ACR 2021 SEATTLE
what the world needs now

CALL FOR PAPERS
ASSOCIATION FOR CONSUMER RESEARCH CONFERENCE

October 28 - 31, 2021

The theme of ACR 2021 is *What the World Needs Now.* We invite scholarship on all that matters: the global health and racism pandemics are changing how we live and altering individual priorities; markets and democratic institutions are being reconfigured, impacting how societies operate; our daily rhythms are being disrupted, reminding us of the importance of science, collaboration, and relationships. There are many ways ideas can change the world: tell us what matters.

This conference will be virtual. It will be a renewal of our community with a few new twists to spark conversations in service of professional growth and to benefit from our diversity. There will be both synchronous and asynchronous sessions to provoke intellectual exchange as well as to connect and expand our community such as with:

- Pre-conference Forums
- Special Sessions, Thematic Roundtables & Working Paper Sessions
- Film Festival
- Globe Trotting
- Colleague Confabs
- Newcomer Celebration

We believe this is a time for our field to consider how we can more fully engage with compelling problems to develop useful theories. It is our hope that ACR 2021 will be an opportunity for scholars across methodological approaches, paradigms, and research interests to congregate and focus on research questions that address what the world needs now.

Accordingly, we encourage submissions that embody the spirit of consumer research as informing and contributing pragmatic and innovative solutions to important issues in the world. We hope to see cutting-edge, multi-method, and interdisciplinary submissions reflecting this conference theme. We provide some examples below:

- ❖ Racism: A forum discussion including scholars from economics, psychology, and sociology to discuss how to promote racism in research questions, research design, data collection, or representation of findings.
- ❖ Branding: A special session exploring the role of brands in times of crisis from different theoretical lenses.
- ❖ Climate Care: A special session or forum that explores opportunities for consumer research related to environmental issues and its influence on various areas such as marketplace experiences, rituals, or cognition and perception.
- ❖ Collaboration: A workshop bringing together academics and practitioners from for-profit or non-profit organizations to share best practices for developing long lasting and productive partnerships.
- ❖ Gender Identification: A special session or forum exploring the influences of gender identity on consumption.
- ❖ Methodology: A tutorial with scholars who have successfully published multi-method articles encouraging participants to embrace methodological triangulation.
- ❖ Privacy: A special session examining how consumers balance their own self-interests with the interests of others in contexts such as healthcare (e.g., contact tracing), civic engagement (e.g., getting out to vote), or personal technology (e.g., geolocation tracking).
- ❖ Protests: A special session that examines protest traditions and intended outcomes, including those related to marketplace or social issues.
- ❖ Self-care: A panel, special session, or forum that considers how individuals can more fully manage their personal and professional lives for productive outcomes.
- ❖ Wisdom: A knowledge forum, special session, or panel discussion that integrates a broader set of issues—environment, capitalism, social justice—that provides an opportunity to generate new insights.

These are just suggestions that we hope will inspire ACR members to embrace an ethos of innovation and pragmatism for crafting novel submissions for our time together in the Fall.

We look forward to welcoming you!

Your ACR 2021 Conference Co-Chairs,

Tonya
Tonya Williams Bradford
Paul Merage School of Business
University of California, Irvine

Anat
Anat Keinan
Questrom School of Management
Boston University

Matt
Matt Thomson
Ivey Business School
Western University

ACRSeattle2021@gmail.com

Fridays, October 8, October 15, and October 22, 2021

> **Knowledge Forums** (co-chaired by Jonah Berger, Michael Luchs, and Frederick Wherry). These 90-minute Forums will occur in the weeks leading up to the ACR conference and will provide opportunities to discuss cutting-edge research ideas and/or methodological training. During the conference, presenters from each Knowledge Forum will host a session for Q&A and further discussion.

Thursday, October 21 to Sunday, October 31, 2021

> **Competitive Papers** Authors of accepted papers will record a 10-minute presentation that will be viewable by registered attendees in the days leading up to the ACR conference. Roundtables during the conference will be organized by topic or theme to provide a forum for discussion among authors and attendees. A Moderator will facilitate the discussion.

