

Reviewer Instructions for 2018 CCT Conference

Technical Issues

Some reviewers may experience difficulties with EasyChair. This document contains instructions that, we hope, will help you find solutions to these difficulties.

First, please note that EasyChair uses cookies for user authentication. To use EasyChair, you should allow your browser to save cookies from EasyChair. Additionally, EasyChair requires JavaScript. You can only use EasyChair with a browser that supports JavaScript. If your browser does not support Javascript, or has Javascript support disabled, you should upgrade your browser or enable Javascript support. There are very rare source of difficulty, so if you were able to access EasyChair, there is no need for you to check your browser settings.

Second, some reviewers do not find the papers assigned them for review on EasyChair. If this is your case, it is very likely that your account is associated with one or more email addresses. When we sent you a review request, we might have specified as your email address an address **A** that is not associated to your EasyChair account. If this happens, EasyChair does not understand that **A** is also one of your email addresses and creates a new user for that address. As a result, when you log on to EasyChair with an email address associated to other email accounts, you will not find the papers we assigned to you.

To check whether this is the reason why you cannot find your assigned papers, please follow **EasyChair→My Account** (i.e., go to **EasyChair** on the main menu tab and select **My Account**). From this page, you will find your main email address, as well as alternative email addresses (if any). If the email address to which your review request was sent is not listed here, please use this page to add it as a new alternative email.

A similar problem happens when you have several accounts. As a result, if you log in using one of the accounts, you will not see data from another account. Again, please follow **EasyChair → My Account** to see what is the email address associated to your account and, if necessary, log out and log in again using the username and password associated to the email address to which we sent your review request. As an alternative, you can merge two accounts into a single one. To do so, follow **EasyChair → My Account → Merge Accounts** and indicate usernames and passwords for both accounts. As a result of the merger, the second account will disappear and all data from it will be added to the first account (including your review requests).

Finally, another reason why you do not find assigned papers even if you successfully logged in with a username associated to the email address to which we sent your review request is that the role displayed is different from subreviewer. If this is the case, you should follow the menu tabs **CCT2016 → Change Role**. This will show you all the roles you have for this conference (for example, you might also be an author). If you now select subreviewer, you should be able to see the papers we assigned you to review.

We hope these preliminary notes will be sufficient to solve any problems you might encounter in accessing your EasyChair account and finding your review request(s). What follows is a step-by-step guide with further information in case you need it.

Step-by-Step Guide for Reviewing

1. Log on to EasyChair

At the bottom of the email message through which we invited you to serve as reviewer for CCTC 2018, you will find the following message:

To answer this review request please log in to your EasyChair account associated with address Reviewer.Name@School.EDU and you will find the review request either under the Alert menu tab, or by following links EasyChair -> My Conferences -> CCT 2018.

Unfortunately, EasyChair does not provide a direct link to the paper(s) to review. So the first thing to do is to log in to EasyChair at <https://www.EasyChair.org/account/signin.cgi>

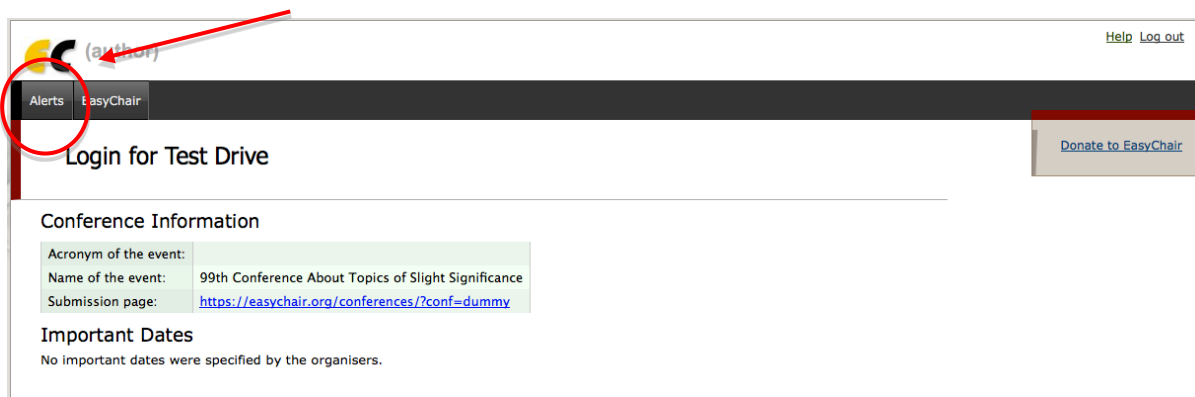
If you don't have an EasyChair account, you will need to create one. You can do so from the link above.

