THE HONG KONG POLYTECHNIC UNIVERSITY
DEPARTMENT OF MANAGEMENT AND MARKETING
Departmental Research Seminar

Speed, Status Faces and Names
By

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Date : 2 Apr 2019 (TUE)
Time : 10:30 am – 12:00 nn
Venue : M802

Abstract

The talk will focus on a few counter-intuitive results from studies on different topics, using different methodologies:

1. Optimal seeding policies in user-generated content networks (UGC) such as YouTube, Facebook and SoundCloud advocate for using high status (e.g., high degree) individuals. However, perhaps surprisingly, under quite common conditions, low status (low degree) individuals facilitate larger reach and more effective dissemination. Previous models ignore the response probability of the individual (seed) at hand. Because response probability is a function of status differences (as will be shown), a seeding policy that prioritizes high status individuals is suboptimal, and perhaps should be revised.

2. We introduce evidence that name stereotypes can be manifested in facial appearance, producing a face-name matching effect, whereby both a social perceiver and a computer (through a machine learning based classifier) are able to accurately match a person's name to his or her face. In nine studies (not all of which will be presented), we demonstrate this effect, showing that participants examining an unfamiliar face accurately select the person's true name from a list of several names, significantly above chance level. We replicate the effect in two countries and find that it extends beyond the limits of socioeconomic cues, and even among fraternal twins. We also find the effect using a computer-based paradigm and 94,000 faces. A self-fulfilling prophecy seems to be at work, as initial evidence shows that facial regions controlled by the individual (e.g., hairstyle) are sufficient to produce the effect, and socially using one's given name is necessary to generate the effect. Together, these studies suggest that facial appearance represents social expectations of how a person with a specific name should look.

Prof. Jacob Goldenberg is a Professor of Marketing at the School of Arison School of Business at the IDC Herzliya. He is also Associate Editor for *Journal of Marketing*. a visiting professor at the Columbia Business School. He received his PhD from the Hebrew University of Jerusalem in a joint program of the School of Business Administration and Racach Institute of Physics. His research focuses on creativity, new product development, diffusion of innovation, complexity in market dynamics and social networks effects.

He has published in leading journals such as *Journal of Marketing, Journal of Marketing Research, Management Science, Marketing Science, Nature Physics and Science*. In addition, he is the author of two books (one published one in press) by Cambridge University Press. His scientific work had been covered by *the New York Times, Wall Street Journal, Boston Globe,* and *BBC news Harold Tribune*.

All interested are welcome.

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