Affective Meaning of Technology

How do the cultural affective meanings of everyday technology products, smart home products, and computer agents influence social interaction?

- altering social identity impressions
- contributing to online self-presentation
- indicating feature-based affective meaning
- fulfilling psychological needs

Examples
- cars, phones, computers, shoes, watches, smart home security, smart pet products, food, drink, clothing, values, computer and human identities

Daniel B. Shank
Assistant Professor
Psychological Science
shankd@mst.edu

Keywords
- impressions, affect, meaning, consumer products, technology, design, social interaction, human-computer interaction, culture, smart homes

Other Research Areas
- public goods dilemmas, human-computer interaction, organizational attributions