Advertising 2009 Abstracts

Advertising Division

Research

Motivation Crowding and Word of Mouth Advertising: Why Extrinsic Incentives Could Make People Less Likely to Buzz • George Anghelcev, Penn State University; John Eighmey, University of Minnesota • Drawing on research in psychology and economics, the study explains how extrinsic incentives such as coupons, discounts, or other tangible rewards can decrease rather than increase consumer response. An experiment shows that when consumers who like a brand are offered tangible extrinsic rewards for engaging in Word-of-Mouth advertising, their response diminishes in extent and quality compared to a condition when no rewards are offered. Theoretical and practical implications for WOM and buzz advertising are discussed.

Communicating to Ethnic Minorities with Culturally Embedded Ads: The Effect of Cultural Identification and Self-Construal • Osei Appiah, The Ohio State University and Yung-I Liu, Cleveland State University • This study examines Chinese consumers' reactions to advertising messages that contain symbols indicative of Chinese culture. In Study 1, a total of 121 Asian participants viewed targeted and non-targeted advertisements that were either absent or present of traditional ethnic-specific cultural cues. The strength of Chinese participants' interdependent cultural identity was also assessed.

Stay Away From Me: A Conceptual Model of Personalized Advertising Avoidance • Tae Hyun Baek, University of Georgia; Mariko Morimoto, University of Georgia • This study focuses on the effects that personalized advertising carried by different media formats, including unsolicited commercial e-mail (spam), postal direct mail, telemarketing, and text messaging, can have on consumer skepticism toward the advertising media as well as on the likelihood of ad avoidance. The results of this study show that among the potential antecedents of ad skepticism and avoidance, personalization has the strongest effect, followed by perceived irritation associated with personalized advertising and perceived privacy concern.

Across the Ages: Are College Age Adults a Viable Segment for DTC Prescription Drug Advertising? • Jennifer Ball, University of Texas at Austin; Danae Manika, The University of Texas at Austin; Patricia Stout, University of Texas at Austin • Direct-to-consumer (DTC) pharmaceutical advertising studies have typically focused on older adults or a general population of adults. However, college students have the potential to be viable targets for DTC advertising too. In this paper, we compare college students and an adult sample divided between younger and older adults. Our findings indicate all age groups had relatively high awareness of DTC ads and similar attitudes and behavioral responses to the ads.

"You Are What You Eat!" An Investigation of CARU Cases Involving Nutritional Complaints from 2000-2006 • Courtney Carpenter Childers, University of Tennessee; Mariea Hoy, University of Tennessee; Margaret Morrison, University of Tennessee • Advertising food and beverage products to children has long been linked to rising obesity rates among children in the United States. The Children's Advertising Review Unit (CARU) plays a key role in monitoring all advertisements targeted to consumers under the age of 12. Using content analysis, CARU nutritional complaint cases from 2000-2006 were examined. Results show that 34.3% (n=24) of CARU cases during this time frame dealt with nutritional complaints.

Effects of Gaming System and Interpersonal Playing Context on Individuals' Memory of In-Game Advertisements • Frank Dardis, Penn State University; Mike Schmierbach, Penn State University • Research on the effects of in-game advertising has grown steadily during the 2000s. However, there are two interesting gaps in this research that are noteworthy to scholars and practitioners alike: no studies have compared different gaming systems vis-à-vis each other in the same experiment, and no studies have incorporated multiple-player contexts into their research designs.

Spoofing: Social Commentary or Effective Marketing Tool? Testing the Reciprocal Mediation Hypothesis in Spoof Advertisements • Lucian Dinu, University of Louisiana at Lafayette; Sidharth Muralidharan, University of Louisiana at Lafayette; William Davie, University of Louisiana at Lafayette; William Swain, University of Louisiana at Lafayette • This paper tested the culture jammers' implicit assumption that spoof ads work as a social commentary that prevent consumers from using spoofed brands. An experimental design was used to follow the propositions of the Reciprocal Mediation Hypothesis. Although attitudes toward spoofed brands were not influenced by spoof ads, purchase intentions were. Spoofing in itself, rather than attitudes towards the spoof ads, may lead to lower purchase intentions.

Live Fast, Die (in memory) Older?: Seeing Faster Banner Ads Increases Memory for Products in Unrelated Ads • Brittany Duff, University of Illinois; Sela Sar, Iowa State University • While previous research on banner ad animation has generally indicated that animation leads to arousal, there have been conflicting findings for memory and behaviors related to the ad causing arousal. We offer two competing theoretical explanations and conducted an experiment that showed that not only is self-reported arousal higher for faster animation ads, but also that those who saw the faster ad are more likely to remember products in a subsequently seen circular ad.

Understanding Consumer's Creating Behavior of User-Generated Contents, An Application of Uses and Gratification and Theory of Reasoned Action • Chang Dae Ham, University of Missouri; Joonghwa Lee, University of Missouri; Hyung-Seok Lee, University of North Florida • Based on the theory of uses and gratification with combination with theory of reasoned action, this study examined why consumer creates user-generated contents (UGC) and how their

behavioral belief, in combination with subjective norm, influence attitudes toward, intention to, and behavior of creating UGC respectively. The result identified five significant motivations to create UGC, which partly predicted attitudes, intention and behavioral factor of creating UGC.

When Trust Falters: Consumer Responses to Online Risks and Implications for Internet Advertising • Jisu Huh, University of Minnesota • A number of surveys suggest that consumers have been cutting back or retreating from online shopping. This paper examines the role of trust and its absence in online consumer behavior using data from a national survey. The results reveal that some consumers reduce or retreat from online shopping and trust measures are more useful predictors of consumer stances toward online shopping than demographic characteristics.

Is Your Tourist Destination Sincere, Rugged, or Sophisticated? An Exploratory Examination of Online Brand Personality of Nations • Rajul Jain, University of Florida; Sylvia Chan-Olmsted, University of Florida • Adopting Aaker's (1997) brand personality framework, this study explores how nations communicate their brands online in the context of international tourist destinations. Results of computer-aided content analysis of official tourism websites and correspondence analysis indicate that the countries examined do indeed possess distinctive brand personalities and communicate them online. The personality of "sincerity" was expressed most frequently by these nation brands. There are no observable similarities in brand personality based on regional similarities.

Advertising in A Live Drama: Audiences' Game Involvement in the Super Bowl and Advertising Effectiveness • Yongick Jeong, LSU; Lance Porter, Louisiana State University • This quasi-experiment investigates the impact of audiences' game involvement during the Super Bowl on advertising effectiveness by testing three determinants (field position, time and score). Using commercials aired during four years of Super Bowl broadcasts, we found that two measures of game time (official game time and actual broadcasting time) negatively affect the recognition of brands.

Recall of and attitudes toward brand placement in reality TV programming • Temitayo Fayemi, University of Central Florida; Rick Kenney, University of Central Florida • This study measures college students' attitudes toward, and the effectiveness of, brand placement in the genre of reality television (TV). Surveys were used to discover the level of brand recall for the products and brands displayed in reality TV programming and to discover viewers' reported reasons for paying attention to these brands.

When and Who Should Use a CSR Corporate Strategy: Examination of Relative Effectiveness for Corporate Strategies on Consumer Responses • Sora Kim, DePaul University • The study found that when a company is well-known to consumers as Motorola and Kellogg used in this study, a CSR strategy is more effective in influencing both consumer corporate ability (CAb) and CSR associations and in turn, company/ product evaluations. Consumers tend to automatically assume a company is also good at making reliable products when consumers associate the company with strong CSR, indicating transferring effects of CSR associations onto CAb associations, and onto company/product evaluations.

Something Larger than the Nation: "SELF" • Nam Young Kim, Louisiana State University; Jay (Hyunjae) Yu, Louisiana State University • Military enlistment is a life-long commitment for youths to make. Therefore, the military needs to consider how to convince potential enlistees about the merits of joining the military through informative advertising, in response to the youths' demands to know. In particular, the modern young generation has been characterized as "self-interested" individuals who pursue personal achievement and material possessions.

Determinants of Cause-Related Marketing Consumer Support and Its Consequences • Hyuksoo Kim, The University of Alabama; Seounmi Youn, Emerson College • This study investigated the determinants of support for CRM alliances and its consequences. As a theoretical framework, this study incorporated two theories, the Theory of Planned Behavior and the Theory of Social Behavior, into one integrative model. This model was used to assess attitude toward companies with either positive or negative CSR reputations. The findings provide valuable information to companies with bad reputations about whether CRM can be a useful tool for strengthening brand equity.

Who are the Opinion Leaders? The Physicians, the Patients, and Direct-to-consumer Prescription Drug Advertising • Annisa Lai, The Chinese University of Hong Kong • A popular perception holds that physicians prescribe requested drugs to patients influenced by mass mediated direct-to-consumer prescription drug advertising. This study finds that physicians only prescribe requested drugs to patients influenced by other healthcare providers, such as pharmacists, nurses and other physicians.

Attitudes toward Food Advertising and Issue Importance:Influence on Obesity Attribution and Food-Marketing Policy Evaluation • Jung-Sook Lee, Towson University • Using attribution theory and the Elaboration Likelihood Model, the study investigates the influence of consumers' attitudes toward food advertising and the perceived importance of obesity on social attributions of obesity and consumers' attitudes toward food-marketing policy. Findings from a survey of 315 college students indicate that both attitudes toward food advertising and the perceived importance of obesity show significant relationships with attitudes toward food-marketing policy, both directly and indirectly through social attributions of obesity.

Branded Product Information Search on the Web • Chunsik Lee, University of Florida; Junga Kim, University of Minnesota; Sylvia Chan-Olmsted, University of Florida • Drawing upon the cost-benefit framework and trust mechanism as a risk reducer, this study examines the role of brand factors and source credibility in branded product information search on the Web. The online survey was conducted under the pre-purchase context of digital camera brands. The results revealed that brand factors did not influence overall branded information search efforts. However, brand trust and source credibility appeared to influence the different types of online information sources sought.

Structural Equation Modeling of Consumer Perception of Values Advocacy Advertising: The Consequent Effects of Self-Construal on the Outcomes, Behavioral Intention, and Purchase Intention. • Yoon-Joo Lee, University of Southern Indiana; Eric Haley, University of Tennessee; Kiseol Yang, University of North Texas • This study attempted to show a holistic picture of how consumers may process values advocacy advertising messages and expanded on prior studies

by incorporating individual differences in terms of how consumers perceived themselves through the concept of self-construal. A majority of prior studies have focused on the various factors leading to the positive attitude toward the company sponsoring social issues (Rifon, et.al., 2004; Dean, 2002), or the purchase intention (Sen and Bhattacharya, 2001).

A mediation model of the impact of for- and non-profit environmental advertisement • Andrea Maruniak, University of Missouri; Glenn Leshner, University of Missouri • This study tested how participants react to both non-profit and for-profit advertising in the domain of pro-social environmental marketing, and tested whether certain reactions predicted the likelihood that they will act on the behaviors requested by the ads. A second aim of this study was to compare the efficacy of non-profit environmental advertising to for-profit environmental advertising. The growth of environmental marketing has generated advancement for environmentally conscious advertisers and their products.

Presidential TV Commercials: Isolating the Key Lexical Characteristics of "Winners" and "Losers," 1952-2004 • Dennis Lowry, Southern Illinois University; Md. Naser, Southern Illinois University Carbondale • Many studies have been conducted on presidential TV commercials, but analyzing the commercials in terms of "winners" versus "losers" has been largely overlooked. This study used Diction 5.0 lexical analysis software to analyze 1,027 presidential TV commercials from 1952 through 2004. Commercials of winners were significantly higher on "positive and dynamic" variables such as Inspiration, Accomplishment, Concreteness, and Activity, while losers tended to emphasize variables such as Self-reference, Tenacity, Cognition, and Passivity.

The Changing Face of the U.S. Military: A textual analysis of U.S. Army and Navy Recruiting Advertisements from pre-9-11 to six years into the Iraq War • Maryann Rowland, Louisiana State University; Lisa Lundy, Louisiana State University • This study examined changes in U.S. military recruiting advertisements on television during the eight-year period of the Bush administration. A comparative socio-historic analysis found that the U.S. Army and the U.S. Navy responded to the downturn in military enlistment due to anti-war and anti-militarism climate by shifting the focus of message strategies in recruiting advertisements that aired on television.

Portrait of the Brand as an Extension of the Self: Effects of Self-Brand Connections and Argument Strength in Social Marketing • Christina Malik, UNC-Chapel Hill; Sriram Kalyanaraman, UNC-Chapel Hill • Research has shown that people's relationships with brands are more complex than merely viewing the brand as favorable or unfavorable. We report results from an experiment that examined the interplay between self-brand connections (strong and weak SBCs) and argument strength (strong and weak arguments) in the context of a social marketing message. The results broadly support the heuristic systematic model (HSM) and suggest that both SBCs (heuristics) and arguments influenced persuasion, albeit in different ways.

I approve this message: Effects of sponsorship, ad tone, and reactance in 2008 presidential advertising • Patrick Meirick, University of Oklahoma; Gwendelyn Nisbett, University of Oklahoma • Existing research on the effects of candidate vs. third-party sponsorship of political ads has reached divergent conclusions. In this experiment (N = 198), political knowledge and sponsorship interacted such that high-knowledge respondents reacted more favorably to candidate-sponsored ads. Negative ads provoked more reactance and lower evaluations than positive ads.

Understanding High Sensation Seekers: Perceived Persuasiveness and Emotional Response to Blame and Attack Anti-tobacco Ads • Jensen Moore, West Virginia University • This study used 2 (SS – Low/High) X 2 (Message Type – Attack/Blame) X 2 (MSV – Low/High) repeated measures experimental design to examine what type of anti-tobacco message (i.e., Blame vs. Attack) and sensation levels would influence attitudes, behaviors, and emotional responses of High Sensation Seeking (SS) individuals – those most likely to currently smoke or smoke in the future.

Promoting Health (Implicitly)? A Longitudinal Content Analysis of Implicit Health Information in Cigarette Advertising, 1954-2003 • Hye-Jin Paek, Michigan State University; Leonard Reid, University of Georgia; Hojoon Choi, University of Georgia; Hyunju Jeong, Michigan State University • Health information in cigarette advertising is important because of its potential to impact consumers' smoking-related perceptions, beliefs, and behaviors. This study analyzed implicit health information in cigarette magazine ads —"light" cigarette, cigarette pack color, verbal and visual health cues, cigarette portrayals, and human model-cigarette interaction—and changes in the use of those cues in ads across the five distinct smoking eras covering the years, 1954-2003.

Movies and MySpace: The Effectiveness of Official Websites versus Online Promotional Contests • Emily Mabry, Louisiana State University; Lance Porter, Louisiana State University • This study used a comparison of survey results from an official movie site and a movie contest promotion within a MySpace site to compare and contrast the effectiveness of the two online promotional tactics. Results found overall positive attitudes toward the sites produced more favorable intent to purchase and movie opening weekend behavior. In addition, the official website was more effective than the MySpace promotional page at increasing intent to see and attendance on opening weekend.

The Role of Mood and Gender in Consumer's Information Processing: Exploring the Effects on Memory and Judgment • Sela Sar, Iowa State University; Brittany Duff, University of Illinois • Two experiments were conducted to explore the effects of mood and gender in information processing strategies, and to investigate their effects in memory and attitude toward advertising messages. Results indicated that people in positive mood and women were more likely to use the assimilative processing style whereas people in a negative mood and men tended to use the accommodative processing style. Implications for advertising strategies and measurement are discussed.

Put Them in a Positive Mood! Effects of Affective Conditioning Techniques on Cognitive and Emotional Responses to Print Ads • Mija Shin, Washington State University • This study examined how readers process print ads featuring various stimuli that generate emotions and how they evaluate the ads. Three stimuli (nature images, animated characters and celebrities) frequently seen in print ads were selected in this study and compared with the control ads. Taking the perspective of affective classical conditioning theory, this study predicted that the ads featuring these stimuli would be more effective than their counterparts (i.e., ads without such features).

Perceptions of Corporate Social Responsibility Practices on Mobile Phone Companies • Alex Wang, University of Connecticut-Stamford • Despite the increasing importance of Corporate Social Responsibility (CSR) practices as an effective reputation management, there has been limited understanding about its impact on mobile phone companies. Research has identified ethical, discretionary, and relational practices as three main dimensions of CSR practices. This study examined the effects of consumers' perceptions of these three dimensions on their attitudes toward mobile phone companies.

Predictors of Consumer Behavior of Avoiding Mobile Phone Ads: A Structural Causal Modeling Analysis• Ran Wei, University of South Carolina; Xiaoming Hao, Nanyang Technological University • This study explores predictors of consumer avoidance of mobile phone advertising with a structural modeling approach. The model underscores the effects of perceived goal impediment, perceived irritation, past negative experience, and privacy concerns on avoidance of mobile phone advertising. Using empirical data collected from a survey of 407 mobile phone users in Singapore, the theoretical model was tested.

What's on the menu in food advertising on child-rated television programs? • Jan Wicks, University of Arkansas Journalism Department; Ron Warren, Univ. of Arkansas Communication Dept.; Ignatius Fosu, University of Arkansas; Robert Wicks, University of Arkansas • A content analysis of over 2,400 food advertisements on 10 broadcast and cable networks was conducted in 2008. The results suggest most disclaimers were not presented in dual modality or simultaneously in the ad's audio and video content. Ads appearing in child-rated programs present more of the emotional appeals and production techniques that might distract youngsters from attending to disclaimers. Future research should examine whether these techniques and appeals divert children's attention from disclaimers.

Are All Products Placed Equal?: The Integration Effects of Conspicuous Product Placement on Affective Brand Attitude • Sukki Yoon, Bryant University; Yung Kyun Choi, Dongguk University; Sujin Song, University of Rhode Island; Sangho Seo, Konkuk University • Using real movie scenes as stimuli, Study 1 demonstrates that consumer feelings toward the placed brand improve when the product is seamlessly integrated, but deteriorate when the product is intrusively integrated. Study 2 shows that poor integration's brand-damaging can be reversed to a brand-enhancing effect if viewers are cognitively preoccupied with another task. Study 2 further suggests that poor integration's reactance-induced boomerang effect might increase the affective evaluation of the not-shown competitor.

Gender Difference in College Students' Interpretation of Alcohol Advertising • Yanjun Zhao, SUNY Morrisville • This study examined gender differences in college students' interpretation of alcohol advertising. It followed the various mediating variables mapped out in Austin's MIP model. A judgment-task survey by 94 college students was conducted in 2008. Results showed significant differences in identification with characters in ads and positive expectancies toward drinking. Future study should also pay attention to the important role of drinking pattern as a control variable.

Teaching

Quality of Work and Team Spirit as Drivers of Student Peer Evaluation on Advertising Group Project Performance • Jooyoung Kim, University of Georgia; Tae Hyun Baek, University of Georgia; Daehyun Kim, University of Georgia • Using advertising management and campaigns course students, this study investigates the dimensions of peer evaluation criteria used by college students, and examines their effects on overall peer evaluation under the influence of three moderating self-related concepts: self-esteem, self-competence, and goal orientations (i.e., learning goal orientation and performance goal orientation). The results from Study 1 suggest Quality of Work and Team Spirit as two important factors for students' evaluation of their peers.

Experiential Learning and Advertising Media Sales: A Case Study Perspective • Bobbi Kay Lewis, Oklahoma State University • Experiential Learning Theory, largely based on the educational philosophy of John Dewey, Paulo Friere, and Carl Rogers, provides an understanding of how the process of learning works. David Kolb developed the Experiential Learning Model of experiential education that involves a cyclical approach including experience, reflection, abstract conceptualization and application in a new situation. This article applies the concept and the roots of experiential learning theory to the application of teaching advertising media sales. A case study illustrates the use of project-based curriculum using student media.

Crossed Swords: The Teaching of Creativity in Advertising Courses • Mark Stuhlfaut, University of Kentucky and Margo Berman, Florida International University • The study investigated teaching of creative strategy within undergraduate advertising courses at U.S. colleges and universities. Using Web-site information, 17 curricular structures were found, which indicate a lack of pedagogical consensus. Using 55 current syllabi, researchers analyzed goals, content, textbooks, and teaching methods. Copywriting and creative-strategy courses duplicated each other in all categories, suggesting that reorganization may be needed. The challenge for educators is to keep the teaching of creative strategy relevant and current. The study should be interesting to administrators who are restructuring their programs and to educators who are designing new curricula or who would like new idea for their courses.

Professional Freedom & Responsibility

Content Analysis of Male Domesticity and Fatherhood in Taiwanese Commercials: Family Man in Advertising? • Wanhsiu Tsai, University of Miami • This study examines how Taiwanese commercials represent women, and in particular, men, in the family context as spouses and parents. A content analysis of prime-time commercials is conducted. Advertising representations of gender roles have made only slight and slow progress. Men are much less likely than women to be shown doing housework and taking care of children. Although men are shown as nurturant fathers, their involvements with children are limited to playing with children.

Regulatory Focus and Proportional Representation: Can Minority Status Affect Motivation in Female Creatives? • Kasey Windels, DePaul University; Wei-Na Lee, The University of Texas at Austin • Females are underrepresented in advertising agencies by a ratio of 2.3 to 1. This paper examines the impact of gender proportions on motivational regulatory focus. It is hypothesized that group gender proportions can induce regulatory focus. Whereas minority proportions should induce a prevention focus, majority proportions should induce a promotion focus. Results of an

experiment support this assumption. The possible impact of minority status and a prevention focus on female creatives in advertising is discussed.

Are Food Commercials Healthy Enough? – Health Information Manifested in TV Food Ads Aiming at Children • Jay (Hyunjae) Yu, Louisiana State University • Since TV food advertising has been accused by several groups to be one of the major factors influencing children's unhealthy eating habits and even obesity, the food companies kept promising to make some changes by including more health information for children in the content of their advertising. However, there have not been enough empirical studies investigating if the advertisements actually contain health-related messages and information for their major target audience, children.

Special Topics

Sponsortising or Advership: The Views of One Collegiate Athletic Program's Corporate Supporters • Glenda Alvarado, University of South Carolina • The line between sponsorship and advertising is one that is burred. Researchers and practitioners offer a definition that is separate and allows for some kind of clarity. When looking at the sponsoring businesses, the focus on what constitutes a sponsorship begins to disappear.

Art Museum Marketing Communication: an account planner's perspective • Jim Avery, University of Oklahoma • Art museums have adopted a new level of sophisticated marketing in order to increase revenue and attract new audiences. This paper seeks to identify the information necessary to determine marketing strategy for art museums by learning: 1. who are the target group(s) 2. what is the criteria this audience uses to make decisions 3. what is unique about art museums This paper addresses these issues by conducting in-depth interviews with high level art museum marketing professionals.

"Reach for a Lucky Instead of a Sweet": A History of Advertising's Most Controversial Campaign • Fred Beard, University of Oklahoma; Anna Klyueva, University of Oklahoma • This historical study examines arguably the most controversial advertising campaign of all time. Critics have condemned The American Tobacco Company's "Reach for a Lucky Instead of a Sweet" campaign for its explicit attempt to encourage smoking among women by linking cigarettes with themes of slenderness and youth.

Been There. Haven't Done That Yet: An Innovative Technique for Introducing The Creative Process into 21st Century Education • Linda Correll, affiliation • There's a change in the air. Creativity has become a hot commodity, and 21st century education must update itself to introduce students to the 21st century skills they will need to compete successfully in the global business arena. Creative Aerobics is an evolutionary idea generation system that lets users create, on demand, in a comfortable, relaxed brainstorming environment. It is a cross-cultural, process-driven system that exponentially increases results.

The Abercrombie Effect: Consumer Responses to "Gay Vague" Imagery in Advertising • Glenn Griffin, SMU; Jacqueline Lambiase, University of North Texas; Kartik Pashupati, Southern Methodist University • Advertising that uses "gay vague" imagery in an effort to appeal to both straight and gay consumers is popular among fashion brands, most notably by U.S. clothing retailer Abercrombie & Fitch. This study analyzes consumers' responses to "gay vague" ads, their "reading strategies" for images, and how the strategy affects attitude toward the brand (Ab).

Insights from Venus for Academic Creative Directors • Jean Grow, Marquette University • This study addresses gender issues in creative departments based on the interviews of 21 top creative women from the United States and Canada. Content analysis of interviews led to six thematic categories related to creative work, gender and personality. The study defines some of the unspoken rules of the creative game. It suggests the need for an evolution to a fluid and open creative domain, extending beyond the constraining bonds of gender-bound creative culture.

Will digital media change the world for creative women? An exploratory study. • Karen Mallia, University of South Carolina • Advertising watchers have seen seismic changes in the business since the dawn of digital media. New channels have rapidly supplanted traditional media, as advertising has moved beyond rudimentary Internet display ads into the likes of viral video and social networking. While many have studied new creative products, few have investigated whether the creative process has changed, as new players nudge out traditional agencies and traditional agencies struggle to reinvent themselves.

Cultural Values of Generation Y Reflecting in iPod Commercials • Nutthanun Rajanakorn, University of Tennessee • Semiotic analytical method was utilized to investigate 20 iPod TV commercials to reveal the cultural values of Generation Y. Five crucial elements from iPod TV commercials: language, color, characters, movements, and shot were identified, and interpreted into first level meanings, which are the silhouettes, the movements and shot, and the music. Further analysis revealed the underlying themes associated with Gen Y's cultural values: individualism, diversity, optimism, fun, and freedom.

