumer Culture Theory in Marketing Research,” American Marketing Association Winter Educator’s Conference, Las Vegas, NV, February 2011.
- “The Discursive Life of Environmentalism,” Consumer Culture Theory Conference, Evanston, IL, August 2011.
- “Together We Stand, Divided We Fall: Categorization and the Process of Legitimation,” Association for Consumer Research, St. Louis, MO, October 2010.
- “Legitimacy and the Cultural Diffusion of Casino Gambling, 1976-2006,” Association for Consumer Research, San Francisco, CA, October 2008.
- “Attention Economies and the Construction of Value: The Case of YouTube,” with Robert V. Kozinets, Association for Consumer Research, San Francisco, CA, October 2008.
- “Attention Economies and the Construction of Value: The Case of YouTube,” with Robert V. Kozinets, International Communication Association, Montreal, Quebec, May 2008.
- “Consumer Freedom from Consumer Culture Theory Perspectives,” with David Mick, Association for Consumer Research, Memphis, TN, October 2007.
- “Managing Co-production: The Case of Wikipedia,” with Kent Grayson, Association for Consumer Research, Memphis, TN, October 2007.
- “Philosophy and Consumption: Discussions on Trust and Brands,” with Shona Bettany, Susan Dobscha, Marcus Giesler, Kent Grayson, Ashlee Humphreys, Krittinee Nuttavuthisit, Rob Kleine, Jonathan Schroeder, Alladi Venkatesh, Clara Gustafsson, Association for Consumer Research, Memphis, TN, October 2007.
- “Stacking the Deck: Gambling in Film and the Legitimization of Casino Gambling,” Consumer Culture Theory Conference, Toronto, ON, May 2007.
- “The Access/Ownership Distinction in the Media Marketplace,” with Markus Giesler, Association for Consumer Research, Orlando, FL, October 2006.

“The Access/Ownership Distinction in Consumer Behavior,” Session Chair, Association for Consumer Research, Orlando, FL, October 2006.

“Commodity Fission,” Circulations Conference, York University, March 2005.

## **INVITED TALKS**

“Automated Text Analysis,” 11th Triennial Invitational Choice Symposium, Cambridge, MD, May 2019.

“The Politicization of Objects,” Pontifical Catholic University of Chile, April 2019.

“The Politicization of Objects,” Guelph University, Guelph, ON, March 2019.

“Automated Text Analysis and Social Media,” University of Manitoba, February 2019.

“The Emergence of Social Media as a Professional Field,” MORS, Kellogg School of Management, September 2018, Northwestern University.

“Digital Satisfaction Index (DSI),” Marketing Science Institute Trustees Meeting, November 2016, San Francisco.

“Levels of Analysis and Matching Theory with Data,” Association of Consumer Research Doctoral Consortium, October 2016, Berlin, Germany.

“The Discursive Life of Environmentalism...and what it means for Corporate Social Responsibility,” University of Wyoming, Laramie, Wyoming, August 2016.

“Publishing Sociological Research in Marketing,” Macromarketing Doctoral Consortium, July 2016, Dublin, Ireland.

“Professional Contests and the Emergence of Social Media as an Institutional Field,” York University, Toronto, Canada, May 2016.

“The Emergence of Social Media as an Institutional Field,” Kern Conference, April 2016, Rochester, NY.

“Professional Contests and the Emergence of Social Media as an Institutional Field,” Concordia University, Montreal, Canada, March 2016.

“The Emergence of Social Media as an Institutional Field,” SKEMA, Lille, France, December 2015.

“Market Creation as a Social Process,” Marketplace Mutations: New Perspectives on Consumer and Firm Behaviors that are Transforming the Market,” Wilfred Laurier University, Waterloo, ON, May 2015.

“Writing the Book on Social Media: The Legitimation of Social Media as a Professional Field,” 3<sup>rd</sup> Annual Digital Marketing Conference, Jinan University, Guangzhou, China, May 2015.

“Writing the Book on Social Media: The Legitimation of Social Media as a Professional Field,” HEC Paris Marketing Camp, Paris, France, April 2015.

