Social Exclusion: A Bibliometric Analysis and Future Research Directions in Advertising

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Abstract

Advertisers have begun to recognize the role of inclusive advertising in consumer well-being. One way to increase inclusivity is to minimize experiences of exclusion using marketing tools. Although social exclusion is common in today's world, current academic literature is mostly silent on how advertising can mitigate the negative effects of exclusion. This paper initiates the discussion on inclusive advertising by systematically exploring the underlying phenomena of social exclusion and related concepts (e.g., marginalization, loneliness, and social isolation). Through a bibliometric approach and thematic content analyses that includes over 490 articles published in the last two decades in marketing, including advertising, communication, and psychology journals, we evaluate the mechanisms and consequences of social exclusion. We discuss several avenues for future research, present propositions, and suggest guidelines on (1) how marketers can design inclusive advertising and (2) how advertising can cater to the needs of excluded consumers, and (3) how advertising may alleviate the negative effects of social exclusion and enhance consumer psychological well-being.

Keywords: Exclusion, Ignoring, Inclusive advertising, Isolation, Marginalization, Loneliness, Rejection, Bibliometric analysis, Review

Introduction

United Nations Human Rights (2022) considers social exclusion a lingering issue that calls for immediate research and additional data. In line with the prevalence of social exclusion in society nowadays, firms have started acknowledging social exclusion patterns and creating offerings targeted at socially excluded and lonely consumers. Examples include weighted blankets that create the idea that one is being hugged, chat-friendly checkout points in supermarkets, communal tables in cafes and restaurants (Shrum, Fumagalli, and Lowry 2022), single meals, and even meals that have a face on, to provide the idea of company. Moreover, businesses are investing in technology that augments human interaction, as a close substitute of face-to-face meetings, although virtual meet-ups could never fully substitute social interactions.

Based on past research, social exclusion manifests itself in various forms such as being rejected, ignored, ostracized, marginalized, or discriminated against or feeling isolated or lonely (Duclos et al. 2013; Lee and Shrum 2012; Lim and Kim 2011; Loh, Gaur, and Sharma 2021; Lu and Sinha 2017; Riva and Eck 2016; Wang, Zhu, and Shiv 2012; Williams 2007). Social exclusion can be triggered both by consumption-related situations, such as being denied access to a club, airport lounge, or an exclusive community, or non-consumption-related situations, such as not being invited to dinner by a group of friends or to an alumni gathering. Scholars have expanded the social exclusion, rejection, and social ignoring streams of research to also include loneliness and isolation, sometimes using these constructs interchangeably, with social exclusion being the most recurring one.

While research on social exclusion continues to appear in social sciences, with more than 490 articles published in the last two decades in the field of business, psychology, and communication, it is scarce in marketing (e.g., Kim, Murray, and Moore 2023; Kim, Kang, and Kim 2005; Liu et al. 2022; Shrum et al. 2022), and more particularly, in advertising.

There is past academic evidence that marketing can affect the extent to which one feels socially excluded (e.g., Kim, Murray, and Moore 2023; Kim, Kang, and Kim 2005; Liu et al. 2022; Shrum et al. 2022). For instance, consumers that experience social exclusion react positively to brands that make them feel included and part of a community (Mead et al. 2011). Similarly, socially exclusion increases preference for nostalgic products because such products may indirectly fulfill belongingness needs (Loveland, Smeesters, and Mandel 2010). Closely related research streams appear to focus on similar themes in consumer behavior, including the causes (e.g., quality of social ties, being ignored indirectly or directly, feeling rejected) and consequences (e.g., reckless driving, indulgence in food or alcohol, overspending on items that can signal group acceptance) of these negative states (Shrum et al. 2022). Surprisingly, despite their common focus, these different streams have developed and grown in consumer behavior, but with limited reference to what marketing—and more specifically, advertising—can do to alleviate the negative feelings and consequences related to social exclusion. Social exclusion changes individual behavior (e.g., Maner et al. 2007; Lakin, Chartrand, and Arkin 2008; Pickett, Gardner, and Knowles 2004; Twenge et al. 2001; Warburton et al. 2006) and may affect decisions and preferences of consumers and their response to marketing strategies (e.g., Duclos et al. 2013; Loveland et al. 2010; Mead et al. 2011). These prove the importance of studying such construct using the lenses of advertising.

In this research, we propose a framework for the relationship between social exclusion and closely related constructs in marketing by showing how advertising can extend academic research in the field, with the aim of mitigating feelings of social exclusion. Doing so is particularly important and relevant nowadays as recently stressed by Shrum and colleagues (2022).

We apply a bibliometric approach to offer guidance to advertisers on how to include social exclusion in future research in the field. We focus not only on social exclusion but also

other closely related constructs such as loneliness, social isolation, rejection, marginalization, and ostracism in marketing, consumer research, psychology, and advertising. We use results of the bibliometric approach based on Social Science Citation Index to propose ways that advertising can address socially excluded consumers and help mitigate this uncomfortable psychological state and its negative outcomes. In the next sections, we describe these different research streams around social exclusion and present the overarching insights around this construct.

This research extends the present literature in advertising by suggesting ways that advertising can mitigate the adverse consequences of social exclusion. To do so, we first refine the definition of social exclusion, and we then propose ways in which advertising can address the presence of social exclusion in the society. Moreover, we expand previous research on the topic by conceptually defining social exclusion and merging past work on this topic with research in advertising.

Systematic literature review

Bibliometrics Analysis Process

We conducted a bibliometric analysis, introduced by Pritchard (1969), to understand the evolvement of social exclusion research, by following the five-step procedure recommended by Guo et al. (2019) and Feng, Zhu and Lai (2017).

Step 1: Defining a Search Strategy

We identified keywords by checking previous reviews and searching in previous research. Specifically, we identified the following terms representing social exclusion as search keywords: "discrimination", "social exclusion/excluded", "rejection", "loneliness/lonely", "social isolation/isolated", "marginalization", and "ostracism". In

addition, we included the terms "advertising", "brand", "business", "commercial", "communication", "market", and "product" (Ye et al., 2021) and the terms "people", "consumer", "customer", "audience", and "viewer", to guarantee the search yields articles from the marketing field and at the individual level. We present the search formula in the Online Appendix A.

We selected Web of Science core collection database as the data collection course in the study, for two reasons. Firstly, the Web of Science database is one of the largest databases of peer-reviewed publications in social science research, and its Social Science Citation Index is widely recognized as the index for good quality journals. Secondly, offers multiple data formats that enable additional processing in bibliometric software.

Our search focuses on the fields of title, abstract, and keywords, with a time span from 2000 to 2023 (the time of the literature collection). According to these criteria, we gathered and stored 4,197 articles in plain text format.

Step 2: Conducting the Initial Search

Initially, 4,197 papers of diverse types and languages were included in the search. To ensure analysis reliability, only full-length peer-reviewed articles and reviews were considered (Shen and Ho 2020; Ye et al. 2021), excluding conference papers, books, and editorials due to their limited peer-review process (Ye et al. 2021). This yielded 3,697 eligible papers. Further refinement focused on subject areas linked to social exclusion: business, communication, and psychology. Consequently, 1,188 full-text papers were retained after this screening process.

Step 3: Refining the Search Results

Many of the 1,188 articles were not related to the area of social exclusion. For instance, authors used the term "ignored" for identifying research gaps, resulting in several unrelated papers. Thus, we refined our search by reviewing the remaining 1,188 papers, evaluating titles, abstracts, and main content to determine if they met these criteria: (1) focused on social exclusion-related phenomena, (2) addressed topics in marketing, business, or communication. Following this screening, 408 papers were left. To ensure no relevant articles were missed, a snowball approach was used, examining references of included articles. This led to the identification of 87 more pertinent papers for subsequent analysis. In conclusion, our final sample comprised 496 papers. Figure 1 provides a comprehensive depiction of the search and screening process.

[Insert Figure 1 about here]

Step 4 and 5: Performing Descriptive Analysis and Detailed Bibliometric Analysis

Data analyses consisted in adopting the Bibliometrix package in R, which is a package for bibliometric analysis and can generate a variety of analyses (Aria and Cuccurullo 2017). Descriptive results visualize the evolution of social exclusion research. The journal and author analyses help to identify which journals and researchers have contributed the most to the development of social exclusion research. The indicators "total citation" and "journal h-index" helps to evaluate the importance of the journals and the work more comprehensively. Finally, the keywords and the thematic content analysis provided us with the picture of the key research themes and trends for future directions.