Is the Television Ratings Industry Facing Structural Change? • Dan Shaver, Jönköping International Business School/MMTC • Although the audience research industry is competitive, the segment of that industry that produces television/video ratings data is essentially monopolistic in structure. This study examines whether a convergence of changes in audience consumption patterns, dissatisfaction with current measurement techniques and data by those who buy it and technological innovation are creating a situation where competitive challenges to current measurement firms may emerge.

Teens and Trends: Measuring Innovativeness • Amy Struthers, University of Nebraska-Lincoln • This study is part of a long-term research agenda aimed at better understanding consumer trends, and the small segment of people who create and advance trends. In particular, this quantitative study is an exploration of what characteristics teenage trend leaders possess. The researchers addressed the problem of finding an effective methodology and measurement tools that could be used to discover this important information about teenagers.

How Can We Make People Better Recognize and Recall Advertising Disclaimers? -The Possible Influences of Humor in Ads and Disclaimers' Repetition • Jay (Hyunjae) Yu, Louisiana State University • This experimental study, a 2*2 factorial design, focuses on young adults' (between ages 20 and 27) recognition and recall of disclaimers in television advertising (e.g., "Keep Your Pace. Please Drink Responsibly"). As a stimulus for the experiment, humor was applied to advertising to determine if participants are better able to recognize and memorize advertising disclaimers. In addition, the participants were divided into two other groups: the treatment being exposed either once or twice to advertising disclaimers.

Student Papers

The Influence of Advertising Spacing on Candidate Evaluation • Juliana Fernandes, University of Florida • An experimental study investigates the influence of message spacing on candidate evaluation. Participants watched a 30-min TV show with one, three, or five insertions of a negative political advertisement. Repetitions of the advertisement were close together (massive presentation) or spread out (spaced presentation). Results show that massive presentations can harm the sponsor and benefit the target candidate. Spaced presentations greatly benefit the sponsor candidate and may produce a backlash effect toward the target candidate.

A Structural Model of the Communication Process in the Context of Internet Advertising • Jun Heo, University of Florida • This research develops a structural equation model that examines the causal relations among motives for using the Internet, Internet involvement, and outcomes such as media usage time and attitude toward Internet advertising. The results show that certain ritualistic motives predict affective involvement in the Internet, whereas certain instrumental motives predict cognitive involvement.

Transportation and Selective Interest in Advertising: The Cultivation of Consumerist Values through Genre-Specific Media Use • Fan Hu, Hong Kong Baptist University; Ning Wang, Hong Kong Baptist University • This research delineates what media use influences values judgments and what values judgments are influenced by media use. The specific media genre of beauty and fashion magazines is examined for spreading consumerist values of materialism and beauty-and-thin ideal. Two media variables—transportation and interest in advertisements—are used to gain new insights into cultivation processes. Traditional cultivation survey is employed. Young women, both college students and non-students are included in the sample (n = 413).

Incidental Exposure Effects of Brand Placement: Comparisons of incidental exposure effects between familiar and unfamiliar brands placed in a televised sports program • Dae-Hee Kim, University of Florida • For the purpose of extending knowledge about the effects of incidental exposure, a laboratory experiment using incidental brand exposures in a TV sports program was conducted. By manipulating brand familiarity and exposure frequency for the stimuli, attitude toward brands and brand choices were measured. The results indicate that the effects of incidental exposure can be observed only for familiar brands, not for unfamiliar brands. Theoretical and practical implications were discussed.

Our Brand or Their Brand? Consumers' Responses to Negative Online Product Reviews Regarding Domestic versus Foreign Brands • Mikyoung Kim, Michigan State University • This study examines how different cues influence consumers' responses to negative online reviews. The results demonstrated that under high consensus condition, a negative review of the foreign brand led highly ethnocentric consumers' brand attitudes to deteriorate compared to a negative review of the domestic brand. Contrarily, no such difference emerged for less ethnocentric consumers. Under low consensus condition, both highly and less ethnocentric consumers did not show different patterns of attitude change.

Attacking or Self-Promoting? The Impact of Political Advertising on Candidate Evaluation and the Likelihood of Voting • Yonghwan Kim, University of Texas at Austin; Hsuan-Ting Chen, University of Texas at Austin • This experimental study examines whether negative advertising is effective for candidates, especially for challengers, and investigates the influence of issue relevance in negative political advertising. Results indicate that when advertising sponsored by a challenger was perceived as negative, individuals' likelihood of voting for that candidate decreased.

Attribute-Goal Framing and Gain-Loss Framing Effects in DTC HPV Vaccine Drug Advertising • Kenneth Kim, University of Florida • The present study attempts to explore the interactive effect of gain-loss framing domain with the attribute-goal framing tactic on the persuasive outcomes associated with DTC HPV vaccine drug advertising. An experiment was designed with a 2 (framing tactic: attribute versus goal framing) × 2 (framing domain: gain versus loss framing) between-subjects design, exploring the interactive effects of framing tactic and framing domain on the consumer's attitude toward HPV vaccination prescription drug, DTC-promoted behavior intentions.

Why People Pass Along Online Video Ads: from the Perspective of the Theory of Reasoned Action • Joonghwa Lee, University of Missouri; Chang Dae Ham, University of Missouri at Columbia; Mikyoung Kim, Michigan State University • This study employed the Theory of Reasoned Action to explore factors influencing consumers' intention to pass along online video ads. Structural equation modeling test results indicated that attitude and subjective norm positively influenced intention. Among six expected outcomes (pleasure, affection, inclusion, escape, relaxation, and control) identified using the interpersonal communication motives (ICM) scale, only pleasure and escape had positive impacts on attitude. Finally, normative beliefs had positive influences on subjective norm. Implications are also discussed.

The Image of African-American Females in Advertising: A Content Analysis of African-American Magazines in 2007 • Mia Long, The University of Alabama; Cynthia Nichols, The University of Alabama; Creshema Murray, The University of Alabama; Terra Moody, University of Alabama • Throughout the years, the image of the African-American in advertising has changed from subservient roles to those of various occupations. The present study sought to examine the representation and portrayal of the African-American female in magazine advertising. Researchers analyzed advertisements in Ebony, Essence, Vibe, and XXL magazine for the frequency of African-American females and the presentation of African-American females in terms of status, occupation, setting, interaction, and sexual and family roles.

National vs. Local: The Representation of African-Americans in Advertising in The New York Times and The Advocate • Pavel Mrazek, Louisiana State University in Baton Rouge/Masaryk University in Brno, Czech Republic • African-

Americans are present in media and advertising more than ever before. However, the frequency and quality of their representation varies among different media outlets. This study investigates how blacks are represented in newspaper advertisements compared to the white majority. The main focus is placed on the comparison between the representation of African-Americans in advertising in a national newspaper (The New York Times) and a local newspaper from a state with high black population (The Advocate).

Impact of Ad Appeal and Brand Familiarity on the Attitude toward Brand and Advertising • Eun Soo Rhee, University of Florida • Previous studies have yielded conflicting findings regarding the effects of ad appeal and brand familiarity on attitudes toward the ad and the brand. Some studies found that familiar brands produced favorable brand attitudes while others found that unfamiliar brands produced favorable brand attitudes. Therefore, this study attempts to solve the reasons for conflicting findings. Specifically, this study focuses on the interaction between ad appeal and brand familiarity.

The Role of Self Esteem and Self Construal in Effects of Celebrity Endorsement • Nam-Hyun Um, The University of Texas at Austin • The present study is an initial effort to explore how self-esteem (low vs. high) and self-construals (independent vs. interdependent) influence the effectiveness of celebrity endorsement. Until now, little has been known about the psychological function of self-esteem and self-construals. The author suggests that self-esteem and self-construal play a decisive role in the effectiveness of celebrity endorsement.

If the shoe fits: Strategic uses of spokesmodels in magazine shoe ads • Lisa Wortman, University of Massachusetts-Amherst • Marketers strategically place spokesmodels in magazine advertising to appeal to consumer groups such as the readers of women's, men's, and teen girl magazines. Relying on a content analysis of shoe advertisements published in five magazine titles from April 2006 to March 2007, ads in women's fashion and beauty magazines were found to rely most heavily on spokesmodels when compared to teen fashion and beauty titles, and men's sports and fitness titles.

The Role of Presence in Anaglyph 3-D Advertising on Consumer Evaluations • Mark Yi-Cheon Yim, University of Texas at Austin • In order to avoid the reduced uses as a major advertising tool, traditional media are struggling to evolve themselves by adopting new formats of advertising based on technological or technical advancements. The current study introduces anaglyph three dimensional (3-D) magazine advertising that allows ad viewers to sense the true depth of objects. We investigated the impact of this new format of advertising on attitude toward ad, brand, and, purchase intention via entertainment and information routes.

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Professional Freedom & Responsibility (PF&R) Papers
Advertising Alcohol in the Evidence-based Way: Constructing a Threatful and Harmful Drinking Advice Campaign for the General Population in Hong Kong • Annisa Lee, The Chinese University of Hong Kong • With the rapid increase in alcohol consumption, developing an anti-alcohol campaign is needed to raise cultural relevant awareness of adverse health effects of alcohol for the Hong Kong public. We conducted a two-phased study for this purpose. The first phase is a formative reasearch, involving a literature review of 103 articles from MEDLINE and 36 papers from EMBASE databases, four focus groups and a general population survey of 506 respondents. Results generate ten major messages and show that various physiological and psychological harms are stopping factors, more effective than the facilitating factors like social pressure. The second phase develops the harm theme, with four focus groups, by pre-testing the campaign theme, empirically supported claims, appeals and media deliverables. Results show that the theme 'Drinking Will Harm You' is effective with the fear appeal, instead of the dark humorous appeal used in comparison. The fear level should be staged progressively, with the more effective physiological harms first, followed by non-physiological ones, including sexual violence. Ten ad claims are ranked according to the health belief model. Using the Department of Health logo increases credibility of the claims. Most participants preferred recovered alcoholics as spokespersons and scientific claims on media channels such as bottle packaging, TV/newspapers, MTR stations, and social media.

Organic Literacy, Involvement, Information Processing, and 'Green' Consumer Behavior: A Preliminary Investigation • S. Senyo Ofori-Parku, The University of Alabama • This study extends previous work on 'green' marketing, advertising and consumer behavior. It explores concepts such as organic literacy, involvement (and information processing), chronic organic food consumption behaviors, and how they relate to consumer a

Research Papers
Effects of Disclosure of Native Advertising and Knowledge of Marketing Communication Tactics on Ad Evaluation • A-Reum Jung, Louisiana State University; Jun Heo, Louisiana State University • Although the belief that the effects of native advertising is from the unrecognizable format is widely accepted, it is hard to find empirical studies that examine the effect of native advertising. In particular, there is a harsh criticism that advertisers try to increase ad effectiveness by using unclear ad disclosure language which makes people not to recognize native advertising. However, there is no definite answer that the effects of disclosure language on ad effectiveness. On one hand, persuasion knowledge model posits that high knowledge people are more likely to resist advertising. However, previous studies tried to develop conceptual relationship between persuasion knowledge and negative ad effects, rather than empirical examination. Thus, one of the purposes of this current study is to examine the influence of disclosure on the evaluation of native

advertising on social media platforms. Another purpose of this study is to explain how people's knowledge regarding persuasion marketing tactics influences the response to the marketing messages. Studies found that different language of ad disclosure does not affect ad recognition, and ad effectiveness. However, once people recognize content as advertising, they negatively response to the content. Studies also found that high knowledge for advertising tactic generates positive responses to advertising even though people recognize advertisers' persuasive intention. Based on the results, marketing implication and suggestions for future research are also discussed.

"I didn't see that label!" Using eye-tracking to evaluate native advertising news stories • Bartosz Wojdynski, University of Georgia; Nathaniel Evans, University of Georgia • The past two years have seen a rapid growth in the publication of sponsored content online, as news organizations and advertisers alike have sought to improve return on investment in online advertising. However, the potential deceptiveness of paid advertisements that strongly resemble a publisher's editorial content has raised the concern of critics and regulators regarding how consumers evaluate whether a given piece of content is or is not paid advertising. Recent research in this area has shown that design characteristics of disclosures — labels that identify sponsored content as distinct from other content on the site –may influence consumers' ability to recognize sponsored content as advertising (Wojdynski & Evans, 2016). The present research seeks to add to knowledge of how consumers evaluate sponsored content by examining how participants (N=60) view and evaluate six diverse published sponsored online news stories. Eye-tracking measures were employed to capture participants' overall attention to disclosures, and time required to notice the disclosures, and open-ended measures were used to capture participants' perceptions of sponsorship transparency and suggestions for improving transparency. Findings showed that variations in disclosure design and layout lead to differences in attention to the disclosure, time to notice the disclosure, and perceived sponsorship transparency of the article. Implications of these findings for practitioners and regulators are discussed.

Placing Snacks in Children's Movies: Cognitive, Evaluative, and Conative Effects of Product Placements With Character Product Interaction • Brigitte Naderer; Jörg Matthes, U of Vienna; Patrick Zeller • No studies have explored the role of character product interaction (CPI) for product placement effects on children. We exposed N = 363 children aged 6–15 years to a movie containing no placement, static placement, or CPI placement. The presence of placements affected cognitive and conative brand outcomes. However, children's product memory and consumption were higher for CPI placements compared to static placements. Results were independent of the children's ages and prior movie familiarity.

That Ad's So Bad, It's Criminal: Advertising Meets the Federal Fraud Statutes • Carmen Maye, University of South Carolina; Erik Collins, University of South Carolina • In the United States, legal repercussions for deceptive advertising traditionally have been meted out by the Federal Trade Commission (FTC), which has at its disposal a variety of civil remedies. The FTC's civil authority over deceptive commercial expression in the marketplace is generally acknowledged. Less well known within the advertising industry is the Department of Justice's (DOJ) power to criminally punish those who disseminate what it may deem deceptive advertising. Advertisers, who clearly should expect FTC oversight and whose practices likely are geared toward satisfying the FTC's stated expectations, also must be aware, if not beware, of the DOJ. Recent DOJ actions, triggered by car-dealer advertising, serve as useful reminders that the FTC is not the only governmental regulatory authority looming in the advertiser's rear-view mirror. Prosecutorial discretion is essentially all that stands between a deceptive advertiser and a federal, criminal prosecution. The danger for advertisers lies in an environment where "I don't like your ads" may inspire federal prosecutors to investigate an advertiser's business practices in search of conduct to which fraud and related criminal statutes may be applied.

Effects of Perceived Social Distance on Consumer Attitudes and Purchase Intentions among College Students • Carolyn Lin; Linda Dam • Little research addresses the ways in which perceived social distance – the level of acceptance individuals feel towards a different racial background – may impact consumer responses toward advertising spokespersons from different racial groups. The purpose of this study is to investigate whether perceived social distance between consumers and multiracial advertising spokespersons will influence purchase intentions and consumer attitudes. This research also explores whether the two related concepts – consumer social identity and perceived similarity with racially congruent advertising spokespersons – have an impact on consumer decision-making. The study design entails three experimental conditions, each featuring a Caucasian, Asian, or African American advertising spokesperson. Study participants (N = 363) were randomly assigned to one of three study conditions. Results demonstrated that lower levels of perceived social distance predicted more positive consumer attitudes and purchase intentions. Partial support was also found for the effects of perceived social identity and perceived similarity toward the multiracial spokesperson on consumer attitudes and intentions to purchase the product. Discussion of multicultural advertising implications and future research addressing strategic communication are discussed.

Personalizing an ad for a consumer versus personalizing a consumer for an ad: A test of reversed personalization effects • Cong Li, University of Miami • Research on the effects of personalized communication has grown tremendously over the past decade. Prior studies have widely discussed how a message can be personalized for a person and why a personalized message is more effective than a non-personalized message, which is often labeled personalization effects. However, no known research has theorized on the possibility of personalizing a person for a message. The current study aims to make a unique contribution to the literature by illustrating how a person can be personalized for a message via priming tactics and why it can lead to reversed personalization effects. It is argued that an individual's evaluation of a personalized or non-personalized message can be influenced by a prime. A non-personalized message may generate more favorable effects than a personalized message if a prime activates a certain mental representation associated with it, leading to reversed personalization effects. The effects of priming on personalization are moderated by perceived prime credibility and mediated by perceived message relevance.

Exploring the prevalence and execution of brand placements in Hong Kong prime time television programs • Fanny Fong Yee Chan, Hang Seng Management College; Ben Lowe, University of Kent • Product placement involves the planned integration of branded products into media content with the aim of influencing audiences. A majority of product placement research tend to be focused on understanding its impact on consumer behavior variables such as brand

recall, attitudes, and purchase intentions (Chan 2012). Less research, however, examines the nature of placement execution, and those which do are outdated and are focused mainly on western contexts such as the US. This study utilizes and extends the framework developed by La Ferle and Edwards (2006) to document and explore the execution of product placement in Hong Kong. Specifically it examines 1) the prevalence of brand appearances; 2) the characteristics of programs with brand appearances; 3) features of placed brands/products; 4) modality of brand appearances; 5) extent of character interaction with placed products; and 6) general characteristics of placement context. An extensive content analysis of five weeks of prime-time programming on three free-on-air television channels in Hong Kong was conducted. A coding protocol was developed with items adapted from earlier studies (Ferraro and Avery 2000; La Ferle and Edwards 2006; Smit, van Reijmersdal and Neijens 2009) and a few items added specifically for the current study. In the 225 hours of prime time television programming, 1225 brand appearances were identified. It is equivalent to about one brand appearance in every 11 minutes of programming. The results provide valuable insights to communication scholars and brand practitioners with regards to brand placement strategies.

Image or Recruitment: The Relationships between Cue and Military Advertising Strategy on Military Attitudes and Intentions to Enlist • FuWei Sun, The University of Oklahoma; Glenn Leshner, The University of Oklahoma • This study tested the effects of two factors—cues (extrinsic and intrinsic) and the military advertising strategies (image and image + recruitment)—on participants' attitudes and behavioral intentions. In a 2 × 2 mixed design experiment, participants saw three military advertisements in one of four conditions. The results of this study suggest that participants' evaluations of the advertisements and the military are generally driven by intrinsic cues rather than extrinsic characteristics. However, cue effects do not influence receivers' enlistment intentions. Further, there is no significant difference between the strategies, participants' evaluations of the military, and their enlistment intentions. These results are discussed in the context of military advertising and its impact.

Beyond gains/losses to compliance/non-compliance: effects of framing, need-for-cognition and mood on organic food advertising effectiveness • George Anghelcev, Penn State University; Ruoxu Wang, Penn State University; Yan Huang, The Pennsylvania State University; Sela Sar, University of Illinois at Urbana-Champaign • Two message framing techniques have been investigated with predilection by advertising researchers: gain vs. loss and promotion vs. prevention. In this study, we bridge these separate approaches and consider four advertising frames informed by the theoretical frameworks of Regulatory Focus Theory and Prospect Theory. We investigate the joint impact of mood on these four message frames on advertising promoting organic foods. The findings support our predictions that it is neither a gain/loss approach nor a promotion/prevention approach that leads to effective messages for consumers who experience positive or negative moods. Rather, the winning strategy consists of framing the ads in terms of compliance (gain and non-loss) and noncompliance (loss and non-gain). As expected, NFC moderated the postulated effects.

Only Other People Post Food Photos on Facebook: How Social Media Fits into Our Lives and The Third Person Effect • Giang Pham; Matthew Shancer; Danyang Guo; Tao Jailin; Yi Peng; Yanyun Wang; Michelle Nelson, UIUC – Advertising Department • Understanding consumers' perceptions about social media is important for advertisers. Interviews with Millennials and Baby-Boomers revealed differences in social media use and perceptions of use. Third-person perceptions (TPP) emerged among millennials: they believed the content they shared was very different from that of 'others'. A survey of Millennials showed TPP effects scaled with the social distance corollary. Individuals perceived their behaviors were very different from those of 'acquaintances' and less so with close friends.

The Impact of Erotic Imagery on Visual Attention within Advertisements: An Eye-Tracking Study • Glenn Cummins; Tom Reichert, University of Georgia; Zijian Gong, University of Tampa • An eye-tracking experiment (N = 120) was conducted to gauge how the use of erotic models in advertisements impacted visual attention to the ad, model, and other ad execution elements, thus moving beyond indirect self-report measures of attention from previous research. Findings revealed a distraction effect for ads containing erotic models. Attention to ad copy suffered when erotic models were employed, and viewers were less likely to remember the brand name or ad content.

Advertising Skepticism Effects on Chinese Consumer Attitudes toward Green Ads: A Mediating Role of Consumer Attribution of Green Advertising Motivation • Jason Yu • This study examined how advertising skepticism in general as a consumer characteristic affects consumer attitudes toward green ads (AGreen-ad) in three dimensions: hedonism, interestingness and utilitarianism. The results suggested a significant effect of advertising skepticism on consumer utilitarian AGreen-ad, which was mediated by consumer attribution of the motive behind the green ad. The insignificant correlation of advertising skepticism and hedonism implies that a consumer's advertising skepticism might be irrelevant to his hedonic AGreen-ad if his disbelief of the environmental claims in the ad is not substantial enough to arouse negative feelings such as a feeling of being deceived or cheated.

Political advertising saturation: A natural experiment • Jay Newell, Iowa State University • This research explores the results of political advertising spending under conditions of advertising saturation, in which candidates and their supporters chose to advertise in selected markets with nearly complete reach and very high frequencies, versus the same candidates and supporters advertising in different markets using more moderate levels of reach and frequency. Combining a two-phase telephone survey of more than 700 registered voters with a tally of more than 3000 broadcast advertising contracts, the research explores the connection between political advertising spending, political participation, and election outcomes.

When It Just Feels Right: The Impact of Regulatory-Fit on Consumer Responses to Fundraising Campaigns • Ji Mi Hong, University of Texas at Austin; Wei-Na Lee • This research investigates whether the fit between an individual's chronic regulatory focus and the type of regulatory focus used in fundraising messages enhances persuasion effects. A content assessment of current fundraising ads suggests that regulatory focus was indeed employed as a persuasion strategy. An experimental study was then carried out to test the main and interaction effects of two independent variables (chronic regulatory foci x regulatory-focused message frames) on three dependent variables (attitudes toward the ad, attitudes toward the non-profit organization, and willingness to donate). Findings suggest that individuals with a chronic promotion-focused orientation responded more favorably toward the promotion-framed message emphasizing

the potential environmental benefits of making a donation, whereas individuals having a chronic prevention-focused orientation were more positive toward the prevention-framed message highlighting the potential environmental dangers of not making a donation. Implications of the findings and suggestions for future research are provided.

Telling Compelling Stories for Worthy Causes? A Content Analysis of Philanthropy Ads • Ji Mi Hong, University of Texas at Austin; Wei-Na Lee; Hwanjong Cho, University of Texas at Austin; Chohee Sung, University of Texas at Austin • "As a first step toward understanding non-profit organizations' communication, this research examined their philanthropy ad messages in terms of four key elements: what the philanthropy goal is (regulatory focus), who the beneficiary is (self-construal), when the fundraising impact is expected (temporal orientation) and how the suggested donations are appraised (efficacy-appraisal). A content analysis was carried out to systematically study philanthropy ads from non-profit organizations on the Philanthropy 400 list. Specifically, the frequency of appearance of each type of message elements and the relationships among them were analyzed. The findings of this research show that most non-profit organizations actively utilized four types of message elements in their philanthropy ads, while mainly focusing on desired, positive donation outcomes (promotion focus), dominantly indicating others as beneficiaries of the support (interdependent self-construal), mostly emphasizing the easy of actions (self-efficacy) and highlighting immediate fundraising effects (present orientation). However, with respect to the combination patterns among message elements, the findings indicated that the current practice did not follow the guidelines suggested by previous literature. In this respect, more research is needed to understand the discrepancy and provide better guidelines for future communication strategies."

Positive News Are Better Than Negative News in Improving Brand Attitude and Recall for Pre-Roll Ads • Jiachen Yao, University of Illinois at Urbana-Champaign; Zongyuan Wang; Mike Yao, University of Illinois, Urbana-Champaign • Current study explored how the valence of news headlines (positive vs. negative) and news type (hard vs. soft) influenced participants' mood, their memory and brand attitude towards the pre-roll video ads. We found that negative news headlines led to lower mood, lower brand attitude and worse brand recall than the positive condition. There was also an interacting effect found of news valence*news type on mood. Implications were given for advertising industry.

Understanding Age Segmentation in Persuasion: The Effects of Experiential and Material Messages • Jing (Taylor) Wen, University of Florida; Naa Amponsah Dodoo, University of Florida; Linwan Wu, University of Florida; Il Young Ju, University of Florida; Sriram Kalyanaraman, University of Florida • Despite the growing significance of message segmentation strategies based on consumers' age, the psychological effects of age on decision making remain somewhat unexplored. Building on prior studies, this research examined the influence of age on consumers' responses to different advertising messages. In particular, this study examined whether framing a specific product (automobile) as either material or experiential would influence consumer responses to the product. Experimental results revealed a main effect of message type and interaction between message type and age on attitude toward the ad. Specifically, individuals reported more favorable attitudes toward a material rather than an experiential message type. An interaction effect showed that younger people had more positive attitudes toward the material message while no difference was found for older people. Additionally, younger people had more favorable brand attitudes when exposed to a material rather than an experiential message, while, older people did not exhibit this pattern. The results also revealed the mediating role of ad credibility such that perceived ad credibility mediated the relationship between message type and ad attitude. Theoretical and practical implications are discussed.