Automated Content Analysis in Marketing Research, Association of Consumer Research, Baltimore, MA, October 2014.

Consumption and Markets Workshop, “Oil Spills as Disaster Myths,” University of California, Irvine, Irvine, CA, March 2014.

Qualitative Data Analysis Workshop, “Macro Approaches to Data Collection,” Tucson, AZ, June 2013.

Kellogg Attitudes Motivation Processes Group (KAMP), “Framing the Game,” Kellogg School of Management, Evanston, IL, April 2013.

Thought Leaders in Services Management, “Consumer Perceptions of Service Constellations: Implications for Service Innovation,” Nijmegen, Netherlands, June 2012.

Chicago Consumer Culture Community (C4), “Sustainability and Social Class,” Chicago, IL, April 2012.

University of Arizona, “Wine Worlds,” Tucson, Arizona, March 2012.

Association of Health Care Journalists, “Journalism and Social Media,” Chicago, IL, September 2012.

University of Innsbruck, “Access as a Consumer Institution and Orientation,” Innsbruck, Austria, May 2011.

Rochester Institute of Technology, “The Discursive Life of Environmentalism,” Rochester, NY, April 2011.

University of Wisconsin, “The Discursive Life of Environmentalism,” Madison, WI, March, 2011.

Queen’s University, “Left out of the Green Revolution? Sustainability and Social Class in the United States,” Kingston, Ontario, September 2010.



Chicago Consumer Culture Community (C4), “Words, Words, Words: The Use of Automated Content Analysis in Consumer Research,” October 2009

Medill Board of Advisors Meeting, “Chip-less Cookies and Cream-less Oreos: Applying Attitudes Research to Understand Audience Interest,” Evanston, IL. October 2009.

American Bar Association, “Social Networking 101,” Chicago, IL. March, 2009.

## **TEACHING**

KSM 461 Critical Thinking in Social, Digital, and Mobile Media (MBA), 2020-Present

IMC 466 Social Media (Master’s Level), 2014-Present

IMC 401 Marketing Research (Master’s Level), 2018

IMC 400 Consumer Insight (Master’s Level), 2016

IMC 300/301 Consumer Insight, 2008-2018

IMC 466 Global Perspectives, 2012-2016

IMC 440 Summer Residency Projects, 2008-Present

IMC 455 Online Consumer Insight, Winter 2013

IMC 455 Consumer Insight (Master’s Level), Fall 2014

## **ADVISING**

Russel Nelson, University of Irvine, 2015 (Committee Member)

Lez Trujillo Torres, University of Illinois Chicago (Committee Member)

Alex Mitchell, Queens University (External Committee Member)

## **SERVICE**

### *Service to the Field*

*Journal of Consumer Research*, ERB

*Associate Editor*, 2016-2018, 2020-Present

*Editorial Board*, 2008-present

*Journal of Marketing*, ERB

*Associate Editor*, 2020-Present

*Editorial Board*, 2018-Present

*Reviewer*, 2010-Present

*Journal of Marketing Research*

*Associate Editor (ad hoc)*, 2020-Present

*Reviewer*, 2016-Present

*Journal of Business Research*

*Guest Editor*, Fall 2019

*AMS Review*, ERB

*Editorial Board*, 2019-Present.

*Journal of Interactive Marketing*, ERB

*Editorial Board*, 2018-Present

*Journal of Consumer Culture*, Reviewer  
2009-Present  
*Consumption, Markets, and Culture*  
Editorial Review Board 2010-Present  
Reviewer 2008-Present  
*Marketing Theory*, Reviewer  
2007-2009  
*Sociological Forum*, Reviewer  
2010  
*American Behavioral Scientist*, Reviewer  
2010-Present  
*Association for Consumer Research Conference*  
Reviewer 2008-2010  
Program Committee 2011-Present  
Special Session Curator, 2013  
*European Science Foundation*, Grant Reviewer  
2010, 2012  
*Chicago Consumer Culture Community*, Organizer  
2010-Present  
*Consumer Culture Theory Conference*, Program Committee  
Reviewer 2008-2010  
Program Committee 2011-2013  
Dissertation Committee Member, Russell Nelson, "Competitive Dynamics in New  
Markets: Measuring Innovation, Successful Strategies, and the Role of Social  
Media," University of Irvine, September 2013.  
Dissertation Committee Member, Lez Trujillo Torres, University of Illinois, Chicago,  
May 2019  
Dissertation Committee Member, Alex Mitchell, Queens University, June 2018