Bibliometrics Analysis Outcome

Evolution of the Social Exclusion Research

Figure 2 depicts the swift rise in social exclusion publications over time. In the initial decade (2001-2010), growth was gradual, signaling an early research stage. However, from 2011 to 2022, there was explosive growth, reflecting escalating interest in this emerging subject. Although 2023 data is incomplete, the trend suggests a notable number of papers this year. In summary, social exclusion research is expanding and expected to gain further prominence in the future.

[Insert Figure 2 about here]

Authors and Citation Analysis

Online Appendix B displays the top ten journals with the most significant contributions to social exclusion research. These journals feature 176 articles, constituting 35% of all publications. Notably, *Computers in Human Behavior*, an interdisciplinary journal, leads the contributions, followed by the general business-focused *Journal of Business Research*, and the psychology-focused *Frontiers in Psychology*. While the top ten journals span various disciplines like psychology and marketing, communication and advertising journals lack significant representation. Notably, research on social exclusion within advertising journals (e.g., *Journal of Advertising* and *Journal of Advertising Research*) is limited, with few instances like Jiang et al.'s work (2020) in *the International Journal of Advertising*.

Furthermore, the high numbers of citation times and *h*-indexes suggest that articles published on *Computers in Human Behavior, Journal of Consumer Research, Journal of Personality and Social Psychology, Journal of Business Research, Journal of Experimental Social Psychology* are the most influential research in the social exclusion area.

We assessed the contributions of researchers who have published on social exclusion. As shown in online Appendix C, Roy F. Baumeister held the highest influence from 2000 to

2023, with 10 published articles. Following were John T. Cacioppo (11 articles), Kipling D. Williams (8 articles), C. Nathan DeWall (7 articles), Stephanie Cacioppo (6 articles), and Jean M. Twenge (5 articles). Notably, only seven researchers produced over five articles, showcasing diverse scholarly involvement in the field.

Institutional contributions were also examined. Online Appendix D reveals that the University of Chicago leads, contributing 22 articles to social exclusion research. Following closely, Florida State University, Purdue University, University of Arizona, and University of Michigan each contributed 11 articles. Additional contributors encompass Ohio State University (10 articles), University of Kentucky (9 articles), University of Hong Kong (8 articles), University of Illinois (8 articles), and Newcastle University (7 articles).

In addition to the author analysis, we investigated the total number of citations of all articles published between 2000 and 2023 in the social exclusion research area (see Online Appendix E). The most influential study on social exclusion was published by Pascoe, E. A., and Richman, S. L. (2009) in *Psychological Bulletin*, with 2,524 citations and 168.27 citations per year, followed by William K.D., Cheung C.K. and Choi W. (2000) in *Journal of Personality and Social Psychology* with 1,382 citations and 57.48 citations per year, and Twenge J.M, Baumeister R.F., Tice, D.M., and Stucke, T.S. (2001) in *Journal of Personality and Social Psychology* with 835 citations and 36.40 citations per year.

Theoretical Framework

Using Bibliometrix and co-word network analysis, we conducted thematic content analysis to yield detailed insights into social exclusion research. The software highlighted frequent terms, including loneliness (73 mentions), communication (73), self-esteem (46), belong (40), need (40), consumption (39), social exclusion (39), health (38), internet (36),

and ostracism (35) (for more details, refer to Online Appendix F). Key research topics were identified and reviewed based on these terms (see Online Appendix G).

While social exclusion has received notable attention, particularly in psychology literature, our literature review reveals limited exploration of its effects by marketers and advertisers. Our review aims to stimulate future investigation Thus, we propose a framework built on this review, suggest propositions and provide directions for future research efforts (see Figure 4 and Table 1).

[Insert Figure 4 and Table 1 about here]

Forms of Social Exclusion

Humans have an innate need for belonging (Baumeister et al. 2007; Baumeister and Leary 1995). When threatened, exclusion feelings arise. Social exclusion is a broader concept encompassing marginalization and rejection, affecting the need to belong (Wu and Dudu 2020; Black et al. 2009). It's an adverse state when individuals sense exclusion, rejection, or isolation, causing distress. This distress significantly influences behavior (Baumeister and Leary 1995; Baumeister and Tice 1990; Blackhart et al. 2009; Shrum et al. 2022). Perceived actions of others trigger social exclusion, endangering social belonging (Maner et al. 2007; Mead et al. 2011). Exclusion occurs in personal relationships (missed invitations) or consumption contexts (ignored by salespeople, job interview rejection) (Duclos, Wan, and Jiang 2013; Lu and Sinha 2017).

Forms of social exclusion, such as rejection, ignoring, ostracism, marginalization, discrimination, isolation, and loneliness, each possess distinct conceptual aspects in their occurrence and the needs they jeopardize. For instance, rejection involves explicit feedback, while ignoring is implicit (Lee and Shrum 2012). Loneliness can emerge despite being surrounded by loved ones, without direct actions by others (Shrum et al. 2022). However,

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considerable overlap exists among these forms. Firstly, each form threatens belongingness based on literature review. Secondly, these forms are adverse, inducing negative psychological and physical states. Thirdly, across over a decade of psychology and consumer research, these forms have been employed interchangeably for both theory and operationalization. The Cyberball game, a well-known ostracism manipulation (Hartgerink et al. 2015; Williams and Jarvis 2006), was adopted for social exclusion, rejection, and ignoring (Cacioppo et al. 2015; Duclos, Wan, and Jiang 2013; Loveland, Smeesters, and Mandel 2010). While not passing the ball implies "implicit ignoring," the game manipulates other forms of exclusion. Similarly, prior research has used social exclusion and loneliness interchangeably or considered them a single construct (Zhong and Leonardelli 2008).

While a few inconsistencies exist on how these constructs are treated, the consensus is that social exclusion, in all its forms, (1) is a frequent occurrence in everyday life and as such, relevant to marketing, (2) is highly detrimental to physical and psychological well-being (Cacioppo, Hawkley, and Berntson 2003), and (3) heightens the need for interpersonal connection. Thus, we use "social exclusion" as an umbrella term to streamline all these forms and to make it consistent with prior research.

Triggers of Social Exclusion

Feelings of social exclusion can be triggered from deficit in interpersonal relationships or from specific actions of marketers. In this section, we specifically focus on marketing and advertising activities that may directly or indirectly triggers social exclusion.

Direct Marketing Actions

Retail store visits often aim to enhance social connections (Thomas and Saenger 2020; Williams and Hubbard 2001). How frontline employees interact with customers

impacts their sense of belonging. For instance, lack of attention, greetings, or assistance might induce exclusion feelings. Employees' inadvertent lack of notice could make customers feel ignored, or their engagement with other customers might trigger perceptions of discrimination. Direct rejection due to appearance or affordability can trigger both rejection and marginalization feelings. In each case, whether intentional or not, frontline employees' actions can evoke exclusion feelings. Employing memberships and associated privileges to enhance loyalty is a common marketing strategy in various industries (Leenheer et al. 2007). However, creating membership tiers and denying them based on affordability might negatively impact the need to belong and foster discrimination perceptions.

Similarly, the role of advertising is not just to share product information with consumers but to create a social connection and engagement (Rodgers and Thorson 2006; Wang 2006). But the incongruity between an individual's perceived values and the contents of advertisement can decrease social connection with the brand and increase feelings of discrimination. For instance, the portrayal of homosexuality or gay couples in advertising can enhance exclusion among those who do not agree with homosexuality or have a different schema on what it means to have a family (Åkestam, Rosengren, and Dahlen 2017; Ruggs, Stuart and Yang 2018). Similarly, Axe's earlier marketing campaigns which suggested a man should be powerful and dominant were perceived as toxic masculinity and inherently excluded those who did not agree with these values. Axe rectified its position with a new "find your magic" campaign that was aimed to redefine masculinity.

