

## Cosmetic Customization reflects Identity, builds Attachment to Mobile Phones

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What does your mobile phone say about you? In a recent study featured in the Routledge journal Media Psychology entitled “Cosmetic Customization of Mobile Phones: Cultural Antecedents, Psychological Correlates,” authors Seoyeon Lee of LG Electronics & S. Shyam Sundar of Penn State University explored how cosmetic customization of cellphones correlates with its user’s culture and personality.

**Read more** <http://www.alphagalileo.org/ViewItem.aspx?ItemId=148896&CultureCode=en>