

LI

AUGUST 2014

JMR

JOURNAL OF MARKETING RESEARCH

2013 William F. O'Dell Award	iii
2013 Paul E. Green Award	iv
Listening In on Social Media: A Joint Model of Sentiment and Venue Format Choice <i>David A. Schweidel and Wendy W. Moe</i>	387
Modeling Customer Opt-In and Opt-Out in a Permission-Based Marketing Context <i>V. Kumar, Xi (Alan) Zhang, and Anita Luo</i>	403
Forceful Phantom Firsts: Framing Experiences as Firsts Amplifies Their Influence on Judgment <i>Robyn A. LeBoeuf, Elanor F. Williams, and Lyle A. Brenner</i>	420
The Motivating Role of Dissociative Out-Groups in Encouraging Positive Consumer Behaviors <i>Katherine White, Bonnie Simpson, and Jennifer J. Argo</i>	433
A Joint Examination of Quality Choice and Satisfaction: The Impact of Circumstantial Variables <i>Wei Zhang and Ajay Kalra</i>	448
Mining Marketing Meaning from Chatter: Strategic Brand Analysis of Big Data Using Latent Dirichlet Allocation <i>Seshadri Tirunillai and Gerard Tellis</i>	463
Consumer Click Behavior at a Search Engine: The Role of Keyword Popularity <i>Kinshuk Jerath, Liye Ma, and Young-Hoon Park</i>	480
The Limits of Attraction <i>Shane Frederick, Leonard Lee, and Ernest Baskin</i>	487
More Evidence Challenging the Robustness and Usefulness of the Attraction Effect <i>Sybil Yang and Michael Lynn</i>	508
Vices and Virtues of Misguided Replications: The Case of Asymmetric Dominance <i>Itamar Simonson</i>	514
Let's Be Honest About the Attraction Effect <i>Joel Huber, John W. Payne, and Christopher P. Puto</i>	520