Indirect Marketing Actions

Some marketing actions can indirectly enhance feelings of exclusion. For instance, an increase in self-checkouts takes away the opportunity for social chatter between an employee and consumer causing the "depersonalization of retailing" and increasing the sense of

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loneliness among some consumers (Rippé, Smith and Dubinsky 2018; Foreman 1991). Similarly, luxury brand advertisements can inadvertently increase feelings of exclusion because many people cannot afford them (Jiang et al. 2014). In the same vein, advertisements that promote gender stereotypes can create feelings of social exclusion. For instance, Rabe-Hemp and Beichner's (2011) research on the under-representation of females and over-representation of males in professional police magazines exposed the stereotype that women may not be fit to take traditionally defined masculine roles. Finally, the increasing focus on technology and digital media such as social media and video games have increased social comparison and reduced family gathering time, promoting loneliness and disconnectedness in society (Hunt et al. 2018; Pittman and Reich 2016).

Consequences of Social Exclusion

Previous research has discussed various consequences of social exclusion. We primarily consider how non-consumption (i.e., psychological needs) and consumption (i.e., consumption preference and reactions to advertising messages).

Non-Consumption Consequences

Social exclusion threatens other needs such as self-esteem, personal control, and meaningfulness (Lee and Shrum 2012; Williams 2001; Zadro, Williams, and Richardson 2004). Self-esteem, as an evaluation of self-worth, also acts as a sociometer and decreases when an individual feels excluded (Baumeister, Dale, and Sommer 1998; Heatherton and Wyland 2003; Leary et al. 1995). Personal control is having a sense of mastery over the environment, which is often achieved through competence, superiority, and autonomy (Alloy, Clements, and Koenig 1993; Kay et al. 2009; Su et al. 2017). Last, meaningfulness refers to how people perceive their existence (Williams, Cheung, and Wilma Choi 2000). Exclusion stimulates a lack of perceived meaning in life, a sense of invisibility, and worthlessness

(Twenge, Catanese, and Baumeister 2003; Williams and Zadro 2001). Previous research has found conflicting and often polarizing responses to social exclusion. For example, social exclusion promotes both pro-social and anti-social behavior (Debono, Corley, and Maruven 2020; Lee and Shrum 2012; Tai, Zheng, and Narayanan 2011; Twenge et al. 2007). Given that social exclusion can threaten multiple needs at a time, it is important to understand the triggers and consequences of exclusion in consumption contexts.

Consumption Consequences

The response to social exclusion is driven by two specific sets of needs: interpersonal and self-efficacy (Shrum et al. 2022). Interpersonal needs, such as the need for belongingness and self-esteem, can be pursued by directly engaging in consumption activities. For example, when the need for belongingness is threatened, people are likely to engage in prosocial behavior, such as giving to charity (Lee and Shrum 2012), as doing so increases the chance of affiliation. People are also likely to spend more on consumption objects that can lead to inclusion. Mead et al. (2011) show that excluded consumers are likely to buy products symbolic of group membership, order unappealing food, and tailor their spending to the preferences of interaction partners. Lonely people deliberately visit retail stores to socialize with salespeople (Rippé, Smith, and Dubinsky 2018). Similarly, socially excluded people are more likely to spend more money in crowded retail stores, as such stores increase the perception of inclusion (Thomas and Saenger 2020). In the healthcare context, stigmatized patients, who often experience high levels of exclusion, are more likely to seek online support compared to people with low levels of exclusion (Yao, Zheng, and Fan 2015). In the sports context, Mazodier, Henderson, and Beck (2018) show that isolation increased extreme fans' desire to affiliate with the community, thus increasing sponsorship performance. All these examples suggest that socially excluded individuals engage in a wide variety of consumption activities to meet their belongingness needs.

In addition to seeking marketplace relationships, socially excluded people can meet their belongingness needs directly through products or services. For instance, social exclusion increases the preference for anthropomorphized products (i.e., products with humanlike characteristics; Chen, Wan, and Levy 2017) because such products can meet belongingness needs even if temporary (Mourey, Olson, and Yoon 2017). Social exclusion also heightens the desire to consume nostalgic products, as these products remind people of affiliative sources such as friends and family (Loveland, Smeesters, and Mandel 2010). Similarly, loneliness increases the preference for products liked by the majority when it comes to products consumed in public as an attempt to connect with others (Wang, Zhu, and Shiv 2012). Social exclusion and loneliness both increase preference for and attachment to brands congruent with one's identity (Mittal and Silvera 2018; Shrum et al. 2022).

Effects of social exclusion also arise from threatened efficacy needs. As social exclusion affects meaningful existence and increases invisibility, socially excluded people who feel ignored often engage in conspicuous consumption, such as luxury brands or brands with large logos, to signal their existence (Lee and Shrum 2012). Similarly, social exclusion increases the preference for unique products (Wan, Xu, and Ding 2014). Uniqueness is a way to stand out and signal one's identity (Chan, Berger, and Boven 2012; Ferdman 1995). Thus, socially excluded consumers are likely to consume products that are informed by scarcity cues (Bozkurt and Gligor 2019) and help them stand out. Social exclusion also increases risky financial decisions, as a perception of having more money brings control in life (Duclos, Wan, and Jiang 2013). Feelings of exclusion also encourage brand switching behavior as a mechanism to regain control through consumption choices. (Su et al. 2017). In summary, compensatory behaviors in response to social exclusion are driven by the motivation to restore the threatened needs.

Social exclusion can influence how consumers perceive, process, and react to advertising messages. First, the product featured in advertisement can favorably affect reaction to the ad if the product resonates with the needs of excluded consumers. For instance, socially excluded consumers would specifically prefer advertisements or products focusing on themes of belongingness or inclusion. Second, the advertising tone and the sentiments depicted in advertisement can influence ad preference. For example, socially excluded consumers are more likely to be persuaded by emotional messages compared to rational messages (Lu and Sinha 2017). Using different advertising campaigns (blood donation, recycling intention), Lu and Sinha (2017) showed that advertising appeal is stronger for excluded consumers when the message focuses on affect and emotions. Similarly, Baek et al. (2019) found that socially excluded consumers are more persuaded by messages that have altruistic versus egoistic appeal. Third, exclusion forms can differentially impact advertising effectiveness. Liu et al. (2022) found that ignored people are likely to prefer ads showing competent characters while rejected people prefer ads showing warm characters. Consistent with previously discussed findings of Loveland et al. (2010), Srivastava et al. (2022) identified social exclusion and loneliness as antecedents of evoked nostalgia suggesting that nostalgic ads can meet consumers' need to belong. Finally, advertising style and references may also impact message favorability. For instance, lonely consumers prefer messages that focus on the "self" versus "they" (Elyria, Moore, and Cowart 2016). Doing so helps excluded consumers meet their self-efficacy needs. To sum up, a state of exclusion can impact ad favorability depending on the product featured and the theme, tone, and reference style of advertising. Thus, it is crucially important for advertisers to design ads that appeal to excluded consumers.

Coping with Social Exclusion

Feelings of social exclusion arise when the fundamental human needs for belonging, self-esteem, control, and meaningful existence are threatened, resulting in an adverse state that people are strongly motivated to alleviate. Research suggests several coping strategies to facilitate psychological recovery, which help restore need satisfaction and improve mood, thereby reducing maladaptive responses to social exclusion, such as social withdrawal and aggression (e.g., Eck et al. 2016). We believe advertising could play an important role here.

Reminders of social bonds help people focus on positive social relationships (e.g., a friend, or a family member). In particular, the use of a social bond strategy in advertising could be important and effective for audiences that may feel excluded (e.g., tangible representations of social bonds, such as photographs of loved ones) can make people behave less aggressively (Twenge et al. 2001) and maintain good levels of need satisfaction (McConnell et al. 2011). Similarly, social media platforms have greatly increased people's ability to communicate with others and, thus, to potentially establish, increase, and nurture social connections (Fumagalli, Dolmatzian, and Shrum 2021). Indeed, it seems reasonable to assume that social media reminds users of social bonds and helps restore a sense of belonging after social exclusion, with multiple studies finding a positive correlation with social media usage (e.g., Knausenberger, Hellmann, and Echterhoff 2015; O'Day and Heimberg 2021; Song et al. 2014).