Consumer Attention to and Recall of Information in Prescription Drug Advergames: An Eye-Tracking Study • Jisu Huh, University of Minnesota; Jennifer Lueck, University of Minnesota • This study investigated cognitive effects of advergames on consumers' attention to and memory of information in a prescription drug advergame. Applying limited cognitive capacity theory as a theoretical framework, consumers' attention was examined using both self-reported and eye-tracking measures, and the relationships between the two types of attention measures and information memory were tested. The eye-tracking attention measures revealed somewhat different findings than self-reported attention, and the results provide interesting insights regarding advergames' cognitive effects.

Nudity of Male and Female Characters in Television Advertising Across the Globe: A Comparative Analysis • Jörg Matthes, U of Vienna; Michael Prieler, Hallym University • There is a lack of comparative studies on nudity in television advertising. We sampled N = 1,755 ads from 13 countries. The main characters' nudity was higher for females compared to males, more likely with decreasing age, and occurred more often for congruent than incongruent products. Multilevel analyses showed that nudity was independent of a country's gender-indices and preclearance policy. The role of culture for predicting nudity in advertising is thus smaller than commonly thought.

Framing Financial Retirement Advertising: The Effectiveness of Intertemporal Choice • Ken Kim, oklahoma state; Lori McKinnon • The current study was designed to show the effectiveness of retirement financial services advertising (RFSA) in consumer intertemporal choice. The obtained data indicated that people in the loss framing (vs. gain framing) condition had a stronger tendency to choose the earlier investment option over the delay option when an advertisement emphasized how much they need to invest (that is, process framing). In contrast, the advantage of gain framing (vs. loss framing) was found when an advertisement focused on how much they need to retire (that is, outcome framing).

In-Feed Native Advertising on News Websites: Effects of Advertisement on Internet Users' Reactions • Lijie Zhou, The University of Southern Mississippi; Fei Xue • This study examined viewers' reactions to in-feed native advertising on news sites. Results showed in-feed native advertising generated stronger brand interest and purchase intention than banner ads. Product involvement moderated effects of advertising format and website reputation on attitude-toward-the-ad, brand interest, and purchase intention. Its moderating power is stronger for low-involvement product, where advertising format and website reputation have served as peripheral cues. Positive correlations between website credibility and ad credibility were also identified. Advertising Division Research Papers Psychological Mechanisms in Narrative Advergaming Lu Zheng; Danny Pimentel Nine side-scrolling advergames were created to examine the potential impact of types of advergames and music tempo on one's affective (game attitude and brand attitude) and conative responses (product trial and purchase intent) in the context of narrative advergaming. Moreover, three

psychological states (flow, transportation and presence) that game players are likely to experience were also investigated. The study demonstrated that neither type of advergames nor music tempo employed in the advergames was significant in influencing one's affective and conative responses. What remains invariably significant across nine experimental conditions is the positive relationship between the three psychological mechanisms and one's game attitude, brand attitude, and behavioral intentions. Implications and limitations are also discussed.

The Moderating Role of Age on Behavioral Effects of Product Placements in a Real-World Setting • Maren Birgit Marina Beaufort • This paper provides findings on how product placements influence young children's selection behavior in real-life viewing and shopping scenarios, showing why realistic settings are superior to laboratory studies in this context. For the first time, kindergarten-aged children were included. Results show a major susceptibility to product placements via implicit persuasion. In contrast to previous laboratory findings, a highly significant age effect is present that is conceivably traceable to the competitive influences in the real-life scenario.

Cultural Adaptation in U.S. and Mexican Beer Ads: The Moderating Effect of Automatic Bias Against Hispanics on Eye-Tracking Measures • Yadira Nieves-Pizarro, Michigan State University; Juan Mundel, Michigan State University; Tao Deng, Michigan State University; Guanxiong Huang, Michigan State University; Duygu Kanver, Michigan State University; Elishia Johnson, Michigan State University; Michael Nelson, Michigan State University; Rashad Timmons; Saleem Alhabash, Michigan State University • With continued growth in advertising and marketing to specific ethnic groups, like Hispanics in the United States, it becomes important to understand the intricacies of cultural adaptation in advertising. The current study investigates the effects of cultural adaptation in branded advertising for domestic (US) and foreign (Mexican) products on visual attention to advertising elements. Using a 2 (country of origin: USA vs. Mexico) x 2 (cultural symbol congruence: congruent vs. incongruent) x 3 (ad repetition) mixed factorial design, participants (White only: N = 83) viewed three ads for either an American or Mexican brand with either congruent or incongruent cultural symbol. Results showed that participants exposed to American brand ads fixated more often (total fixation count) and for a longer period of time (total fixation duration) on the cultural symbol when it was congruent than incongruent, while no differences were detected for Mexican brand ads. Additionally, this effect was moderated by automatic bias against Hispanics. Findings are discussed within the context of tailored approaches to advertising and advertising unintended effects.

Boundaries of Message Framing in Charity Advertising: Effects of Anchor Points and Need for Cognition • Yan Huang, The Pennsylvania State University; Anli Xiao, Penn State University; Denise Bortree, Penn State University • The study examined the persuasiveness of message framing and anchor points in the context of a charitable appeal on social media. A 2 (Framing: loss vs. gain) × 2 (anchor points: presence vs. absence) online between-subjects experiment was conducted (N = 211). Results showed that the influence of message framing was dependent on whether anchor points were provided in the message. When anchor points were present, the gain-framed message resulted in a greater level of cognitive elaboration and donation intention; when they were absent, the loss-framed message triggered more cognitive elaboration on the donation request. Moreover, need for cognition (NFC) moderated the persuasive effect of message framing. The effect was more salient among low NFC participants. The study also revealed a three-way interaction effect between message framing, anchor points, and need for cognition on cognitive elaboration. The theoretical and practical implications for charity advertising are discussed.

Inseparable Duos: The Effects of Message Framing and Presentation on College Students' Responses to Flu Vaccine Public Service Advertisements • Yen-I Lee, University of Georgia; Yan Jin; Glen Nowak, University of Georgia • Previous research on how message framing affects influenza vaccination attitude and intentions has yielded mixed results. The current study examined the effects of message framing and presentation in flu vaccine public service advertisements (PSAs) using a 2 (gain vs. loss framing) x 2 (image-based vs. text-only presentation) between-subjects experiment with a sample of college students (N = 122) from a large public university in the U.S. The findings indicated that flu vaccine PSAs that utilized a gain-framed image-based message or a loss-framed text-only message elicited positive outcomes, including greater confidence in flu vaccine, positive affect toward the advertisement, and positive attitude toward flu vaccine. In contrast, a loss-framed image-based message and a gain-framed text-only message triggered negative attitudes toward flu vaccine. Implications for strategic health communication theory building and vaccine communication practice are discussed.

Consumer Socialization through Social Media: Antecedents of Acceptance of Native Advertising on Social Networking Sites • Yoo Jin Chung, University of Florida; Eunice Kim, University of Florida • Despite the growing popularity of native advertising in the industry, few studies have examined the factors that influence consumer acceptance of native advertising on SNSs. The present study examined the influences of consumer socialization agents on acceptance of native advertising on SNSs. Findings showed that positive peer communication, social media dependency, and attitude toward social media advertising significantly predicted consumer acceptance. The results further revealed the moderating effects of perceived appropriateness of native advertising.

Interaction Effects of System Generated Information and Consumer Skepticism: An Evaluation of Issue Support Behavior in CSR Twitter Campaigns • Yoon-Joo Lee, Washington State University; Nicole O'Donnell, Washington State University; Stacey Hust • Success of corporate social responsibility (CSR) initiatives often relies on issue support from consumers. The current study analyzes issues support for an alcohol company's drunk driving prevention campaign on Twitter. A 2×2 experiment (n = 212) tested how consumers' skepticism interacts with system generated information (low v. high number of followers). Skepticism on issue support changed significantly depending on the number of Twitter followers. Implications are discussed for attribution theory and CSR skepticism research.

Advertising's Male Body: A Content Analysis of Male Models in Esquire Magazine Ads from 1955-2005 • Zienab Shoieb; Eric Haley, University of Tennessee • This paper reports a content analysis of portrayals of the male body in ESQUIRE Magazine from 1955 to 2005. Specifically, the study examined male model muscularity and fat in relation to time and product categories. The study is positioned within the literature on media images and body disturbance issues.

Processing Capacity in Visual Search: The Impact of Visual Salience and Involvement on Attention • Zijian Gong, University of Tampa; Glenn Cummins • Despite the long tradition of examining individual factors and aspects of print ad design and execution, the attention allocation process to different ad execution elements has not been specified. This study reconceptualized and examined potential moderators – namely visual salience and involvement– in terms of cognitive load to predict their real-time combined impact on attention and subsequent processing of magazine advertisements. Eye-tracking data indicated automatic bottom-up attention precedes controlled top-down processing when attending to magazine advertisements. Additionally, results revealed that involvement moderated the impact of visual salience on selective attention to ad execution elements, such that insufficient resource allocation to advertisements for low involvement products inhibited consumers' attention to visually non-salient ad elements compared to advertisements for high involvement products, as indexed by gaze duration. The findings suggested selective attention is not unitarily driven by message properties or individual factors, and both message and individual level factors should be considered to creative effective print advertisements.

Redefining Rational and Emotional Advertising Appeals as Available Processing Resources: Toward an Information Processing Perspective • Zijian Gong, University of Tampa; Glenn Cummins • This paper redefined emotional and rational advertising appeals in terms of changes in cognitive load they place on viewers' limited capacity processing system, which helped predict how thoroughly advertising messages are processed under high and low personal relevance condition. Results indicated emotional advertisements elicited better message recall than rational advertisements, but the available resources in the emotional and rational condition remained at the same level. The interaction effect between personal relevance and advertising appeal type on available resources was also observed, such that personal relevance exerted a more significant influence on available resources when viewing rational advertisements than emotional advertisements. The findings suggested that when an advertisement has low personal relevance, rational appeals should be used with caution as viewers may withdrawal their attention and stop processing the message. In contrast, the use of emotional appeals may be a way to sustain attention for low relevance products.

Special Topics Papers

Comparing social media advertising attitudes between advertising and non-adverting majors: A situated learning perspective • Anan Wan, University of South Carolina • This study explored whether advertising majors and non-advertising majors hold different attitudes toward advertisements on social media in terms of their advertising education and their social media self-efficacy, based on a pilot study of 20 interviews and a survey study of 165 responses. It provides a look at the current advertising majors' perceptions of and attitudes toward social media advertising as the insiders and future professionals. The findings from both studies demonstrate that advertising students have more positive attitude than non-advertising majors toward social media advertising. Theoretical of the Situated Learning Theory were discussed.

Message strategies in Korean cosmetic surgery websites • Gawon Kim, University of Tennessee; Ron Taylor, University of Tennesse, Knoxville • The purpose of this study was to investigate message strategies used in South Korean cosmetic surgery websites. The paper uses Taylor's six-segment message strategy model to analyze the Korean sample websites and conducted a content analysis. The outcome of the content analysis revealed that Informational and Transformational strategy was both equivalently used. Additionally, it found out that ration and ego strategy was the most frequently practiced strategy. Result, implication and limitations will provide more information on this paper's result and future research.

Snap or Not: Young Consumers' Interpretation of Snapchat Marketing • Huan Chen, University of Florida • A qualitative research was conducted to explore young consumers' interpretation of Snapchat and marketing via Snapchat. The themes that emerged regarding those young consumers' understanding of the photo-and-video-sharing social medium are being intimate, being casual, and being dynamic, and the themes regarding the participants' interpretation of marketing information on Snapchat include freedom of choice, seamless integration with the social medium, and eventful and festival orientation. Theoretical and practical implications were offered.

The Myth of Big Data: Chinese Advertising Practitioners' Perspective • Huan Chen, University of Florida; Liling Zhou • A qualitative study was conducted to explore Chinese advertising practitioners' perceptions and interpretations of big data in Chinese market. 22 in-depth interviews were conducted to collect data. Four overarching themes emerged regarding their perception of Chinese advertising market, definition of big data, application of big data, and future development of big data. Based on the themes, a theoretical model was developed to demonstrate big data's application and development in Chinese market. Theoretical and practical implications were offered.

Proposing Social Cue as a New Social Media Ad Tactic in Unfamiliar Product Adoption • Hyejin Kim, University of Minnesota – Twin Cities; Keonyoung Park, University of Minnesota Twin Cities; John Eighmey • This study proposed and tested the effect of new social media advertising tactic, a social cue, on unfamiliar product adoption. Findings demonstrated that participants with extremely large social network were particularly susceptible to the socially-cued advertising. Their purchase intention showed an inverted U shape as the number of product purchase predecessors increases. This study is expected to contribute to social media advertising literature by providing proactive insights on simple yet innovative ad tactic.

"The Ultimate Cliffhanger:" Campaign Strategies and Extreme Drinking Rituals for Turning 21 • Joyce Wolburg, Marquette University; Nathan Gilkerson, Marquette University • "This qualitative study examined the drinking ritual of the 21st birthday celebration among college student binge drinkers to gain insights that can lead to more effective campaign strategies. Through depth interviews, a pattern of intense peer pressure emerged, not only for the person turning 21 but also for friends. Because each has a role to play in a ritual that celebrates the "ultimate cliffhanger," campaign strategies aimed solely at the person turning 21 are not sufficient to change behavior."

Student Papers

Corporate social responsibility (CSR): the effects of cause-related marketing (CRM) message, cause proximity and

cause involvement • Hannah Kang, University of Kansas • This study examined the effects of the type of corporate social responsibility (CSR), cause proximity and cause involvement on attitude toward brand, attitude toward company, attitude toward campaign, and campaign participation intention. This study also examined how CSR type, cause proximity and cause involvement affect individual's risk perceptions toward a particular risk issue. The experiment was a 2 (CSR type: CSR advertising message with CRM/ CSR advertising message without CRM) X 2 (cause proximity: national/international) X 2 (cause involvement: high/low) between-subjects factorial design. A total of 239 undergraduates participated. This study found that a CSR advertising message with CRM components produced a more positive attitude toward a company, a more positive attitude toward a campaign, and a higher campaign participation intention than a CSR advertising message without CRM components. Moreover, the main effects of cause involvement were found on attitude toward brand, attitude toward company, attitude toward campaign, campaign participation intention as well as risk perception toward a cause and importance of a cause.

Corporate Ethical Branding on YouTube: CSR Communication Strategies and Brand Anthropomorphism • Jing (Taylor) Wen, University of Florida; Baobao Song • Even as ethical branding gain increasing prominence, the effectiveness of specific communication and branding strategies remains somewhat unexplored. A content analysis was conducted to examine Fortune 500 companies' corporate social responsibility (CSR) advertisements and user comments on YouTube. The results showcase the importance of involvement strategy of CSR communication and brand anthropomorphism on generating positive consumer responses, and a positive correlation between these two strategies. The findings further suggest that the success of ethical branding on social media lies in more interactive and engaging communication as well as branding strategies.

The Younger Maintain, the Older Regulate: The Generational Effects on Sequential Mixed Emotions • Jing (Taylor) Wen, University of Florida; Naa Amponsah Dodoo, University of Florida; Linwan Wu, University of Florida • Ads with mixed emotions can capture audience's attention and therefore be persuasive. By using Socio-emotional Selectivity Theory as a theoretical framework, this research examines the influence of generations and sequential mixed emotions on persuasion. Findings indicate that Baby Boomers exhibit more favorable evaluation than Millennials when exposed to an appeal with improving mixed emotions (i.e., negative then positive), because Baby Boomers are better at emotion regulation. In contrast, when exposed to declining appeal (i.e., positive then negative), both generations evaluate the ad positively, because both age groups are able to maintain positive emotions. Theoretical and practical implications are also discussed.

Overcoming Skepticism toward Cause-Related Marketing Claims: The Role of Consumers' Attributions of Company Motives and Consumers' Perceptions of Company Credibility • Mikyeung Bae • This study examined two situational factors that might interfere with the intended outcome of a cause-related marketing (CRM) ad on social network sites (SNSs): statements about the motivation of the sponsoring company for supporting a social cause and types of appeals (emotional or informational). This study also explored how highly skeptical consumers and consumers with lower levels of skepticism differ in their responses to CRM ads. An online experiment with 409 college students showed that a firm's acknowledgements of firm-serving motivation as well as of public-serving motivation could be an effective marketing strategy to reduce consumer skepticism about a firm's motives. Highly skeptical consumers are less doubting about a company's intention behind its support of social causes when the company honestly states firm-serving benefits as well as public-serving benefits in its CRM ads. The procedure by which a consumer perceives and evaluates the motives of a company determines the effectiveness of the company's CRM ads. Finally, a consumer's perception of a company's credibility has a great impact on the consumer's intention to join that company's brand page. This study advances theories about consumers' defensive mechanisms that can help predict their favorable responses to the brand pages featuring CRM on SNSs.

Animal Crackers in My…Book? Effects of Shared Reading on Parents' Memory for Product Placement in Children's Books • Steven Holiday, Texas Tech University • The shared reading of children's picture books fosters involvement, engagement, and communication, and results in socialization and development of both parents and children. It can also make readers susceptible to product placements used in the medium, a practice that exists despite its notable absence from academic research. Using experimental design and quantitative statistical analysis, this study explores how social and multi-sensory aspects of shared reading positively affect parents' recollection of product placements in children's books.

The Golden Touch: How Screen Touches Influence Product Attitude and Purchase Intention • Xiaohan Hu, University of Illinois at Urbana-Champaign • The widespread usage of touch screen devices such as smartphones and tablets has changed how people interact with mediated information. The physical action of touch is more direct in that people interact with the information on the screen, rather than indirectly via input devices like a mouse or trackpad. The goal of this study is to examine whether different ways of physically interacting with media influence consumers' attitude and purchase intention in online shopping, and how haptic congruity between specific product and touchscreen may moderate this effect of interaction. The study reported here showed that consumers assigned more value when product information was acquired by touching. However, main effect of physical interaction on attitude and purchase intention, and interaction effect between interaction and haptic congruity were not found.

The Influence of Persuasion Knowledge on Consumer Responses to Celebrity Endorsement in Social Media • Yiran Zhang, University of Minnesota Twin Cities • This paper explores the effects of consumers' persuasion knowledge of celebrity endorsement in social media on their attitude toward the celebrity and the endorsed brand, and the moderating role of parasocial interaction. Results show that recognition of advertising intent is negatively associated with consumers' attitude toward the celebrity. Additionally, parasocial interaction strengthens the relationship between attitude toward the celebrity and brand attitude, but doesn't interfere with persuasion knowledge to influence brand attitude.

Teaching Papers
From Introducing the World Wide Web to Teaching Advertising in the Digital Age: A Content Analysis of the Past Twenty years of the Journal of Advertising Education • Emory Daniel, North Dakota State University; Elizabeth Crawford, North

Dakota State University; David Westerman, North Dakota State University • For twenty years, the Journal of Advertising Education (JAE) has "toiled in the vineyards of advertising académé" to become a highly reputable source for advertising scholarship (Johnson, 1996 p.3). For the purposes of this study, we explored the last twenty years of literature in JAE. A content analysis was implemented to uncover patterns in areas such as areas of focus, methodologies, authorship, and Carnegie classifications of the universities represented.

Student-Run Communications Agencies: Providing Students With Real-World Experiences That Impact Their Careers • Lee Bush, Elon University; Daniel Haygood, Elon University; Hal Vincent • This study examined how current industry professionals perceived the benefits of their student agency experiences and how they applied those experiences to their careers. Graduates placed value on the real-world experience gained from student agencies, learning how a professional agency functions, and working with a diverse set of clients and people in team-based settings. Graduates reported that their student agency involvement separated them in job interviews, better preparing them versus their peers for entry-level positions.

What Do Students Need To Know About Technology And Idea Generation: Voices From The Agency • Robyn Blakeman, University of Tennessee, Knoxville; Maureen Taylor, University of Tennessee, Knoxville; Robert Lambert • The advertising field is constantly changing and educators should identify if changes in the industry prompt changes in the classroom. This paper inquires into the most fundamental part of the advertising process: the idea generation stage. Technology has changed the way art directors interact with design. But the extent of that change, and its implications for advertising pedagogy, are still unknown. This study reports the results of a survey of 38 advertising creatives to describe what is happening in conceptualization at advertising agencies around the country. The findings suggest ways forward in advertising pedagogy, especially curricula in the design sequences.

2016 Abstracts

Advertising 2015 Abstracts

Research Papers
On Facebook, sex does not sell! Effects of sex appeal and model gender on effectiveness of Facebook ads for healthy and unhealthy food products • Saleem Alhabash, Michigan State University; Mengyan Ma, Michigan State University; Wan Wang, Michigan State University • The current study uses a 2 (sex appeal) x 2 (model gender) x 2 (product healthfulness) x 3 (message repetition) mixed factorial design to investigate the effects of sex appeal and model gender on attitudes toward the ads, attitudes toward the brand, viral behavioral intentions, and purchase intentions for healthy and unhealthy food products. Participants (N = 316) were randomly assigned to see Facebook ads for healthy and unhealthy products featuring male or female models with low or high sex appeal. Findings showed that ads and brands in ads with low sex appeal were rated more favorably than those with high sex appeal. Results also showed that the effects of two-way interaction between sex appeal and model gender on attitudes toward the ad and the brand were significant. Additionally, the study used Hayes (2013) PROCESS to test for a series of serial mediation models with regard to the effect of sex appeal on purchase intention through the serial ordering of attitudes toward the ad, attitude toward the brand, and viral behavioral intentions. Findings are discussed in relation to health-related policy, advertising effectiveness models, and persuasion models.

Opening the Advertising Crayon Box: Applying Kobayashi's Color Theory to Advertising Effectiveness • Nasser Almutairi, Michigan State University; Carie Cunningham, Michigan State University; Kirstyn Shiner, Michigan State University; Saleem Alhabash, Michigan State University • While advertising creativity remains largely a subjective practice of art directors and graphic designers, the current study systematically tested the effectiveness of different color combinations as they pertain to ad and brand evaluations, as well as online and offline behavioral intentions. Using a 13 (color combinations) x 3 (message repetition) mixed factorial design, participants (N = 322) were exposed to three ads that varied in the color combinations used in the ad design in accordance with Kobayashi's (1990) color theory. Findings showed that the effect of color combinations was significant only for attitudes toward the ads and brands, yet did not affect viral behavioral intentions and purchase intentions. The study's findings are discussed within the context of extending traditional advertising models to bring about a systematic understanding of the psychological effects of color in relation to attitude and behavior change.

Children's Understanding of Social Media Advergames • Soontae An, Ewha Womans University • This study examined children's understanding of social media advergames and the effects of cognitive and attitudinal advertising literacy on children's susceptibility to advertising. Results of a survey of 556 children aged 7 to 11 showed that half of the children could correctly identify the social media advergame as a type of advertising, while the other half could not. Comparisons revealed that older students were more capable of identifying advertising. Regression results showed that grade, gender, and Internet usage were factors positively associated with children's intention of visiting the site featured in the advergame. Students that were of a lower grade, female, or had high Internet usage were more likely to want to visit the store advertised. After controlling for demographics and media usage, children's cognitive and attitudinal advertising literacy and the interaction term were all statistically significant. The significant interaction effect demonstrated that those who were able to identify advertising and possessed positive views towards ads showed the highest inclination of visiting the featured site, while those who identified advertising with negative views toward ads displayed the lowest intention. The moderating role of attitudinal literacy indicates the importance of combining both cognitive and attitudinal advertising literacy.

Effects of Various Cause-Related Marketing (CRM) Campaign Types on Consumers' Visual Attention, Perceptions, and Purchase Intentions • Mikyeung Bae, Michigan State University; Patricia Huddleston, Michigan State University • The goal of this study was to identify whether types of cause-related marketing (CRM) campaign appeal (functional/ emotional/ a combination of the two) influenced consumer visual attention and perceptions of the campaign, thus leading to purchase intention. Guided by the Elaboration Likelihood Model (ELM), this study investigated which components of CRM campaign appeals contributed most to effectiveness in capturing consumers' visual attention under high versus low involvement with a social cause. The results showed that participants who were more involved with social causes paid more attention to the body text that provided an overview of the company's socially responsible behavior as demonstrated through total visit duration (TVD). The results of the partial least squares structural modeling analysis revealed that perceived corporate credibility played an important role in influencing attitude toward a CRM campaign regardless of the type of appeal. The findings demonstrated here allow marketers to evaluate which type of appeal is more appropriate for a given CRM campaign and product.

The Effect of Message Valence on Recall and Recognition of Prescription Drug Ad Information • Jennifer Ball, University of Minnesota; Taemin Kim, University of Minnesota • Consumer-directed prescription drug ads (DTCA) are required to present drug benefits and risks in a balanced manner. There is concern, though, that benefits are often conveyed through emotional appeals that interfere with comprehension of risk information in the message. However, there remains a lack of empirical work investigating this claim. Applying limited capacity theory, results of an experiment indicated recall and recognition of ad information was best for an ad with a neutral tone and weakest for a negative tone while the positive tone results differed between recognition and recall.

Advertising LGBT-themed films to mainstream and niche audiences: variations in portrayal of intimacy and stereotypes • Joseph Cabosky, University of North Carolina at Chapel Hill • Research of LGBT-content in advertisements remains limited. While most products are not inherently queer in nature, this content analysis analyzed advertisements for LGBT-themed films to explore whether there was variation in the portrayal of LGBT-content in ads depending on the distribution width of the product and its date of release. Findings indicated that ad content varied greatly based on the width of release but not when measuring time, countering findings from other media forms.

