

Tell Me About Your Experience: How Consumer Narratives Persuade

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Dissertation submitted to the faculty of the Virginia Polytechnic Institute and State University in partial fulfillment of the requirements for the degree of

Doctor of Philosophy  
in  
Business, Marketing

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(Questions? Concerns? Contact Gail McMillan, Director of the Digital Library and Archives at Virginia Tech's University Libraries: [gailmac@vt.edu](mailto:gailmac@vt.edu))

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## Virginia Tech ETD Fair Use Analysis Results

*This is not a replacement for professional legal advice but an effort to assist you in making a sound decision.*

Name: Anne Hamby

Description of item under review for fair use: Asics Running Shoe picture from the opinions.com reviewing the Asics Gel Pulse ([http://www.epinions.com/review/Asics\\_Gel2130\\_Running\\_Shoes\\_for\\_Women/content\\_476718796420](http://www.epinions.com/review/Asics_Gel2130_Running_Shoes_for_Women/content_476718796420))

Report generated on: 03-06-2014 at : 16:21:56

### Based on the information you provided:

#### Factor 1

Your consideration of the purpose and character of your use of the copyright work weighs: *in favor of fair use*

#### Factor 2

Your consideration of the nature of the copyrighted work you used weighs: *against fair use*

#### Factor 3

Your consideration of the amount and substantiality of your use of the copyrighted work weighs: *in favor of fair use*

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Your consideration of the effect or potential effect on the market after your use of the copyrighted work weighs: *in favor of fair use*

**Based on the information you provided, your use of the copyrighted work weighs: *in***

*favor of fair use*



**Draft 09/01/2009**

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Name: Anne Hamby

Description of item under review for fair use: Matteo R.'s photo from the website [www.yelp.com](http://www.yelp.com); Review of the restaurant "Barboncino"

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### **Based on the information you provided:**

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Your consideration of the purpose and character of your use of the copyright work weighs: *in favor of fair use*

#### **Factor 2**

Your consideration of the nature of the copyrighted work you used weighs: *against fair use*

#### **Factor 3**

Your consideration of the amount and substantiality of your use of the copyrighted work weighs: *in favor of fair use*

#### **Factor 4**

Your consideration of the effect or potential effect on the market after your use of the copyrighted work weighs: *in favor of fair use*

**Based on the information you provided, your use of the copyrighted work weighs: *in***

*favor of fair use*



**Draft 09/01/2009**

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*This is not a replacement for professional legal advice but an effort to assist you in making a sound decision.*

Name: Anne Hamby

Description of item under review for fair use: Cohen, Elizabeth. "Organ donor's surgery death sparks questions" CNN website, April 9, 2012. Website: <http://edition.cnn.com/2012/04/08/health/cohen-donor-safety/>

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Your consideration of the purpose and character of your use of the copyright work weighs: *in favor of fair use*

#### **Factor 2**

Your consideration of the nature of the copyrighted work you used weighs: *in favor of fair use*

#### **Factor 3**

Your consideration of the amount and substantiality of your use of the copyrighted work weighs: *in favor of fair use*

#### **Factor 4**

Your consideration of the effect or potential effect on the market after your use of the copyrighted work weighs: *in favor of fair use*

**Based on the information you provided, your use of the copyrighted work weighs: *in***

*favor of fair use*



**Draft 09/01/2009**

(Questions? Concerns? Contact Gail McMillan, Director of the Digital Library and Archives at Virginia Tech's University Libraries: [gailmac@vt.edu](mailto:gailmac@vt.edu))

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## Virginia Tech ETD Fair Use Analysis Results

*This is not a replacement for professional legal advice but an effort to assist you in making a sound decision.*

Name: Anne Hamby

Description of item under review for fair use: Eisenfeld, Sue. "Toxic Tale: An 'Enviro' Learns Why We Need Tighter Controls On Home Pesticide Use," May 2011. Website:

<http://content.healthaffairs.org/content/30/5/985.abstract><http://edition.cnn.com/2012/04/08/health/cohen-donor-safety/>

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### **Based on the information you provided:**

#### **Factor 1**

Your consideration of the purpose and character of your use of the copyright work weighs: *in favor of fair use*

#### **Factor 2**

Your consideration of the nature of the copyrighted work you used weighs: *in favor of fair use*

#### **Factor 3**

Your consideration of the amount and substantiality of your use of the copyrighted work weighs: *in favor of fair use*

#### **Factor 4**

Your consideration of the effect or potential effect on the market after your use of the copyrighted work weighs: *in favor of fair use*



**Based on the information you provided, your use of the copyrighted work weighs: *in favor of fair use***

