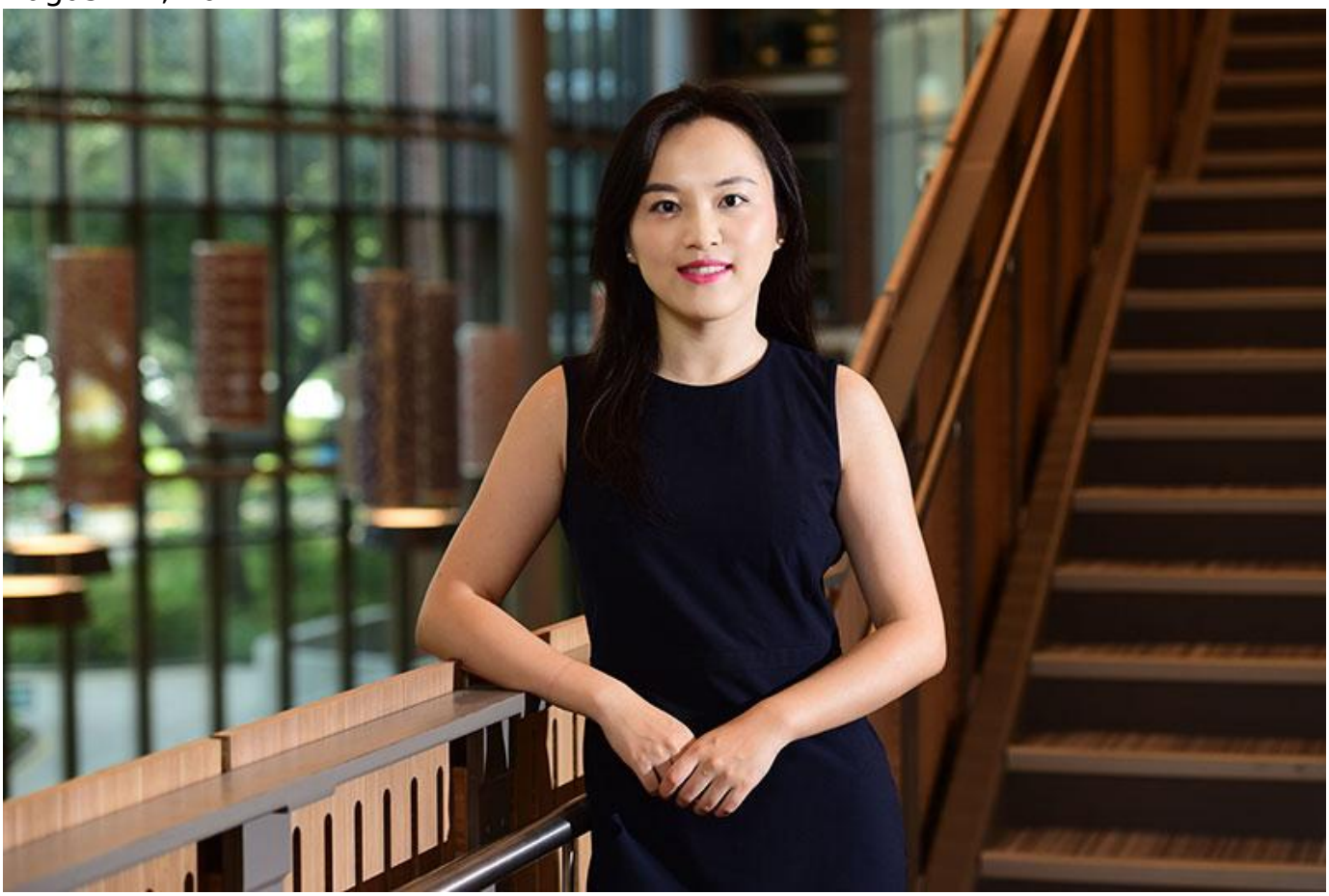
The Wall Street Journal: Want to Ruin a Destination’s Appeal for Others? Take a Selfie and Post It

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Zoe Lu, assistant professor of marketing, was interviewed by The Wall Street Journal for a story about her research on the impact of human presence in photos of identity-relevant experiences, such as a wedding, vacation or special event.

> “We want to stand out by being a little different,” says Zoe Y. Lu, an assistant professor of marketing at Tulane University and the lead author of the paper. “If my cousin saw a picture of my husband proposing to me at a particular national park, for example, my cousin would worry that

> choosing that same spot to propose to his loved one would be perceived as him being a boring person, lacking a sense of self."

To read the story in its entirety, visit wsj.com:

https://www.wsj.com/lifestyle/travel/selfies-vacation-travel-research-46ac89f9?st=yqa6cpww2ujnw9k&reflink=mobilewebshare_permalink