Social surrogates, by contrast, consist of thinking of an imaginary relationship either with a person (i.e., a famous figure) or with a more abstract entity (i.e., nature, God). Being reminded of these elements in advertising, excluded individuals may use social surrogates to regain at least an illusion of belonging and feeling connected (Gardner et al. 2005). For example, people may create parasocial attachments during advertising campaigns (e.g., the illusion of personal relationships with media figures, especially their favorite television characters) to help regain a sense of belonging following social exclusion (Knowles 2014;

Twenge et al. 2007). Similarly, advertising can push on the nature connectedness, or an "individual's experiential sense of oneness with the natural world" (Mayer and Frantz 2004, p. 504), is positively associated with ratings of psychological and social well-being (Howell et al. 2011; Howell, Passmore, and Buro 2013). In the same vein, prior research shows that social exclusion increases the desire for nature connectedness (Poon et al. 2015).

Previous studies also suggest that people may turn to religion for coping with social exclusion, as religion has the potential to fulfill basic needs threatened by social exclusion, such as the need for belonging and the need for self-esteem (e.g., Aydin, Fischer, and Frey 2010; Hales et al. 2016; Wesselmann and Williams 2010).

Research also highlights strategies to buffer reflexive responses to social exclusion (e.g., need threat, negative affect) that people may use before or at the outset of an exclusion event. In this regard, the company of a close other seems to have the potential to boost people's sense of belonging, self-esteem, control, and meaningfulness, but only for those with high trait self-esteem (e.g., Teng and Chen 2012; van Beest et al. 2012).

Being part of a larger group or thinking of oneself as part of such a group could help protect against feeling left out, especially when it comes to important emotional and psychological needs. Specifically, being in a majority group offers chances to feel linked to many individuals, can boost self-confidence since majorities are often seen positively, and lets members feel like they have influence over their social surroundings (e.g., Eck, Schoel, and Greifeneder 2016; Leary et al. 2013).

Researchers have also argued that having money or just thinking about it can make people feel stronger, more confident in taking care of their needs, and more self-reliant (e.g., Vohs, Mead, and Goode 2006; Zhou, Vohs, and Baumeister 2009). More precisely, in line with prior research, we suggest that social exclusion and general social connection deficits are associated with a greater love for material possessions (Lastovicka and Sirianni 2011) and

higher levels of materialism (Ang et al. 2014; Gentina, Shrum, and Lowrey 2018; Pieters 2013; Shrum et al. 2022), which can be addressed in advertising campaigns.

Finally, being or visualizing oneself in a powerful position may reduce the effect of exclusion on the need for self-esteem and control as well as on affect. Transmitting a sense of power through advertising campaigns therefore also helps prevent aggressive acts of retaliation against the perpetrators of the exclusion episode (e.g., Kuehn, Chen, and Gordon 2015; Schoel, Eck, and Greifeneder 2014).

Implications for Marketers and Advertisers

We adopted a network approach and identified four major thematic trends of social exclusion research (see online Appendix G and H for details and Figure 3 for the evolution of the themes).

Theme 1 Communication and loneliness is related to the keywords including communication, loneliness, and health. It is a motor theme and suggests a direction in advertising research to investigate how communication can work as an effective tool to mitigate negative effect of loneliness and improve consumers' health and well-beings.

Theme 2 Self-related needs and consumption is related to the keywords including consumption, needs, and self. It remains the basic theme in the social exclusion research. It suggests the ongoing importance of research examining how consumer behavior is impacted by social exclusion from a need and psychological perspective.

Theme 3 Discrimination and identity is a basic theme related to discrimination, gender, and identity. It suggests the importance of the continuing attention on nondiscriminatory advertising. This is increasingly important in a reality that emphasizes the existence of not only female versus male identities and respect for all the sexual identities of individuals.

Theme 4 Customer engagement and Management is related to customer engagement and management. In the digital area, it is becoming increasingly important to examine how to encourage customer engagement by adopting inclusive advertising appeals.

[Insert Figure 3 about here]

Considering the relevance to the advertising research, instances of exclusion are not only quite frequent but also highly detrimental to physical and psychological well-being. Advertising bridges the communication gap between brands and consumers and plays a major role in promoting inclusivity. Advertising can suffer from the classic show versus tell fallacy. Rather than telling how inclusive the ad is, the focus should be on integrating appropriate design elements, actors, and brand story to show inclusivity. Therefore, paying attention to the areas in which advertisers can enhance consumer inclusion is important, such as building social bonds through advertising, integrating emotional intelligence in advertising, and catering to the need for uniqueness through advertising.

Building Social Bonds

A direct way to help people cope with psychological threats related to social exclusion is to focus on building social bonds to meet their need for relatedness. The need for relatedness is considered one of the fundamental needs of human beings (Deci and Ryan 2008). People need to have a sense of belonging and connectedness with others, and everyone needs other people to some degree (Deci and Ryan 2008). The feeling of social exclusion is triggered by a threat to social belongingness (Maner et al. 2007; Mead et al. 2011). Research has established the links between the need for relatedness and belongingness and the experience of being socially excluded by others such as friends and salespeople (Duclos, Wan, and Jiang 201; Lu and Sinha 2017). Social belongingness is rooted in humans' basic need for relatedness. Although the need for relatedness has been well-examined, scant

research in advertising has investigated how advertising elements associated with the need for relatedness can help alleviate consumers' perceived social exclusion. Most research focuses on advertising preferences. Therefore, as a future direction, we heed mostly to the identified theme on consumer engagement and management (i.e., theme 4), and we propose that further research in advertising that focuses on the elements that can be helpful and effective in meeting consumers' need for relatedness and generating meaningful advertising.

First, developing meaningful advertising by emphasizing social benefits is one of the most direct ways. For example, when an incumbent option socially conforms to or symbolizes social connections, it possesses the function of maintaining social belongingness and can alleviate the negative effect of social exclusion on consumption behaviors. Furthermore, anthropomorphism used in advertising can trigger social benefits and connections for many consumer products. Exposure to or interaction with anthropomorphic products, such as products featuring characteristics of being alive through design, interaction, intelligence, responsiveness, and personality, can satisfy social needs and ultimately mitigate the feeling of social exclusion.

Second, communicating the opportunities and platforms for socialization, consumer participation, and engagement can be effective ways to alleviate the feeling of social exclusion and prevent the negative consequences of social exclusion. Although marketing literature has paid much attention to customer engagement and participation, scant research has focused on the integration of elements of participation and engagement in advertising to address social exclusion. Social media is becoming a prevalent and important tool to enhance consumer participation and engagement. Posting advertising campaigns on social media platforms can provide consumers with opportunities to interact with the company and others. Social media interactions in the form of likes and comments can represent social acceptance and attenuate social exclusion (Vinuales and Thomas 2021).

Third, focusing on the development of communities is another effective way to meet the need for relatedness. Social exclusion increases the desire to affiliate with a community (Mazodier, Henderson, and Beck 2018). Communities can bridge personal and societal goals; they can also provide various types and amounts of social support and potentially enhance socially excluded consumers' quality of life (Yao, Zheng, and Fan 2015). Appeals about online or offline communities, such as showcasing online brand communities in commercials, can provide people with emotional support, informational support, and companionship.

Fourth, focusing on diversity and breaking stereotypes can increase inclusivity. Such perceived realistic opportunities are helpful for excluded individuals as they are likely to put effort into establishing new connections. Future research should focus on advertising elements that could help consumers establish the connection between themselves and the advertised products. In particular, when adding technologies to products or services, advertisers should make communications transparent and accessible to a wider audience (Liu et al., 2015).

Proposition 1: Depicting the themes of social bonding in advertising is likely to alleviate the negative effects of social exclusion.

Integrating Emotional Intelligence

Maintaining control, high self-esteem, and a sense of meaningfulness are important when coping with psychological threats related to social exclusion. Catering mostly to the identified theme on communications and loneliness (i.e., theme 1), we propose that the inclusion of emotional intelligence in advertising is a way to ensure that consumers perceive control, that their self-esteem is not harmed (and is improved if possible), and that their sense of meaningfulness is guaranteed. Emotional intelligence captures the ability and confidence

that people have in using their emotions, also referred to as emotional self-efficacy (Kidwell et al. 2021). Emotional intelligence thus refers to people's ability to recognize, integrate, process, and modify emotional information so that they can use this information to solve personal and interpersonal issues (Brackett and Mayer 2003; Bradberry and Su 2006; Mayer, Salovey, and Caruso 1999).