> **Film Festival** Films will be available for viewing in their entirety in the days leading up to the ACR conference. During the conference, filmmakers and registered attendees will gather for moderated discussions.

Thursday, October 28, 2021

> **ACR Doctoral Symposium** The symposium offers an opportunity for PhD students to meet and interact with each other and faculty. For more information, please contact co-chairs Lea Dunn (leadunn@uw.edu) or Grant Packard (gpackard@schulich.yorku.ca).

> **Mid Career Workshop** The workshop offers an opportunity for scholars early in their careers to discuss important issues with senior scholars. For more information about the workshop, please contact co-chairs Simona Botti (sbotti@london.edu), Sonia Monga (smonga@business.rutgers.edu) or Americus Reed (amreed@wharton.upenn.edu).

Friday and Saturday, October 29-30, 2021

> **Interactive Sessions** Gatherings will be scheduled for live discussions related to Special Sessions, Competitive Papers, Knowledge Forums, and Colleague Confabs.

> **Working Paper Session** Authors will have the opportunity to develop and share a poster presentation, engage with conference attendees, and obtain feedback in a live format.

> **Globe Trotting** Participants will be invited to virtually travel around the world meeting their colleagues and learning about different regions and countries (e.g., culture, history, politics, norms, art, food, music).

> **Fellows' Presentations –** ACR 2021 will honor:
> - ❖ John F. Sherry, Jr.
> - ❖ Melanie Wallendorf

> **Presidential Address** – June Cotte

DATES AND DEADLINES

❖ **Friday, April 30, 2021, 23:59 EST (Eastern Standard Time):** Submission Deadline for **all** tracks and sessions.

❖ **Mid-May 2021:** Notification of contingent acceptance for the Film Festival. Contingently accepted submissions will have until Mid-June, 2021 to submit the revised film and will receive final acceptance notification by late June.

❖ **Mid-June 2021:** Notification of acceptance of Competitive Papers, Knowledge Forums, Special Sessions & Working Papers.

❖ **Early-July 2021:** Submission deadline for revisions to be published in *ACR Proceedings*.

❖ **Mid-August 2021:** Preliminary program posted on ACR website, and conference registration (as well as conference early registration, registration for Doctoral Symposium, Early Career Workshop) begins on the conference website.

❖ **Thursday, August 19, 2021:** Submission deadline for trailers of accepted films for the Film Festival.

❖ **Wednesday, September 15, 2021:** Early Conference Registration ends (please note that participation in any conference session requires registration).

GENERAL SUBMISSION GUIDELINES

All authors must adhere to the following honor code:

❖ **ACR endorses ethical standards for research conduct**. At the time of submission, you will be asked: a) to indicate whether your research received an approval or a waiver from your Institutional Review Board (IRB), and b) if it did not, to explain why no such waiver or approval was obtained. At the time of submission, you will also be asked to make the following pledges: 1) that the research paper, session, or poster represents accurately the data that you collected for this research project, 2) that the research submitted to the conference is your own original work, and 3) that you understand that the research submitted may be run through anti-plagiarism software.

❖ No paper may be submitted to more than **one** track.

❖ Submitting authors should specify presenters for papers being considered for Special Sessions or Competitive Paper presentations. **Any author may be listed as a presenter for no more than two submissions,** but may be listed as a co-author on multiple submissions. This restriction is to encourage authors to submit their best work and to allow a wider range of presenters.

❖ Do not submit a paper that has been published, or accepted for publication, at the time of submission (including online publications and full papers published in *ACR Proceedings*). Submitting authors should monitor this issue carefully.

❖ Submissions should *not* include content that has been presented at any earlier ACR conferences. Again, submitting authors should monitor this issue carefully.

❖ Submissions should adhere to the word and page limits.

Submission procedures are as follows:

❖ All submission-related activities (submissions, reviews, and notifications) will be done electronically, through the conference submission website.

❖ All users must sign in and update their user profile or create a new user profile by following the online instructions.

❖ Once you have registered as a user, you may submit a paper or a proposal by clicking on the appropriate link and following the instructions.

