

Return of the narrative: studies on transportation in social media

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RETURN OF THE NARRATIVE

Studies on transportation in social media

TOM VAN LAER

1. Although scary movie viewers do not run out of a movie theatre because they believe that the killer on the screen is real, they intend to engage in future story-relevant behaviour (this dissertation, Chapter 2).
2. After solving a word search puzzle, branch managers may feel just like angry customers (this dissertation, Chapter 3).
3. Empirical analyses don't have to be complicated to be interesting.
4. If everything is perfect, there must be something wrong.
5. To err is human, to forgive service employees can be as well (cf., Alexander Pope; this dissertation, Chapter 4).
6. If social networks manage privacy well, they will be never-ending stories (this dissertation, Chapter 5).
7. It would prove helpful to the accessibility of dissertations if the editorial we were banned so as not to interrupt readers' transportation.
8. Social media are too important to be taken seriously (cf., Oscar Wilde).
9. The world don't need scholars as much as I thought (Jamie Cullum).
10. Writing a dissertation is hard, but the joys of a PhD candidate's life make up for it.