# Fear of Missing Out and Social Media Use: Differential Effects of Priming on Attitudes Towards Products

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Declaration of interest: none

**Dominik Neumann** earned his Ph.D. in 2020 in Media and Information at Michigan State University. His field of research is rooted in cognitive and social psychology, information-processing and decision-making; specifically, with respect to consumers’ risk, purchasing, and social behavior. He focuses his work on socially driven cognitive and affective processes (e.g., “fear of missing out”) and their effects on human behavior. He is further interested in the effects of brand purpose and brand activism on information-processing, individual, and societal well-being, as well as on decision-making, specifically with respect to individual prosocial decisions.

**Patricia T. Huddleston**, Ph.D. University of Tennessee (1987) is a Professor of Retailing at Michigan State University. Her research focuses on the use of eye-tracking to evaluate consumer information processing of point of purchase retail display elements (e.g. signage, price) and how these elements motivate purchase intention. This research has been funded by U.S. Department of Agriculture (USDA) Federal-State Marketing Improvement Program and Horticulture Research Institute. This work has been published in publications such as the *International Review of Retail, Distribution and Consumer Research, Journal of Product and Brand Management* and *HortScience.*

**Dr. Bridget K. Behe** is a Professor of Horticultural Marketing at Michigan State University. She teaches courses on marketing and management for horticulture majors. Bridget has conducted over 100 consumer and market research projects on horticultural products, both edible and ornamental She joined Michigan State’s faculty in 1997, after serving on the faculty at Auburn University (Alabama) for 8 years. Bridget earned degrees from Penn State University (Ph.D.) and The Ohio State University (M.S.). In 2018, she was awarded the Outstanding Undergraduate Educator Career Award by the American Society for Horticultural Science.

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