nc of anthropomorphic c mm n c n in social me-The n dia on the country-of-origin С

W. FENG ET AL.

n Journal of ° n n œ

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[AQ1]

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ABSTRACT

This research n the n on human schema theory. In study 1, the researchers examined the n nc of anthropomorphic c mm n c n in social media on the country-of-origin c In study 2, the m n c of n m n internal c process of the main c Study 3 examined the m joint). The main c was n c n only when the manner of n

nc of anthropomorphic c mm n c n in social media on the country-of-origin c based c n was assessed, which the n role of the manner of n n (separate or n was separate.

Keywords: Anthropomorphic c mm n c n ; country-of-origin c;n m c n n

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P n

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u background

The country-of-Origin

The moderator of the country-of-Origin

Anthropomorphic mm n n

Human schema theory

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The n n of anthropomorphic mm n n on the country-of-Origin

H1: H2:

Them n role of n n

H3:

Study 1

Method

			H1						М	SD
N _{UAC} , o	CG				N _{AC} , FC	N _{AC} , UFC	λ	J _{AC,} CG	N _{NAC} , FC	N _{NAC} , NFC
							Ν		М	SD
						I	М	SD		
M _{NAC}	SD	t		p N	d	М		SD	M _{AC}	SD

Results and discussion

F df p

CG SD t df p d

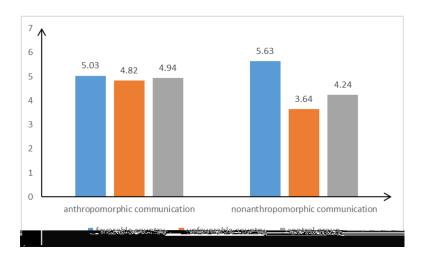
SD t df p d

F df p

 $M_{NAC, UFC}$ SD $M_{NAC, CG}$

 $M_{NAC, FC}$ SD $M_{NAC, FC}$

 $F \qquad df \qquad p \qquad M_{AC, \ FC} \qquad SD$ $M_{AC, \ CG} \qquad SD \qquad t \qquad df \qquad p \qquad d \qquad M_{AC, \ UFC} \qquad SD \qquad M_{AC, \ CG}$ $SD \qquad t \qquad df \qquad p \qquad d$



Study 2

Method

	H2	2			N	1	SD
	N _{AC} , FC	Nnac, ufc	N _{AC, FC}	N _{NAC} , UFC N			М
SD							
			М	SD			
SD t	df p	d			M _{AC}	SD	M _{NAC}
Ν		M SL)				

Results and discussion

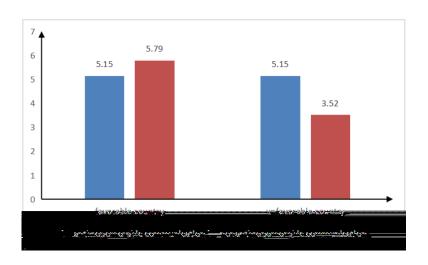
		i	t								
							M	AC	SD	M_{NAC}	SD
	t	df p	d							M_A	1 <i>C</i>
SD	M_N	AC SI	D 0	t	df j	p d				M_{AC}	SD
	M_{NAC}	SD	t	df	р	d					M_{AC}
	SD	M_{NAC}	SD	t	df	р	d				
	M_{AC}	SD	M_l	VAC	SD	t	df	р	d		

M_{AC} SD M_{NAC} SD t df p d

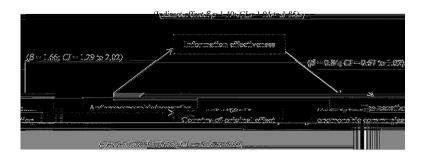
F	df	р
-		P

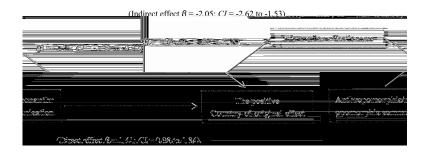
		M _{NAC} , FC	SD	M	AC, FC	SD	t	df p	d
FC	SD	M _{AC, FC}	SD	t	df p	d			M _{NAC} ,
UFC	SD	M _{NAC} , UFC	SD	t	df	р	d		$M_{AC,}$
UFC	SD	t df	p d		0	1	M _{AC} , UFC	SD	M _{NAC} ,

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H2

Study 3

Method

M SD

Н3

Results and discussion

SD	M _{NAC} SD					M _{AC}
d	M_{AC} SD M_{AC} M_{AC}	M _{NAC} SD	(_{NAC} SD SD M _{NAC} SD	t df SD t	p df	d p d
SD M _{NAC} p d	SD t	df	p d M _{AC}	SD M		df p M _{AC} t df
p SD M _{AC}	SD t	df	p d			F df M _{NAC}
	M _{NAC}	SD	M_{AC} S.	D t	df p	d

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General discussion

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Anthropomorphic communication condition



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Separate presentation/anthropomorphic communication condition

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Joint presentation/anthropomorphic communication condition

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