Adolescents' responses to food and beverage advertising in China • Kara Chan, Hong Kong Baptist University; Tommy Tse, University of Hong Kong; Daisy Tam, Hong Kong Baptist University; Anqi Huang, Hong Kong Baptist University • Both global and local food marketers have been marketing actively with children and youths in China. Adolescents are important targets for healthy eating as they are being more independent in making food decisions. Social marketers and health educators need to learn from food marketers effective strategies that can communicate creatively with this target segment. Four focus-group interviews were conducted with twenty-four grade 7 students aged 12 to 13 in Changsha, a second-tier city in China. Participants were asked to report their favorite food and beverage commercials, and explain why they liked the advertisements. Altogether 21 commercials were reported as favorite commercials. Results indicated that entertainment value, presenting food as tasty, adopting celebrities as endorsers, memorable jingles/slogans, as well as aesthetically pleasing were main attributes of the advertisements that won the participants' hearts. Comparison of the results with attributes of likable commercials among Hong Kong adolescents was made.

Taste and Nutrition: The Uses and Effectiveness of Different Advertising Claims in Women's Magazine Food Advertisements • Yang Feng, The University of Virginia's College at Wise; Jiwoo Park, Northwood University • A multi-method study was conducted to examine the use of different advertising claims in current food advertising and then determine the effectiveness of different advertising claims on females' evaluative judgments of food advertisement. Content analysis results of 678 women's magazine food ads indicated a substantial use of taste and nutrient content claims paired with specific nutrition appeals. Functional food ads appeared to adopt nutrition appeals or a combined use of nutrition appeals and taste claims, whereas hedonic food ads tended to use taste claims without nutrition appeals. Nevertheless, these current practices of food advertising were called into question by the results of two experiments and one focus group, which showed the combined use of nutrition appeals and taste claims was the most effective strategy for both hedonic and functional foods. However, for hedonic foods, each single nutrition appeal should neither be extremely incongruent to the nature of hedonic food product nor extremely contradictory to the taste claims in the same ad.

A Content Analysis of Green Advertising: What Has Changed in Twenty Years • Sigal Segev, Florida International University; Juliana Fernandes, University of Miami; Cheng Hong, University of Miami • This paper reassesses the changes in green advertising since the first content analysis on the topic was conducted. A total of 433 unique ads from 18 magazines published in 2009 and 2010 was employed. Results show that greenwashing is still prevalent 20 years later compared to Carlson et al.'s (1993) study. However, the change lies on the type of claims: product-oriented claims were more misleading while image-enhancing claims were deemed more acceptable, opposite to previous findings.

Still funny? The effect of humor in ethically violating advertising • Kati Foerster, U of Vienna; Cornelia Brantner, U of Vienna • This study aims to better understand the masking effect of humor in advertising. The paper focuses on the question: Are ethically violating advertisements perceived as less unethically by advertising councilors if they contain humor? Our results indicate that humor and decision are only spuriously associated and that the masking effect disappears when depicted sexism is included. Moreover, gender affects the decisions, but does not moderate the effects of humor and sexism.

Factors Influencing Intention to Use Location-Based Mobile Advertising among Young Mobile User Segments • Jun Heo, Louisiana State University; Chen-Wei Chang, University of Southern Mississippi • The purpose of this study is twofold: 1) to examine determinants of intention to use location-based advertising (LBA) and 2) to explore possible mobile user segments among college students. The results suggest that the determinants may differently influence two mobile user segments: innovative believers and conventional skeptics and that marketers need to

approach them differently in order to increase the opt-in intention of LBA. Implications and suggestions for future studies are discussed.

The activation of social identities through advertising: How brand loyalty is influenced by out-group perceptions related to political identity • Jennifer Hoewe, University of Alabama; Peter K. Hatemi, Penn State University • This study merges literatures utilizing social identity theory in reference to brand loyalty and political identity to determine how advertisements can activate these identities and influence product selection. Using an experimental design, it tests the inclusion of a perceived out-group in an advertisement for a well-established brand to determine if political identity interacts with the advertisement's content to predict consumption of that product. The results indicate that an advertisement's activation of one's political identity can either change or reinforce brand loyalty. Specifically, more conservative individuals responded to the presence of Muslim and Arab individuals in a Coca-Cola advertisement by selecting Pepsi products; whereas, more liberal individuals responded to this advertisement by maintaining their initial brand loyalty for Coca-Cola products.

Skepticism toward Over-the-Counter Drug Advertising (OTCA): A Comparison of Older and Younger Consumers • Jisu Huh, University of Minnesota; Denise DeLorme, University of Central Florida; Leonard Reid, University of Georgia / Virginia Commonwealth University • This study examined age-related differences in consumers' skepticism toward over-the-counter drug advertising (OTCA) as a type of consumer persuasion knowledge. The results from a U.S. nationally-representative survey indicate that older consumers are less skeptical of OTCA than are younger consumers. This study also shows some interesting differences between the two age groups in terms of predictors of ad skepticism and the relationship between ad skepticism and ad outcomes.

The Effects of Mixed Emotional Appeals: Construal Level Theory Perspective • Wonseok (Eric) Jang, University of Florida; Jon D. Morris, University of Florida; Yong Jae Ko, University of Florida; Robyn J Goodman, University of Florida • By using construal level theory as a theoretical framework, the current study proposes that the psychological distance that people create toward advertised products would determine the effectiveness of mixed emotional appeal. The results of experiment 1 indicated that, when people formed a close psychological distance toward an advertised product, the mixed emotion appeal decreased the effectiveness of the advertisements. Meanwhile, when people formed a far psychological distance toward an advertised product, the effect of mixed emotional appeal was significantly enhanced compared to a close psychological distance condition. Furthermore, the results of experiment 2 indicated that the effects of different sequences of mixed emotion appeals (improving vs. declining view) are also moderated by the psychological distance people formed with the advertised object. When people formed a close psychological distance, an improving sequence was more effective in creating overall perceptions than a declining sequence. In contrast, when people formed a far psychological distance, both improving and declining sequences were equally effective in creating overall positive perceptions of mixed emotional appeals and advertised events.

The Effectiveness of Warning Labels and Ecolabels in Different Contexts • YONGICK JEONG, Louisiana State University • This research conducted two studies to investigate the effectiveness of different label messages in different context formats (Ad/PSA, study 1) and in different context-induced moods (Positive/Negative, Study 2). The findings indicate that attitude toward labels and behavioral change intention are higher in PSAs than ads, and health warning labels are generally more effective than ecolabels. The interactions between label types and context formats as well as label types and context-induced moods are also discussed.

Factors Influencing OOH Advertising Effects: A Prediction Model for Billboard Advertising • Yong Seok CHEON; Jong Woo JUN, Dankook University; Hyun PARK, Dankook University • This study was conducted to develop indicators for out-of-home (OOH) fundraising advertising and establish a prediction model accordingly. Fundraising OOH advertising has a special purpose and is run by the government to support international events. These advertisements are installed around expressways in Korea in spots not legally available to other advertisements. The fact these are the only advertisements that can be legally installed and managed in these locations makes this advertising distinct. Moreover, this advertising has standardized specifications, format, installation spots, and methods, and thus the advertising effects are easier to measure compared to other OOH advertising. Variables that influenced these advertising effects included form, design, and text size among the visual characteristics, and driving speed, visual clutter, visibility range, separation distance, installation height, and installation position among physical characteristics. These results were used to present the attention rate prediction model. Moreover, this study verified variables that influenced the attention rate according to individuals in the vehicle. For drivers, the influential variables were the same as those affecting total attention rate, whereas for passengers, the influence of driving speed was not statistically significant; however, the amount of text turned out to influence the attention rate of passengers.

Differential Responses of Loyal versus Habitual Consumers Towards Mobile Site Personalization on Privacy Management • Hyunjin Kang, George Washington University; Wonsun Shin, Nanyang Technological University; Leona Tam, University of Wollongong • We examine how two different underlying mechanisms of behavioral loyalty to a brand—attitudinal loyalty and habit—impact smartphone users' privacy management when they browse personalized vs. non-personalized mobile websites. The study finds different responses of attitudinal loyalty and habit towards personalization in significant three-way interactions between personalization, attitudinal loyalty, and habit on privacy disclosure and protection behaviors. When interacting with a personalized website, highly habitual consumers without high level of attitudinal loyalty disclosed the most personal information on a personalized mobile site, and displayed the least intention of protecting their privacy on their smartphones, whereas consumers with high levels of both habit and attitudinal loyalty reported the highest tendency of privacy protection behavior. However, habit and personalization do not have a significant effect on disclosure behaviors when users have high attitudinal loyalty to a brand. Theoretical and practical implications are discussed.

A Mutualist Theory of Processing PSAs and Ethically Problematic Commercials • Esther Thorson, Missouri School of Journalism; Margaret Duffy, Missouri School of Journalism; Eunjin (Anna) Kim, Southern Methodist University; Heesook Choi; Tatsiana Karaliova, Missouri School of Journalism; Eunseon (Penny) Kwon • The

paper combines qualitative descriptions of people's response to PSAs and ethically problematic commercials (dangerous and sexual appeals), with their quantitative scoring of attitudes toward the commercials, and their experience affect and arousal while watching. The qualitative responses are coded into five categories of dominant meaning: Descriptive/Neutral, Deconstructing/Rejecting, Positive/Connect, Positive/Aspiration/Identify, and Persuasion Identification. The dominant meanings predict the quantitative responses well. The perceived meanings demonstrate that some respondents are sensitive to the ethical problems in dangerous and sexual appeals.

Effects of Online Video Advertising Message and Placement Strategies on Ad Avoidance and Attitudinal Outcomes • Soojung Kim, University of Minnesota; Jisu Huh, University of Minnesota • This study examined effects of ad-video similarity and ad location on online video ad avoidance and attitudinal outcomes, and tested the mediating roles of perceived relevance and psychological reactance. Experimental results showed a similar (vs. dissimilar) ad was perceived more relevant and generated more positive attitudes and lower ad avoidance, while the effect of ad-location was more limited. Perceived relevance mediated the effects of ad-video similarity on attitudinal outcomes. Theoretical and practical implications are discussed.

The Effect of Time Restriction and Explicit Deadline on Purchase Intention: Moderating Role of Construal Level • Hyuksoo Kim, Ball State University; Jee Young Chung; Michael Lee • Applying construal level theory as a theoretical framework, this study investigated how consumers process the time restricted promotional offer. Also, the study employed the type of deadline of the promotional offer (explicit vs. implicit). The conditions include time restriction (Yes vs. No), construal level (high vs. low), and types of deadline (implicit vs. explicit). Online experimental data from 217 college students revealed that time restriction and explicit deadline influenced purchase intention positively. The findings also found the moderating effects of individual differences in construal level in explaining the effect of time restriction and types of deadline on purchase intention. Theoretical and managerial implications were discussed for researchers and practitioners.

The Effect of Advertisement Customization on Internet Users' Perceptions of Forced Exposure and Persuasion • Nam Young Kim, Sam Houston State University (SHSU); S. Shyam Sundar, Penn State University • In the context of forced ad interruption during Internet use, this research tested how ad customization influences users' perceptions of the ad as well as attitudes toward the ad and the website in different advertising loading sequences. A 2 (ad customization vs. non-ad customization) X 3 (pre-rolls vs. middle-rolls vs. post-rolls) factorial experiment revealed that offering ad self-selection through customization tends to induce users' positive attitudes toward forced exposure to the ad as well as toward the website that hosts the ad. Moreover, users' perceived control plays an important underlying mechanism in this relationship, particularly in regard to the impact of ad customization on persuasion. The findings have theoretical and practical implications on the use of online advertising interruptions.

Examining Gender Stereotypes in Advertisements Broadcast During the 2014 Sochi Winter Olympic Games • Lance Kinney, University of Alabama; Brittany Galloway; Sara Lavender; Se Na Lim, University of Alabama •Olympics telecasts are scrutinized for stereotypical portrayals of male and female competitors, but ads broadcast during the Olympics are seldom analyzed. This research details content analysis of 270 ads from NBC's coverage of the 2014 Sochi Winter Olympics. The ads were less stereotypical than ads in other types of programming. Primary characters are likely to be male or female, most of the advertised products are for suitable for use by males or females, and female athletes are frequently observed in the ads. Some stereotypes, including male voiceovers and males dominance of electronic/communication categories were observed.

Creating Brand Personality through Brand Placement and Media Characters –The Role of Parasocial Interaction and Brand Familiarity • Johannes Knoll; Holger Schramm; Christiana Schallhorn • Brand placements seem to be an especially effective way of communicating brand personality as they are frequently associated with media characters encouraging consumers to make direct connections between a brand and a character's personality. Following theoretical developments in research on parasocial interactions (PSI), consumers are assumed to derive brand personalities from their PSI with associated media characters and not directly from the characters' personalities themselves. In addition, brand familiarity is assumed to moderate this mediating influence of PSI since information pertaining to media characters can be connected more easily to preexisting brand schemas following schema theory. Testing this assumptions a 1 x 2 between-subject experiment was conducted. Results confirmed the mediating role of PSI and the moderating role of brand familiarity. Theoretical as well as practical implications for creating brand personality through brand placements are discussed.

Advertising in Social Media: A Review of Empirical Evidence • Johannes Knoll • This article presents an up-to-date review of academic and empirical research on advertising in social media. Two international databases from business and communication studies were searched, identifying 43 relevant studies. The findings of the identified studies were organized by seven emerging themes: advertising occurrence, attitudes about and exposure to advertising, targeting, user-generated content in advertising, electronic word-of-mouth in advertising, consumer-generated advertising, and further advertising effects. Although many studies have investigated attitudes toward advertising in social media and consumer-generated advertising, few have explored targeting and advertising effects in general. In addition, advertisers and researchers are missing a general overview of what is advertised in social media and how advertising is done in this context. Seven avenues for future research are discussed.

Do Ethnicity of Consumers and Featured Models Matter in CSR Messages? A Comparison of Asian and White Americans • Yoon-Joo Lee, Washington State University; Sora Kim • This study explains, based on motivated reasoning and self-referencing information processing mechanisms, why a mismatch between target consumers and featured model race might work better among some ethnic groups, especially Asian Americans, in the context of corporate social responsibility (CSR) ads. Through an experiment design, the study revealed that for both Asian and white Americans, perception toward money as status can have a significant effect on consumers' perceptions toward an advertiser's motive as genuine, purchase intention, and attitude toward the CSR ads through a moderated mediator, self-referencing. Further, Asian Americans who have a high level of perception toward money as status were more likely

to evaluate corporate social responsibility ad messages featuring a white model positively than the ads with an Asian model. However, white Americans did not vary their perception of CSR ads based on model's race. The managerial implications are discussed further.

The Effectiveness of Consumer Characteristics in Cause-related Marketing: The Role of Involvement in a Extended Theory of Planned Behavior Model • Jaejin Lee, Florida State University • The purpose of this study is to explore the effectiveness of consumer characteristics (attitudes, social norms, perceived consumer characteristics, and cause involvement) in cause-related marketing by employing a Revised Theory of Planned Behavior Model. The results shows a statistically significant effect of attitude toward the cause-related product consumption, social norms (injunctive, descriptive, and moral norms), perceived consumer effectiveness on purchase intentions. Especially, moral norms shows a strongest effect among these variables while injunctive and descriptive norms were negatively affect. Also, there is an effectiveness of level of cause involvement in the extended TPB model. Implications and limitations are discussed.

The Effects of Message Framing and Reference Points of PSAs on Bystander Intervention in Binge-Drinking • Kang Li; Nora Rifon • This study investigates the effectiveness of anti-binge-drinking PSAs from the angle of encouraging bystander intervention behaviors among college students through an online experiment. The results indicate that loss framing is more effective than gain framing in leading to a stronger intervention intention in binge drinking; and self-other referencing is more effective than other referencing. Moreover, involvement with ads mediates the interaction effects between message framing and reference points on ad attitudes, which in turn influences intervention intentions. In addition, women have higher involvement with ads and stronger intention to intervene in binge drinking situations than men.

Following Brands on Social Media Apps: The Effect of Intent to Continue Receiving Branded Posts on Attitudes toward Brands that Post • Kelty Logan, University of Colorado Boulder • This study proposes a direct, causal relationship among beliefs, attitudes and satisfaction regarding receiving branded posts on mobile social media. Furthermore, in accordance with the expectation-confirmation theoretical framework, satisfaction with the experience of receiving branded posts is causally related to the decision to continue following brands on mobile social media. This study extends the ECT model to explain how continuance generates positive brand attitudes, providing a theoretically based rationale to support the notion that branded posts on mobile social media can, in fact, build brand equity.

How Product Type and Sexual Orientation Schema Affect Consumer Response to Gay and Lesbian Imagery • Kathrynn Pounders, The University of Texas at Austin; Amanda Mabry, The University of Texas at Austin • Gay and lesbian consumers are increasingly recognized as a lucrative target market. Advertisements more frequently incorporate images of people who are gay and lesbian; however, more research is needed to understand mainstream (heterosexual) consumer response to these ads. Two studies were conducted to explore how sexual orientation, product type, and model-product fit influence consumer reactions to ads with gay and lesbian imagery. Findings suggest product type moderates the effect of sexual orientation on attitude toward the ad and word-of-mouth and that positive evaluations of an ad may occur when gay and lesbian imagery "fits" within a consumers' existing schemas. This work offers implications for advertisers and brand managers.

Tablets and TV advertising: Understanding the viewing experience • Stephen McCreery, Appalachian State University; Dean Krugman, University of Georgia, The Grady College • A paucity of work exists regarding how advertising fares on the growing technology of tablets. This study examines the processes and attitudes toward advertising while streaming TV and movie content on tablets, using the predictors of advertising avoidance, irritation, and skepticism. A survey of adult iPad users in the U.S. reveals that while ad avoidance did not differ between the iPad and television, ad irritation was significantly higher on the iPad. Further, whereas both ad skepticism and irritation were correlated with avoidance, it was irritation that was the predictor, not skepticism. Implications for the future of TV advertising on the iPad are discussed.

Personalized Advertising on Smartphones • Saraphine Pang, SK Planet; Sejung Marina Choi • Smartphones have changed our lifestyles in many ways, allowing us to live 'smarter' lives. Smart devices lead to smart content, through which, smart advertising – personalized ads that are tailored to the consumer – have also found their place in the 'smart' world. The main idea of smart ads is the ability to personalize advertising content to the consumer. In other words, smart ads are personalized ads on smartphones. Personalized ads make use of consumer data to target ads according to individual preferences. However, while personalization could lead to favorable responses due to its relevancy to the consumer, privacy issues may lead to avoidance as personal information is used to target specific ads to the consumer. Past studies on personalized ads have mostly been conducted in non-mobile environments and focused only on one type of personalization. The increasing reliance on smartphones calls for research on this highly personalized medium. Therefore, the aim of this study was to look at the three facets of personalization – time, location and identity – and their combined effects on perceived personalization. Implications and future studies are discussed.

Effects of Platform Credibility in Political Advertising • Chang Sup Park, Bloomsburg University of Pennsylvania • This research examined how partisan media as a campaign ad platform affect voters, focusing on the presence of partisanship and perceived platform credibility. In a 3 (conservative party supporters, liberal party supporters, nonpartisans) x 2 (contrasting platforms) x 2 (platform credibility) factorial design, participants saw a campaign ad surrounded by either a conserva-tive medium or a liberal medium. The results illustrate the contrasting ad platforms exerted different influence depending on the presence of partisanship. An additional analysis finds that nonpartisan voters' perceived credibility for an ad platform makes a measurable differ-ence in the evaluation of the ad and the recall of the ad messages. The findings suggest that nonpartisans process political ad messages along the central route when they perceive the ad platform to be credible.

The Impact of Distraction on Spotting Deceptive Reviews • Sann Ryu, University of Illinois at Urbana-Champaign; Patrick Vargas, University of Illinois at Urbana-Champaign • We investigated how individual

differences, such as personality traits and media multitasking habits, interact with distraction to affect people's ability to detect deceptive product (hotel) reviews. The results showed no main effect of musical distraction on people's deception detection ability. However, we found interactive effects of musical distraction with personality traits on, and positive correlations of media multitasking level with the ability to spot fake reviews.

Gender and the effectiveness of using sexual appeals in advertising • Lelia Samson • This study empirically investigates the effectiveness of using sexual appeals in advertising on men and women. It examines memory for the commercials activated by sexual versus nonsexual appeals. A mixed-factorial experiment was conducted. Recognition and free recall measures were recorded in 151 participants. The results indicate that sexual appeals enhance memory for the ads themselves. But they distract from processing brand-related information. Male participants encoded and recalled less brand-related information from ads with sexual appeals.

#AirbrushingREJECTED: Testing millennials' perceptions of retouched and unretouched images in advertising campaigns • Heather Shoenberger, University of Oregon School of Journalism and Communication; Nicole Dahmen, University of Oregon • While digital retouching of images has become the relative norm in the context of advertising, we are beginning to see a shift in that trend. The millennial generation is calling for "truth" in images, and brands are taking note. This study uses a between subjects quasi experimental design with two levels of the manipulated independent variable to provide empirical evidence regarding the perceptions of image manipulation on perceptions of truth in advertising, the alignment with peer and self-ethical values, and social media and peer-to-peer engagement.

Narratives in Political Advertising: An Analysis of the Ads in the 2014 Midterm Elections • Michail Vafeiadis; Ruobing Li; Fuyuan Shen • This study examined the use of narratives in the political advertisements during the 2014 midterm American elections. A content analysis of 243 ads indicates that generally issue-related narratives are preferred to character ones. However, differences exist in relation to their use by party affiliation since Democrats prefer character testimonials, whereas Republicans issue testimonials. The results reveal that attack ads are mostly used by candidates who lost the election. Our findings also shed light on the nonverbal cues contained in narrative ads as winners more frequently employed autobiographical spots and had family members as primary speakers as opposed to losers who mostly relied on anonymous announcers. Overall, these findings suggest that narratives in political ads are playing an increasingly important role during elections. Implications for the effective use of narratives in political campaigns are discussed.

Information Source Evaluation Strategies that Individuals use in eWOM on Social Media • Veranika Varabyova; Michelle Nelson, UIUC • The abundance of information sources in the online environment forces individuals to choose sources they trust. Previously, researchers mostly examined sources of information separately in experimental settings. Using in-depth interviews, we examine how individuals gauge trustworthiness of electronic word-of-mouth (eWOM) information sources in social media. Findings show that individuals use five distinct strategies (popularity, source expertise on the subject, opinion multiplicity, likable group influence and unbiased opinion) to evaluate sources. Consequences for advertising are discussed.

Empowerment: The Overlooked Dimension of Emotional Response • Jing (Taylor) Wen, University of Florida; Jon D. Morris, University of Florida • Emotional responses toward advertising have substantial effects on consumers' attitudinal evaluation and behavioral intentions. These responses were organized in three distinctive dimensions, Appeal, Engagement, and Empowerment. Previous research either failed to find the independent effect of Empowerment or only focused on the other two dimensions. This study manipulated the level of Empowerment (high vs. low) and controlled for Appeal and Engagement to examine the effects of Empowerment on behavioral intentions. Results showed that subjects perceived a significantly higher level Empowerment when exposed to anger appeals verses to fear appeals. Further, high Empowerment triggers stronger behavioral intentions to approach the issues than low Empowerment. Theoretical and practical implications are also discussed.

Emotional responses to cause-related advertisements • Jay Hyunjae Yu; Gapyeon Jeong • Purpose – This study aims to investigate consumers' multi-level information processing of cause-related advertisements that are representative of corporate cause-related marketing. In particular, this study considers consumers' information processing as a unidirectional linear process. It examines the course of the effects of consumers' empathy and sympathy generated during the process on each step of the process, ranging from advertisement attitudes, corporate social responsibility activity, and corporate image, to brand attitude. Design/methodology/approach – The main survey was conducted with consumers who resided in Seoul between November 1 and 14, 2013. A total of 250 questionnaires were distributed and 246 were collected. Following the exclusion of six incomplete or unanswered questionnaires, a total of 240 questionnaires were used in the final analysis. Data processing was performed using the SPSS ver. 15.0 and AMOS 7.0 programs. Findings – The results showed that there were positive relationships between all of the variables involved in the processing. Consumers' emotional response to cause-related advertisement is the best starting point for consumers' information processing regarding brand attitude. Research limitations/implications – The results of this study confirm that a positive relationship exists among every variable in consumers' information processing. Originality/value – This study informs researchers and companies that caused-related advertisements can improve the consumer's emotional response and can be an effective alternative to high cost, but low efficiency, brand advertisements.

Forget the brand mentioned by actor: The attention and memory effect of product placement in TV episodes. • Wan-Yun Yu, Department of Psychology, National Chengchi University; Jie-Li Tsai, Department of Psychology, National Chengchi University; Chen-Chao Tao, Department of Communication and Technology, National Chiao Tung University • There is no consensus regarding the effectiveness of product placement in TV episodes. Our study aims to reconcile this discrepancy by examining the audio utterance with the view of situated comprehension. An experiment was conducted to investigate the influence of utterance and plot on attention and memory. Results showed that mentioning the object of product placement within the scene attracted more attention while had worse memory after exposure. Theoretical and practical implications will be discussed.

