#### 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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#### 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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N n Nature Science 7 n n of China7170217771532011The authors acknowledge n nc support from the N n Nature Science 7 n n of China (Grant#:71702177, 71532011).

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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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@mnnn

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

H1: H2:

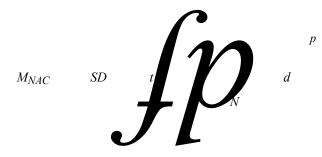
Them n role of n n

### H3:

# Study 1

### Method

	H1				M	SD
NUAC, CG		N <sub>AC</sub> , FC	N <sub>AC</sub> , UFC	N <sub>AC</sub> , cg	N <sub>NAC</sub> , FC	N <sub>NAC</sub> , NFC
				Ν	М	SD



M SD M<sub>AC</sub> SD

M SD

#### Results and discussion

F df p

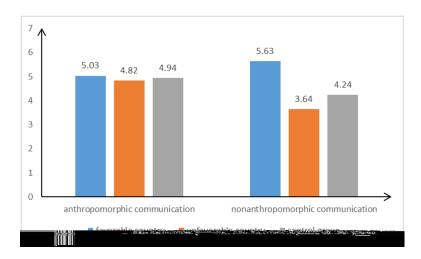
F df p

CG SD t df p d

SD t df p d

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

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



# Study 2

## Method

	М	SD				
SD	N <sub>AC</sub> , FC	Nnac, ufc	N <sub>AC, FC</sub>	N <sub>NAC</sub> , UFC N		М
SD t N	df p	d M SD	<i>M</i>	SD	M <sub>AC</sub>	SD M <sub>NAC</sub>

М,

### 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		

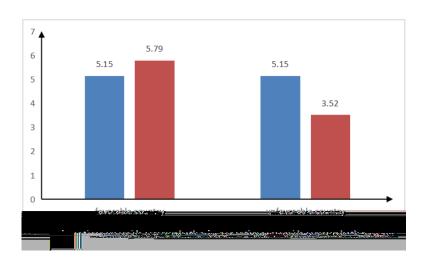
## $M_{AC}$ SD $M_{NAC}$ SD t df p d

F	df	р
-		P

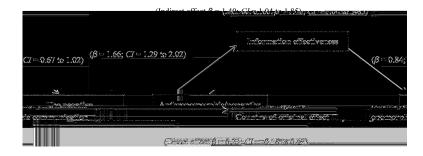
		M <sub>NAC</sub> , FC	SD	M	AC, FC	SD	t	df p	d
FC	SD	M <sub>AC, FC</sub>	SD	t	df p	d			M <sub>NAC</sub> ,
UFC	SD	M <sub>NAC</sub> , UFC	SD	t	df	р	d		$M_{AC,}$
UFC	SD	t df	p d		0	1	M <sub>AC</sub> , UFC	SD	M <sub>NAC</sub> ,

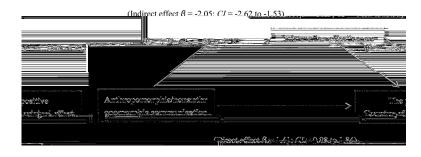
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H2

Study 3

Method

M SD

Н3

Results and discussion

SD	M <sub>NAC</sub> SD					M <sub>AC</sub>
d	$M_{AC}$ SD $M_{AC}$ $M_{AC}$	M <sub>NAC</sub> SD	( <sub>NAC</sub> SD SD M <sub>NAC</sub> SD	t df SD t	p df	d p d
SD M <sub>NAC</sub> p d	SD t	df	p d M <sub>AC</sub>	SD M		df p M <sub>AC</sub> t df
p SD M <sub>AC</sub>	SD t	df	p d			F df M <sub>NAC</sub>
	M <sub>NAC</sub>	SD	$M_{AC}$ S.	D t	df p	d

t

General discussion

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Anthropomorphic communication condition



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#### Separate presentation/anthropomorphic communication condition

### Made in America Hello, I have a big face (5.7 inches) and a strong heart nada ile dae daee <u>seconda (1993),</u> n'Achi il 1986 al nement sense mererapata seminantapatatan dir. Aaddition and a second state of the second states and the second second second second second second second second are and sensitive the second second second en son his with a madeith and an 12469-5027452 See marten for finder & and fit and a sec windo by the lost working of \$400% inftheto + these re מעריים הלאלא שריים בהים באים לאיינים אלא לאיינים איינים add the " the bases 4900 to A' lating which as y wi also were about shareby time (15 K) about as and as Nong inviting the school distribut, the and house but ... מפרול ברקום ללכול ברפי פילוא פיאי לעיירוב במו Beganeto presentation/conset/neppenaryhio securazioaden esceliti 20 North to Acception This method phone instances in the second second 7639 printikas aktā 4 1266 talentej dešīta a Leine המשיים אילה מרגיאה מאג האוגלים באליא באינים with http://www.com/alinearies/ hang ing para na kataran sané an kapadanna. State States Sand Street States of States of States erte allound tiles and the Sector Advances A CONTRACTOR OF A Sector. ð.,

Joint presentation/anthropomorphic communication condition

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