

# Department of Marketing



Research Seminar Series | Jan. 10th, 1-3pm | AD.0.090

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### Consumer Experiences in the Future: Robot or Human, Human or Robot?

**Abstract:** Consumer perceptions and behaviors to robot and cyborg technologies seem to depend, in part, on people's considerations of human nature and the perceived differences between human and machine. I will show some studies from one project that suggest that people are "naïve dualists," believing that machines cannot have a "mind" or a "soul" the same way humans do. Based on the results of another project, this phenomenon seems to be due to emotional traits ("human warmth") rather than more cognitive traits ("competence"). Finally, I will present a very short snippet of a third project that addresses the question of what will happen to our own humanity, once we add more and more machine-like technologies to our bodies and minds, turning ourselves into cyborgs.