Trumping Mood: Transportation and its Effects on Brand Outcomes • Lu Zheng, University of Florida; Shuhua Zhou, University of Alabama • This study examines narrative transportation effects in an adverting context by also considering mood and modality. A 2 (mood) X 2 (modality) experiment was conducted to isolate the effects of transportation on brand outcomes. Results indicate that transportation trumped mood to affect all outcome variables, regardless of modality, further confirming that transported individuals may not follow the scripted path of central/peripheral in ELM or the systematic/heuristic routes in HSM in persuasion. Implications are discussed.

Teaching Papers

The Effects of Integrating Advertising Ethics into Course Instruction • Michelle Amazeen, Rider University
•Ambivalence toward incorporating ethics instruction into advertising curricula has been linked to concerns that ethical discussions will discourage student entry into the profession (Drumwright & Murphy, 2009). Contrary to this assertion, this study offers experimental evidence that students who received systematic ethics instruction were more likely to want to work in advertising than those who only received limited ethics instruction. Thus, failure to educate students in the ethical practice of advertising is not only a disservice to students, but a disservice to the profession overall.

An examination of the impact of faculty mentorship in a student-run advertising agency • Dustin Supa, Boston University; Tobe Berkovitz, Boston University • This study examines the impact of faculty adviser mentoring in a student-run advertising agency, and the long-term implications for that mentoring on student leaders as they enter the professional field. It finds that a high level of mentoring at the undergraduate level did lead to an increased likelihood of mentoring early in the alumni careers. The implications for faculty advisers of student agencies are discussed, as well as ideas for future research.

A systematic analysis of peer-reviewed research about advertising teaching effectiveness and pedagogy • John Wirtz, University of Illinois at Urbana-Champaign; Thais Menezes Zimbres, University of Illinois at Urbana-Champaign; Eun Kyoung Lee, University of Illinois at Urbana-Champaign • This paper presents a systematic analysis of articles (N = 147) published in the Journal of Advertising Education between 2004 and 2014. Findings include that the most common study design was case study (39%). More than half of research articles (59%) did not provide a research question or hypothesis, and only 10% tested a hypothesis. The results indicate a range of topics were researched but also an over-reliance on small samples and case studies.

Professional Freedom & Responsibility (PF&R) Papers

Seeing Unwanted Appetizers: The Impact of Long-term and Short-term Physiological States on Webpage Ads Processing • Shili Xiong, University of Illinois at Urbana-Champaign; Jiachen Yao; Zongyuan Wang, University of Illinois at Urbana Champaign; Brittany Duff, University of Illinois- Urbana Champaign • Many nutrition researchers believe that the flooding of food-related cues (e.g. food ads) in today's food-rich environment is one of the origins of obesity issue. There have been calls for reducing the food ad exposure in the hope that it will help lower obesity rates. While it seems unlikely to completely stop food ad exposure, it is also in question whether the decrease of food ad exposure would truly work to successfully reduce obesity. The current study examines how physiological factors influenced affective and cognitive processing of food and nonfood webpage ads. In particular, we were interested in assessing how body weight (BMI) and hunger level interacts with motivational relevance (food vs. nonfood) and medium task-orientation (webpage task vs. browse). An experiment was conducted online via Amazon M-Turk. We found that individual body mass index (BMI) was negatively associated with food ad evaluation and positively associated with food ad recognition. Hunger level was positively associated with food ad recognition, and indirectly influenced non-food ad evaluation. Implications for researchers are also discussed.

Female Representation In The Communication Arts Advertising Annual • Karen Mallia, University of South Carolina; Kasey Windels, Louisiana State University • Females are underrepresented in advertising agencies by a ratio of 2.3 to 1. This study examined issues of the Communication Arts Advertising Annual in 1984, 1994, 2004 and 2014 to determine whether women have made increases in representation among the upper echelons of the field, award winners. Findings showed that while women have made some gains as creative directors since 1984, women represent only 9 percent of those credited for creative work, and their presence has declined since 1994. Overall, the results suggest women have not made much progress toward equity in the past 40 years. This has implications for the types of advertisements that get made, the culture of the agency creative department, and the career prospects of advertising students.

Advertising's Responsibility to the Future: A proposal to address our role in climate change • Deborah Morrison, University of Oregon • This essay proposes that the advertising industry helped cause the tragedy of climate change, while also recognizing the industry's creative leadership and ability to solve problems. Connections are suggested between increased advertising expenditures over the last fifty years and increased scientific findings that human behaviors such as consumption directly affect the rate of climate change the planet is experiencing. Six strategies to leverage the creative and innovative talents of the advertising industry and its ecosystem of educational programs, professional organizations, and trade publications are offered with the purpose of suggesting a professional movement to address and mitigate climate change realities.

Special Topics Papers

Would I go? US citizens react to a Cuban tourism campaign • Alice Kendrick, Southern Methodist University; Sheri Broyles, University of North Texas; Jami Fullerton, Oklahoma State University • Before the announcement of the easing of a decades-long US embargo, this study captured US citizen interest in traveling to Cuba before and after exposure to a Cuban tourism television commercial. Online measures of attitudes toward travel to Cuba and toward the Cuban government and people were taken. Results showed Americans' travel interest improved significantly and also showed improved attitudes toward both the Cuban government and its people, demonstrating the "bleedover effect" of tourism advertising.

The Effect of Ad Self-Selection on Different Levels of Forced Exposure to Advertising • Nam Young Kim, Sam Houston State University (SHSU) • What aspects of online advertising induce Internet users ad avoidance tendency? Is it because of a degree of forced exposure or because of users' limited power to filter personally irrelevant content? With advances in new technology, various formats of online advertising (e.g., in-stream video advertising) often force Internet users to watch the advertisement before their choice of media content plays, and this often makes them feel intruded upon and irritated. To reduce such negative reactions toward involuntary advertising exposures, this study examines whether offering users the ability to select advertising content can influence their attitudes toward the ad as well as the website in the different degrees of forced exposure circumstance. A 2 (advertising–customization: customization option vs. non-customization option) X 2 (level of forced exposure–a pre-roll vs. a rich media banner) factorial experiment reveals that advertising choice features tend to induce users' positive attitudes toward the advertising regardless of the degree of forced advertising exposure. Particularly, the findings show that the function of customization tends to generate a greater sense of relevance and increased advertising memory, which in turn lead to more positive attitudes toward the ads.

Fierce Competition While Playing Nice in the Sandbox: Trends in Advertising & Public Relations Agencies • Marlene Neill, Baylor University; Erin Schauster, University of Colorado Boulder • Advertising and public relations agencies have never been more in direct competition as public relations agencies begin offering paid media strategies and advertising agencies begin assuming roles in online community management and social listening. Through in-depth interviews with 28 advertising and public relations agency executives, this study provides new insights on the trends impacting both professions. Executives defined paid, earned, owned and social media strategies and discussed how these areas are blurring, how responsibilities are being mandated by clients, and how the associated financial challenges affect an agency's ability to retain employees. Finally, the executives discussed how clients and agencies are pursuing collaborative work that draws from the strengths of both professions.

"Wow! I want to share this with my twitter followers": Influencing Factors on Intention to Retweet of Branded Tweet • Nazmul Rony, University of Oklahoma; Doyle Yoon, University of Oklahoma; Seunghyun Kim, University of Oklahoma; Rahnuma Ahmed, University of Oklahoma • Currently, marketers are using Twitter as a strong advertising platform. Retweeting is a powerful method of spreading the brand message to a large group of potential customers with a minimum effort. However, brand followers' underlying motivation for retweeting a brand message is still unclear to the advertisers. An experimental study revealed that brand familiarity has strong influence on users' retweet motivation. It has been also found that intrinsic motivation has mediating effect on retweet intention.

Corporate advertising and crises: Understanding the effects of advertisements before and after crises on stakeholders' perceptions of the organization • Benjamin Ho, Nanyang Technological University; Wonsun Shin, Nanyang Technological University; Augustine Pang • While corporate advertising has been widely studied as a promotional tool, few studies examine its effects in a corporate crisis. By integrating insights from both advertising and crisis management literature, this study develops a crisis corporate advertising (CCA) framework examining the comprehensive use of corporate advertising in crises. The CCA framework discusses inoculation, reactance, and halo effects of pre-crisis advertising and how post-crisis advertising can be evaluated based on the image repair theory.

A Large Scale Analysis of Primetime Diets in USA, China and Singapore • Su Lin Yeo, Singapore Management University; Wonsun Shin, Nanyang Technological University; May Lwin; Jerome Williams, Rutgers Business School – Newark and New Brunswick • Given the prevalence of obesity and chronic diseases in developed and developing countries, this study examined the types of food advertised on primetime television in the US, China and Singapore and their congruence with dietary guidelines offered by health authorities. Three popular television channels in each country were selected and four hours of primetime television per channel were recorded daily over 28 days, resulting in the collection of 1008 television hours. Findings from content analyses found that food promoted across the three countries do not correspond to the types recommended for a healthy diet. The majority of the food belonged to the unhealthy categories. The study also found that national development seems to negatively parallel the exposure to healthy food advertisements on television. Implications on government regulations and recommendations for communication initiatives to better balance the interests of commercial advertisers and at the same time, safeguard the health of the public are discussed.

Student Papers

Examining Receptiveness to Personalized Advertising Through Perceived Utility and Privacy Concerns • Nancy Brinson, University of Texas at Austin • As advertisers increasingly rely on "big data" to target their promotional messages to consumers, perceptions regarding the collection and use of such data becomes of great interest to scholars and practitioners. Consumers choosing to ignore or avoid messages intended to inform or persuade them could have potentially negative implications not only for marketers, but also for public policy, education, health care, and public safety advocates. Rooted in a cross-disciplinary theoretical approach of uses & gratifications and communication privacy management, the present study utilized a qualitative survey to examine the circumstances by which personalized advertising is perceived to be "helpful" or "uncomfortable" in a variety of contexts. Findings indicate that concerns about trust, perceived control and unauthorized access to personal information have a negative influence on consumers' attitudes about personalized advertising. As such, the present study broadens understanding of the gratifications sought by today's online media consumers as well as accounts for interpersonal considerations that drive users' attitudes about information sharing and processing.

What's in the Ad? A Content Analysis of Holistic-Analytic Cognitive Processes Found in Television Commercials • Christina Jimenez Najera • Culture has been studied to discover how its presence influences the realm of communications in countries around the world. This study focuses on exploring manifestations of cultural values and tendencies in the domain of advertising. Using Nisbett's and Hall and Hall's research as benchmark, the study hypothesized that advertisements would reflect Western and Eastern cultural manifestations respectively. The results

showed evidence that point to manifestations of holistic-analytic cognitive orientation in television commercial advertisements.

Do Sex Appeals Matter on News Website? Effect of Sexual Web Advertisements on News Perception • Jinyoung Kim, Pennsylvania State University • We observe an increasing number of sexual web advertising on various web sites, including online news pages. However, little is known about how sexually suggestive web advertisements influence readers' perception of serious social issues, such as sexual assault. This study examined whether sexual advertisements on news web site exerted any negative effects on perception of and attitudes toward rape. Results showed that sexual web advertising significantly perverted readers' attitudes toward the sexual assault that excuses the actions of rapists and justify the plight upon victim.

Social Motives to Interact with a Brand on Social Networking sites: Focus on Social Identify and Network Externality • Okhyun Kim, University of Minnesota; Taemin Kim, University of Minnesota • This study investigated the effects of social motivations on brand engagement on social networking sites. Social motivations are based on social identity theory and network externality perspective. The method included two hierarchical levels: social identity as individual traits and perceived network externality as channel characteristics. The result showed the powerful impact of network externality. Social identity has explanatory power to predict behaviors following brand fan-pages on social media.

Friend's Tagging You on Facebook: Examining How Individual Traits Affect Consumers' Reaction to Electronic-Word-of-Mouth and Social Media Metrics • Wonkyung Kim; Chen Lou, Michigan State University • This paper investigates how consumers' individual characteristics affect their evaluation of product reviews on social media. In particular, this experimental study explored the effects of the consumer's 'need for cognition' and 'need for belonging' on their responses (i.e., attitude toward the review, attitude toward the product, and purchase intention) to product review posts on a Facebook review page. Results of two-way analysis of variance (ANOVA) showed that: 1) Subjects with low need for cognition showed more favorable attitude and purchase intention to a Facebook review post with high number of likes/comments than subject with high need for cognition and 2) Subjects with low need for belonging showed less favorable attitude and purchase intention to a Facebook review post which had commenters' referral to their friends via tagging. On the managerial front, findings of this study explicated the mechanism of how consumer characteristics could play a role in electronic-Word-Of-Mouth (eWOM) contents' effect on social media, which provided useful strategic insights to both marketers and researchers.

The Moderating Role of Sport Involvement between Sponsor-event Congruence and Consumer Responses • Jakeun Koo, University of Massachusetts, Amherst; Soyoung Joo, University of Massachusetts, Amherst • The current study examines the moderating effect of sport involvement between sponsor-event congruence and consumer responses. The experiment results indicate sport involvement moderates the effectiveness of sponsor-event congruence on sponsor credibility, subsequently influencing sponsor attitudes and purchase intention. The moderating effects were supported in both functional- and image-based congruence settings. The research findings imply sponsor-event congruence may improve sponsorship campaigns' abilities to deliver product-relevant messages to consumers highly involved in sports via a central cue.

Do you see what I see? Exploring the effects of sponsorship of a sporting event on the image of the sponsoring brand. • Eunseon (Penny) Kwon; Eunjin (Anna) Kim, Southern Methodist University • Does brand sponsorship of sporting events lead to congruence in consumers' images of sponsoring brands and sponsored sporting events? If so, what factors affect the degree of image congruence? Statistics show that sponsorship of sporting events is one of the fastest growing business around the globe. However, the importance of this marketing strategy is not reflected in the amount attention it has received in the advertising literature. This study focuses on the effects of sponsorship of a sporting event on the image of the sponsoring brand. Specially, drawing on the literature on the match-up effects of celebrity endorsement, the results from a non-student population confirm that brand sponsorship leads to image congruence.

Advertising message strategies on automobile brands' Facebook fan page • Joong Suk Lee, University of Alabama in Tuscaloosa; Tie Nie • Recognizing the rising value that social media provides for consumer engagement on brand, this study specifically explored the advertising strategies employed among four car brands' (i.e., Ford, Chevrolet, Toyota and Honda) Facebook fan pages to persuade consumers on social media networks. By applying Taylor's (1999) six-segment message strategy wheel and combining the eWOM engagement of these advertisements, this study demonstrated that those ads with both informational and emotional appealing elements attracted the most attention, providing further evidence to better understand the marketing effectiveness adopted by these respective companies. Implications and future research suggestions are also offered, considering the wide range of content (e.g., photos, videos, anecdotes) produced on brand groups, which sheds light on the marketers' efforts to heighten involvement between brands and customers.

Communicating ALS to the Public: The Message Effectiveness of Social-Media-Based Health Campaign • Jing (Taylor) Wen, University of Florida; Linwan Wu, University of Florida • Celebrity endorsement has been proved to be a very powerful tool in health campaigns. This study examined how celebrity-issue matchup presented in utilitarian and hedonic appeals influences evaluation of video, issue attitude and behavioral intentions in the context of ALS communication. The findings showed that celebrity-issue matchup condition outperformed non-matchup condition in generating positive issue attitude and behavioral intentions. The results also indicated that utilitarian appeal with matchup condition triggered significantly greater information sharing intention than that with non-matchup condition. However, no difference was found in hedonic appeal between matchup and non-matchup conditions. Theoretical and practical implications are also discussed.

Advertising 2011 Abstracts

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<u>Research Papers</u>

The Clearer, the Better?: The Effect of Sufficient Clarification and Specificity of Risk Disclosure in Broadcast Direct-To-Consumer Advertising • Ho-Young (Anthony) Ahn, U of Tennessee; Lei Wu, University of Tennessee; Eric Haley, U of Tennessee • This study examined the effectiveness of clarifying the limitation of broadcast DTCA and the disclosure specificity. Results of a randomized 2 x 2 online experiment (n=235) indicated that the ad featuring numerical disclosure without the ad-limitation statement produced more favorable attitude and trustfulness than (1) the ad featuring numerical disclosure with the ad-limitation statement, and (2) the ad featuring general disclosure without the ad-limitation statement. The ad presenting general disclosure with the ad-limitation statement earned more trust than that presenting general disclosure without the ad-limitation statement. Perceived trustfulness did not guarantee favorable attitude toward the ad. The implications for researchers and DTCA advertisers are discussed.

Practitioner Views of Comparative Advertising: A Twenty-Year Update • Fred Beard, University o Oklahoma • A replication of a survey of senior advertising creative practitioners revealed there has likely been neither a significant increase or decrease in the use of comparative advertising since the late-1980s, although the findings also show their beliefs remain quite favorable toward the tactic. In addition, respondents rated both comparative and noncomparative advertising effective for achieving almost all the same objectives and outcomes and under almost all the same conditions that the original study's respondents did. Differences between the original survey and its replication suggest valuable directions for future research.

Science, Restraint, and J. Edgar Hoover: Building and Maintaining the FBI Brand, 1933 to 1972 • Matthew Cecil, South Dakota State University; Jennifer Tiernan, South Dakota State University; Didem Koroglu, South Dakota State University • This study argues that J. Edgar Hoover's disciplined focus on the FBI brand and on accruing brand equity and social capital was a key factor in the Bureau's dramatic growth from a bureaucratic backwater into an iconic giant in American society. The success of FBI branding during the Hoover era offers an early, normative model of how to generate brand equity on a nationwide scale.

Children's Prime-Time Food Commercials in China: A Content Analysis of National and Provincial TV Channels • Xiaoduo Wang, Ohio University; Hong Cheng, Ohio University • In this content analysis of children's prime-time TV commercials (N = 761) in China, two national channels (CCTV-1 and CCTV-Children) were compared with two channels (SXTV and HNTV) at the provincial level. Particular attention was paid to food product categories, promotional claims, eating occasions and locales, and characters' body sizes. It was found that while China's national channels were more likely to promote healthier food products and eating locales, its provincial channels tended to advertise more high-calorie food products, away-from-home eating locales, and underweight characters. Possible reasons and managerial implications of these disparities in the national and provincial TV commercials—a new and important finding about advertising in this booming market—were discussed.

Brand Placement in the Mosaic Screen: How Placement, Animation, and Onset Timing Impact Viewer Attention • Glenn Cummins, Texas Tech University College of Mass Communications; Jillian Lellis; Robert Meeds •Concerns over ad avoidance have led advertisers and content producers to explore novel forms of co-presentation of commercial and television content. We report on two studies that used eye tracking to examine one possible vehicle for co-presentation, a mosaic-style presentation of televised sports. Evidence demonstrated the effectiveness of this technique, as viewers did attend to the inserted brands. Moreover, attention varied dependent upon spatial location of the insertion, use of animation, and timing of onset.

Seeing the Big Picture: Multitasking and Memory for the Ad • Brittany Duff, University of Illinois- Urbana Champaign; Sela Sar, Iowa State University; Sangdo Oh, UIUC; Yulia Lutchyn, U of Tennessee; Sydney Chinchanachokchai, U of Illinois • While media multitasking is said to be an increasing behavior for consumers, little work has been done looking at ads exposed during multitasking. Multitasking is largely thought to have detrimental effects for consumer memory, particularly toward ads encountered during these times. However, there may be situations and individuals for which multitasking does not cause a detriment to performance. Two studies explore how holistic and systematic processing (either primed, state or mood induced) may affect both individual propensities toward multitasking as well as memory for the ads exposed during multitasking.

Responses to User-Generated Brand Videos: The Persuasion Inference Model • Chang-Dae Ham, University of Illinois at Urbana-Champaign; Esther Thorson, University of Missouri • User-generated brand videos are online video contents created and shared by ordinary people, collectively describing a brand. Based on the concept of the Marketplace Metacognition (Wright 2002), this study proposes a simultaneous process of the Persuasion Inference Model in which two different metacognitions i.e., persuasion knowledge (PK) and persuasion acceptance (PA) interact with each other in response to user-generated vs. advertiser-produced brand videos. In particular, the impact of persuasion knowledge (PK), evoked from recognizing message source's motives of persuasion intention, was significantly mitigated when persuasion acceptance (PA) was aroused by the brand video's strong emotional appeal.

Consumer Attitude Toward Product Placement in the Movies: The Hierarchical Model of Individual Differences • Ilwoo Ju, University of Tennessee; Spencer Tinkham, University of Georgia • This study examines the influence of six individual differences (self-concept clarity, need for emotion, consumer susceptibility to interpersonal influence,

attention to social comparison information, need for cognition, and transportability) on consumer attitude toward product placement in the movies. The results show statistically significant relationships between three hierarchical levels of individual differences and attitude toward product placement in the movies. Two dimensions of attitude toward product placement in the movies exhibited substantially different patterns of relationships to these individual differences. The theoretical and practical implications will be discussed.

Think Smart: Smartphone User's Intention to Accept Mobile Advertising • Jong-Hyuok Jung, Syracuse University; Yongjun Sung; Wei-Na Lee • This study explores motivations that influence smartphone users' intention to accept mobile advertising. In order to accomplish this research objective, the relationships among various factors identified from past literature were tested via online survey. The empirical findings from the current study suggest that consumer's attitude toward mobile advertising from his or her previous experience is the most powerful predictor of intention to accept mobile advertising on smartphone. In addition, consumer perception of the smartphone as a compatible device that fits with individual life style and the social benefits of using a smartphone predict intention to accept mobile advertising among smartphone users.

Direct-to-consumer prescription drug websites for stigmatized illnesses • Hannah Kang, University of Florida; Soontae An, Ewha Womans University • Given the growing importance of Internet as a source of health information, this study evaluated whether DTC prescription drug websites for stigmatized illnesses contained stigma-reducing components. We examined the content of first-level and second-level web pages in 88 stand-alone websites for 15 different stigmatized conditions. Results showed that on the homepages, textual cues and visual cues were rarely offered, especially for onset controllability. On the second layer, 22.7 percent of websites offered the three components together. Onset controllability (52.3 percent) and recategorization (54.5 percent) were the more prevalent, while offset controllability (38.6 percent) was relatively less frequent. Implications of the finding were discussed from health theory perspectives.

Assessing Circumplex Model as an Alternative Approach for Measuring Brand Personality • Chang Won Choi, Hankuk University of Foreign Studies; Hyoungkoo Khang, University of Alabama; Yoo-Kyung Kim, Hankuk University of Foreign Studies • In responding to the limitations of the factor approach to brand personality, this study aims to suggest Circumplex model that demonstrates the correlations among the brand personality attributes. The results show that brand personality traits are related to each other in a highly systematic mode. Two dominant factors, activity and potency, were extracted and most brand personality attributes were evenly distributed around the circumference of these two dimensions. To some extents, thus, brand personality attributes are considered to be combinations of these two dimensions. In addition, the finding showed that brand personality items were identified into eight facets, youth, cheerfulness, warmheartedness, tradition, faithfulness, ascendancy, leadership and innovation. This study is expected to provide a theoretical foundation of brand personality studies, complement limitations of the five-factor model, and serve as a practical implication for creating varied brand related strategies in marketing and advertising. Applicability and implication of the findings as well as suggestions for further research are discussed.

When Does Green Advertising Work? — The Moderating Role of Product Type • Ying Kong, Towson University; Lingling Zhang • Using environmental appeals to promote products is a popular marketing technique. However, little is known about how the effectiveness of green appeals varies across different product categories. The purpose of this study is to examine whether and to what extent green appeals in advertising are effective and how that effectiveness differs between products with more vs. less environmental impact. Using the theoretical frameworks of ad-product fit hypothesis, our two product types (more harmful vs. less harmful) x two appeal types (green appeal vs. non-green appeal) experiment shows that ads with a green appeal are more effective for more-harmful products, whereas for less-harmful products, there is no significant difference between a green and a non-green appeal. Furthermore, cognitive response was found to mediate the interaction effect of green appeal and product type on ad persuasiveness. Theoretical and practical implications of the findings are discussed.

Country-of-Origin Cues in Cross-Border Strategic Brand Alliance: How Do Advertisers Do it? • Jin Kyun Lee, University of Wisconsin Oshkosh; Wei-Na Lee • This study explores the effects of cross-border strategic brand alliance (SBA) through two studies. A content analysis of magazines ad found that cross-border SBA was a dominant communication strategy. Follow-up experimental study confirmed that subjects in the low COO fit condition were more likely to recall partner brand's product category and brand name than those in the high COO fit condition. Discussions and suggestions for future research in this area are provided.

Learning from the competition: Analysis of advertising appeals for healthy foods and unhealthy foods • Jung-Sook Lee, Towson University • Food advertising appeals are analyzed from 173 food advertisements found in 12 issues of People magazine from January through December 2008. Findings indicate that both taste appeals (30%) and emotional appeals (31%) are more common than nutritional appeals (22%). The other common appeals are new product appeals and convenience appeals. Taste appeals are dominant in food advertising for both healthy foods and unhealthy foods. Nutritional appeals are also found to a similar extent in ads for unhealthy foods as in ads for healthy foods. However, emotional appeals, are used more frequently in ads for unhealthy foods than in ads for healthy foods.

