

## SELECTED MEDIA COVERAGE

### Interviews

- 61 *Retail Dive*, October 10, 2017 (“The definitive guide to generational marketing”)
- 60 *The Darden Report*, May 5, 2017 (“UVA Darden Professor Offers Three Life Lessons in ‘Last Lecture’ for Class of 2017 Students”)
- 59 *WalletHub*, April 11, 2017 (“2017’s Best Places to Celebrate Easter”)
- 58 *USA Today*, March 08, 2017 (“Hey, You’re a Phony!': Imposter Fraud is Taking Off”)
- 57 *UVA Today*, August 30, 2016 (“Why We Buy: Luca Cian Brings Psychology Insights to Darden’s Marketing Team”)

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- 56 KFVS 12 News, May 19, 2016
- 55 Fox 14 News, May 19, 2016
- 54 Scoop.it, May 19, 2016
- 53 LinkedIn, May 19, 2016
- 52 Marketing Discussion, May 8, 2016
- 51 Journal of Consumer Research Recent Issue Highlights
- 50 NZ Health Tec, March 26, 2016
- 49 SWOCC selection, March 10, 2016
- 48 Global News Connect, February 16, 2016
- 47 Imperial Valley News, January 24, 2016
- 46 10 Knot Stonker News, January 21, 2016
- 45 PHYS.org, January 20, 2016
- 44 Research Design Connection, January 7, 2016
- 43 The Environmental Design Research Association, January 7, 2016
- 42 Darden Ideas to Action, December 17, 2015
- 41 National Affairs, September 26, 2015

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- 40 Corporate Visions, Summer 2015
- 39 Marriott Alumni Magazine, Summer 2015
- 38 Consumertraveler, May 26, 2015
- 37 UVA Today, March 31, 2015
- 36 BizEd, April 29, 2015
- 35 RGI, April 15, 2015
- 34 CityLab, April 08, 2015
- 33 AlphaGalileo, April 01, 2015
- 32 BrightSurf, April 01, 2015
- 31 ScienceNews Line, April 01, 2015
- 30 Psychological Science, March, 2015
- 29 EurekAlert!, March 31, 2015
- 28 LDS.org, March 26, 2015
- 27 NPR- Michigan Radio, March 9, 2015

26 Phys.org, March 14, 2015  
 25 BrainBlogger, March 7, 2015  
 24 Desert News, February 27, 2015  
 23 The Atlantic, February 27, 2015  
 22 FastCompany Design, February 26, 2015  
 21 University of Michigan News, February 26, 2015  
 20 The Telegraph, February 25, 2015  
 19 Traffic Technology Today, February 25, 2015  
 18 New York Magazine, February 25, 2015  
 17 The Huffington Post, February 24, 2015  
 16 Good4Utah, February 24, 2015  
 15 Brigham Young University News, February 23, 2015  
 14 Vitamin for Health, February 23, 2015  
 13 Medical Press, February 23, 2015  
 12 ScienceDaily, February 23, 2015  
 11 PBS, February 23, 2015

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10 Marketing Science Institute, July 7, 2014  
 9 HispanicAd, March 22, 2014  
 8 HighBeam research, March 6, 2014  
 7 Technology.org, March 6, 2014  
 6 Phys.org, March 6, 2014  
 5 CloudComputing, March 6, 2014  
 4 Michigan News, March 5, 2014

Aydinoglu, Nilufer Z., and Luca Cian (2014), "Show Me the Product, Show Me the Model: Effect of Picture Type on Attitudes toward the Ad," *Journal of Consumer Psychology*, Vol. 24, No. 4, pp. 506–519. Cited in:

3 Cultivating Imperfection, November 30, 2014  
 2 SilverPop, September 25, 2014  
 1 Consumentenpsycholoog, September 15, 2014