All submissions require the following information:

1. **Type**: Competitive Paper, Film Festival, Knowledge Forum, Special Session, or Working Paper.
2. **Primary Contact Information:** Name, affiliation, mailing address, phone number, and email address for the author who serves as the primary contact.
3. **Content Area Codes** and **Methodological Area Codes:** Please review all the options before making your choice. Select codes that provide the best match to your work because they are critical for assigning reviewers.

Additional submission information:

IMPORTANT - Submission format: Initial submission ("proposal upload") should be in a MS Word document– DO NOT include author names or affiliations in this document. Final accepted submissions ("proposal upload") for *ACR Proceedings*, should be in a MS Word document and include all authors and affiliations.

Make sure you use consistent author and co-author information in every submission. Please check with your co-authors about how they want to be listed for official publication purposes. PLEASE BE CAREFUL WITH THIS. The database will consider Drew Blank, Drew A. Blank, and Drew Avery Blank as three different authors, and may result in a program that has Drew presenting at the same time in different rooms!

We suggest that you use copy and paste as you work with the relevant submission fields. If you compose online, you risk losing work should there be an interruption to your browser session.

The primary contact person ("submitting author") will automatically receive an email acknowledging the submission. If you do not receive an acknowledgement within 48 hours after submission (please also check your spam folder), send an email inquiry to ACRSeattle2021@gmail.com

For accepted submissions, submitting authors will be required to sign an electronic copyright release form upon submitting their final proposal in an MS Word document file with author names and affiliations.

GUIDELINES TO SUBMIT A COMPETITIVE PAPER

Papers representing completed research and dealing with substantive, methodological, or theoretical consumer research issues are invited as Competitive Paper submissions. Submission of conceptual and review papers are also encouraged.

In addition to the items under "General Guidelines," Competitive Papers must include:

1. Paper title (the title page should not identify the author(s) names or affiliations). *Initial submission should be a de-identified MS Word file and final submission of accepted papers must be in MS Word format*.
2. A 50-word abstract. This abstract will be reproduced in the conference program and should concentrate on the big picture contribution(s) of the paper.
3. A 2500-word paper (12-point Times New Roman, 1-inch margins). The paper must include full references, a single table summarizing all results, and up to one figure (optional). References, table, and optional figure are *not* included in the word limit. The 2500-word limit will be strictly enforced.
4. An honor code statement indicating (a) that the presenting author is not listed as a presenter in more than two sessions in total, and (b) that the submission has not been submitted to multiple tracks, has not been previously presented at ACR, and has not been published or accepted for publication in **any** journal (including online publications and full-paper publications in *ACR Proceedings*).

Submissions should comprise a brief introduction explaining what the research question is, why it is important, and how it fits with and advances current knowledge. Detailed descriptions of the studies and the data should follow, and a brief general discussion should list limitations and highlight why (and to whom) the findings make a difference. Descriptions of the method and analysis used in each study should be transparent. The fact that there is a word limit does not imply that fewer studies, weaker data, or obscure details are acceptable. Empirical results must be summarized in a single table/page.

ACR reserves the right to run the submission through anti-plagiarism software.

Publishing options for a Competitive Paper
> **Option 1:** Publish the full paper in the *ACR Proceedings*. Authors choosing Option 1 must upload a 50-word abstract and the 2500-word paper for review (MS Word format), along with references, one table summarizing the results, and one figure (optional). Choosing this option implies that, if accepted, *the paper will not be submitted for publication elsewhere*. Final accepted submission will need to be uploaded in MS Word.
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> **Option 2:** If authors wish to submit their accepted paper elsewhere for publication, they will be required to publish a 750 to 1000-word abstract in the *ACR Proceedings*. This abstract is not required upon original submission, rather authors of accepted papers will be asked to submit their extended abstract to the submission system by early-July in a MS Word format.

Submissions
Competitive Papers submissions should not include authors' names or affiliations. Author names, affiliations, and presenter's name should only be entered on the submission website

where specified. Submissions should follow the current style sheet of the *Journal of Consumer Research* (http://www.ejcr.org/stylesheet.pdf), though the entire text should be single-spaced. Subheadings should be bolded and/or italicized/title case capitalized, but it is unnecessary to add a hard return before or after them.

