

**Marketing Research Seminar Series | Department of Marketing | WU Vienna**

**Kristin Diehl, University of Southern California (US)**

**May 11<sup>th</sup>, 2017 | 13:00 – 15:00 | AD.0.090**

**“Life in Pictures - How taking photos affects enjoyment for and memory of experiences”**

Abstract: Photo-taking has become a daily and ubiquitous activity for millions of people during special as well as mundane experiences. I will share findings from several field studies and lab experiments that show how photo-taking influences enjoyment of an experience and which aspects people remember from that experience. We find that photo-taking can heighten enjoyment of positive experiences, and does so because photo-taking increases engagement with the experience. Further, we find that, even without revisiting any photos, those who do take photographs recognize more of what they saw but less of what they heard during experience.