

THE

HUMAN

BRAND

HOW WE RELATE TO **PEOPLE
PRODUCTS &
COMPANIES**



MARYLOU

DINALLO







TWO AGE OLD JUDGMENTS

Warmth Perceptions

Competence Perceptions

Resulting Emotions

Resulting Behaviors

Warm

+

Competent



Admiration,
Pride



Attraction,
Loyalty

Cold

+

Competent



Envy,
Jealousy



Begrudging Cooperation,
Obligatory Association

Warm

+

Incompetent



Sympathy,
Pity



Indifference,
Neglect

Cold

+

Incompetent



Contempt,
Disgust

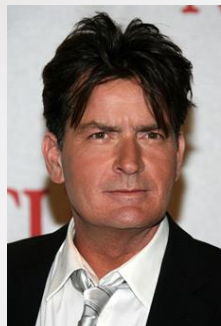
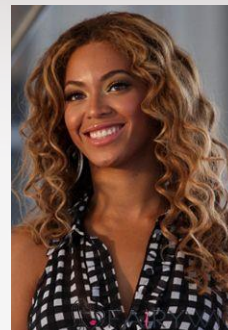


Rejection,
Disassociation

Sympathy & Neglect



Admiration & Loyalty



Contempt & Rejection

Envy & Distrust

Competence

Warmth

Sympathy & Neglect

Admiration & Loyalty

Dog

Hamster

Rabbit

Cow

Duck

Giraffe

Chicken

Mouse

Fish

Lizard

Warmth

Contempt & Rejection

Envy & Distrust

Competence



Computers in Human Behavior 26 (2010) 1761–1771
 Contents lists available at ScienceDirect
Computers in Human Behavior
 Journal homepage: www.elsevier.com/locate/comphumbeh

CASA, WASA, and the dimensions of us
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ARTICLE INFO
 Article history:
 Available online 5 August 2010

Keywords:
 Computers are Social Actors (CASA)
 Politeness
 Human-computer interaction
 Websites

ABSTRACT

In this paper we replicate and extend the work of the Computers are Social Actors (CASA) researchers who repeatedly found evidence that humans treat computers with typical social norms as if they were humans. We performed a between-subjects 2 × 2 factorial experiment to test our hypotheses as well as an exploratory factor analysis to further refine and validate a construct which measures politeness. We tested the CASA hypothesis and found that our new hypothesis – Websites are Social Actors (WASA) reduces the CASA effect in contexts where individuals form a social attachment to websites. Instead of (not virtually) treat them as social actors, these individuals form a social attachment to websites and literally and identify the key items in the instrument for data reduction, and initiate efforts towards establishing reliability and construct validity. As we shall see, the results of an exploratory factor analysis are quite consistent to recent research in social cognition, and suggest that the politeness construct may be tapping similar and fundamental components of how humans engage with others in their social world.
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1. Introduction

When faced with a situation in the presence of another individual, one has a variety of possible responses that will help guide the "situational properties" of the context (Goffman, 1963). Humans are unequivocally social. Most people engage in social interactions on a regular basis, with wide variations in the particular category of others (e.g., with peers, siblings, co-workers, parents, children, bosses, and strangers), as well as wide variations in context (e.g., at work, at school, at the office, on a team, and in a laboratory). Accordingly, the social knowledge humans must acquire to negotiate the complexities of these environments is substantial. In fact, our evolutionary responses to this demand may have driven the very nature of our cognitive abilities (Dunbar, 2002; Flinn, Geary, & Ward, 2005; Stereely, 2007). A consequence of such demands on a boundedly rational human is that components of social interaction can be automated as pre-defined scripts and influence (Langer, 1992; Langer & Abelson, 1972; Langer, Blank, & Chanowitz, 1978). Whether specific scripts are accumulated by social deliberation as norms (Fine, 2001) or even have a more evolutionary neurological basis (Bargh & Williams, 2006), the immediate behavioral manifestations are the same – with few cues and under relatively simple circumstances, humans can subconsciously engage knowledge that drives their subsequent behavior in a particular direction