It is the author's responsibility to make sure that the submission is completed on time. Please adhere to high standards of spelling and grammar and consider having a copyeditor or a native English speaker review the abstract prior to submission.

Evaluation
Reviewing will be blind. Evaluation will be based on a) the quality of the research and novelty of findings; b) theoretical/empirical contribution; c) clarity of presentation; and d) completeness of the research.

Authors of accepted papers are required to revise their paper/abstract based on reviewers' comments and upload their final paper (proposal) as an MS Word file by the end of Wednesday, July 14, 2021. It is important to edit the references to reflect the citations remaining in the final 750 to 1000-word abstract if authors have opted for Option 2 in publishing. The most recent version submitted by this date will be published "as is" in the *ACR Proceedings*.

Presentation
Competitive Papers will be presented in a recorded format and available for one week in advance of the conference. These papers will be organized into thematic tracks for live moderated 75-minute roundtables during the conference. One author from each paper in the track is expected to participate in the roundtable and be available to discuss their research with members of the ACR community. Authors will find their discussion session date and time in the conference Program.

GUIDELINES TO SUBMIT A SPECIAL SESSION

Special Sessions are limited to 75-minutes and provide opportunities to highlight topics of broad interest in consumer research. A special session should include three to four research (conceptual, review, empirical) paper presentations that represent a coherent set of papers. Consideration will be given to special sessions that explicitly address the conference theme.

Submissions
In addition to the items noted under "General Guidelines," Special Session proposals must consist of:
1. Session title.
2. Session Discussant, Session chair(s) and affiliation(s). The session discussant and chair(s) can be, but do not have to be, one of the authors.
3. Titles of each session paper, author(s), and affiliation(s).
4. Presenting author(s) identified with an asterisk.

The proposal should include:
1. A 500-word session overview briefly describing the session intent, why the topic is important, and how the papers fit together.
2. A 50-word abstract for each included paper to be published in the program.
3. A 750 to 1000-word abstract of each included paper for evaluation by reviewers.
4. Accepted papers will need to be uploaded as an MS Word document with all recommended changes and authors' names and affiliations for publication in the *ACR Proceedings*.
5. Full references for each long abstract. The references do not count toward the word limit and can be combined in a single list at the end of the document.
6. Proposals must be single-spaced, 12-point Times New Roman, with 1-inch margins. Word limits will be strictly enforced.

Evaluation
Evaluation will be based on a) quality of the research and novelty of the findings; b) broad appeal of the topic; c) contribution to the field of consumer behavior; d) fit of the papers to the session theme; e) stage of completion of the research to be presented; and f) questions raised and potential for discussion. Special session chairs are responsible for quality control over the papers in their sessions and for enforcing deadlines (e.g., submitting all materials on time). Please adhere to high standards of spelling and grammar and consider having a copyeditor or a native English speaker review the abstract prior to submission.

Presentation
Special Sessions will be presented live. Authors will find their Special Session date and time in the conference Program.

GUIDELINES TO SUBMIT A WORKING PAPER

Submissions detailing ongoing research on substantive, theoretical, or methodological issues in consumer research are sought for the Working Paper sessions. This session provides the opportunity to present preliminary results and receive feedback and ideas from session attendees.

Submission: Working Paper submissions must include:
1. Title, authors' names and affiliations.
2. A 50-word abstract. This abstract will appear in the conference program and should summarize the paper's contribution(s).
3. An extended abstract (750 to 1000-words) plus selected references, single-spaced, 12-point Times New Roman, with 1-inch margins. Word limits will be strictly enforced.
4. The extended abstract should provide a summary of the research, including the conceptual framework, relevant prior literature, description of the method, data, results, and conclusions. The extended abstract may also contain either one table or one figure. Do not submit a full-length paper in this category; we will only review extended abstracts.

ACR reserves the right to run the submission through anti-plagiarism software.