When you log in (or sign up), please use the same email address at which we contacted you. If you sign up with another email address, you will not be able to find our review request (see preliminary notes above).

If you do not remember your password, following instruction from the EasyChair log in page, from which you can be guided to a procedure to change your password.

2. Access your review requests

Depending on your past history with EasyChair, your first page might look different. If it looks like this (see below), click on **Alerts** on the menu bar.



A page like the one below will appear. Click on View and then follow the instructions to accept to review the paper (see below).

EC (author) Help Log out

Alerts EasyChair

Alerts

Alerts are used in EasyChair to attract your attention to something that requires your response. They are normally created as a result of actions of other people. For example, when somebody asks you to make a review, a subreviewer alert will appear amongst your alerts.

For nearly each of these alerts, you can remove them either by making your response to the alert or simple dismissing the alerts without a response.

You alerts are shown and explained below. Follow the "view" link to view or respond to them. If you do not want to a particular alert at all, click on its "dismiss" column.

Conference	Alert	View	Dismiss
CCT 2016	Review request by Diego Rinaldo <diego.rinaldo@kedgebs.com> for submission Beyond the Critical Imagination: Towards a Framework for Consumer Creativity in Political Consumption		

In other cases, if EasyChair recognizes you as a reviewer (subreviewer, in EasyChair terminology), the initial EasyChair page might look like the following. If so, please click on 'Review Request' in the menu bar to access the submission(s) that require your attention.

EC CCT 2016 (subreviewer) CCTC 2016 LILLE
CONSUMER CULTURE THEORY CONFERENCE

Review requests CCT 2016 Support Alerts EasyChair

CCT 2016 Login for Diego Rinaldo

Diego Rinaldo, welcome to EasyChair! You are logged in as subreviewer.
This session will expire after two hours of inaction.

If you log in and cannot find information you are looking for, for example, you are a PC member but EasyChair only recognizes you as an author, please read the [Help page on frequently asked questions](#).

Conference Information

Acronym of the event:	CCT 2016
Name of the event:	2016 Consumer Culture Theory Conference
Web site:	http://www.cct2016.com
Contact email addresses:	diego.rinaldo@kedgebs.com
Submission page:	https://easychair.org/conferences/?conf=cct2016

Important Dates

Description	Dates
conference	2016-07-06 - 2016-07-09

You can choose to access your previous conferences listed below.

- [CCT 2016](#): subreviewer
- [CCT7](#): author

If the system does not recognize you as subreviewer, the initial page will probably give you possibility to switch role. If this does not happen, you will be able to do it yourself by following the menu tabs **CCT2018 → Change Role**.

3. Access your review requests, check the submission abstract, and download the submission

You should now be in a page that looks like the one below. From this page, you can visualize the abstract of the submission and download the document. It is important that, in this stage, you click on **Answer Review Request** to let us know if you accept or decline to review this paper.



The screenshot shows the CCT 2016 (subreviewer) interface. At the top, there is a navigation bar with "Submission 1", "CCT 2016", "Support", "Alerts", and "EasyChair". The main content area is titled "Review Request" and contains a message from Diego Rinallo (diego.rinallo@kedgebs.com) requesting a review. A red circle highlights the "Answer request" button, with a red arrow pointing to it. Below the message is a "Submission Information" section for "Paper 1". The submission details are as follows:

Paper 1	
Title:	Beyond the Critical Imagination: Towards a Framework for Consumer Creativity in Political Consumption
Paper	 Click here to download the submission
Track:	Competitive Papers
Author keywords:	political consumption creativity conceptual article re inquiry critical imagination
EasyChair keyphrases:	consumer research (380), consumer creativity (120), political consumption (70), consumer culture (60), consumer culture theory (47), power relation (40), assemblage theory (40), cultural production (40)

4. Accept your review request(s)

Once you click on **Answer request**, a page like the one below will open.

From this page, you can agree to review the submission and, if you want, send a message to us.

If you decide not to review the submission, we would be grateful if you could suggest us the names of two-three potential reviewers with expertise on the topic.

