程安安

cv.chenganan.com

Research Interests

Corporate social advocacy; consumer agency; political consumerism; ethical and sustainable consumption; brand communication.

Education

Communication University of China

Master's degree, Advertising, with a focus on Brand Communication 2024

Bachelor's degree, Advertising

Research Experience

Master's Thesis 2023-2024

Communication University of China

Consumer Experiences of Moral Coercion in Corporate Social Advocacy and Their Formation

Conducted 26 in-depth consumer interviews and compiled a corpus of over 150,000 Chinese characters to investigate experiences of moral coercion in corporate social advocacy.

Applied grounded theory with NVivo, using open, axial and selective coding to develop conceptual categories and examine their relationships.

Developed a process model connecting perceived manipulation, agreement with reservations, tensions between consumer autonomy and moral agency, and consumer resistance.

Consumer Interviews on Pet Funeral Services

Conducted consumer interviews to explore the emerging consumption phenomenon of pet funeral services.

Bachelor's Thesis

Communication University of China

Studied parody in Chinese "tuwei" advertising, a form of advertising associated with vernacular and deliberately lowbrow aesthetics.

Relevant Professional Experience

Brand and New Media Operations

Online Recycling Platform

Worked in brand and new media operations for an online clothing recycling platform.

Research Methods

In-depth and semi-structured interviewing; interview transcription; grounded theory; open, axial and selective coding; NVivo.