Evaluation

Reviewing will be blind. Reviewers will evaluate each submission on the basis of a) quality of the research; b) contribution to the field of consumer research; c) interest of the topic to ACR members; and d) coherence and readability. Please adhere to high standards of spelling and grammar and consider having a copyeditor or a native English speaker review the abstract prior to submission.

Presentation

Working papers will be presented in a live forum, organized by topic areas.

Authors are expected to:
1. Prepare a poster for display *OR* 5 slides to present during the session (detailed guidelines will be included in the acceptance notification).
2. Have at least one author available to present their work to session attendees.
3. Prepare a 3-minute talk summarizing the working paper.

Please direct any further questions about the Working Papers to the co-chairs, Liat Levontin (levontin@technion.ac.il), Rima Touré-Tillery (m-touretillery@kellogg.northwestern.edu), or Echo Wen Wan (ewwan@hku.hk). Please include "ACR WORKING PAPERS" in the subject line.

GUIDELINES TO SUBMIT KNOWLEDGE FORUMS

ACR 2021 will feature various types of 90-minute forums that are intended to foster diverse thinking and representation through panel discussions, roundtables, seminars, sets of short presentations, tutorials, or workshops. Contemporary topical knowledge forums will resonate with our conference theme. All ACR conference registrants are welcome to attend Knowledge Forums. Please note these Forums will be presented live throughout the month of October 2021.

Knowledge Forums are intended to focus on a specific topic or issue but are intentionally open-ended to encourage new ideas and insights. These Forums are an opportunity for a group of researchers to discuss cutting-edge research ideas and/or technical issues, generate new ideas, develop collaborative relationships, and share their interests with the broader ACR community.

Submission

Knowledge Forums are open to submissions from all ACR members. Forum proposals should clearly present an organized approach (e.g., panel, tutorial, workshop, etc.) to a particular topic or set of related topics of interest. Forums are designed to complement the more formal presentations in Competitive Papers and Special Sessions. To make the most of this opportunity, we encourage forum organizers and participants to brainstorm and exchange ideas before the official forum discussions.

Submissions must include:
1. The name of the primary organizer(s).
2. A title that specifies the broad topic for discussion and the objective of the gathering.
3. A 50-word abstract of the proposed forum for publication in the conference program.
4. A 500 to 750-word extended abstract single-spaced, 12-point Times New Roman, with 1-inch margins, explaining the session's purpose and content to be included in the *ACR Proceedings*, including a brief description of how pre-conference discussions will be facilitated.

Evaluation

Evaluation and selection will emphasize the quality and rigor of the submission. Session leaders are responsible for quality control over the discussion in their sessions, for enforcing deadlines, and for submitting all materials through the conference Submission Website. Please note that managing your colleagues is a significant and sometimes impossible task, but it is absolutely critical to the quality of your session. Consider and communicate how you will generate good preparation and participation.

Presentation

Knowledge Forums will be presented live in the weeks leading up to the conference. During the conference, there will be 75-minute interactive sessions scheduled for additional discussion related to Knowledge Forum topics. We encourage participants to attend (or watch the resulting video of) the Knowledge Forum in advance of participating in the live session.

Please direct any further questions about the Knowledge Forum to the co-chairs, Frederick Wherry (ffwherry@princeton.edu), Jonah Berger (jberger@wharton.upenn.edu) or Michael Luchs (michael.luchs@mason.wm.edu). Please include "ACR KNOWLEDGE FORUM" in the subject line.

GUIDELINES TO SUBMIT A FILM TO THE FILM FESTIVAL

The 2021 ACR Conference Film Festival will continue the tradition of advancing videographic consumer research. We invite films that address the audiovisual character of consumer research phenomena or innovative film-based approaches that advance the field in new directions, but also submissions outside of these themes.