Combining Product Placements and Spot Advertising: Forward Encoding, Backward Encoding, and Image Activation Effects • Joerg Matthes, University of Zurich; Florence Horisberger • Although brand placements are frequently accompanied by traditional advertising in marketing campaigns, prior academic research has focused primarily on the distinct stand-alone effects of placements. In an experiment working with realistic audiovisual stimuli, the combined effects of product placements and TV spot advertising were examined. Three conditions involving the same target brand were created (placement-only, commercial-only, commercial-placement). Results revealed higher brand awareness for the placement-only and the placement-commercial condition compared to the commercial-only condition. It was also shown that exposure to a subsequent placement can enhance memory for the preceding commercial (backward encoding). However, exposure to a preceding commercial did not facilitate placement recall (forward encoding). Results also revealed that placements can strengthen brand images that were established by a preceding TV

commercial (image activation). However, this effect was conditional on individuals' persuasion knowledge. Implications of these findings for advertising campaigns are discussed.

Practitioner and Audience Attitudes toward Product Placement in Reality Television • Alex Walton, Cartoon Network; Barbara Miller, Elon University • As product placement continues to become a part of the television advertising landscape, television audiences are becoming more exposed to product placements and more aware of product placement as a persuasion tactic. Reality television, which represents a large percentage of the primetime television programming, provides an opportunity to present brand information in a context involving real events with real persona, perhaps limiting the activation of persuasion knowledge. Further, while including a brand name in a scripted show requires planning, capturing reality inevitably provides opportunities to place brand names into programming. This study examined product placements in reality television from multiple perspectives, including (1) in-depth interviews with network entertainment executives; and (2) a series of focus groups with audiences. The Persuasion Knowledge Model was applied as an analytic induction tool to analyze the findings for synthesis with existing literature. Implications for practitioners are discussed and a model of audience response to product placements and integrations is presented.

PKM: Changes in Millennials' Experience with Media & Attitudes, Attention, and Coping Behaviors Regarding Advertisements Since 2004 • Jensen Moore-Copple, West Virginia University; Blair Dowler, West Virginia University; Kelley Crowley, West Virginia University • This study examines changing attitudes, attention, and avoidance of advertising as well as experience with different media for early (born between 1979 and 1987) vs. late (born between 1985 and 1993) millennials. The Persuasion Knowledge Model is used as a basis for understanding how audiences develop attitudes about persuasive attempts (e.g., advertising messages) and use this information to ""cope"" with future advertising interactions. This investigation extends work done by Speck & Elliot (1997) and Moore (2004) by comparing both traditional media (newspapers, magazines, radio, television) and the Internet. Using survey methodology, this research examines ""coping"" behaviors associated with exposure to today's abundant advertising messages. Results suggest that between the five media, early vs. late millennials report very different attitudes toward advertising, attention to advertising, avoidance of advertising, and media usage. Implications for advertisers wishing to target millennials are discussed.

Direct-to-Consumer Antidepressant Advertising, Skepticism toward Advertising, and Consumers' Optimistic Bias about the Future Risk of Depression • Jin Seong Park, University of Tennessee; Ilwoo Ju, University of Tennessee; kenneth eunhan kim, oklahoma state university • Although exposure to direct-to-consumer (DTC) advertising is reported to influence the public's beliefs about diseases, no research has investigated how DTC advertising may affect the extent of consumers' optimistic bias about the future risk of diseases. Based on a survey with members of an online consumer panel (N = 699), the current study revealed that: (a) consumers exhibited a tendency to believe they were at less risk of developing clinical depression in the future than their peers, demonstrating an optimistic bias; (b) exposure to DTC antidepressant advertising acted to reduce the extent of such bias, especially when consumers were less skeptical towards prescription drug advertising. When consumers were highly skeptical, DTC exposure did not significantly relate to the extent of optimistic bias; and (c) once formed, the extent of optimistic bias negatively related to consumers' intention to seek information about depression. Implications of the research for the theory and practice of DTC advertising were discussed.

Can You Say What You Feel? A Matter of ""Wearin"" for (Musical) Codes in Advertising • Caroline Johnson; Carson Wagner, Ohio University • Research has shown that viewers may have more negative explicit attitudes toward brands using advertising codes perceived as ""worn out,"" the presence of the code led to more positive implicit attitudes. This suggests the possibility of detecting wearin—wherein viewers engage the codes—using implicit measures. While viewers may express more positive explicit attitudes toward a brand that has replaced the codes with new ones, implicit attitudes may be more negative in response to the new code.

Effects of Emotion and Interface Design on Mobile Advertising Effectiveness among Chinese College Students • wenjing xie, Southern Illinois University Carbondale; Yunze Zhao, Renmin University of China; Wenya Xie • This study examines the effect of emotional appeals and the interface design of mobile devices on people's emotional reaction to attitude towards mobile ads as well as their purchase intention of the advertised products. A survey with 442 college students in Beijing shows that emotional appeal as a whole predicts all three dependent variables. Interface design factors of hand-held device, especially screen size, also predict attitude and purchase intention. Moreover, the ubiquitous feature, interface friendliness and advertisement size influence attention to mobile Internet ads. People's emotional reaction to mobile ads can also predict their attitude and purchase behavior.

Young American Consumers' Social Media Use, Online Privacy Concerns, Trust, Risk, and Support for Advertising Regulation • Hongwei Yang, Appalachian State University • A web survey study of 422 American college students was conducted in October, 2010 to test a conceptual model of consumers' regulatory support for social media advertising, built upon previous studies. It shows that consumers' prior negative experience of online disclosure significantly increased their online privacy concerns that in turn elevated their perceived risks and undermined their trust of online companies, marketers and laws. Consumers' heightened risks built up their support for government regulation of social media advertising while their trust enhanced their support for industry self-regulation. Interestingly, young consumers' trust and perceived risk of online disclosure did not negatively influence their time spent on social networking and blogging websites. Implications for digital interactive marketers, government and self-regulatory agencies are discussed.

Predicting Reactions to Sex in Advertising: The Interplay of Emotional Arousal, Ethical Judgment, and Sexual Self-Schema on Responses to Sexual Content • Kyunga Yoo, University of Georgia; Hojoon Choi, University of Georgia; Tom Reichert, University of Georgia; Michael S. LaTour, University of Nevada Las Vegas; John B. Ford, Old Dominion University • Employing a large national sample, the current research examined how consumer's emotional arousal and ethical judgment mediate between their sexual ad perception and ad response processes. Simultaneously, the influence of Sexual Self-Schema (SSS) on this mediating mechanism was also assessed. Findings

show that consumers experience a conflict between their emotional arousal and ethical morality on processing sexual content in advertising, and SSS plays an important role in manipulating the extent of this conflict.

Effects of Purchasing Experience and Repeated Exposure to the Website on Online Customers' Brand Relationship • Doyle Yoon, University of Oklahoma • This study examines the effects of prior purchase experience, Internet efficacy, and repeated exposure on consumers' relationship with retailers, using data collected from an online survey of 802 respondents (465 for a web-based e-retailer version and 337 for a click-and-mortar retailer version). Three relationship quality constructs – trust, satisfaction, and commitment  are higher in respondents with prior purchasing experience and higher Internet efficacy. However, decreasing trends are found in all three constructs over repeated exposure to the Website. Belyne's (1970) Two-Factor Theory is used to explain the decrease of relationship quality over repeated exposure. More implications are discussed.

To Help You or To Serve Myself? Exploring the Two Psychological Tendencies that Motivate Online Influentials to Communicate • Jie Zhang, University of Evansville; Wei-Na Lee • This paper describes a study in the psychology of eMavenism, the consumer tendency to acquire general marketplace information from the Internet and become especially involved in electronic word-of-mouth communication. The purpose of the study was to investigate empirically the associations between eMavenism and two important psychological tendencies, altruism and status seeking. The findings support the notion that eMavenism is driven by both other-regarding concern and self-serving interest. Furthermore, the relationship between altruism and eMavenism was found to be negatively moderated by revealing true identity online. Revealing true identity online did not significantly impact the relationship between status seeking and eMavenism. These findings enrich the knowledge of the psychology of eMavenism, improve the concept of eMavenism, and suggest some motivations for engaging in eMavenism. Practically, advertising strategies can be fine-tuned to appeal more effectively to eMavens by satisfying their psychological tendencies.

Am I Really Doing It For Your Benefit? Exploring Social and Personal Motivations for Providing Positive versus Negative Electronic Word-of-Mouth • Jie Zhang, University of Evansville; Wei-Na Lee • This paper describes a study examining whether social and personal motivations affect presenting positive versus negative electronic word-of-mouth (eWOM) similarly or differently. Altruism, consumer self-confidence—social outcome decision making, and personal innovativeness for Web were selected to represent social, social-personal, and personal motivations for eWOM giving. The findings support that all three motivations are important driving forces for eWOM provision in general. In particular, the social-personal motivation, consumer self-confidence—social outcome decision making, was significantly more associated with positive than negative eWOM giving. Advertisers need to incorporate themes linked to this motivation in their campaigns in order to get more ""good"" word from consumers. Both altruism and personal innovativeness for Web affected providing pleasant versus unpleasant product information similarly. Advertisers need to monitor these two motivations when consumers form negative impressions concerning a product. The findings expand the knowledge of social and personal motivations for providing eWOM and improve the theoretical understanding of the relationship between motivations and the type of eWOM presented.

Risk, Realism, and Responsibility in Beer Commercials • Lara Zwarun • When exposed to beer commercials that creatively circumvent the spirit of self-regulatory advertising guidelines by juxtaposing drinking with risky physical activities, participants who drink alcohol perceived them as more realistic than non-drinkers did. The Message Information Processing (MIP) model is applied to illustrate how this perceived realism is part of logical mental processing that reinforces drinking beliefs and behaviors. Drinkers also found the commercials more responsible than non-drinkers, despite some participants believing they had seen people engaging in risky activities while under the influence. A commercial featuring designated driving was viewed as less realistic by drinkers; open-ended comments reveal this may be because in their experience, the use of designated drivers is rare.

<u>Teaching Papers</u>

Consumer Insights, Clients, and Capstone Campaigns Courses: Teaching Research in Advertising Curricula • Danielle Coombs, Kent State University • Evidence suggests that teaching research to undergraduate advertising students can be one of the most challenging roles an advertising faculty member will undertake. Unlike classes in copywriting, media planning, or account management, students often fail to see the connection between the course content and their eventual careers. This disconnect is exacerbated by fears and anxiety surrounding the topics of statistics (and its often equally disliked sibling, mathematics in general). Evidence indicates that some students chose advertising over marketing majors in part because of the reduced math requirements, and—for many—research classes are explicitly linked to these dreaded areas. Despite these challenges, research remains core component for most advertising curricula. This research is designed to understand how research currently is taught and the perceived value of teaching research in a contemporary advertising program, both in terms of individual, specific research-centered classes and as a component of strategy- or campaigns-driven courses. Within that context, we also explore how experiential learning (operationalized for our purposes as client-based projects) can be utilized to better support objectives associated with teaching research to undergraduate advertising students.

Is diversity ""non-existent"" or a ""non-issue?"": Preliminary results from a thematic analysis ascertaining how educators define diversity in advertising • Laurie Phillips • In the past four decades, diversity has been the subject of heated debate on Madison Avenue and within the halls of the academy alike. Within the ad industry, diversity has been the catalyst for lawsuits concerning employment discrimination, vitriol about monocultural representations within ad messaging, and frequent trade press coverage of America's changing demographics. Building upon this information, this study reports on qualitative data from an on-going nationwide survey assessing educators' attitudes toward teaching about diversity in advertising. Reviewing nearly 300 responses to the query ""how do you define diversity in advertising?"" from educators at both accredited and unaccredited institutions, the study includes feedback from those who are rarely surveyed: educators in ad programs housed both inside and outside of schools of journalism and mass communication.

Why Students Major in Advertising • Ron Taylor, University of Tennessee, Knoxville • A total of 145 essays written by students seeking admission to an advertising degree program at a major Southeastern university were examined for student motivation for pursuing an advertising major. All essays for three academic years, each five years apart, were selected to maximize the opportunity to find differences. The essays were submitted in the academic years 1997-98 (46 essays), 2002-03 (38 essays), and 2007-08 (61 essays). The opportunity to express one's creativity ability is the primary reason students are attracted to advertising.

Professional Freedom & Responsibility (PF&R) Papers

Job Satisfaction Among Minority Advertising Professionals: An Update • Jami Fullerton, Oklahoma State University; Alice Kendrick, Southern Methodist University • This paper partially replicated and updated a study of job satisfaction among minority advertising graduates honored through a national program. In the current study, responses from alumni of the American Advertising Federation's Most Promising Minority Students in Advertising from the years 2006-2010 were compared with results from a similar study of alumni from 1997-2005. In the current study, overall job satisfaction for those working in advertising was on the positive side of neutral but significantly lower than alumni who did not work in advertising. Minority advertising professionals were most satisfied with their co-workers and least satisfied with their compensation. Salary was positively correlated with job satisfaction, as was the presence of a professional mentor. Verbatim responses about employment challenges described a steep learning curve for recent graduates who joined the workforce. Implications for industry and academic programs are discussed.

Special Topics Papers

Dealing with Conflicting Health Messages: A Qualitative Study of College Students' Understandings of Tanning and Skin Cancer Prevention Advertising Messages • Ho-Young (Anthony) Ahn, U of Tennessee; Stephanie Kelly, University of Tennessee; Lei Wu, University of Tennessee; Eric Haley, U of Tennessee • The aim of the current study was to explore how college students make sense of conflicting health messages in relation to tanning in an advertising context. In-depth interviews with 30 college students revealed a certain degree of conflict between advertising message claims, their beliefs and feelings toward the messages. Self-resolution strategies such as problem-solving, compromising and avoiding emerged. Suggestions and implications for health promotion practitioners were provided in terms of advertising skepticism, advertising moderation, credible message sources in advertising and a gap between attitude and behavior.

Maximizing Optimization: A Small Business Owner Confronts SEM (A Case Study In Search Engine Marketing) • Martine Beachboard, Idaho State University • A New England auto mechanic launches an online specialty auto parts shop and considers how best to market it: through pay-per-click advertising, search engine optimization, or a combination. He seeks advice from a professional web consulting firm and examines their proposal for three levels of analysis and support. This teaching case offers a relevant and detailed example to supplement textbook coverage of search engine marketing. It is designed to promote class discussion and critical problem solving.

Connecting Virtual World Perception to Real World Consumption: Chinese Female White-Collar Professionals' Interpretation of Product Placement in SNSs • Huan Chen; Eric Haley, U of Tennessee • A phenomenology study reveals the lived meanings of product placement in social network sites (SNSs) among Chinese female white-collar professional users through an investigation of a newly launched SNS, Happy Network. In total, 15 face-to-face, in-depth interviews were conducted to collect data. Findings indicated that participants' interpretations of product placement were interrelated with the socially constructed meanings of the SNS, participants' social role of white-collar professionals, and consumer culture of contemporary Chinese society. In particular, the socially constructed meanings of product placement in the context of SNS are jutisfying the existence, connecting to the real world, noticing the familiar, insinuating brand image, and linking to consumption.

"The Other Hangover"": A Case Study in Implementing and Evaluating an Anti-Binge Drinking Advertising Campaign • Nathan Gilkerson, University of Minnesota – Twin Cities; Michelle Gross; Andrea Ahneman • The Other Hangover is an award-winning anti-binge drinking advertising campaign created by students and launched on the University of Minnesota campus in the fall of 2010. Undergraduates led development and implementation of the campaign, and multiple surveys were designed to evaluate the impact and success of the project. Following an overview of the research and creative strategy behind the campaign, a summary of the evaluation results — including both quantitative and qualitative data — is presented.

Exploring the Effects of External Brand Placement on Game Players' Processing of In-Game Brand • Eunice Kim, The University of Texas at Austin; Matthew Eastin, The University of Texas at Austin • There are many branded game-related products, which we call as external brands. This study explores the effects of external brand experience during game play on players' processing of in-game brand. Results reveal that the in-game brand is better recalled by players experiencing an identical external brand to the in-game brand than players experiencing no external brand or a competing brand. Brand memory was greater for the competing external brand than the in-game brand.

The Cat Herder: The Role and Function of the Agency Creative Director • Karen Mallia, University of South Carolina; Kasey Windels, DePaul University; Sheri Broyles, University of North Texas • While creativity is the lifeblood of the advertising agency, little is known about the role of the creative director in guiding the creative process. This exploratory research aims to uncover the role of the creative director as perceived by agency creatives. Utilizing quasi-ethnographic methods, this research is based on data from six agencies. Findings suggest successful creative directors are transformational leaders with many roles, including brand steward, culture builder, and champion of creative teams.

Channeling the Spirit of IMC: Analysis of the Context and Conditions that Underscore Integrated Marketing Communication • Brian Smith • Integrated marketing communication (IMC) has been discussed as both a process and a concept. On the one hand it is mechanical, through message and image matching, channel management, and

measurement. On the other hand, it is also conceptual, based on a unique organizing philosophy that underscores communication mechanics. The latter, which can be termed ""the spirit"" of integration, has received little attention in the literature in spite of its influence on communication. This study outlines the organizational variables that underscore integration, including informal processes and social interactions, which facilitate the mechanics of integration. Results provide theoretical insight and progress integrated communication theory beyond the current emphasis on mechanics to co-creational and socially-constructed considerations in communication integration.

Extending TPB and TAM to Mobile Viral Marketing: A Cross-cultural Study of Young American and Chinese Consumers' Attitude, Intent and Behavior • Hongwei Yang, Appalachian State University; Liuning Zhou, Center for the Digital Future, Annenberg School for Communication, University of Southern California • A web survey of 440 American college students was conducted in April, 2010 and a paper survey of 835 Chinese college students was administered in May, June and October, 2010 to validate the Theory of Planned Behavior and the Technology Acceptance Model in predicting young American and Chinese young consumers' mobile viral marketing attitude, intention and behavior. Structural model testing results confirmed the chain of mobile viral marketing attitude to intent to actual behavior. Subjective norm, behavioral control, perceived utility, and perceived cost predicted their attitude toward viral marketing. Their attitude and perceived utility predicted their viral marketing intent while their intent and attitude predicted the actual behavior. The implications for the industry and academia were discussed.

<u>Student Papers</u>

Advertising Images of Gender and Race Portrayed in Sports Illustrated Kids, 2000-2009 • Ashley Furrow, Ohio University • Gender and racial discrimination in sport remains rampant, and sports media continue as a leading arena for the reproduction of dominant, traditional images of gender and race and of inequality between the sexes and races (Sage, 1990; Smith, 2007). This study conducted a content analysis of advertising images (N=1,490) in Sports Illustrated Kids to determine whether these visual images reflect actual participation rates in athletic competition based on gender and race and whether the number of images of women in the magazine has increased during the magazine's second decade of publication, 2000 to 2009. This study found that women and racial minorities continue to be vastly underrepresented within the magazine's advertising pages. Photographs featuring men were found to vastly outnumber those featuring women in SIK advertising photographs by a ratio of nearly 4 to 1 (79.7% to 20.3%). As far as a racial difference, African, Asian, and Hispanic models are still fighting for representation in the magazine with only 27.8% depicted in advertising images.

Examining the Influences of Online Comments on Viewers' Perceptions of Corporate Advertising on YouTube • Jiran Hou, The University of Georgia; Hojoon Choi, University of Georgia • This study examines the impact of the co-appearance of online peer comments and corporate advertising on online viewers' attitudes toward the ad, claim believability and attitudes toward the brand. The findings show that the impacts of online peer comments on ad processing and attitudes varied depending on the comment valences and individuals' previous attitude toward the brand. Negative comments were more influential than positive comments in affecting viewers' claim believability, attitude toward the ad and attitude toward the brand. Viewers with negative prior brand attitudes were hardly influenced by any types of peer comments, and viewers with positive prior brand attitudes were more easily influenced by negative comments.

The influence of fear appeal on persuasion effects for skin cancer public service announcements (PSAs) according to fear message framing and fear type • Hannah Kang, University of Florida • This study examined the impact of fear message framing and fear type in fear appeal on the persuasion effect of skin cancer public service announcement (PSA). To examine persuasion effects, this study used attitude toward advertising, attitude toward using tanning beds and sunbathing, and behavioral intention as the dependent variable. The experiment was designed by a 2 (message framing: positive message/negative message) X 2 (fear type: health risk/ social risk) factorial design between-subjects experimental design. Results indicated that the main effect of fear type was found on the attitude toward advertising. Moreover, there was significant interaction between fear message framing and fear type not only on the attitude toward using tanning beds or sunbathing, but also on behavioral intention. Implications and limitations of the findings were discussed.

Goal Theories and Attention to Online Banner Advertisements • Dae-Hee Kim, University of Florida • Drawing upon several findings from goal theories in cognitive psychology, the present study investigates a potential mechanism about how consumers process online banner advertising. Two online experiments with simulated web pages revealed that consumer's goals could determine the attention to online banner advertising. More specifically, the first study showed that subjects paid more attention to the banner stimuli that was relevant to their primed goal. In the second study, subjects attended more to banner advertising on the webpage where they completed the goal-directed tasks rather than on a webpage where their tasks were ongoing. Implications and directions for future research are extensively discussed.

Boys will be Boys: An Analysis of the Male Image in Advertising over the Past 60 Years • Katherine Krauss, Manhattan College • This paper examines conceptions of masculinity, commercialization of personal hygiene, and the formation of the American male identity in order to create a general foundation of understanding as to why masculinity is perceived in the way that it is and why advertisers sell the way that they do to men. Focusing on the advertising efforts of Proctor & Gamble's beauty and grooming product, Old Spice, this paper analyzes the commonalities and differences of theme and content in advertisements of the 1950s and 2000s. This paper discusses the advertised messages being conveyed to the 18- to 36-year old age demographic in both decades, where each ad is examined for the cultural values it represents and markets to men. Using a textural analysis approach, each advertisement is examined in its wording and image to highlight the representation of hegemonic ideals, namely, sex, pleasure-seeking, and reputation. This in-depth analysis of the Old Spice campaigns allows this paper to identify that the image of the young macho-man lifestyle has been strongly static throughout American history, mirroring and perpetuating the hegemonic male ideal.

The influence of relevance and emotional appeals in public service ads on attitudes and behavioral intentions toward global climate change • Supathida Kulpavaropas • This study examines the main and interactive effects of two emotional appeals (happy and fear) in public service advertisements and the degree to which this topic is assessed as relevant on people's attitudes and behavioral intention toward global climate change. The results of an experiment showed that participants with high issue relevance reported more positive attitude toward global climate change and more positive behavioral intention when they viewed an ad with a happy vs. fearful appeal.

Effects of Message Involvement and the Tone of Reviews on Facebook:Perceived Credibility, Attitude toward the Ad and Brand • Jinhyon Kwon, University of Florida; Ji Young Kim • This study examines how the Facebook brand page environment, where advertisements and consumer reviews coexist, affects consumers' attitudes toward the advertisement and the brand. A 2 x 3 experiment manipulated the level of ad message involvement and the tone of online reviews. Results suggest that the tone of online reviews affects consumers' perceptions of review credibility. Furthermore, an ad message involvement and the review tone interaction emerged for attitude toward the brand.

Effects of Fair Trade Label, Consumers' Social Responsibility, and Message Framing on Attitudes and Behavior • Seul Lee • This study explored the effectiveness of a Fair Trade certified label, differences of personal social responsibility, and the message framing through an online experiment. The findings indicated that more socially concerned group manifested more positive attitudes and purchase intention than less socially concerned group and that gain-framed messages had a more positive impact than did loss-framed messages. However, this study failed to present that a Fair Trade certified label generated more positive impact.

Effectiveness of blog advertising: Impact of message sidedness, communicator expertise, and advertising intent • Hyun-Ji Lim; Jin Sook Im; Yoo Jin Chung, University of Florida • This study attempts to examine how three factors — message sidedness, communicator expertise, and advertising intent of blog messages — can affect the perception of the message recipients regarding the credibility of the message, improve their attitudes toward the product or the brand reviewed, and provoke changes in their intended behavior. A 2 x 2 x 2 factorial experiment was designed. The experiment involved stimulus material in the form of a blog post, which was modified according to the treatment factors of message sidedness (one-sided vs. refutational two-sided), communicator expertise (high vs. low), and advertising intent (explicit vs. implicit). 388 data sets were collected. This study concluded that a one-sided message was found to be more effective than a refutational two-sided message for blog advertising. Communicator expertise is an important factor while advertising intent was not. This study suggested additional findings related to gender difference.

What Path, Advertising Framing? Tracing the Travels of Framing Through the Advertising Journals, 1996-2010. • Carmen Maye, University of South Carolina • Frame analysis in advertising journals is examined between 1996 and 2010. Included are Advertising & Society Review, International Journal of Advertising, Journal of Advertising, Journal of Advertising Research, Journal of Current Issues & Research in Advertising and Journal of Interactive Advertising. Frame analysis appears to be gaining traction in the advertising literature. That advertising journals have more slowly embraced framing research than their communications counterparts may owe to inherent differences between news content and advertising.

From Unspeakable to Homosexual to Gay to LGBT: The Evolution of Research on Marketing's Most Controversial Market Segment • Laurie Phillips • For nearly two decades, collectively the trade press, LGBT marketing firms, tremendous ad expenditure growth in LGBT publications, the explosion of LGBT-targeted, ad-supported media outlets, and strong buying power figures have justified the existence of an LGBT market. Through an in-depth literature review of over 75 five pieces of peer-reviewed advertising and marketing scholarship, this study addresses how scholars have studied the market. In addition to providing one of the most extensive literature reviews on the topic to date, this study provides researchers with a roadmap for future research.