in social situations (Fiske, Cuddy, & Glick, 2006; Schacter, 1992). These responses are implicit and are unconsciously primed (Schacter & Buckner, 1998; Uleman, Sarisky, & Gonzalez, 2008). Recent research has revealed that the human brain appears to process thinking about other humans (especially thinking about social interactions) in a substantially unique manner (Fiske, 2007; Mitchell, Macrae, McClure, van Buss, Cohen, & Fiske 2007; Mitchell, Macrae, & Banaji, 2006). People are preconditioned, primed and neurologically prepared to interact with other people.
 What becomes increasingly interesting is that our unconsciously primed preconditioning on how we interact with others has translated into social norms that we apply to our interactions with technology. In this paper, we focus explicitly on replicating and extending one of the first empirical studies that uncovered this phenomenon. Our replication is of a particular study (Nass, Moon, & Carney, 1998) that has served as a canonical example of a set of offers of a paradigm known as CASA – Computers are Social Actors. That study addressed one simple question: Are people polite to computers? Surprisingly, the study revealed that a necessary component of research growth and control in science (Husley, 1965; Popper, 1968), so we will re-examine the politeness hypothesis in respect to computers. However, the CASA research presented up to this point has focused only on standalone or networked computers as the unit of analysis – that is, the actual physical device that delivers the content with which humans interact. With the growth of the Internet, research has also begun to investigate the complex dimensions of social presence in websites

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 doi:10.1016/j.chb.2010.07.003

Sympathy & Neglect

- Veterans Hospitals
- Public Transportation
- Postal Service
- Amtrak (National Rail)

- Toyota
- Shell
- Travelers Insurance
- Sears
- Bank of America
- JPMorgan Chase
- Walmart
- Citibank
- Exxon
- Morgan Stanley

- BP
- AIG
- Goldman Sachs

Contempt & Rejection

- Marlboro

Admiration & Loyalty

- Habitat for Humanity
- Humane Society
- Boys & Girls Club
- Salvation Army
- DAV
- Minute Maid
- Tropicana
- Zappos.com
- McDonalds
- Campbell's
- Burger King
- Hershey
- Ford
- Johnson & Johnson
- Honda
- Tylenol
- Amazon.com
- Macy's
- Advil
- Coca Cola
- Best Buy

