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Brand Community ALBERT M MUNIZ, JR THOMAS C O'GUINN\* This article introduces the idea of brand community A brand community is a [oguinn@uiuc.edu](mailto:oguinn@uiuc.edu)) The authors would like to thank three

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**The Role of Television in the Construction of Consumer Reality**

The Role of Television in the Construction of Consumer Reality THOMAS C O'GUINN L J SHRUM\* This article presents the results of a two-study inquiry into a particular type of consumer socialization: the construction of consumer social reality via exposure to television In study 1, estimates of the prevalence of products and activities

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**The Effects of Television Consumption on Social ...**

The Effects of Television Consumption on Social Perceptions: The Use of Priming Procedures to Investigate Psychological Processes L J SHRUM ROBERT S WYER, JR THOMAS C O'GUINN\* Two studies investigated the extent to which heavy television viewing affects consumers' perceptions of social reality and the cognitive processes that underlie

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