At the end of the process, please click on **Select and/or Send Message**.

In case you have more than one submission to review, repeat the procedure.

Review Request

To answer the review request you should choose the appropriate action and edit a message to Diego Rinaldo. The message will be sent by email to Diego Rinaldo with a copy to you. Only Diego Rinaldo and you will have access to the text of the message. If you choose not to send the message, Diego Rinaldo will receive a notification about your decision.

You can choose one of the following actions.

Agree to review

In this case you should select "I agree". The message is optional.

Not agree to review

In this case you should select "I do not agree". The message is optional, however, you may think of suggesting names of other potential reviewers.

Postpone your decision

Select "I will decide later". The message is then required. You can, e.g., ask Diego Rinaldo for further information in the message.

The screenshot shows a web form for responding to a review request. At the top, the 'Subject' field is pre-filled with 'Your review request for CCT 2016 submission 1'. Below it is a large text area for the 'Message' with the pre-filled text: 'I agree to review. Thank you very much for this opportunity.' Below the message field are three radio button options: 'I agree to review this submission', 'I do not agree to review it', and 'I will decide later'. The 'Send message' checkbox is checked. At the bottom of the form is a red button labeled 'Select and/or Send Message'. Two red arrows point from the text above to the message field and the button.

5. Reviewing the paper: Accessing the review form

Once you accept your review request, a confirmation page appears, reporting again the submission abstract with the possibility to download the full submission document (see below). This same page will appear every time you log in again to access your assigned papers and submit your review.

When you are ready to submit your review, access this page and click on **submit review**.

A new page will appear, which will give you the possibility to fill out the review form.

CCT 2016 (subreviewer) CCTC 2016 LILLE
CONSUMER CULTURE THEORY CONFERENCE Help Log out

Submission 1 CCT 2016 Support EasyChair

Review Request

Diego Rinaldo (diego.rinaldo@kedgebs.com) requested you to review the following submission for CCT 2016. You accepted the request.
To **submit your review** use "Submit review" in the upper right corner.

[Submit review](#)

Submission Information

Paper 1

Title:	Beyond the Critical Imagination: Towards a Framework for Consumer Creativity in Political Consumption
Paper:	
Track:	Competitive Papers
Author keywords:	political consumption creativity conceptual article reinqury critical imagination
EasyChair keyphrases:	consumer research (380), consumer creativity (120), political consumption (70), consumer culture (60), consumer culture theory (47), assemblage theory (40), power relation (40), cultural production (40)
Abstract:	Creativity is often evoked in consumer research and usually in highly positive light. But a fundamental unpacking into creativity has been lacking, particularly from a consumer culture perspective. This paper puts forth a preliminary framing for understanding consumer creativity. We argue that creativity is fundamentally different from imagination, is often political in nature, and relates to political consumer action that leads to new lines of thinking. We build on assemblage theory in developing our framework. We illustrate potential uses of creative inquiry through a brief reinqury into Sandicki and Ger's (2010) study of Turkish veiling.
Time:	Nov 03, 19:18 GMT
Submission group:	I would like my paper considered for the poster session if rejected as a competitive submission.

Emails

Below you will find the email exchange between you and Diego Rinaldo concerning this paper. All times are GMT.

Time:	Jan 11, 11:20
Who:	Diego Rinaldo->you
Subject:	CCT 2016 submission review request

5. Reviewing the paper: Filling out the review form

Please use the online review form provided by EasyChair to provide your review. The form includes some initial multiple-choice questions followed by an open-ended field where you will be able to include your review.

CCT 2016 (subreviewer) CCTC 2016 LILLE
CONSUMER CULTURE THEORY CONFERENCE

Submission 1 CCT 2016 Support EasyChair

Add New Review on CCT 2016 Submission 1

Fill out the following form and click "Submit Review"
When you submit your review, Diego Rinaldo will receive a notification by email.
You cannot add attachments to your review using this form. To attach a document to your review, you should email it to Diego Rinaldo.