Submissions. Two types of submissions are invited:
- ❖ **Stand-alone films:** These films are complete, self-standing research projects. To see examples of films, please take a look at the variety of structures and approaches characterizing recent award winners:
    - o Thomas Stenger (2019) won Judges' Choice Videography award for "Spot - Conquering the Public Space - Ethnography of a Spatial Practice: Downhill Longboarding" - trailer: https://vimeo.com/366754591

    - o Takeshi Mitsui (2019) won Best First-Time Videography award for "Zakka: Uncategorized Culture of Uncategorized Goods, An Oral History of Uncategorized Man" - trailer: https://vimeo.com/355934258

    - o Michelle Renee Nelson, Yanyun (Mia) Wang, Kathy Tian, Gail Ferguson, Rachel Powell, and Candice Wray, University of Illinois at Urbana-Champaign, USA (2018) won Best Videography award for "Teaching Consumer Resistance in Jamaica: Subvertising in Action" – trailer: https://vimeo.com/291221474

- ❖ **Films with commentary** (up to 1000 words): The textual commentary piece adds to, comments, and enriches the videography element with academic references. This format allows for maximum flexibility in terms of combining text and video in novel ways. Authors will record a formal 5-10-minute presentation before or after the film screening that sheds light on the commentary element. The commentary element is not published in the *ACR Proceedings*.

Recommended length for film festival submissions considered for the track is up to 20 minutes (due to track presentation format). However, shorter and also longer (up to 50-minutes long) submissions are also welcomed, but their acceptance requires outstanding videographic quality.

To increase the probability that submissions are original and distinctive, authors are advised to visit the ACR website http://www.acrwebsite.org/go/acrfilms and look through the film section (2007-2020) to see what research has been presented. Please not that films submitted should be new and not have been presented in any prior ACR film festival, including regional ones.

Extra care should be taken by authors to avoid copyright infringement: https://www.desktop-documentaries.com/copyright-issues.html

Films should be uploaded onto Vimeo (http://vimeo.com/) and allocated password access:

1. The link and password should be provided as required in the submission process.
2. NOTE: Please make sure to remove all (written) author information from the submission and its credits to guarantee anonymous review.

Authors are required to submit a Structured Abstract of up to 300 words (1,000 words in the films with commentary category), which will be published in the *ACR Proceedings*, using the following headings and guidelines:

1. **Intended Contribution to Knowledge:** What is the specific gap in knowledge and research question(s) the film seeks to answer? What is the unique perspective taken?

2. **Literature Foundations:** To which body of consumer research literature does the film contribute? On which frameworks, ideas, concepts and/or theories does it rely?

3. **Research Method:** What methodological and analytical procedure was followed? What is the specific research and/or videography-making context (discuss when relevant)?

4. **Findings and implications:** What knowledge, explanations, concepts, theories, methodological considerations, results and/or experiential insights does the film contribute to the above research domain?

5. **Key References:** List up to 6 key references (articles, videographies etc.) **NOTE:** Although authors are asked to supply a structured abstract, they should NOT assume they must use this structure for their film. Of course, they may do so, but typically films should adopt structures that optimize the specific story they are aiming to tell.

Evaluation

Submissions will be evaluated on: a) contribution to knowledge on consumer research topics; b) timeliness and topicality; c) theatrical or dramatic qualities; d) production values, including using new experimental videography production techniques; and e) ethical conduct.

To aid in ensuring your film is well-received by the reviewers, consider the following points:

❖ Is there a compelling reason for using videography to present the research? Having videographic data does not necessarily mean a film can/should be made. Consider the narrative, rationale and time needed to express your results via videographic methods.

❖ Creativity in presentation of research. Films do not need to follow the standard academic structure with research questions, methodology, discussion, etc. But there does still have to be a clear link back to consumer research. In addition to the traditional documentary films, filmmakers could consider submitting animations, fictional films, and experimental films.

❖ Multiple data sources and research paradigms are encouraged. Films often lend themselves to qualitative methods; however, this is not to say that other methodologies are not welcome.