The Effects of Using ""Real Women"" In Advertising • Amber Remke, Oklahoma State University • Are advertisements that use more realistic models as effective as those that use ""ideal"" models? This study seeks to answer that question using an experimental design to determine whether there is a difference in how females will respond to ads featuring an ""ideal"" model or a more realistic model and whether body-esteem or self-esteem are moderating variables. Results show that regardless of high or low body- or self-esteem, the women surveyed preferred the ad featuring the more realistic model. This study has important implications for providing a greater understanding of how media affects self-image, as well as the implications of these unrealistic standards and how they impact a consumer's attitudes toward advertising. This study also has important implications for American women with an unrealistic image of true beauty. If advertisements focused on portraying more realistic models, American females' perception of beauty could possibly shift away from an unattainable ideal to a more realistic vision of beauty.

Trappist or Tropist? The Monastic Brewing Heritage and Its Effect on Perceptions of Product Authenticity and Intentions to Purchase • Susan Sarapin, Purdue University; Christine Spinetta, Purdue University • This study explored perceived authenticity of a beer brewed by monks in a monastery and four inauthentic beers, measured on respondents' awareness of the ""real"" beer's heritage, and what influence that knowledge has on intentions to buy it. The heritage narrative had a significant effect on authenticity ratings and purchase intentions. Respondents' religious preferences had no effect on the dependent variable. The study has implications for the marketing of Trappist and inauthentic, abbey-style beers.

Signaling Theory and Its Role in Branding University Contract Training Programs • Shelley Stephens, University of South Alabama • Academic outreach divisions (AOD) within institutions provide open enrollment and contract training. Often surrounding businesses are unaware of this resource, despite holding the institution's name in high regard through association sets and frequency. The unawareness creates information asymmetry for AODs according to the Signaling Theory. Larger association sets and frequency of encounters with the institution's brand name deepens implicit memory encoding. This quantitative study found that feelings for the institution transfers to other divisions AODs are cobranded.

Verbal Claims and Graphical Features on Toddler Food Packaging: Advertising ""Healthy"" Products • Chan Le Thai, University of California, Santa Barbara • Advertising features, verbal and graphic, on food packages and labels can convey a wealth of information to consumers, including whether the product is healthy. A content analysis was conducted to investigate how often certain health-implying front-of-package features appear on packages of toddler snack foods. Five undergraduate coders coded 68 products for health claims, nutrient claims, ingredient claims, and graphics. Ingredient claims and graphics of potential ingredients were identified and cross-referenced with the ingredient list on the back of the package. The data revealed that almost all of the packages used the coded features: 82% of the sample featured nutrient claims; 52% featured health claims; 97% included graphical depictions and 66% of those graphics were possible ingredients in the product; and 86% featured ingredient claims. Of all the products that contained an ingredient claim or graphics of a potential ingredient, the ingredient used in the claim or graphical feature was present in the ingredient list, but the ingredient was rarely the first ingredient on the list and was often in a non-conventional form, such as a puree, a powder, flavor, or color. The findings from this study provide a foundation of knowledge that may guide future research and policies related to package advertising and labeling.

Use of Culturally Meaningful Symbols or Iconographies in Gay-Themed Ads • Nam-Hyun Um • This study examines the characteristics of gay-themed ads, focusing on culturally meaningful symbols and iconographies, in gay magazines (specifically The Advocate, Out, and Curve). In recent years, advertising scholars and practitioners have grown more interested in how gay-themed ads influence gay consumers and non-gay consumers. In gay-themed ads, advertisers employ culturally meaningful symbols or iconographies as part of an effort to not alienate non-gay consumers. Gay-themed advertising, however, has yet to be deeply analyzed in terms of creativity or consumer reactions. Hence, Study 1 examines the characteristics of gay-themed ads using content analysis of gay-targeted magazines (The Advocate, Out, and Curve). As a follow up study, Study 2 assesses consumers' responses to gay-themed ads. The study, using implicit and explicit gay-themed ads, gathers reactions from straight and gay participants. We go on to clarify the findings' implications, discuss some concerns raised over gay-themed ads, and suggest directions for future research.

What should I eat today? An exploration of how college-aged females use different media platforms to influence food decisions • Mari Luz Zapata Ramos, University of Florida • This study sought to assess if and how college-aged females use smart phones and other informational sources to make or influence food related decisions. A survey administered to 365 female college students revealed that respondents use smart phones to influence food decisions. Four focus groups were conducted using survey participants with the required characteristics. Dominant reasons for using a range of informational sources to influence food decisions were identified.

<< 2011 Abstracts

Graduate Education 2009 Abstracts

Graduate Education Interest Group

Character Identification or Cultivation? Exploring Media Effects on Emerging Adults' Appearance Importance • Emily Acosta, University of Wisconsin-Madison • Based on a sample of emerging adults (N=179), hierarchical regression was used to examine whether cultivation effects through media consumption or social comparison through identification with favorite TV character has a greater impact on appearance importance. Those who had an underweight favorite character (ß =.17, p< .01) placed more importance on appearance with 26.5% of the variance accounted for. This suggests that social comparison is more important than cultivation in predicting appearance importance among emerging adults.

Is There a Global Public Sphere? Framing Analysis of Media Coverage of the Russia-Georgia Conflict • Olga Baysha, University of Colorado at Boulder • It has been argued that the advent of transnational media technologies leads to the formation of a global public sphere. By means of framing analysis, this article examines whether signs of global public deliberation were present in American and Ukrainian media coverage of the Russia-Georgia military conflict of 2008.

Framing theory: A systematic examination of a decade's literature and an agenda for future directions • Porismita Borah, University of Wisconsin-Madison • The framing literature has been consistently growing with contributions from disparate disciplines. However, there has been few systematic examination of the published literature. In order to examine the common trends in this growing body of research, the present study content analyzes framing literature from 93 peer-reviewed journals for a period of ten years.

The Daily Show versus Network News: A content analysis of 2008 general election coverage • Moammar Brown, University of Florida; Adrianna C. Rodriguez, University of Florida • As the nightly network news programs continue to lose audiences and adhere to decades-old hard news formats, The Daily Show with Jon Stewart offers viewers a comedic, slightly cynical alternative. While a parody of traditional half-hour news programs, Stewart won several awards including Emmy awards and two Peabody awards for The Daily Show's coverage of the 2000 and 2004 presidential elections.

Constructing Gender Online: A Content Analysis of Myspace.com Profile Pictures • Laura Beth Daws, University of Kentucky; Christine Tigas, University of Kentucky • This paper investigates the ways in which sex and gender identity are created in visual representations of the self online. Using a sample of Myspace.com profiles, the authors conducted

a content analysis to determine sex and gender differences in profile pictures. The results demonstrated that in most cases, individual users' photographs reflected traditional notions of femininity and masculinity.

Framing Partners: A Computer-Assisted Evaluation of how Top U.S. Newspapers Frame Business, Trade and Investment in, and with, two Key Latin American Partners • Maria De Moya, University of Florida; Rajul Jain, University of Florida • This exploratory study formulates a novel approach to examine application of framing analysis as an evaluation tool for nation image by using computer assisted and traditional content analysis of newspaper coverage of Colombia and Mexico. This study aims to contribute both to the understanding of image evaluation from a practical perspective, and the applicability of automated coding methods, using content analysis software such as Diction 5.0, for the identification of frames in newspaper coverage.

The Gap between "Mami" and Google: Latina Adolescents' Online Search for Reproductive Health Information • Ilana Echevarria-Stewart, University of Florida •The purpose of this study was to understand why and how Latina adolescents are using the Internet to search for reproductive health information. This qualitative study used focus groups with Latina adolescents and in-depth interviews with sexual health educators. Discussion with participants revealed that both younger and older Latina adolescents had searched for reproductive health information for themselves, a friend, or a class assignment.

News Exposure and Political Participation: A Citizen versus Consumer Response to News Media Messages • Melissa R. Gotlieb, University of Wisconsin-Madison; Kjerstin Thorson, University of Wisconsin-Madison, SJMC • This study investigates notions of the self as dynamic and offers new ways to consider how exposure to media messages can impact attitudes and behavior. A manipulation of news coverage to focus on civic engagement or consumer culture is found to affect online political expression but not political activism. We use response latency tasks to explore whether activation of a citizen self-concept is a mediator of this effect.

Men, Women, and Sports: Revisited • Skye Chance Cooley, The University of Alabama; Amy Head Jones, The University of Alabama • This study looked at gender differences in the sport media experience, specifically the involvement differences between men and women as sport media spectators. In efforts of updating the 18 year old findings from Gantz and Wenner (1991) this study surveyed a younger generation of research subjects (n=216) and added measures of online sport media use. Findings support gender differences among sport media audiences in sport involvement, sport participation, and sport media consumption.

An Experimental Test of Individual-Societal Framing and Gain-Loss Framing Effects in the Web-based Health Advocacy Campaign • Kenneth Kim, University of Florida • A 2 (gain versus loss framing) X 2 (societal versus individual framing) experimental study was conducted to investigate the interplay of gain-loss framing and societal-individual framing on judgment and persuasion in the Web-based health advocacy campaign. One forty-seven college students participated in the study. The results show partial support for the advantage of the individual-loss framing combination and societal-gain framing combination.

A Theoretical Understanding of Synergy Effects in Integrated Marketing Communications • Dae-Hee Kim, University of Florida • This study examines the theories that can explain the synergy effects in IMC contexts, proposes a conceptual framework for IMC synergy, and concludes that IMC synergy can be generated in varied contexts to produce varied levels of consumer responses. Based on these findings, the paper presents four categories of IMC synergy: memory synergy, attention synergy, attitude synergy, and complementary synergy. The implications and suggestions for future research are also discussed.

Signaling Effects of Offline Advertising on Consumer Trust in Online Advertiser • Chunsik Lee, University of Florida; Junga Kim, University of Minnesota • Although many online businesses advertise their websites in offline media, empirical research on the effects of offline ads on online business has been limited. By applying the signaling effect framework, this study examined the relationship between offline ad exposure and consumer trust in the advertised website. Results from an experiment reveal that mere exposure to an offline ad did not influence website trust.

Intersections: Postcolonial Theory and Communication Studies • Randall Livingstone, University of Oregon • Though postcolonial theory has been a topic of debate in academia since the early-to-mid 20th century, only recently have postcolonial studies and communication studies been considered together. This paper examines the recent interactions of these fields, looking both back at the emergence of postcolonial theory and forward at the way communication scholars are using the theory to inform new lines of research. Recent studies concerning hybridity and diaspora are considered in this review.

Examining How Industries Engage the Media: Comparing American and German Agricultural Associations' Web sites • Meredith Lord, University of Florida • Despite suggestions that agricultural communicators harness the media to improve the public's poor understanding of agriculture, coverage of agriculture is dwindling. Given journalists' preference for interacting with organizations online, this study content analyzed the Web sites of American and German agricultural associations to assess the organizations' incorporation of Kent and Taylor's (2003) dialogic principles, which explain how Web sites can be created to engage visitors effectively.

Virtual Possibilities: A Constructivist Examination of the Educational Applications of Second Life • Jeffrey Neely, University of Florida; Kevin Bowers, University of Florida; Matthew Ragas, U of Florida • This study surveyed post-secondary instructors in 15 countries regarding their experiences using the virtual world Second Life as a teaching tool. Qualitative analysis of responses to open-ended questions suggests that Second Life offers a great deal of potential in realizing constructivist principles as well as a number of practical benefits. However, technological barriers, institutional opposition, limited familiarity, and other concerns may be preventing instructors from fully making use of Second Life in their curricula.

Social Viewing Among College Students • Temple Northup, University of North Carolina, Chapel Hill • While television is acknowledged to be a social medium, little research has examined the motivations of individuals who frequently engage

in social viewing. In this study, uses and gratifications and the expectancy-value theories are used to predict social viewing. Results suggest there is a positive relationship between: (a) motivations based on uses and gratifications and participation in social viewing, and (b) students who felt their motivations were being met and anticipation of future social viewing.

A Model Assessing the Effectiveness of Corporate Social Advertising • Sun-Young Park, University of Florida • The increase in Corporate Social Responsibility (CSR) has been inspired by companies that increasingly recognize it as a key to success for resources. In particular, corporate social advertising is a prevalent communication strategy in the field of corporate societal marketing. However, a barrier to comprehensive understanding of the corporate social ads has been a lack of attention to how differently consumers respond depending on the type of ads.

A Local Community and How They Make Meaning of a Grassroots Public Relations Campaign • Katie Place, University of Maryland • "A Local Community and How They Make Meaning of a Grassroots Public Relations Campaign" examines perceptions of a local grassroots campaign entitled "Under Not Over," created in opposition to an elevated Metro rail line in a suburban Washington, D.C. community. The situational theory of publics serves as the theoretical base for this paper.

Friend Me, Vote for Me: The Effect of Social Networking Sites on the 2008 Election • Lauren Reichart, University of Alabama; Kenny Smith, University of Alabama • Three hundred and six undergraduate students were surveyed to determine the relationship between media participation in a mediated world (social networking sites) and voting behavior for the 2008 general election. The hypothesis of media participation was analyzed with regards to its applicability in a Web 2.0 time period.

The Evolution of the Blogger: Blogger Considerations of Public Relations Content in the Blogosphere • Brian Smith, University of Maryland • Blogging has become a legitimate platform for individuals to shape conversations about the issues that affect them. This personal medium for self-expression has also become a channel for organizations to gain publicity. The question of a professional influence in a personal space raises questions about blogger decision-making and ethics in representing corporate interests. This study reveals that bloggers consider their sites as extensions of themselves, and that their consideration of reader and corporate interests evolves.

Redefining Cancer: A qualitative study of young adult cancer survivors' creation of alternative disease narratives • Kathleen Stansberry, University of Oregon • The perception of cancer in American society is far more limited than the actual cancer experience entails. This project uses qualitative methods to examine the cancer experience of young adults to study how a small segment of the cancer population challenges common understandings of cancer using Web-based participatory media to develop alternative disease narratives. Using the theoretical lens of constitutive rhetoric, this paper addresses the process of dominate and alternative cancer narrative creation.

Making a Case for Religious Freedom • Jessalynn Strauss, University of Oregon • This paper examines a 14-page statement released by the Church of Scientology in response to author Andrew Morton's unauthorized biography of Tom Cruise, one of Scientology's most notable celebrity adherents.

Gender Differences in Risk Perception: An Exploratory Meta-Analysis • Jiun-Yi Tsai, University of Wisconsin-Madison • This meta-analysis integrates results from 10 studies in which risk perceptions of male and female participants were compared. The goal of this study is to explore the extent to which gender differences in risk perceptions vary across risk type, country area and sample frame. On the whole, results provide support for the notion that females tend to express higher level of concern and worry for a range of risks.

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Gay, Lesbian, Bisexual, Transgender 2009 Abstracts

Posted by kysh on March 10, 2011 · Leave a Comment

Gay, Lesbian, Bisexual, Transgender Interest Group

Straight-for-pay: Performativity and sexuality on Seancody.com • Todd Harper, Ohio University • Popular gay porn website Seancody.com centers around a particular draw: the attraction of watching straight men perform gay sex acts. Drawing on performativity literature — particularly Escoffier's (2003) discussion of gay-for-pay in porn work — this research examines the content on Seancody.com in the context of sexuality performance. The analysis suggests that Seancody's content produces a potentially damaging rhetoric where the heterosexual male body is the focus of sexual power, rather than the gay male body.

The Politics of Visibility: Negotiations of Femininity and Sexuality on "The L-Word" Rebecca • Kern, Manhattan College • The visibility of sexual identities is far more than political; it defines subcultural groups and promotes cultural validation. This paper examines issues of sexual visibility and representation of queer-identified women on The L-Word, and the negotiation of these representations in reference to L-Word viewers' sexual own identifications. In the end, construction of these identities continue to uphold the heterosexual/homosexual dichotomy, and privilege norms appropriate to each side of the dichotomy.

An analysis of factors affecting attitudes toward same-sex marriage: Do the media matter? • Tien-Tsung Lee, University of Kansas; Gary Hicks, Southern Illinois University Edwardsville • Using a recent survey of more than 5,000 American consumers, this study examines connections between attitudes toward same-sex marriage and media consumption. A

positive attitude is predicted by being liberal and less religious, supporting gender and racial equality, willing to try anything once, considering TV the primary form of entertainment, watching political talk shows, and reading blogs. The theoretical/methodological contributions and real world implications of these findings are discussed.

But Are We Free (to Be You and Me)? Meanings of citizenship in gay tourism advertising • Byron Lee, Temple University • In 2003, the Philadelphia Gay Tourism Caucus and the Greater Philadelphia Tourism Marketing Corporation released a new advertising campaign targeting the LGBT community. This paper will consider the advertisements of the Get Your History Straight and Your Nightlife Gay campaign, questioning how non-heterosexuality is represented; first in terms of the symbols and images that convey non-heterosexuality, and second, in consideration of how gay tourism campaigns position queer individuals as citizens in the US.

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Entertainment Studies 2009 Abstracts

Entertainment Studies Interest Group

From Shakespeare to Disney: An Explication of Coleridge's Suspension of Disbelief for Hollywood Musicals • Kelly Barrows, Syracuse University • While the term "suspension of disbelief" is commonly used and understood when explaining how audiences are able to negotiate implausible scenarios in fictional media, the theory lacks a comprehensive view of how the willing suspension of disbelief has been used.

What's Entertainment? Notes Toward a Definition • Stephen Bates, University of Nevada, Las Vegas; Anthony Ferri, University of Nevada, Las Vegas • This paper attempts to define "entertainment." It considers the definitions of two related fields, leisure studies and popular culture; the definitions of entertainment used in law and regulation; and different scholars' approaches to defining entertainment. It posits a set of criteria that can be used to determine what constitutes entertainment, including general passivity or spectatorship; communication; external stimuli that are principally auditory, visual, or both; pleasure; audience; and freedom.

Predictors of Attractiveness: The Role of Entertainment and Sports Media, Self-Discrepancy, and Sociocultural Attitudes in College Students' Perceptions of Beauty in Women • Kim Bissell, University of Alabama • The objective of this project was to identify themes, patterns and predictors related to attractiveness ideals and appearance norms among a sample of men and women in the U.S. The sociocultural theoretical model has the strongest empirical support for understanding body image disturbance and appearance anxiety (Heinberg, 1996; Thompson, Heinberg, Altabe, Tantleff-Dunn, 1999), by presenting to women through media representations the current societal standard for image and appearance.

Examining Humor in 30 Rock from Four Perspectives: Bergson, Frye, Freud, and Bakhtin • Lauren Bratslavsky, University of Oregon • The sitcom has long been a staple of network television, however, the sitcom has had a noticeable decline. The new sitcoms feature more parody and satire than before, particularly NBC's 30 Rock. Using four approaches to humor, this paper draws on relevant examples to illustrate the theories of Henri Bergson, Northrop Frye, Sigmund Freud, and Mikhail Bakhtin.

Quarterbacks, engineers, and wingmen: Stereotypically male linguistic and semiotic content in "The Pick-Up Artist • Melissa Crosby, S.I. Newhouse School of Public Communications, Syracuse University; Jennifer Billinson, The S.I. Newhouse School of Public Communications, Syracuse University • This textual analysis examines the use of linguistic and semiotic content in the first season of the VH1 reality television show "The Pick-Up Artist." We have created a framework for this study by building upon existing literature in the areas of gender communication, cultural studies, intertextuality relating to hyper-masculine popular culture icons, and semiotic theory.

Let's Talk Soaps: An Exploratory Uses and Gratifications Study of Soap Opera Websites and Message Boards • Maria Fontenot, Texas Tech University • This exploratory study examines the motives of individuals who visit soap opera websites, and read and post on soap opera message boards from the uses and gratifications perspective. An online survey was posted on message boards of the three broadcast networks and the cable network SoapNet. Results revealed that entertainment and information seeking as the most popular motives for visiting soap opera website, reading soap message boards, and posting on such boards.

Enjoyment of Sad Endings: The Contributions of Empathy to the Eudaimonic Appreciation of Drama • Tom German, Muskingum College • This study explored emotional processes in the enjoyment of drama by way of negative affect. A 2 (CONTEXT: Present, Absent) x 2 (ENDING: Happy, Sad) fully factorial between-individual design was employed to test the effects of empathy toward protagonist and viewers' affective states on entertainment of a dramatic television program. Results showed that the empathy interacted with ending type, resulting in sad endings being more entertaining than previous theory would predict.

Upper-Class Women Reading Celebrity News: Audience Reception Study on Celebrity News Viewed Through the Lends of Class • Gwendolyn Heasley, University of Missouri -Columbia • This research attempts to understand the reception of celebrity news magazines among upper class women in the U.S. The ultimate goal of this research is to identify cultural repertoires about the consumption and use of celebrity news. These repertoires are compared to ones found in Joke Hermes (1995) study on British tabloid readers. Qualitative research methods provide the framework for this study and in-depth interviews were conducted in order to collect detailed data.

Rhetorical Visions of Health: A Fantasy-Theme Analysis of Celebrity Articles • Amanda Hinnant, University of Missouri; Elizabeth Hendrickson, University of Tennessee • This research focuses on celebrity health stories in magazines, using fantasy-theme analysis to evaluate messages about health behavior and attitudes. The analysis compares stories about celebrities who have cancer with those about celebrities with health problems perceived as caused by overindulgence (addiction, obesity). The fantasy themes reveal messages about morality, privilege, access, authority, and authenticity. Overall, celebrity health messages could serve to establish moral communities that sanction or penalize health behaviors through their normative influence.

Positive Benefits: An Exploratory Study of Crime Drama Viewership and Sexual Assault Prevention • Stacey Hust, Washington State University; Emily Marett, Washington State University; Hua Chang, Washington State University; Ming Lei, Washington State University; Chunbo "Richard" Ren, Murrow College of Communication; Anna McNab, Washington State University; Paula Adams, Washington State University • This study examines the effects of exposure to crime dramas on rejection of rape myths and attitudes and confidence levels related to sexual assault prevention behaviors. College students' exposure to crime dramas, acceptance of rape myths and behavioral intentions for consent, bystander intervention, and victim empowerment were collected. This exploratory study provides evidence of positive effects of exposure to crime drama programming and suggests the need for further research in the area.

The Effect of Negative Persuasive Message on Communicator Credibility and Behavioral Intention: The Moderating Role of Group Identification • Mikyoung Kim, Michigan State University; Tom Isaacson, Michigan State University • This study investigated the effect of negative messages on communicator credibility and counter-arguing intention with the moderating role of group identity. We found when people have strong group identity, those with a negative in-group message were more likely to disbelieve the communicator than were those with a negative out-group message. Contrarily, there was no difference between the two messages in communicator credibility among people with weak group identity.

I play, therefore, I am persuaded • Nam Young Kim, Louisiana State University; Yongick Jeong, LSU; Meghan Sanders, LSU • This study examined the potential for game controller platform and co-playing to affect game player's presence and their perceived effectiveness of in-game advertising. The relationship between players' psychological outcomes during a game and in-game advertising memory has been studied, yet few studies have focused on attitudinal and behavioral outcomes.

"OK. If it's for the family.": Production and representation of family in Maya & Miguel • Emily S. Kinsky, Pepperdine University • This qualitative study is informed by cultural studies and seeks to examine the production and representation of family within one particular television program, Maya & Miguel (Forte, 2004), using the circuit of culture (du Gay, Hall, Janes, Mackay, and Negus, 1997). Production was examined through in-depth interviews with personnel connected to Scholastic Media, while representation was examined through a textual analysis of 12 episodes of Maya & Miguel.

Truthiness of Fake News: Individuals' viewing characteristics of The Daily Show and The Colbert Report • Jennifer Kowalewski, University of North Carolina at Chapel Hill; Daxton Stewart, Texas Christian University; Francesca Dillman Carpentier, University of North Carolina, Chapel Hill • Scholars have investigated how individuals have tuned in to soft news programs for political information; but, not a lot of research has investigated how viewing characteristics influence what programs individuals tune to for that information. Using survey research, this paper examines how viewing characteristics influence the viewing of The Daily Show and The Colbert Report. Both shows have become increasingly popular over time, especially for younger viewers who tune more to Comedy Central than CNN.

The effects of individual differences on the enjoyment of morally ambiguous characters • K. Maja Krakowiak, University of Colorado at Colorado Springs • The present study tests how the individual difference factors of ambiguity tolerance (AT) and need for cognition (NFC) affect responses to purely good, purely bad, and morally ambiguous character types. Findings reveal that both AT and NFC affect enjoyment of content featuring different character types. This study thus reinforces the importance of individual differences in affecting media responses.

The Impacts of Intrinsic Motivation and Gender Difference on Video Game Genre Usage: A Multiple Group Comparison Approach • Doohwang Lee, University of Alabama; Jung Kyu Kim, University of Alabama; Robert LaRose, Michigan State University • By integrating Deci and Ryan's (1985) theory of intrinsic motivation and Csikszentmihalyi's (1975) theory of flow experience, this study sought to investigate the causal linkage among optimal balance of video game player's perceived skill and challenge, flow experience, intrinsic motivation and video game genre usage. The results showed that the different types of video game usage were directly influenced by players' intrinsic motivations, which were also reinforced by players' flow experiences of enjoyment.

Veronica Mars: A modern-day teenager strolling the dark streets of film noir • Kathryn Lookadoo, Trinity University • This paper examines the teen-detective television show Veronica Mars and its connection to film noir. Film noir's adaption to television has recently gained notice. The different medium and its constraints morph film noir into a form that retains certain genre characteristics while abandoning others to survive on television. This textual analysis of the pilot episode reveals how Veronica Mars exhibits classic film noir characteristics of past, loss, morality, and alienation while adapting them for television.

