Contact Information

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Course of Graduate Study and Enrollment

I am currently a third-year PhD student in Agricultural Economics at Michigan State University. I began my PhD program in 2022. Throughout my PhD, I have completed advanced courses such as Microeconomic Theory and Advanced Econometrics. Additionally, I have studied Advanced Applied Econometrics, R-based empirical analysis and machine learning, and experimental economics methods, which have equipped me with a robust skill set for empirical research.

Research Interests

My research interest primarily focuses on integrating experimental methodologies with theoretical frameworks in digital economics, specifically exploring the impact of digital information framing on the consumer decision-making process. More precisely, my current research examines how online video information framing influences consumer decisions, the psychological mechanisms involved (e.g., cognitive load, involvement), and how such framing shapes consumer beliefs. These topics constitute the foundation of the first two chapters of my doctoral dissertation. The third chapter of my dissertation plans to explore the role of AI-based recommendation robot in shaping consumer food choices.

Ongoing Project

Description: People engage with a wide variety of video information daily, ranging from 30-second animated advertisements on television to 5-minute live action reviews on platforms like YouTube. These visual stimuli are ubiquitous, with online videos accounting for 82% of global internet traffic in 2022[1]. Despite this overwhelming exposure to video content, it remains unclear how such videos influence our food decisions and through what mechanisms these effects occur. Understanding these mechanisms is crucial, as video content increasingly shapes food choices and perceptions of ethical practices like animal welfare.

Previous research has emphasized the influence of information framing on individual behavior, such as narrative styles and framing techniques. However, there is a lack of studies focusing on how *visual information framing* affects consumer decision-making. My research addresses this

[1] https://www.cisco.com/c/dam/m/en_us/solutions/service-provider/vni-forecast-highlights/pdf/Global_Device_Growth_Traffic_Profiles.pdf

gap by employing experimental methods to investigate the effects of visual information (video information) framing on consumer choices. In this study, I identified two key video design attributes based on prior literature: video length (1 minute 30 seconds vs. 4 minutes 30 seconds) and visual presentation format (animated vs. live-action video). Using AI video making tool, I transformed textual content into videos, controlling for both the video text content and the key messages conveyed. This approach enables a comparison of the effects of different video lengths under the same presentation format, as well as the effects of presentation format for videos of the same length, on consumer decision-making.

Furthermore, my research uncovers distinct and significant psychological mechanisms, such as cognitive load, involvement, and memory, and examines how these mechanisms vary depending on different video formats. Currently, I am also exploring how to incorporate these psychological mechanisms into models to further elucidate how various video formats influence consumer behavior by affecting these mechanisms.

For now, my research has progressed through the stages of questionnaire design and video production. The next steps include undergoing IRB review and conducting a pilot study.

The second chapter of my dissertation focuses on how video information shapes consumer beliefs. The motivation for this research stems from the current lack of studies examining how video information framing influences consumer beliefs. As a result, this study aims to address this gap by providing empirical evidence, thereby enhancing our understanding of consumer decision-making processes under different video information conditions. At present, this research is still in the questionnaire design phase.

Committee Members:

- Dr. Vincenzina Caputo, Department of Agricultural, Food, and Resource Economics, Michigan State University
- Dr. James Sears, Department of Agricultural, Food, and Resource Economics, Michigan State University
- Dr. Thomas Reardon, Department of Agricultural, Food, and Resource Economics, Michigan State University
- Dr. Brent Ross, Department of Agricultural, Food, and Resource Economics, Michigan State University