- Gucci
- Cartier
- Mercedes
- Rolex
- Rolls Royce
- Porsche

Envy & Distrust

Competence

USA

Warmth

Sympathy & Neglect

Admiration & Loyalty

• World Health Organization

• Postal Service

National Health Service •

McDonald's •

Mass Transit •

• Ford

• Renault

• Mercedes

Domino's Pizza •

• Burger King

• Starbucks

• Rolls Royce

• ING

BNP Paribas •

• HSBC

• Deutsche Bank

Contempt & Rejection

Envy & Distrust

Competence

Europe

Warmth

Sympathy & Neglect

Admiration & Loyalty

• World Health Organization

• Postal Service

• Renault

• Mercedes

National Health Service •

• Ford

• McDonald's

Domino's Pizza •

• Rolls Royce

• Mass Transit

Burger King •

• Starbucks

• BNP Paribas

ING •

Deutsche Bank • HSBC

Warmth

Contempt & Rejection

Envy & Distrust

Competence

France

Sympathy & Neglect

Admiration & Loyalty

- World Health Organization

Mass Transit •

- Renault
- Ford
- Postal Service
- McDonald's
- Mercedes

National Health Service •

- Burger King
- Starbucks
- Rolls Royce

• ING

Domino's Pizza •

• Deutsche Bank

HSBC • BNP Paribas

Contempt & Rejection

Envy & Distrust

Competence

Germany

Warmth

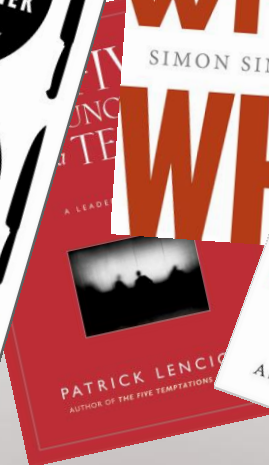
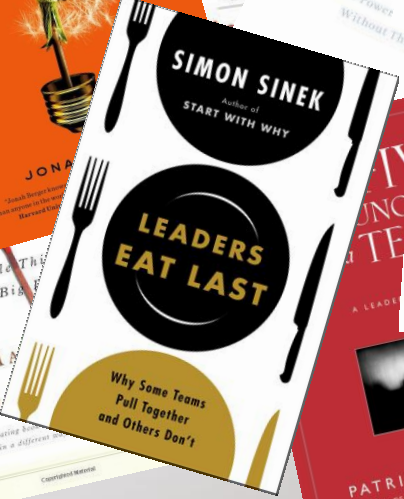
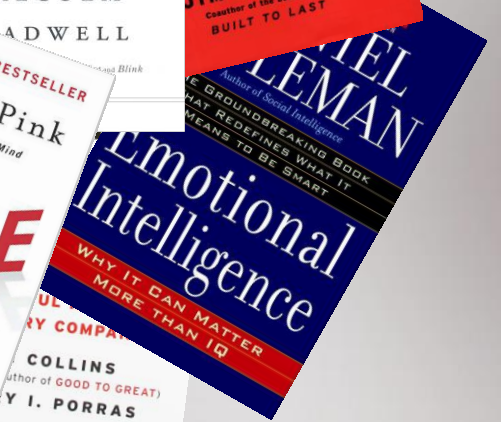
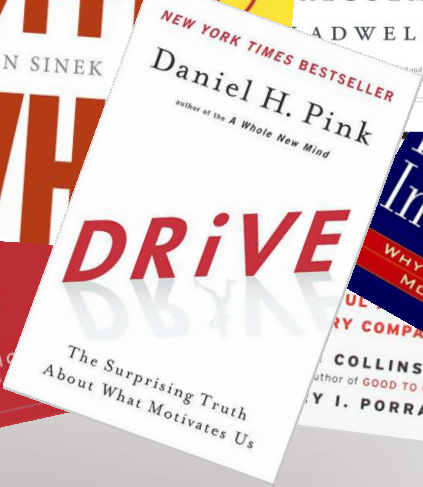
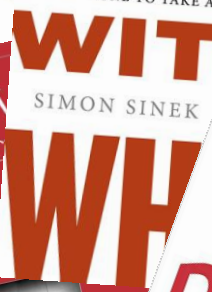
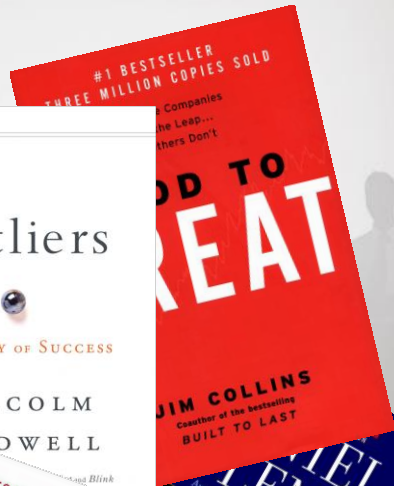
WARMTH AND COMPETENCE



50%
OF BEHAVIOR



MORE DATA
LESS LOYALTY



OVER 15 MILLION SOLD

THE 7 HABITS OF
HIGHLY
EFFECTIVE
PEOPLE

THE #1 BESTSELLER
THE TENTH ANNIVERSARY EDITION
DANIEL
GOLEMAN
Author of *Social Intelligence*

THE GROUNDBREAKING BOOK
THAT REDEFINES WHAT IT
MEANS TO BE SMART

Emotional
Intelligence

WHY IT CAN MATTER
MORE THAN IQ

#1 National Bestseller

blink
By the author of *THE TIPPING POINT*

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Make the Leap...
and Others Don't

GOOD TO
GREAT

JIM COLLINS
Coauthor of the bestselling
BUILT TO LAST

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BUILT TO
LAST

SIMON SINEK
Author of
START WITH WHY

LEADERS
EAT LAST

Why Some Teams
Pull Together
and Others Don't

[NATIONAL BESTSELLER]

