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When Posting About Products on Social Media Backfires: The Negative Effects of Consumer Identity Signaling on Product Interest: — [Source link](#)

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Data Collection Statement for Grewal, Stephen and Coleman (2019)

The data for studies 1, 3, and 4 were collected from undergraduate students at the University of Pittsburgh from fall 2016 to spring 2017. For studies 1, 3, and 4, data collection was conducted by research assistants working under the supervision of the behavioral lab manager and the first author. The data for studies 2, 5, and the web appendix were collected on Amazon's Mechanical Turk between summer 2016 and summer of 2017 by the first author. The data from Pinterest in the web appendix was scraped by the first author during spring-summer 2017. The analyses in all studies were performed by the first author under the supervision of the second author. The third author was not involved in data collection or analysis.