

Chiara Longoni

MARKETING MANAGEMENT

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HONG J. S., LONGONI C., MORWITZ V. G.

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Algorithmic Transference: People Overgeneralize Failures of AI in the Government

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How consumer digital signals are reshaping the customer journey

Journal of the Academy of Marketing Science, 2022, vol.50, no. 6, pp.1257-1276

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Journal of Marketing, 2022, vol.86, no. 1, pp.91-108

CADARIO R., LONGONI C., MOREWEDGE C. K.

Understanding, explaining, and utilizing medical artificial intelligence

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CIAN L., LONGONI C., KRISHNA A.

Advertising a Desired Change: When Process Simulation Fosters (vs. Hinders) Credibility and Persuasion

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2024, The Conversation

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Do People Believe Generative AI?

2023, Insights@Questroom

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Can we trust machines doing the news?

2023, 360info.org

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For Patients to Trust Medical AI, They Need to Understand It

2021, Harvard Business Review, United States of America

PROCEEDINGS/PRESENTATIONS

LONGONI C., FRADKIN A., CIAN L., PENNYCOOK G.

News from Generative Artificial Intelligence Is Believed Less

FACCT '22: 2022 ACM Conference on Fairness, Accountability, and Transparency, June 21 - 24, 2022, Seoul, South Korea