Prior research has established a link between emotional intelligence and satisfaction with social relationships, both in terms of establishing social connections and in terms of the quality of these relationships (Lopes et al. 2004). Specifically, previous investigations have shown a relationship between loneliness and emotional intelligence (Zysberg 2012), life satisfaction and emotional intelligence (Ganon and Ranzijn 2005), and life meaningfulness and emotional intelligence (Steger et al. 2006). In a correlational study, Zysberg (2012) provides evidence of a negative relationship between emotional intelligence and reported loneliness scores. Given this result and the strong construct overlap between social exclusion and loneliness, we predict a negative relationship between emotional intelligence and social exclusion. In line with this, we suggest that future research should focus on investigating the advertising preferences of people experiencing social exclusion and thus scoring low in emotional intelligence. Moreover, in the context of advertising, we expect the presence of cues of emotional intelligence to alleviate or mitigate feelings of social exclusion.

What elements of advertising do consumers with low emotional intelligence prefer? Scarce research has focused on the integration of emotional intelligence in advertising, instead examining advertising preferences based on consumer ratings of emotional intelligence (e.g., Ciorciari, Pfeifer, and Gountas 2019; Sashikala 2007; Seo and Kang 2020). Ciorciari and colleagues (2019) find that consumers with low emotional intelligence prefer mostly functional, technical, and product-related messages, rather than social, community, and interaction messages in advertising, with a greater appreciation for tangible objects such

as food and drink messages. While consumers with high emotional intelligence are more focused on people while watching ads, those with low emotional intelligence are more focused on objects.

In line with these findings, Seo and Kang (2020) show that consumers with low emotional intelligence focus less on facial expressions in advertising and are less influenced by the valence of the emotions shown by people in ads than consumers with emotional intelligence. These are important implications for advertisers focusing on socially excluded, lonely, marginalized, or ostracized consumers, who most probably "suffer" from lower emotional intelligence. We propose that socially excluded consumers will appreciate ads that focus more on objects, more on concrete and practical information, and less on people, sociality, and emotions.

How can emotional intelligence be improved in advertising? Prior research suggests an internal locus of control and thin mental boundaries as significant and positive antecedents of emotional intelligence (Barbuto and Story 2010). According to Rotter (1966), internal locus of control involves attributing control to one's own behavior, with the belief that people are in charge of their actions and that by putting in more effort performance will increase. Moreover, thin mental boundaries refer to a preference for relationships that are not strictly defined, which typically leads to greater motivation when facing a challenge and better performance when able to demonstrate own skills (Barbuto and Story 2007). In advertising terms, all this means giving control to consumers. Practitioners have already acknowledged this need for control in advertising (Picard 2004). Advertisers need to progress in adopting technologies that enable consumers to interact with content by giving them control over the content, the length, and even the main focus of the ad.

Proposition 2: Increasing emotional intelligence in advertising would provide a better sense of control and meaningfulness to cope with social exclusion.

Developing Customized Advertising to Satiate Need for Uniqueness

Social exclusion can activate several coping mechanisms. One is the need for uniqueness, a motivation to differentiate the self from others (Cheema, Amar, and Kaikati 2010; Tian, Bearden, and Hunter 2001). As a process of reaffirming that they are different from others, excluded individuals engage in activities that enable them to groom their unique selves (Wan, Xu, and Ding 2014). This involves seeking possessions or activities that can signal uniqueness (Ames and Iyengar 2005; Berger and Heath 2007). A substantial body of advertising research suggests that people are more likely to engage with an advertising message when it is congruent with their motivational orientation, state of mind, or personal traits (Florack and Scarabis 2006; Hirsh, Kang, and Bodenhausen 2012; Stiglbauer and Kovacs 2019). Thus, socially excluded consumers are likely to show a preference for advertising that has unique elements to it. Advertising is a function of both design features, such as media forms, source, and platform (Nan and Faber 2004), and product characteristics, such as usefulness, familiarity, and affordability (Becker, Weigand, and Reinartz 2019; Chang 2007). Catering to the theme on self-related needs and consumption (i.e., theme 2) and to that on discrimination and identity (i.e., theme 3), we discuss how future research could focus on how uniqueness can be increased in both aspects of advertising.

First, focusing on personalizing and customizing ads to meet consumer needs with the help of the advancement in digital marketing and big data and machine learning-based approach (Pugliese, Regondi, and Marini 2021). However, advertising literature is mostly inconclusive about the effectiveness of personalized ads. When personalized ads are tailored to match consumer requirements better, consumers may consider them intrusive, irritating,

and a breach of consumer privacy, particularly web advertising (Bang et al. 2019). Excluded consumers are more likely to respond to personalized ads, however, as such ads allow them to avoid common consumption behavior. Future research could investigate whether social exclusion increases the preference for personalized ads.

Second, focusing on enhancing consumer uniqueness by adding novel elements to the ads. One of the creative goals of ad developers is to increase the novelty of their ads because such ads are associated with higher recall and positive affect (Ang, Lee, and Leong 2007; Yang and Smith 2009). Ads can be made unique by using less employed options of visuals, sound, and hosts to deviate from other ads. Thus, future research could investigate whether social exclusion increases the preference for unique ads.

Third, focusing on communicating uniqueness by increasing scarcity appeals in an ad. Consumers are attracted to limited-edition products because such products signal premium quality (Lynn 1991) and allow consumers to engage in status consumption, thus differentiating their choices from the majority. Ads with scarcity appeals also activate psychological processes such as FOMO (fear of missing out), thus increasing the perceived value of the product. Scarcity appeals in ads can be increased through positive framing focused on the popularity of demand or negative framing focused on the low supply of the product (Roy and Sharma 2015). Future research could explore how framing (positive vs. negative) of scarcity appeals shapes the preference of excluded consumers.

Fourth, focusing on signaling uniqueness by framing the product as off-stream or niche. Previous research suggests that excluded consumers diverge from mainstream consumption practices to differentiate themselves (Wan, Xu, and Ding 2014). As such, they are likely to use products that are not very popular. Minority products aren't necessarily of lower quality or value; their lack of popularity stems from factors like being less recognized (e.g., new brands) or possessing unique features (e.g., vegan, handmade) or functionalities

(e.g., garden gloves). For example, Wang, Zhu, and Shiv (2012) show that lonely consumers exhibited a higher preference for minority (vs. majority) used brands. Future research could manipulate the minority aspect of the product through various product or brand characteristics to understand the preference of excluded consumers.

Fifth, focus on enhancing uniqueness using ads based on luxury products. Luxury products are highly sought after because they are a source of status consumption (Dubois, Jung, and Ordabayeva 2021; Eastman and Eastman 2011). A minority often uses luxury products not because they are not popular but because most people cannot afford them. The cost associated with luxury products increases their uniqueness. Because excluded consumers are looking to both meet their unique motives and signal their identity, luxury products are likely appealing to them. For example, evidence shows that exclusion increases conspicuous consumption (Lee and Shrum 2012). To be more inclusive, luxury brand marketers should send lucrative and personalized offers to excluded and marginalized consumers. They should also focus on the "luxury" aspect of the product while advertising it to excluded consumers. Future research should investigate whether framing the product as luxury (vs. practical) in ads increases the preference of excluded consumers.

> **Proposition 3:** Enhancing uniqueness in advertising by varying design elements and increasing personalization would increase excluded consumers' propensity to engage and interact with the ad.

Discussions and Conclusion

Advertisers can make advertisements inclusive specifically by focusing on elements that consumers prefer as a result or to cope with feelings of exclusion. Building on our integrated framework, we offer several implications for advertisers.

First, advertisers should communicate elements about social bonding or interpersonal relationships so that consumers' perceived social connection is ensured and thus their need for relatedness is met. For instance, ads showing family spending time together or ones specifically focusing on themes of diversity or inclusiveness can generate feelings of inclusion thereby helping excluded consumers cope with their current state. In practice, for instance, Harley-Davidson's "Stereotypical Harley" campaign focuses on diverse brand users to alleviate feelings of social exclusion.