❖ Consider reading Belk et al.'s 2018 piece on using videography to develop marketing knowledge: Russell W. Belk, Marylouise Caldwell, Timothy M. Devinney, Giana M. Eckhardt, Paul Henry, Robert Kozinets & Emmanuella Plakoyiannaki (2018) Envisioning consumers: how videography can contribute to marketing knowledge, *Journal of Marketing Management*, 34:5-6, 432-458, DOI: 10.1080/0267257X.2017.1377754

Acceptances
Authors will be informed if their film has been accepted by mid-June, 2021. Author(s) may need to modify their films in line with recommendations of the Film Festival co-chairs (and often the reviewers) and provide a description of the way they addressed (or not) the comments. Authors whose work is accepted should also submit a short trailer (1-2 minutes), the modified version of the film, and the modified written components by Thursday, August 19, 2021, before 23:59 EST. The trailer should not be password protected and should be available for public viewing via a Vimeo link, which should be emailed to Film Chairs Finola Kerrigan (f.kerrigan@fashion.arts.ac.uk) and Eric Li (eric.li@ubc.ca). Trailers will be linked to and screened on the conference website alongside the structured abstract to promote awareness and engage the ACR community. An author can only submit (or be a co-author) on up to two films in the Film Festival. This approach is intended to encourage authors to submit their highest quality work.

Accepted Films to be Accessible through the ACR Website
All authors are asked to agree to make their films accessible through the Film Section of the Association for Consumer Research website as well as the conference website. At the end of the structured abstract (or commentary where applicable), which will be published on the ACR website, a link on Vimeo to the film should be provided so that each film can be viewed without using a password, OR an email address should be supplied so that the person wanting to view a film can contact the lead filmmaker and request a link. Prompt responding to such requests will increase the number of high-quality consumer research films accessible to interested scholars and beyond.

Presentation
Films will be available for viewing the week prior to the conference. Live 75-minute discussion forums for films will be scheduled during the conference. At least one author of each accepted film must be present during their live session at ACR to address questions and participate in discussion.

Film Festival related questions should be directed to the Film FestivalCo-Chairs: Finola Kerrigan (f.kerrigan@fashion.arts.ac.uk) or Eric Li (eric.li@ubc.ca). Please include "ACR FILM FESTIVAL" in the subject line.

GUIDELINES TO SUBMIT A GLOBE TROTTING SESSION

Nighttime around the globe means it is time to get together and celebrate all the amazing things our global and diverse ACR community has to offer. While we cannot physically travel, we can still enjoy culture, art, music, food and inspiration from around the world, and good times with old and new friends. Come discover new places, get inspired, and add to your list of place and people you would like to visit after the Pandemic! Showcase your geographic region and all the beautiful things it has to offer, we can't wait to learn more about your region.

This new submission category invites groups in geographic regions (e.g. scholars from Mumbai, colleagues residing along California's Central Coast, researchers doing field work together in Uganda) to shine a spotlight on their region, focusing on what is unique to their area. Where other types of submissions should be explicitly linked to the conference theme, the very nature of this session is to draw attention to the beauty of our diversity and actively work towards inclusion by fostering awareness and understanding. Regional members will organize and host their 30-minute session, and all ACR attendees are welcome to attend.

Globe Trotting sessions are intentionally left to the creativity of the organizers with the hope that they provide opportunities for regions to share some of what makes them proud—whether local culture, research or something else. Be creative—consider various formats like trivia, games, folk art workshop, cooking class, or sharing a local custom. These sessions are intended to create space for sharing local phenomenon, discussing new trends or intergenerational traditions, and sparking camaraderie with the broader ACR community.

Submissions. Globe Trotting sessions are open to submissions from all ACR members. Session proposals should clearly present an organized approach focused on a particular region.

Submissions must include:
1. The name of the primary organizer(s), the focal Region, and agreed participants.
2. A title that specifies the Globe Trotting topic.
3. A 750-word extended abstract single-spaced, 12-point Times New Roman, with 1-inch margins, explaining the Session's content and organization, as well as a preferred time for presentation (morning or afternoon, Eastern Time).

Evaluation

Evaluation and selection will focus on the originality and quality of the submission. Session organizers are responsible for developing a plan for their sessions, for submitting all materials through the conference Submission Website, and for ensuring all facets of the session are presented live during the conference.

Presentation

Globe Trotting sessions will be presented live during the conference in 30-minute sessions. Given our hope for several sessions, these Forums will be scheduled throughout the conference.

Please direct any further questions about the conference co-chairs (ACRSeattle2021@gmail.com). Be sure to note "GLOBE TROTTING" in the subject line.