*Service to Northwestern*

Chapin Fellow, Chapin Humanities Residential College 2012-2017  
Senior Thesis Advisor  
Stanley Polit, School of Education and Social Policy, 2010  
Ashley Heyer, School of Education and Social Policy, 2010

*Service to Medill*

MSIMC Curriculum Committee  
2008-Present  
Strategic Planning Committee  
2019  
Committee to Evaluate Procedures for Promotion  
2019  
MSJ Curriculum Committee  
2008-2011

IMC Undergraduate Curriculum Committee  
2008-2012  
IMC Faculty Search Committee  
2000-2010  
Digital Magazine Search Committee  
2011-2012  
*Medill Matters* Co-Editor  
2010-2012

## **SHORT BIO**

Ashlee Humphreys is Associate Professor at the Medill School of Journalism, Media, and Integrated Marketing Communications, Northwestern University. Her research uses a sociological perspective to examine core topics in marketing management and consumer behavior and has been published in *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Marketing Research* and *Sociology Compass*. Professor Humphreys has been elected both an MSI Scholar (2020) and MSI Young Scholar (2015) and has won the Sidney J. Levy award for best research from a dissertation in CCT. She received her PhD in Marketing from Kellogg School of Management at Northwestern University in 2008. Her current research interests include the role of institutions in markets, processes of co-production, and the development of online communities, and she serves as an Associate Editor at the *Journal of Marketing* and the *Journal of Consumer Research*.

## **MEMBERSHIPS**

Association for Consumer Research  
American Marketing Association  
American Sociological Association

## **HONORS AND AWARDS**

MSI Scholar, 2020

MSI Young Scholar, 2015

ASG Faculty Honor Roll, Northwestern University, Evanston, IL, 2012.

Harold H. Maynard Award, Runner-up, *Journal of Marketing*, American Marketing Association, 2010.

Sidney J. Levy Award, Consumer Culture Theory Conference, 2010.

## PRESS COVERAGE

“Winemakers Tell Us What We Want,” *The Australian*, April 16, 2019.

“It Takes Status To Succeed In The U.S. Wine Business, Says Two Academic Researchers,” Thomas Pellechia, *Forbes*, March 9, 2019.

<https://www.forbes.com/sites/thomaspellechia/2019/03/09/it-takes-status-to-succeed-in-the-u-s-wine-business-says-two-academic-researchers/>

“A Retail Dilemma: Consumers Believe In Pictures As Digital Trust Declines,” Laura Heller, *Forbes*, 21, 2019. <https://www.forbes.com/sites/lauraheller/2019/02/21/a-retail-dilemma-consumers-believe-in-pictures-as-digital-trust-declines>

“How What You Say Reveals More Than You Think,” *Knowledge@Wharton*, February 16, 2018. <https://knowledge.wharton.upenn.edu/article/say-reveals-think/>

“Contractor BP Wants You to Think the Gulf Is OK,” Jason Plautz, *National Journal*, April 20, 2015.

“Media coverage creates oil spill amnesia — so don’t read this!,” *Grist*, <http://grist.org/list/media-coverage-creates-oil-spill-amnesia-so-dont-read-this/>

“Place Your Bets,” Merrill Perlman, *Columbia Journalism Review*, September 30, 2013.

“Gaming versus Gambling,” Michael Finney, *Consumer Talk*, KGO 810, Saturday 21, 2013.

“Why are consumers more likely to participate in online gaming than gambling?” *e! Science News*, September 10, 2013.

“Medill Energy Report Sparks Debate,” Mike Smith, *Huffington Post*, April 29, 2013.

“Chicago Chapter Learns about Social media for Working Journalists,” Pia Christensen, *Health Journalism*, Association of Health Care Journalists, September 27, 2012.