Second, advertisers should increase the emotional intelligence in advertising to develop a sense of empathy and increase the self-efficacy of their consumers. Such an approach makes consumers feel heard and bridges the gap between the brand and consumers. For instance, Gillette's "Perfect Isn't Pretty" campaign focused on everyday struggles, rigor, and hardships of athletes and their imperfect journey toward perfection. The ad resonated with a lot of people because of its focus on emotional than rational elements.

Third, advertisers should increase the uniqueness of advertising. Uniqueness can be achieved through design elements of advertising (color, sound, etc.), by increasing scarcity appeal in ads, by framing a product niche or luxury, or by personalizing it to the taste of the viewers. For instance, Cadbury's digital campaign in Australia created an autogenerated Facebook ad based on user photos, history, taste, and other personal information.

This research aims to contribute to the growing body of research on social exclusion by organizing and synthesizing the existing findings in the literature. Our research differs from and complements previous reviews in the field by specifically focusing on social exclusion forms and synthesizing the existing ways to mitigate the effects of these threats as well as the main consequences of social exclusion.

This research presents an integrated framework and research directions designed to provide theoretical guidance for future research on the topic of social exclusion in

advertising. Considering individual needs threatened by social exclusion, we direct future research in advertising to focus on building social bonds, integrating emotional intelligence, and catering to the need for uniqueness. In addition, the research synthesizes and proposes strategies for coping with social exclusion effects.

As with all literature reviews, our review does not capture all the articles that have been published in this research stream. For brevity, our research has a limited focus on articles published between 2000 and 2023 in major marketing, psychology, and business outlets. A more extended review could cover articles from a wider selection of academic journals.

Our research is descriptive and integrative in nature. We tried to organize the current literature with a focus on marginalized consumers in advertising, which remains under-explored. After reviewing all the articles, we identified the main forms of social exclusion and the main ways to mitigate the effects of social exclusion threats. We also tried to discuss the main consequences of social exclusion in terms of psychological and physical effects and consumption consequences.

Overall, such an integrative review of research on social exclusion in marketing and advertising is timely and important from both theoretical and managerial perspectives. We worked to uncover different gaps in the literature and to provide a fruitful future research framework by suggesting ways advertising can help mitigate the adverse consequences of marginalization. We hope that scholars will benefit from the ideas presented in this review in their future research.

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Table 1. Social Exclusion and Advertising: Emerging Research Questions

A: Building Social Bonds Through Advertising

RQA1: Which specific elements of advertising can enhance the need for relatedness?

RQA2: How can engaging with social media ads attenuate social exclusion?

RQA3: Can showcasing online brand communities increase the perception of social exclusion?

RQA4: How can advertisements effectively involve diverse characters to increase the perception of inclusion?

B: Increasing Emotional Intelligence in Advertising

RQB1: Does increasing emotional intelligence in ads alleviate the effects of social exclusion?

RQB2: How does social exclusion impact the preference for people versus objects in advertisements?

RQB3: How can advertisers enhance elements of emotional intelligence in ads?

RQB4: How does advertising interactivity affect the perception of control for excluded consumers?

C: Increasing Need for Uniqueness Through Advertising

RQC1: Does social exclusion increase preference for personalized ads?

RQC2: Does increasing uniqueness cues through design elements such as visuals, audio, colors or hosts affect ad favorability among excluded consumers?

RQC3: How does the framing of scarcity appeals shape the preferences of socially excluded consumers for scarce products and services?

RQC4: Can a product be framed as a minority through advertising, and would this alleviate negative effects of social exclusion for consumers that identify as minority?

RQC5: Can luxury versus practical product framing increase the preference among socially excluded consumers?