The
TIPPING POINT
How Little Things Can
Make a Big Difference

Outliers

THE STORY OF SUCCESS

MALCOLM
GLADWELL
#1 bestselling author of *The Tipping Point* and *Blink*

A REVOLUTIONARY APPROACH
TO SUCCESS

GIVE
and

THE POWER OF
HABIT
WHY WE DO WHAT WE DO
IN LIFE AND BUSINESS

Charles Duhigg

The FIVE
DYSFUNCTIONS
of a TEAM

A LEADERSHIP FABLE

START
WITH

HOW GREAT LEADERS INSPIRE
EVERYONE TO TAKE ACTION
SIMON SINEK

WHY
THE GLOBAL
BESTSELLER

Contagious

WHY THINGS CATCH ON

NEW YORK TIMES BESTSELLER
Daniel H. Pink
Author of *A Whole New Mind*

DRIVE

The Surprising Truth
About What Motivates Us

WARMTH AND COMPETENCE







Gail Cook Panera Bread August 8, 2012 at 2:51pm

My grandmother is passing soon with cancer. I visited her the other day and she was telling me about how she really wanted soup, but not hospital soup because she said it tasted "awful" she went on about how she really would like some clam chowder from Panera. Unfortunately Panera only sells clam chowder on Friday. I called the manager Sue and told them the situation. I wasn't looking for anything special just a bowl of clam chowder. Without hesitation she said absolutely she would make her some clam chowder. When I went to pick it up they wound up giving me a box of cookies as well. Its not that big of a deal to most, but to my grandma it meant a lot. I really want to thank Sue and the rest of the staff from Panera in Nashua NH just for making my grandmother happy. Thank you so much! Brandon Cook Wilton NH

Like - Comment

812,408 people like this.

48 of 34,977

View previous comments

Ann Zimerman Finley This is a very big deal. Wow! God bless Sue at Panera's. September 1, 2012 at 4:48pm - Like

Patti Stanton That place is great! How sweet that went out of their way to make your G'mother feel special. Waa hoo for Panera. September 1, 2012 at 6:42pm - Like

Cyrus Twirpwhirler My family is eating at Panera tonight because of this story. Way to go Sue and Panera! September 1, 2012 at 8:10pm - Like - 1

Judy Lynn sometimes its the little things that mean the most....Kindness--goes a long way!! September 1, 2012 at 8:54pm - Like - 1

Pamela Thompson I work for that place and I love working for them we just did lem aid for make wish foundz and we raise a lot for money for to get there wish and I am so happy that they we to make her day amen September 1, 2012 at 9:04pm via mobile - Like

Alejandra Padilla beautiful September 1, 2012 at 9:29pm - Like - 1

Mary E Gillespie Great story. Love that you commended Panera and publicized their customer sensitivity. Thank you. September 1, 2012 at 10:54pm - Like

Mary Reynoso that so cool that there still good people out there September 1, 2012 at 11:06pm - Like - 1

Nancy Schultz Such a sweet act of kindness... The spirit of the Lord is always working . Beautiful person Sue & staff. September 2, 2012 at 10:03am - Like - 1

MariCarmen Bustamante Thank you Sue and all the people at Panera, we need more people like you...the only "thing" important & Real and you showed it in a very gracious way. Love your Heart!



812,408

PEOPLE LIKE THIS

34,977

COMMENTS

THE

HUMAN

BRAND





A globe of the Earth is shown from a high-angle perspective, centered on the North Pole. The globe is overlaid with a complex network of glowing blue lines and nodes. The lines represent connections between various points on the globe, creating a web-like structure. The nodes are bright blue spheres of varying sizes, some of which are larger and more prominent. The background is a deep blue, suggesting the night sky or space. The overall image conveys a sense of global connectivity, technology, and communication.

RELATIONSHIP RENAISSANCE



WELCOMING
GENUINE
CONSIDERATE
KNOWLEDGEABLE
INVOLVED





**WARM
COMPETENT
A LASTING
DIFFERENCE**



... Kill?
Debating Wood
Vs. Aluminum
LEISURE & ARTS | D6



The New Hunt
For Business—
From Above
MARKETPLACE | B1



Making a Move
To First Class
An Easier Sell
THE MIDDLE CLASS | D9

THE WALL STREET JOURNAL

TUESDAY, JULY 31, 2009 - VOL. CCL NO. 25

... 0.7% NASDAQ 2583.28 ▲ 0.8% NIKKEI 17289.30 ▲ 0.03% DJ STOXX 50 3710.74 ▼ 0.3% 10-YR TREAS ▼ 4/32, yield 4.804% OIL \$76.83 ▼ \$0.19 GOLD \$664.10 ▲ \$4.00 EURO \$

