

Wednesday, June 23, 2021
7:20 am - 8:30 am (Program at 7:30)

“How Can Routines and Rituals Overcome Our Pandemic Isolation?”



Presentation By:
Thomas Kramer

Associate Dean of the Undergraduate Business Program
Professor of Marketing, UCR School of Business

Some people call our unique routines and rituals as quirky. Others call them weird. Would you believe that experts actually call these coping mechanisms? Even more so during a pandemic or during periods of isolation.

A UCR study has found people who adopt unique rituals to make everyday tasks more meaningful might feel less lonely. “We found that something as simple as preparing tea in a certain way, as long as it’s interpreted as a ritual, can make an experience more meaningful,” said UCR professor Thomas Kramer. “Many people are trying to find structure right now because everything is so chaotic,” Kramer said. “The implications of our study are that if you feel isolated, find a ritual. It doesn’t have to be elaborate. It can help you feel less lonely by providing a sense of meaning and purpose.”

Thomas Kramer received his Ph.D. from Stanford and his MBA and Bachelor’s degrees from Baruch College, CUNY. Prior to joining UCR in 2015, he was a faculty member at Baruch College and the University of South Carolina. Professor Kramer is currently the Co-Editor of the *Journal of Consumer Psychology*, and has served as Associate Editor at the *Journal of Consumer Research*.

We look forward to seeing you (virtually) on June 23rd!

We Will Also Be Featuring :

UCR Campus and Community Updates

Our UCR Trivia Contest to Win Great Highlander Swag

Our Post-Meeting “After Party” Where You Can Ask Our Speaker Additional Questions, Reconnect with Your CUC Friends, and Make Some New Ones!



This CUC “Virtual Meeting” Will Be Free of Charge!

There are Three Easy Ways to Participate:

Join Zoom Meeting (Preferred Method):

1. Go to: <https://ucr.zoom.us/j/93405912932?pwd=WDJoZU5vVzUybUR6Y29xRmxicGNydz09>
2. Enter the Meeting ID: 934 0591 2932
3. Enter the Passcode: CUC

Join by Calling In By Phone:

1. Call: (669) 900-6833
2. When prompted, enter the Meeting ID: 934 0591 2932
3. Enter the Passcode: CUC

Join by Viewing Through Your Internet Browser:

If you would like to participate in the meeting without downloading the Zoom software, you can access the meeting using your internet browser and following the steps below:

- 1) Go to the website: <https://zoom.us>
- 2) Click on “Join A Meeting” in the upper right hand portion of your screen
- 3) Enter the “Meeting ID” - 934 0591 2932
- 4) Enter the Passcode: CUC
- 5) Click “Join”