Figure 1. The steps of literature collection and selection

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┌─────────────────────────────────────────────────┐
│ 4,197 articles identified through initial literature │
│ search                                              │
└─────────────────────────────────────────────────┘
        │
        │      ┌────────────────────────────────────────────┐
        │      │ Non-English papers, conference papers, books, book │
        │      │ chapters, editorials, notes and letters were removed │
        └─────▶│ (500) and articles were removed if they are not │
               │ attributed to the following subject areas: business, │
               │ communication, and psychology (2,509).            │
               └────────────────────────────────────────────┘
        │
        ▼
┌─────────────────────────────────────────────────┐
│ 1,188 full-text articles reviewed                  │
└─────────────────────────────────────────────────┘
        │
        │      ┌────────────────────────────────────────────┐
        │      │ Articles that do not conform the following criteria │
        │      │ were excluded.                               │
        │      │                                              │
        └─────▶│ (1) articles examining social exclusion relevant │
               │ phenomenon                                   │
               │                                              │
               │ (2) articles examining issues in the areas of │
               │ marketing, business and communications       │
               └────────────────────────────────────────────┘
        │
        ▼
┌─────────────────────────────────────────────────┐
│ 408 articles were included for bibliometrics analysis │
└─────────────────────────────────────────────────┘
        │
        │      ┌────────────────────────────────────────────┐
        └─────▶│ 87 articles were identified in snowball procedure │
               └────────────────────────────────────────────┘
        │
        ▼
┌─────────────────────────────────────────────────┐
│ 496 articles met the inclusion criteria and were   │
│ included for bibliometric analysis                 │
└─────────────────────────────────────────────────┘
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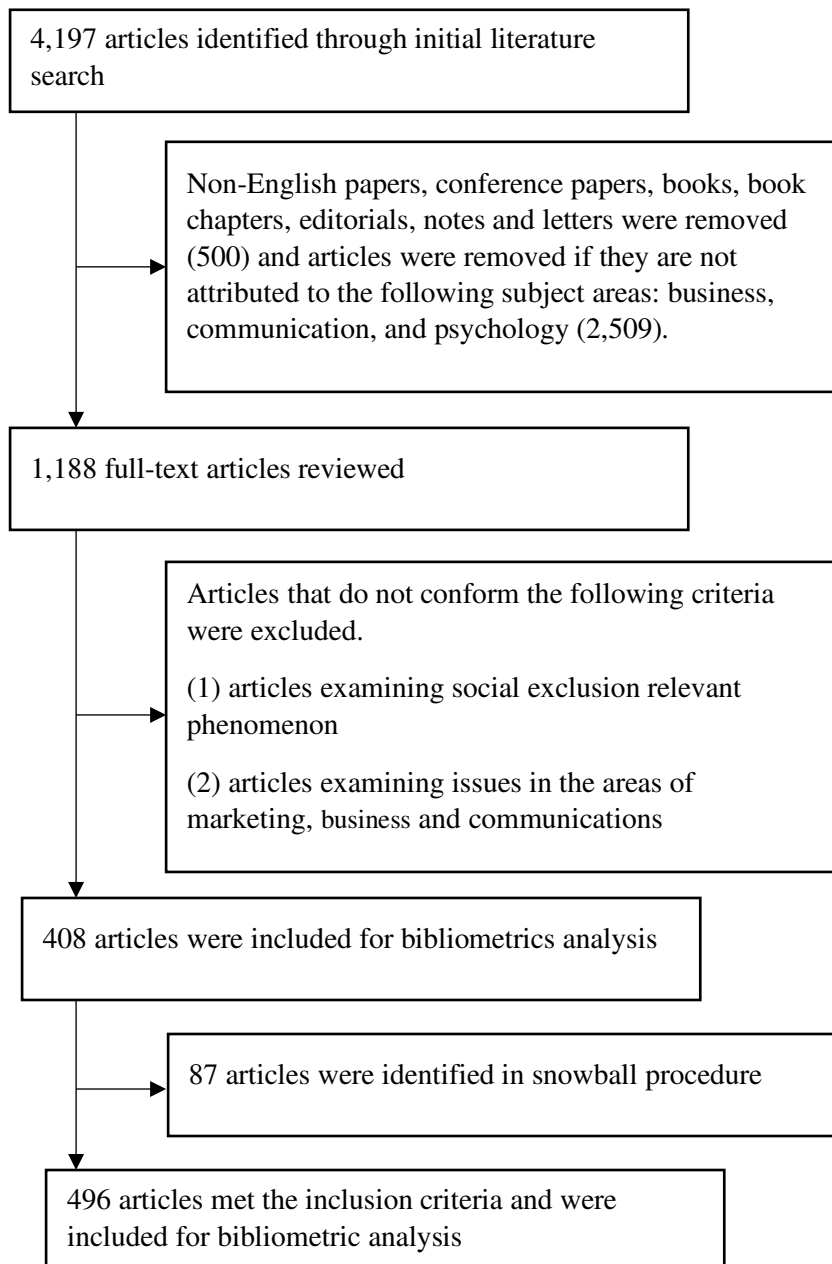
Figure 2. The number of publications on social exclusion over the years.
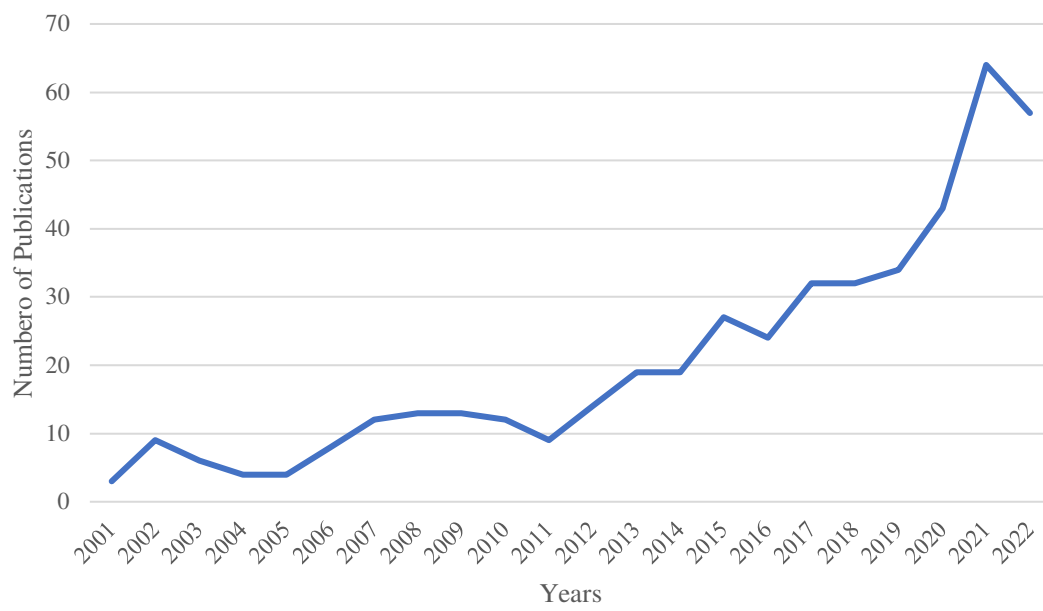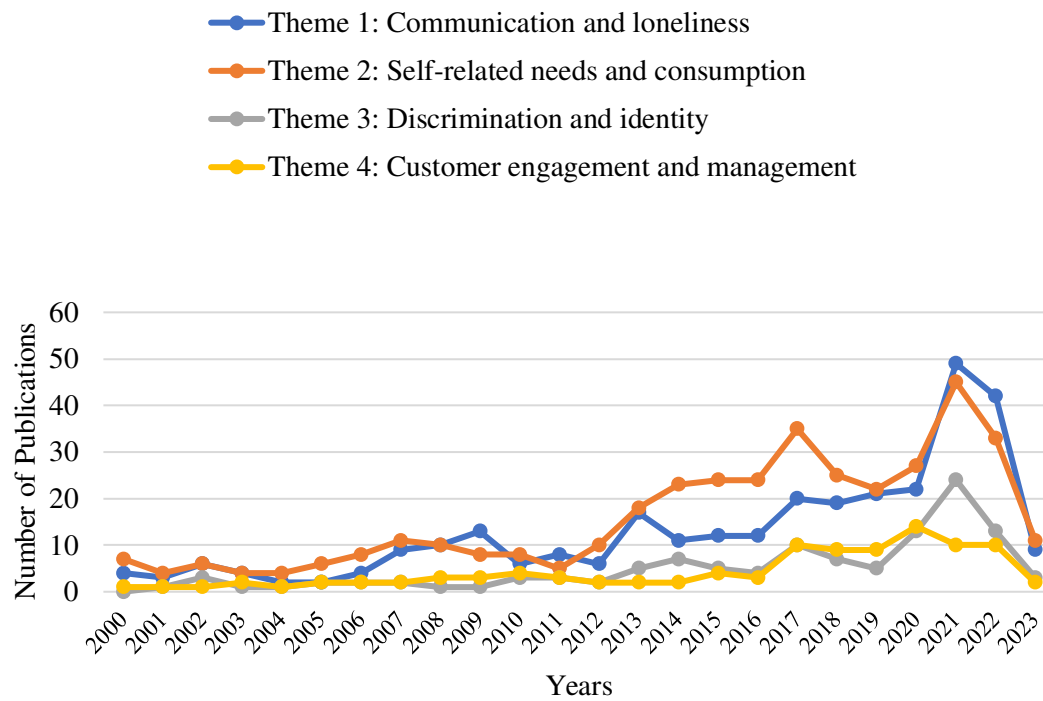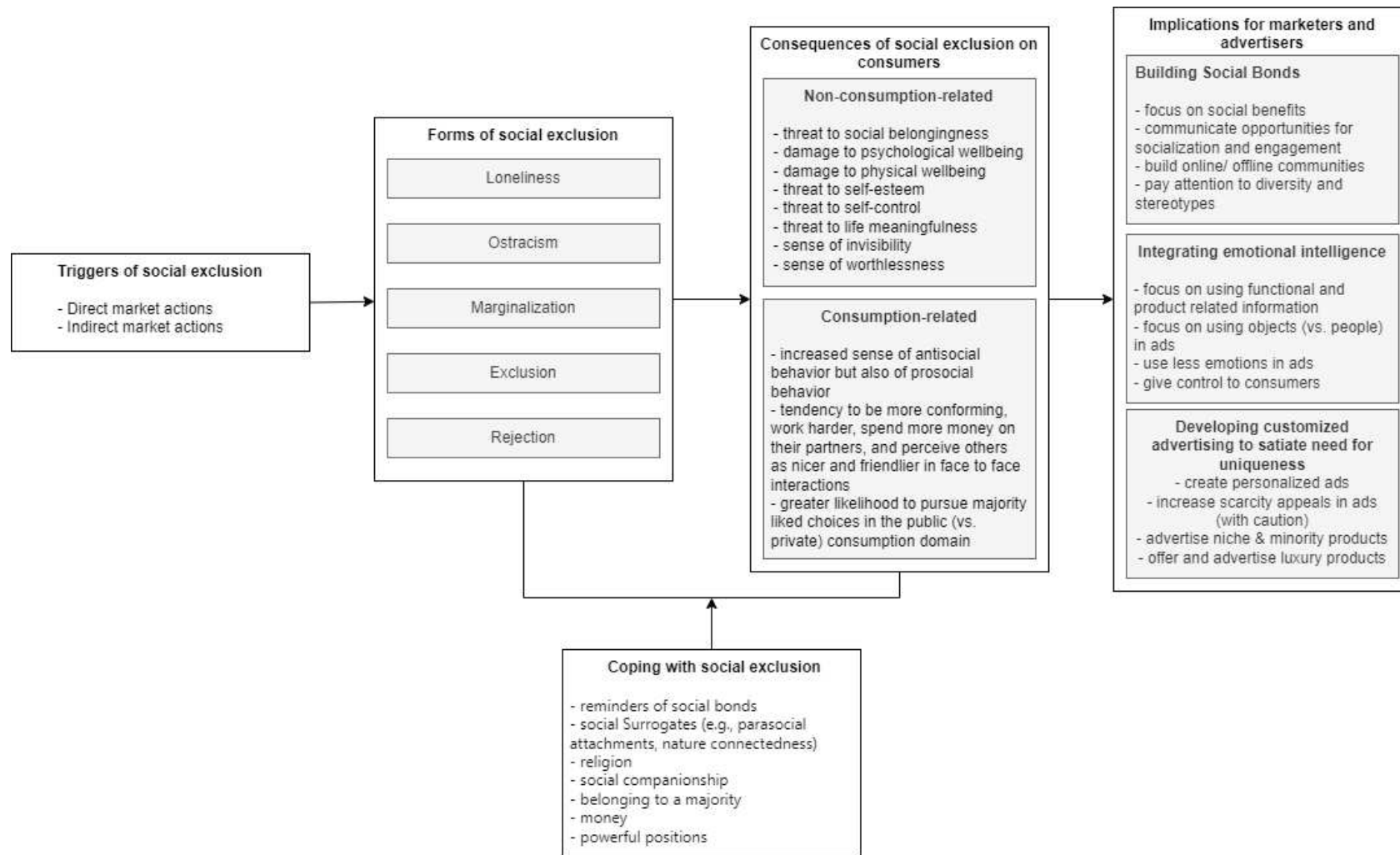
Figure 3. The Evolution of Main Research Themes in Social Exclusion Over Time

Note: the number of publications data was as of April 2023 (the time of data collection)

Figure 4. The Integrated Framework for Social Exclusion in Advertising.

