

THE FUTURE OF OWNERSHIP RESEARCH

The following questions were raised during the closing forum of the workshop. They highlight important directions for further research in the area.

THE DYNAMICS OF OWNERSHIP

How does ownership develop and change over time? When does the feeling of ownership towards something start? How can the feeling of ownership be prevented? When does ownership kick in? Is the acquisition of ownership feelings gradual? What are the long-term consequences (from acquisition to disposal)? To what extent does ownership wear off over time? Is there a need for a new theory of ownership for intangible targets?

CONSEQUENCES OF OWNERSHIP

What are other consequences of psychological ownership (PO) and why does the experience of ownership matter? How large are the effects of ownership? What about the impact of ownership (feelings) on endowment, visual responses, actions, memory, emotions such as jealousy, shame and pride, identity and self-image? Is PO really causal? Can we as some suggest really successfully disentangle loss aversion and ownership?

DIVERSITY IN OWNERSHIP

How do gender, age, cultural and generational differences in the experience of ownership matter? What does ownership do for society? Does ownership change as we change as a society?

MEASUREMENT OF OWNERSHIP

How can we measure PO (and nothing else) given the plethora of definitions? How can we distinguish PO from attachment or identification? Are single-item measures sufficient? How can we experimentally manipulate it? Are there visceral responses and reactions that we can measure?

THE DARK SIDE OF OWNERSHIP

Is there an optimal level of ownership? Can there be too much and what are potential detrimental effects? How much infringement of ownership is tolerable? Are there cases where low individual ownership is actually beneficial (e.g., innovation processes, the wisdom of the crowd)?

REDUCING OWNERSHIP

What are the processes of losing PO over an object? What does it mean if people give up ownership? How are feelings associated with ownership and possession managed when ownership is given up (what about hoarders, for example)? Is there a constant account of ownership substitutability?

COLLECTIVE OWNERSHIP

What about collective ownership? How does it differ from individual ownership in terms of definition, antecedents and consequences? Is "ours" many "mines"? How do we define ownership in a team, a company, a family, a city? What does the unit of analysis imply about its measurement? Is there a trade-off between individual and collective ownership? What about different ownership rights in groups?

THE FUTURE OF OWNERSHIP

How will new forms of consumption (e.g., access-based consumption) influence the perception and feeling of ownership? How important is intangible ownership in light of new technological developments (e.g., virtual reality)? Is the feeling of ownership becoming more important than actual ownership? Is it the end of ownership as we know it?