Paper information

Title:	Beyond the Critical Imagination: Towards a Framework for Consumer Creativity in Political Consumption
Authors:	(anonymous)
PC member:	Diego Rinaldo

Evaluation

Overall evaluation

3: strong accept

2: accept

1: weak accept

0: borderline paper

-1: weak reject

-2: reject

-3: strong reject

Reviewer's confidence

5: (expert)

4: (high)

3: (medium)

2: (low)

1: (none)

Additional scores

Importance of the topic <input type="radio"/> 5: excellent <input type="radio"/> 4: good <input type="radio"/> 3: fair <input type="radio"/> 2: poor <input type="radio"/> 1: very poor
Theoretical contribution <input type="radio"/> 5: excellent <input type="radio"/> 4: good <input type="radio"/> 3: fair <input type="radio"/> 2: poor <input type="radio"/> 1: very poor
Theoretical originality <input type="radio"/> 5: excellent <input type="radio"/> 4: good <input type="radio"/> 3: fair <input type="radio"/> 2: poor <input type="radio"/> 1: very poor
Conceptual rigor <input type="radio"/> 5: excellent <input type="radio"/> 4: good <input type="radio"/> 3: fair <input type="radio"/> 2: poor <input type="radio"/> 1: very poor
Methodological rigor <input type="radio"/> 5: excellent <input type="radio"/> 4: good <input type="radio"/> 3: fair <input type="radio"/> 2: poor <input type="radio"/> 1: very poor
Overall readability <input type="radio"/> 5: excellent <input type="radio"/> 4: good <input type="radio"/> 3: fair <input type="radio"/> 2: poor <input type="radio"/> 1: very poor
Likelihood of generating interest and spirited conversation <input type="radio"/> 5: excellent <input type="radio"/> 4: good <input type="radio"/> 3: fair <input type="radio"/> 2: poor <input type="radio"/> 1: very poor
Would you recommend inviting this paper to be published in Vol. 18 of Research in Consumer Behavior, dedicated to the best work presented at the 2016 CCT Conference? (only for competitive papers) <input type="radio"/> 3: Yes <input type="radio"/> 2: No <input type="radio"/> 1: This is not a competitive paper

Please fill out all fields, and provide feedback to the authors on how they can improve on their work. Having in mind first-time and junior reviewers who asked us for advice, we provide some general guidelines – however, please consider that every submission is unique, so feel free to disregard these guidelines and use your own reviewing style, particularly if you are an experienced reviewer.

- General evaluation of the paper, highlighting its major strengths and weaknesses.
- Constructive criticism on key areas of improvement. Here, you can discuss the key points previously assessed with multiple-choice questions (i.e., importance of the topic, theoretical contribution, theoretical originality, conceptual rigor, methodological rigor, overall readability, etc.) by providing helpful suggestions on how to improve on the work in view of a possible journal submission. You can of course find your own way of organizing your comments.
- Please be aware that everything you write in the ‘Review’ field will be shown to author. This field has a dual goal: helping track chairs making their decisions, but also helping authors improve on their work. If you have confidential comments that you do not want the authors to see, please use the ‘Confidential remarks for the program committee’ field.
- First-time reviewers often ask us how long a conference review should be. We would not prefer to provide strict guidelines on this, but often, conference reviews are shorter than journal reviews and are in the half to one Word page range. On average, problematic papers with several weaknesses receive significantly longer reviews than strong papers. That said, feel free to write as much or as little as you feel appropriate.

- Finally, we recommend you to write your review using your word processor first, and then copy and paste your review in the online form. Particularly if writing your review takes an extended amount of time, something may happen – for example, your browser might refresh the online form page. In these cases, there is nothing we can do to retrieve your work and we would hate to have you start all over again. Even if you have your review in a word document, however, we kindly ask you to submit your work through EasyChair (i.e., do not send your review as a word document to the track chairs). This will make our work easier. Thank you very much in advance.


Review


Review (*)
Please provide a detailed review, including justification for your scores. This review will be sent to the authors unless the PC chairs decide not to do so. This field is required unless you have an attachment.

Confidential remarks for the program committee
If you wish to add any remarks intended only for PC members, please write them below. These remarks will only be seen by the PC members having access to reviews for this submission. They will not be sent to the authors. This field is optional.

[Submit review](#)

Once you are done, click on **Submit review**. The following confirmation page will appear, and you will also receive a confirmation email. If you have other submissions to review, you can start the process again.

 CCT 2016 (subreviewer)



Submission 1CCT 2016SupportEasyChair

Review Submitted

Your review has been submitted. Diego Rinallo will be notified about the review submission by email.