Search Term: TS=((discrimination* OR exclusi* OR exclud* OR reject* OR lonel* OR isolat* OR marginaliz* OR ostraci*) AND (market* OR advertis* OR brand* OR commercial* OR communicat*) AND (social*) AND (people* OR consumer* OR customer* OR audience* OR viewer*))

Online Appendix B

The Ten Most Prolific Journals Contributing to Social Exclusion Research

Journals	Number of publications	Citation times	Journal h-index	Subjects
Computers in Human Behavior	34	2223	20	General psychology
Journal of Business Research	30	799	14	Marketing
Frontiers in Psychology	24	294	8	General psychology
Journal of Consumer Research	19	1857	17	Marketing
Journal of Personality and Social Psychology	15	6794	15	General psychology
Journal of Experimental Social Psychology	13	2233	12	General psychology
European Journal of Marketing	13	151	7	Marketing
Psychology & Marketing	11	333	7	Marketing
Cyberpsychology Behavior and Social Networking	9	539	9	General psychology
Personality and Social Psychology Bulletin	8	782	7	General psychology
Total	176	16005	166	

Note: Number of publications data was as of April 2023.

Online Appendix C

The Ten Most Prolific Authors Contributing to Social Exclusion Research

Authors	Current affiliation	Number of publications	h-Index	Total Citation
Baumeister, R.F.	University of Queensland, Australia	10	10	4091
Cacioppo, J.T.	University of Chicago, USA	11	10	2222
Williams, K.D.	Purdue University, USA	8	8	2911
Dewall, C.N.	University of Kentucky, USA	7	7	2341
Cacioppo, S.	The University of Chicago, USA	6	6	1027
Twenge, J.M.	San Diego State University, USA	5	5	2723
Wan, E.W.	The University of Hong Kong, Hong Kong	5	5	359
Aydin, N.	The University of Klagenfurt, Austria	4	4	62
Frey, D.	Ludwig Maximilian University of Munich, Germany	4	4	62
Gardner, W.L.	Texas Tech University, USA	4	4	626

Note: Number of publications data was as of April 2023.

Online Appendix D

The Ten Most Relevant Institutions Contributing to Social Exclusion Research

Affiliation	Numbers of publications
University of Chicago, USA	22
Florida State University, USA	11
Perdue University, USA	11
University of Arizona, USA	11
University of Michigan, USA	11
Ohio State University, USA	10
University of Kentucky, USA	9
University of Hong Kong, Hong Kong	8

University of Illinois, USA		8
Newcastle University, USA	54	7

Note: Number of publications data was as of April 2023.

The Ten Most Cited Papers

Publications	Total Citations	Total Citation per Year	Normalized Total Citations	Research topic
Pascoe, E.A. (2009)	2524	168.27	8.49	This meta-analysis provides a comprehensive account of the relationships between multiple forms of perceived discrimination and both mental and physical health outcomes.
Williams, K.D. (2000)	1382	57.58	2.90	Ostracism is such a widely used and powerful tactic that the authors tested whether people would be affected by it even under remote and artificial circumstances.
Twenge, J.M. (2001)	835	36.30	2.55	Social exclusion was manipulated by telling people that they would end up alone later in life or that other participants had rejected them. These manipulations caused participants to behave more aggressively.
Maner J.K. (2007)	725	42.65	3.51	The link between helping and empathic concern may be more pronounced in the context of kinship relationships than among strangers.
Twenge J.M. (2007)	700	41.18	3.39	Social exclusion caused a substantial reduction in prosocial behavior. Socially excluded people donated less money to a student fund, were unwilling to volunteer for further lab experiments, were less helpful after a mishap, and cooperated less in a

|				mixed-motive game with another student.
Zadro, L. (2004)	690	34.50	2.21	Ostracism by a computer is sufficient to lower self-reported levels of belonging, control, self-esteem, and meaningful existence.
Ryan T. (2011)	645	49.62	5.60	Who uses Facebook? An investigation into the relationship between the Big Five, shyness, narcissism, loneliness, and Facebook usage
Cacioppo, S. (2015)	521	57.89	11.94	Implicit attention to negative social, in contrast to nonsocial, words in the Stroop task differs between individuals high and low in loneliness
Baumeister R.F. (2002)	477	21.68	2.11	Effects of social exclusion on cognitive processes: Anticipated aloneness reduces intelligent thought
Twenge J.M. (2003)	412	19.62	1.62	Socially excluded individuals enter a defensive state of cognitive deconstruction that avoids meaningful thought, emotion, and self-awareness, and is characterized by lethargy and altered time flow.

Online Appendix F

The Most Frequently Used Keywords

Keywords	Frequency
loneliness	74
communication	73
self-esteem	46
belong	40
need	40
consumption	39
social exclusion	39
health	38
internet	36
ostracism	35

Online Appendix G

The Thematic Map for the Periods from 2018 to 2023
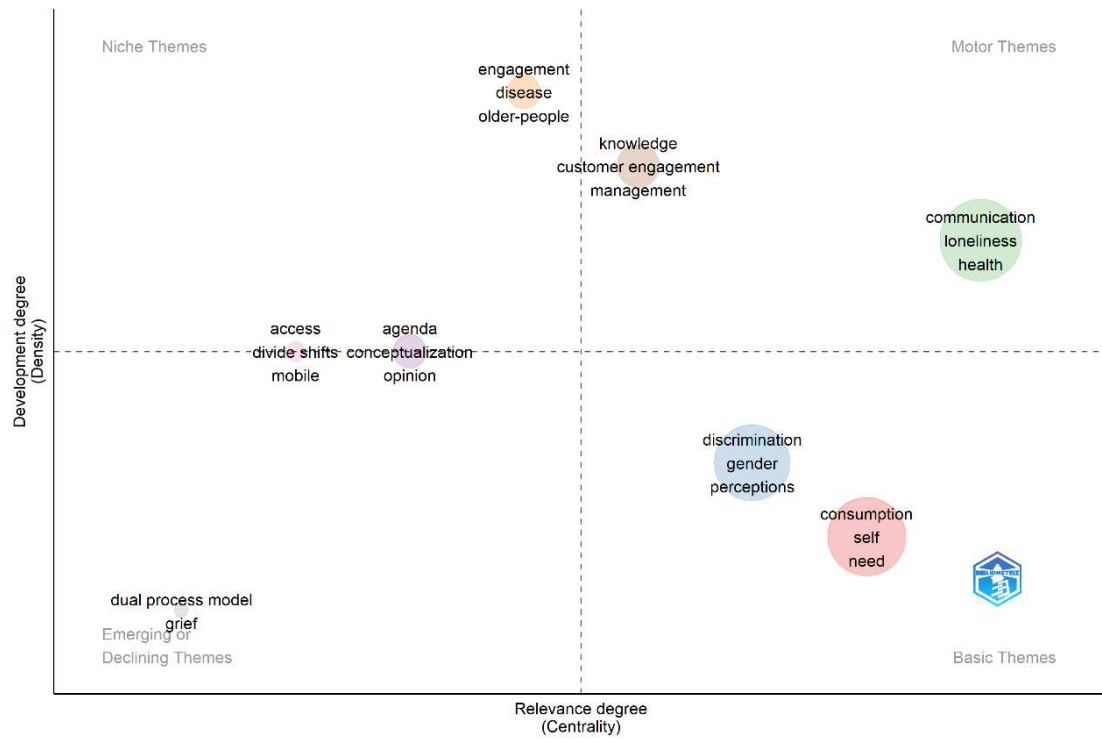
Online Appendix H

The Thematic Clusters during the Periods from 2018 to 2023