RECESSION

Debating Wood
Vs. Aluminum
LEISURE & ARTS | D6



The New Hunt
For Business—
From Above
MARKETPLACE | B1

THE WALL STREET JOURNAL

TUESDAY, JULY 31, 2007 - VOL. 40, NO. 31

DJ STOXX 50 3710.74 ▼ 0.3% 10-YR TREASURY 4.50%

OIL STOCKS GOLD 1544.10 & 1416 EUR

STOCK PRICE





Does Kill?
Debating Wood
Vs. Aluminum
LEISURE & ARTS | D6



The New Hunt
For Business—
From Above
MARKETPLACE | B1

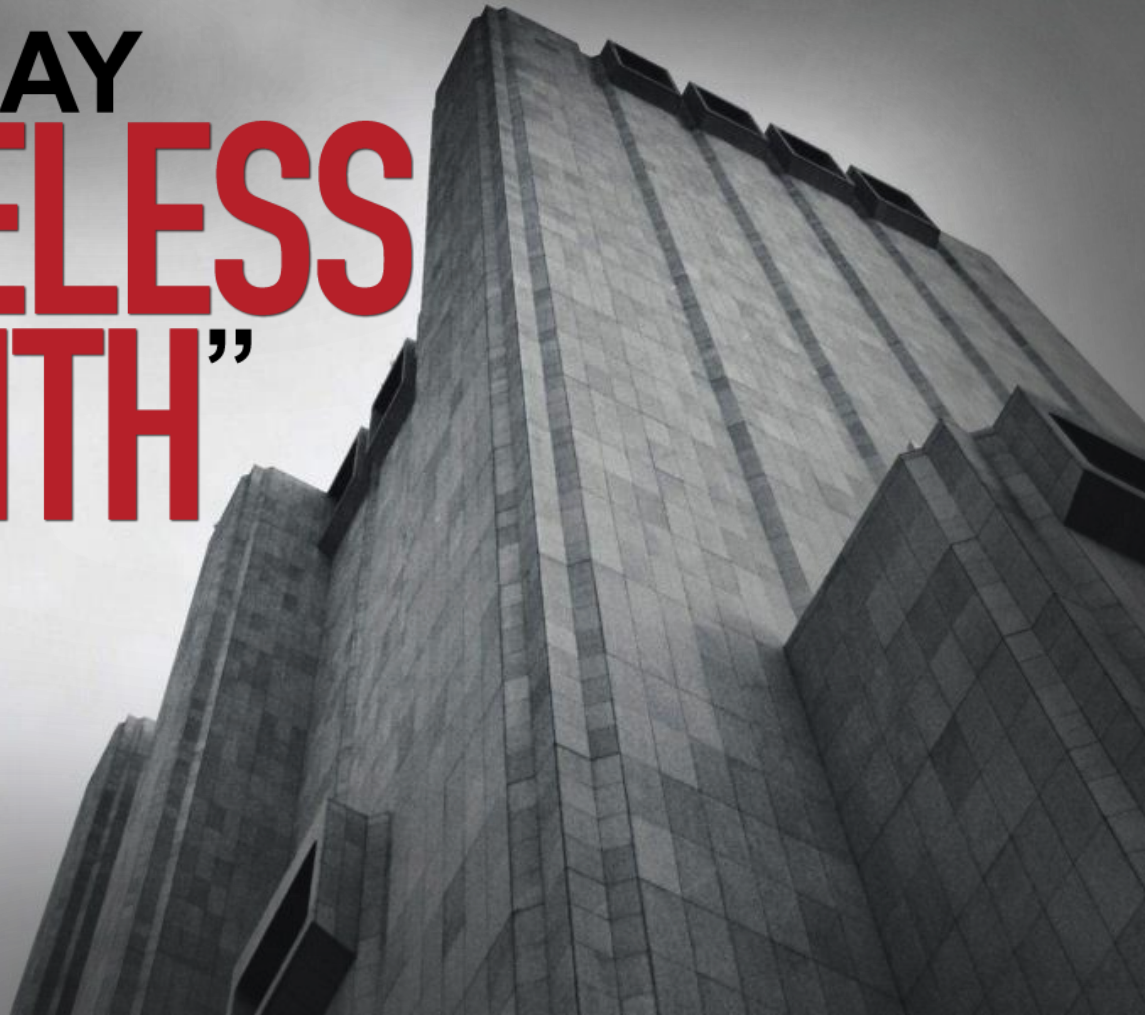


Making a Move
To First Class
An Easier Sell
THE MARKETPLACE | B1

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**CUSTOMER
RETENTION**

“THEY DO OKAY
FOR A **FACELESS**
MONOLITH”





A HUGE
BLIND SPOT

IMPERATIVES

BECOME
MORE
**SELF-
AWARE**

**EMBRACE
SIGNIFICANT
CHANGE**

**REBALANCE
PRIORITIES**



THE

HUMAN

BRAND

