Contents

Editorial	
Revisiting research priorities for data, market research, and insights I Daniel Nunan	23
Research Note	
Cognitive load reduction strategies in questionnaire designIKylie Brosnan, Bettina Grün and Sara Dolnicar	25
Articles	
#artoninstagram: Engaging with art in the era of the selfie I Chiara Piancatelli, Marta Massi and Andrea Vocino	34
TV adverts, materialism, and children's self-esteem: The role I of socio-economic status Agnes Nairn and Suzanna J Opree	61
Enhancing data collection methods with qualitative projective I techniques in the exploration of a university's brand identity and brand image Louise Spry and Christopher Pich	77
Are self-description scales better than agree/disagree scales? 2 Jerry Timbrook, Jolene D Smyth and Kristen Olson	201
Capturing heterogeneous decision making processes: the case 2 with the E-book reader market Dongnyok Shim	216
Friendships through the style choice of virtual stickers: Young adults2manage aesthetic identity and emotion on a social messaging line app2Chih-Ping Chen2	236
How consumer involvement influences consumption-elicited emotions 2 and satisfaction <i>Cristina Calvo-Porral, Agustín Ruiz-Vega and Jean-Pierre Lévy-Mangin</i>	251