"They're like my family": An analysis of alternative families in "Friends" • Lisa Marshall, Muskingum College • This research analyzes alternative family structures and friendship rituals in all 10 seasons of Friends. The project offers a textual analysis of the entire series and demonstrates the disregard for blood ties and the construction of alternative families within the group of friends. The Friends narrative contained the idea that biological families are no longer prevalent or important to the characters' lives. This research found that these six people formed their own kind of family.

Fast Pace, Smart Show?: An Analysis of Educational Quality and Pacing in Children's Television Programming • Cynthia Nichols, The University of Alabama; Creshema Murray, The University of Alabama • Little research has examined the relationship between the pace and educational quality of children's programming. The following study uses a systematic

content analysis of 100 top-rated U.S. children's television programs to explore the relationships between these two variables.

Celebrity Persuasion in the Political Arena: A Study of Message Effects on Voter Opinion • Cynthia Nichols, The University of Alabama; Carly McKenzie, The University of Alabama • Prior to the 2008 election, more than 200 participants from a large southern university participated in a study examining the impact of celebrities on voter opinion. Two different formats of the same message were used to determine if message type and content have an impact on voter opinion. Participants viewed two different videos of statements made by Barack Obama. The first video simply showed Obama making a speech.

Do "Sad" People Like "Sad" Entertainment? • Mary Beth Oliver, Penn State University; Julia Woolley, Penn State University; Anthony Limperos, Penn State University; Daniel Tamul, Penn State University; Keunmin Bae, Penn State University; Marlena Freeman, Penn State University • In addition to consuming entertainment for pleasure (hedonistic motivations), individuals may also consume entertainment to experience meaningfulness (eudaimonic motivations). Consequently, extant research suggesting that "sad individuals enjoy sad entertainment" may be better interpreted as illustrating that the meaningful affective states heighten preferences for poignant, dramatic entertainment. In support, this research shows that eudaimonic motivations mediate the relationship between "meaningful" affective states (e.g., contemplative) and interest in entertainment that elicits "meaningful" responses (e.g., inspired, compassionate).

Annie Wilson Wears Versace: The representation of high school females' socioeconomic class on current fictional television series • Bene Petty, Trinity University • It is important to identify particular ideals, if any, that female youth are exposed to on television. This paper considers how high school females are portrayed in terms of socioeconomic class on fictional television series. Categories such as clothing, home environments, relationships, and behaviors were studied in relation to contemporary female television characters. This study examines 10 shows airing on The CW, ABC Family, Nickelodeon, and The Disney Channel during the fall 2008 television season.

Protecting Children's Privacy on the Internet: COPPA Compliance on Children's Websites • Erin Ryan, The University of Alabama; Carly McKenzie, The University of Alabama • Since the Children's Online Privacy Protection Act (COPPA) was passed, websites must follow specific guidelines regarding collection and dissemination of information from children under 13. This content analysis of 165 children's websites investigated COPPA compliance. Results indicated most websites adhered to privacy policy content requirements, yet many did not follow policy positioning rules. Educational and entertainment websites were less likely than specialty sites to properly position policies, and several sites collected information without stating proper protections.

The Heat is On: The Effects of Temperature on Presence and the Gaming Experience • Ashleigh Shelton, University of Minnesota • This study examines the potential for the contextual element of room temperature to affect presence-related outcomes of video game exposure. Interactivity in the form of natural mapping, High-Definition TV, and surround sound has been advocated as possible contributors to presence experiences, yet no studies to date have investigated the impact of temperature, particularly as it applies to video games.

Swamps, Snakes and Storms: The Negative Portrayal of Louisiana in Film • Danny Shipka, Louisiana State University • Louisiana has long been a popular spot for filmmakers to weave their artistic tapestries. With its unique culture, evocative landscapes as well historical importance to the US, the state and its people have been the subject of intense scrutiny by the entertainment media. Almost without exception, the depiction of Louisiana in these films has been overridingly negative proliferating stereotypes.

The One with All the Heteronormativity: Lesbian Images in Friends • D. Renee Smith, University of Tennessee • Broadcasts networks tout their progressiveness and diversity in presenting lesbian images. In many instances these characterizations result in a heteronormative view of a lesbian world. A patriarchal voice greatly influences the actions of lesbian characters through the use of narrative scripting and specific production techniques. Wardrobe and casting heterosexualize and thus de-politicize lesbian characters. This study uses episodes from the popular situation comedy, Friends, to illustrate the heterosexual hegemony tightly controlling the broadcast television narrative.

Rhymes for sale? A Content Analysis to Determine the Frequency of Use and Implementation Methods of Brand Mentions in Hip Hop Lyrics • Jang Ho Moon, University of Texas at Austin; Kevin Thomas, The University of Texas at Austin; Min Woo Kwon, The University of Texas at Austin; Ryan Turner, The University of Texas at Austin • Hip hop music contains lyrics that are very conversational and can be utilized like forms of marketing communication. However, unlike publicly known forms of marketing communication, products mentioned in hip hop music are free of promotional stigma.

Theorizing Parasocial Interactions Based on Character Authenticity: The Development of a Media Figure Typology • Mina Tsay, University of Kentucky; Mitchael Schwartz, University of Kentucky • The relationships viewers develop with media figures have received substantial attention in the scholarship of entertainment. The present research proposes a four-level PSI typology, theoretically based on authenticity of media figures across the dimensions of depiction (live action vs. animated), story (fiction vs. non-fiction), form (human vs. non-human), and traits (super vs. normal).

Striking the Brand: The Political Economy of TLC's Miami Ink • Kristine Weglarz, University of Minnesota—Twin Cities • The plethora of reality television available to audiences invites an examination of the role and representation of labor in producing the television series. This paper examines the reality television series Miami Ink and looks at the role of labor as theorized by Christopher Martin in creating the conditions for commodities to have magical, transformative and healing properties.

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Status of Women 2009 Abstracts

Commission on the Status of Women

False Rape and Media Frenzy: Newspapers' Framing of the Duke University Lacrosse Case • Barbara Barnett, University of Kansas • In 2006 three white members of the Duke University lacrosse team were charged with raping and sexually assaulting a black woman hired to dance at a team party. The case generated hundreds of news stories, and the charges ultimately proved to be false. This qualitative analysis examines how U.S. journalists framed the story and suggests they focused on the legal twists and turns in the case, rather than the larger issue of rape.

Behind the Scenes of Women's Broadcast Ownership • Carolyn Byerly, Howard University • Recent research shows that women's ownership of broadcast stations — FM and AM radio, and television — has dropped to the single digits in this era of deregulation and the media conglomeration that has resulted. This paper contributes to an understanding of women's relationship to media structures by reporting the qualitative portion of a larger study on women broadcast ownership in the United States.

Patients' Privacy and the Internet: Where Abortion Rights and the First Amendment Overlap • Deborah Carver, University of Minnesota • On September 3, 2008, Jezebel.com reported that a web site, AbortionTracker.com, claims to have a database of the personal information of women who have had abortions since the 1940s. This paper explores what legal remedies patients currently would have to remove their information from the database and discusses a feminist treatment of the First Amendment, arguing that the web site's database should not be protected.

Does Gender Influence Students' Evaluations of College Professors? A Qualitative Content Analysis of RateMyProfessors.com • Mackenzie Cato, University of North Carolina at Chapel Hill • RateMyProfessors.com, a rapidly growing online destination for students, now boasts more than 6.6 million user-generated ratings of more than 900,000 college professors. Students use the site's free services to plan their class schedules and rate professors they have taken in the past. Does a professor's gender play a dominant role in students' evaluations? The purpose of this study is to qualitatively analyze students' evaluative postings of college professors on the Web site RateMyProfessor.com.

A Descriptive Analysis of NBC's Primetime Coverage of the 2008 Summer Olympics • Charles A. Tuggle, University of North Carolina at Chapel Hill; Kelly Davis, University of North Carolina at Chapel Hill • This study examines NBC's United States broadcast coverage of the 2008 Summer Olympic Games for gender equality and compares that coverage to previous years. Olympic coverage is particularly important to female athletes because many receive little media attention beyond Olympic competition. The study found that, while female participation in the Olympics has increased, NBC coverage of women's events has not, and 97% of airtime devoted to women's events was confined to six "socially acceptable" sports.

The Feminism of Bernarr Macfadden: Physical Culture and the Empowerment of Women • Kathleen Endres, University of Akron • This paper looks at the feminism of publisher/editor Berrnarr Macfadden as presented on the pages of Physical Culture magazine during the first two decades of the twentieth century. Two phases were identified. During the first decade, Macfadden focused on health feminism. During the second decade, Macfadden's feminism had extended to embrace political, economic and legal equality for women.

Sports reporting and gender: Women journalists who broke the locker room barrier • Tracy Everbach, University of North Texas; Laura Matysiak, University of North Texas • This qualitative study examined the influences of female sportswriters who broke the locker room barrier in the 1970s and 1980s. Interviews with 12 women who were key members of sports media during this period showed that the women fought hard to gain access to athletes' inner sanctum. Once they gained access, they endured harassment and embarrassment, but ultimately landed compelling stories from their subjects.

Gender Differences in Chinese Journalists' J-blogs • Fangfang Gao, University of Florida; Renee Martin-Kratzer, University of Florida • The explosion of Internet users and j-bloggers in China makes Chinese j-blogs an area worthy of examination. This study focused on the differences in j-blogs written by male and female Chinese journalists. Topics, formats, reader comments, j-bloggers' responses, hyperlinks, and multimedia features were examined to gain insight into gender influences on online journalism in China. The findings reveal that traditional social norms for gender influenced the content and format of j-blogs.

Riding the Wave: The Evolution of a Broadcast Feminist, Alison Owings, 1966-77 • Sarah Guthrie, Ohio University • Alison Owings was one of an important group of women in broadcast news, those who pushed for substantial changes in the way women were treated in broadcast and ultimately for changes in the way that women were covered in news. Not all women could be the "first" but there were many small stones in the shoes of the established, male hierarchy.

Susan Faludi's Backlash: A Book's Role in Building the Media Agenda for Coverage of Sexual Harassment in the Early '90s • Lynette Holman, University of North Carolina at Chapel Hill • This study investigates the notion that a book's publication may have influenced the media agenda, or at least built it around the topic of feminism, and more specifically, the issue of sexual harassment.

Television as a Societal-Level Influence on Rape Perceptions: The Cultivation of Rape Myths • LeeAnn Kahlor, University of Texas at Austin; Matthew Eastin, UT-Austin • Cultivation theory, feminist theory, and ecological models guided this study of television as a societal-level contributor to the acceptance of rape myths. Results from an online cross-sectional survey of 1064 U.S. adults (371 males, 693 females) confirmed a significant positive correlation between television viewing and rape myth acceptance. As predicted, this relationship was stronger for men.

"He leads with his head and she follows her heart"?: Maya & Miguel's representation of gender • Emily S. Kinsky, Pepperdine University • Using qualitative methods, the children's program Maya & Miguel, which airs on PBS in the United States, is analyzed for its depiction of gender using the circuit of culture (du Gay et al., 1997). Through a textual analysis of 12 episodes, the author examines the portrayal of characters and their gender. Some gender stereotypes are maintained (e.g., boys are more sports focused), while others are broken (e.g., Miguel is depicted as musical and artistic).

Look Who Is Talking: Candidates' Self Presentation on Campaign Websites and Viability In 2006 U.S. Senate, House and Gubernatorial Races • Jayeon Lee, The Ohio State University; Kideuk Hyun, The University of Texas at Austin • This study applied Expectancy Violations Theory to the relationship between political candidates' self-presentation on their campaign websites and electoral consequences in 2006 U.S. Senate, House and gubernatorial races. The results show that female candidates are more likely to emphasize male traits than their male counterparts, but there is no difference across males and female candidates in their emphasis of male versus female issues.

Sexism at any Altitude?: Stewardess Advertising and Second-Wave Feminist Protest • Katherine Lehman, Albright College • In 1960s-70s airline advertising, flight attendants appeared as prospective brides or swinging singles. While this advertising strategy reflected women's limited work and social roles, I argue it had broader economic and political implications. Throughout this period, airlines used stewardesses' perceived sexual availability as a marketing tool to navigate heightened competition. Feminist protests against stewardess images in the early 1970s helped change the tone of advertising, and sparked broader discussion of gender discrimination in the workplace.

Framing Saint Johanna: Media coverage of Iceland's first female (and openly gay) Prime Minister • Dean Mundy, UNC Chapel Hill • On February 1, 2009, Johanna Sigurdardottir became Iceland's first female (and the world's first openly gay) prime minister. She inherited a collapsed government and economy, as well as a brief timeline to prove her abilities. Accordingly, Iceland's unique international position represents a significant opportunity to understand how media frame the first female and first openly gay prime minister.

Feminist Discourse and "Real" Ideology in The Dove Campaign for Real Beauty • Dara Persis Murray, Rutgers University • This paper interrogates the representation of women and cooption of feminist discourse around the Western cultural notion of beauty in The Dove Campaign for Real Beauty (CFRB). A semiotic analysis focuses on CFRB's United States advertising. This textual investigation reveals that CFRB employs feminist signs to reference a key binary opposition in feminist politics – liberation and oppression – in the presentation of an ideology of "real beauty."

The Self-Body Image: An Integrated Model of Body Image and Beauty Ideals • Temple Northup, University of North Carolina, Chapel Hill • While there has been no shortage of literature examining body image as well as beauty ideals, there has been relatively little that has tried to explore and explicate exactly what is meant by the terms body image or beauty ideal in mass communication research, and how those concepts are then related. Indeed, those terms are often used interchangeably.

Ms. Vice President: Media exposure and voter views on gender stereotypes and women in politics • Scott Parrott, The University of Alabama; Brett Harmon, The University of Alabama; Sarah Belanger, The University of Alabama; Sarah Beth Combs, The University of Alabama • This study surveyed 221 college students about their political ideology, media use and views on gender and women in politics in the wake of the 2008 presidential election, which included women vying for the two highest posts in American government. Informed by media priming and gender gap in policy preferences theories, the study found a relationship between media exposure and respondent views on women in politics and gender roles in society.

Women leaders in public relations: A qualitative analysis • Katie Place, University of Maryland • "Women leaders in public relations: A qualitative analysis" examines what factors women public relations leaders believe affect their success and how women public relations leaders perform leadership. Literature regarding feminist theory of public relations and women, leadership and public relations framed the study. A qualitative method was used to conduct semi-structured face-to-face interviews with women public relations executives, vice presidents and senior managers on the East Coast.

Fifty Years Later: Mid-Career Women of Color Against the Glass Ceiling in Communications Organizations • Donnalyn Pompper, Temple University • Little scholarly attention has focused on the interplay of age, ethnicity and gender dimensions among working women challenging the organizational glass ceiling. For the current study, 36 midlife-aged women of color working in mediated message industries were invited to discuss how — as beneficiaries of socio-political movements and legislation spanning nearly five decades — they negotiate organizational hierarchies and balance public and private work spheres.

Run Faster, Train Harder, Look Sexier? Examining the Pressure Female Athletes Feel to be Sexy • Lauren Reichart, University of Alabama • One hundred and sixty female athletes from five Division I universities in the southeastern and northeastern United States were surveyed to determine if sexualized and glamorized media frames of elite athletes resulted in a negative social comparison by collegiate athletes, and if greater exposure to such media frames resulted in more acceptance of those media frames.

Restricting or liberating? Female journalists' experiences of managerial competencies in traditionally male-dominated Nepali newsrooms – an exploratory study • Elanie Steyn, Gaylord College of Journalism and Mass Communication, University of Oklahoma; Kathryn Jenson White, Gaylord College of Journalism and Mass Communication, University of Oklahoma • Organizations worldwide recognize people as their most important resource. However, many countries struggle to acknowledge women as leaders, creating significant imbalances. Reasons contributing to this are male-dominated management environments, religious and cultural barriers. This study qualitatively explores female journalists' experiences of management in traditionally male-dominated Nepali media environments. It highlights gaps

between the importance and implementation of three managerial competencies in these newsrooms, which currently restrict Nepali women's professional roles.

The Candidates' Wives : Newspaper Coverage of Cindy McCain and Michelle Obama in the 2008 Presidential Election • Jenna Swan, Denison University • The 2008 Presidential race offered an opportunity to challenge the mold of the "preferred" First Ladies, constructed in news as embodying model American femininity. News stereotypes of African American women tend to run counter to the normative "ideal" of First Ladies. A content analysis of 166 newspaper articles found that Cindy McCain more closely meets expectations of "ideal First Ladies", suggesting the presence of a racialized gender norm bias.

"I don't feel like I'm up against a wall of men!": Negotiating difference, identity and the glass ceiling in sports information • Erin Whiteside, The Pennsylvania State University; Marie Hardin, Penn State • This research explores how women in college sports public relations, commonly called sports information, cope with their minority status and the related notion of a glass ceiling at their workplace. It follows the work of Wrigley (2002), who argues that women in public relations use several strategies to cope with existence of a glass ceiling, together which form a concept she calls "negotiated resignation." We explore this concept through conversations with women sports information directors and theorize about the implications of those characterizations.

More than just a pretty face?: Framing analysis of women and women journalists in Columbia Journalism Review, 1961-1991 • Amber Willard Hinsley, University of Texas-Austin • Women in American society are defined through the media, and journalists are powerful in selecting how women are framed. By studying a prominent trade publication, we discover how journalists may "learn" which frames to use when writing about women in general and in the journalism profession. Columbia Journalism Review was analyzed over thirty years, and three dominant themes emerged – women and female journalists as invisible figures, as wives and mothers, and as victims of discrimination.

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Media Management and Economics 2009 Abstracts

Posted by kysh on March 10, 2011 · Leave a Comment

Media Management and Economics Division

Divestiture Restructuring in the Media Industries: A Financial Market Case Analysis • Alison Alexander, University of Georgia; James Owers, Georgia State University • Much attention has been paid to restructuring in the media industries. Most of this attention has been directed at mergers and acquisitions and the associated increase in industry concentration. What has been largely overlooked is the extent of restructuring that reduces the size of media firms – divestitures. This paper examines several cases of major media divestitures and calibrates the impact of these sell-off and spin-off restructuring events on the value of divesting firms.

Corporate Restructuring in the Media Industries: Mergers, Acquisitions and Divestitures • James Owers, Georgia State University; Alison Alexander, University of Georgia • There has been extensive restructuring in the media industries in recent times. Motivations for these restructurings vary. In some cases firms are seeking to become larger by acquisitions while other firms seek to reduce their size by divestitures. While there is discussion of the effects of restructuring on media concentration, one of the major goals of top management is to make publically traded firms worth as much as they can.

Dimensions of News Media Brand Personality • Tae Hyun Baek, University of Georgia; Jooyoung Kim, University of Georgia; Hugh J. Martin, University of Georgia • This study explores the structure of news media brand personality across multiple media outlets including television network news, newspapers, and news magazines. Through a series of rigorous exploratory and confirmatory factor analysis procedures with an initial set of 229 personality traits that were reduced to the final set of 48 items, we found five brand personality dimensions that can be applicable to news media: Trustworthiness, Dynamism, Sincerity, Sophistication, and Toughness.

TV Reporters Perceptions of Organizational Influences on News Content and Coverage Decisions • Rita Colistra, West Virginia University • This study examined reporter perceptions of organizational-level influence on news content based on an original data from a national Web-based survey of TV reporters. More specifically, this study asks how, how often, and under what conditions do organizational forces attempt to influence television media and their coverage, and to what effect are they successful at doing so? The project also attempts to develop the little-studied area of agenda cutting.

A Discriminant Analysis of High-Definition Television Owners and Non-owners • Michel Dupagne, University of Miami; Paul Driscoll, University of Miami • A national random telephone survey was conducted to profile high-definition television owners based on demographics, media use, interpersonal communication, social participation, cosmopoliteness, perceived innovation attributes of new communication technologies, and ownership of communication technologies. Three of the nine adoption hypotheses were supported. HDTV owners were found to be younger, perceive higher relative advantage, compatibility, observability, and resources of new communication technologies, perceive lower complexity of new communication technologies, and own more communication technologies than non-owners.

A Growth Sector in a Mature and Troubled Industry: U.S. Free Daily Newspapers and their Content • Peter Gade, University of Oklahoma; Christopher Krug, University of Oklahoma • This study describes the journalism content, design, advertising, in-paper marketing and interactive elements in 10 U.S. free daily newspapers. Results indicate the stories are short, with nearly as many briefs as stories. Sports, entertainment, culture and lifestyles get frequent coverage. Most

content is national in scope and provided by wires. The advertising hole is surprisingly small, and advertisers are generally local enterprises.

Exploring the Influence of Strategic Entrepreneurship on Alliances in Web-based New Media Companies: A Case Analysis of Google and Yahoo • Fangfang Gao, University of Florida • This study conducted a case analysis of Google and Yahoo, the two prominent and representative Web-based new media companies that have expanded their business through series of alliances, exploring the influence of entrepreneurial mindset and strategic management of resources as the two important dimensions of strategic entrepreneurship (SE) on building alliances, gaining competitive advantages and achieving business success in new media companies. A new model of SE and alliance was proposed based on the findings.

The Determinants of Web Traffic in the Online News Industry: A Resource-based View • J. Sonia Huang, Department of Communication and Technology, National Chiao Tung University • The online news industry faces a fundamental challenge in whether it can produce enough quality content that generates revenue and profit at a level comparable to traditional media. This study operationally defines and tests the resource-based view of the firm in a national survey of the online news industry.

A Cross-Country Analysis of Fixed Broadband Deployment: Examination of Adoption Factors and Network Effect • Sangwon Lee, Jamestown College; Justin Brown, Winthrop University • Broadband infrastructure is a key component of the knowledge economy. Employing the largest secondary data set, this study examines adoption factors of fixed broadband. The result of nonlinear and linear regression analysis suggests local loop unbundling policy, platform completion between different broadband technologies and other diverse industry, ICT, and demographic factors influence fixed broadband diffusion. This empirical study also suggests that network effects and the effects of platform competition co-exist in many countries.

"Korean Wave": the Structure and Issues of the Korean Online Game Industry •Eun-A Park, University of New Haven • Korean games are now under a new spotlight, expanding their markets from Asia to countries in Europe and the Americas and becoming a new engine for "Korean Wave" that refers to the influence of Korean cultural enterprises on foreign countries. South Korea has been a unique model in the world by achieving the rapid growth of broadband infrastructures and part of this success has been attributed to ever-flourishing demands for interactive entertainment network games.

Business, Managerial, and Market Challenges and their Effects on the Foundations of U.S. Broadcasting Policy • Robert Picard, Jonkoping International Business School • This paper argues that the origins of U.S. radio policy, and the reasons for the differences with European nations, were driven by general industrial development policies, by previous decisions involving communications industries, by national financial and economic conditions, and by business and geographic challenges. These factors combined to create a policy environment in which the interests of private enterprises became predominant in developing radio and radio policy.

Burnout in an Online World: Measuring the Effects of New Media Tasks on Journalists • Ramona Wheeler, Brigham Young University; Caroline Christiansen, Brigham Young University; Austin Cameron, Brigham Young University; Todd Hollingshead, Brigham Young University; Brad Rawlins, Brigham Young University • A national online survey was administered to a sample of journalists to learn more about how new media tasks are impacting their jobs and if they are contributing to workplace burnout. Findings indicate that journalists are suffering from moderate levels of exhaustion and cynicism while maintaining fairly high levels of professional efficacy. The perception of new media tasks adding to workload is a contributing factor to journalists' burnout.

Kansas City Star newsroom layoff survivors aggressively cope with organizational change in an effort to maintain journalistic quality • Scott Reinardy, University of Kansas • In 15 months, the Kansas City Star newsroom has experienced five staff cuts that have reduced the newsroom from 290 to 149. Utilizing organizational development theory, this pilot study examined how Kansas City Star layoff survivors are coping with job security, organizational trust, organizational morale, job commitment and journalistic quality. Results indicate that the layoff survivors' control coping strategies – a take charge, aggressive approach – is positively associated with organizational trust, morale and organizational commitment.

Examining the Effects of Board Structure of Media Companies on Their Performance: A Stakeholder Perspective • Guosong Shao, University of Alabama • In the stakeholder context, this paper examines the effects of board structure of media companies on their performance. Results show that both the level of board interlocks and the proportion of non-independent directors on the board are positively associated with the financial performance of media companies, as measured by return on assets and return on equities. Results also show that the adoption of staggered boards has a positive effect on return on assets in media companies.

Thinking about Stakeholders: Compensation Arrangements of Media Companies and Their Performance • Guosong Shao, University of Alabama • Nowadays media companies are closely tying executive and director compensation to firm performance. Through regression analyses of the relationship between compensation structure of media firms and their performance, however, this paper found that adopting fixed compensation for CEOs and directors led to better financial and organizational performance. This thus offers support for stakeholder theory which posits that the fixed compensation system, essentially stakeholder-oriented, can better enhance the value of the firm.

Not-For-Profit Journalism: Emerging Business Models • Dan Shaver, Jönköping International Business School/MMTC • The economic problems facing the newspaper industry have stimulated a great deal of interest and debate regarding whether not-for-profit news organizations can address the problem of shrinking local news coverage due to diminished newsroom resources in for-profit newsrooms. Based on an analysis of current non-profit news organizations, this study identifies three not-for-profit business models and evaluates their sustainability and suitability as sources of quality local news.

The demand dynamics of online video markets: Informational cascades in the viewership of online videos • Clarice Sim, Nanyang Technological University; Wayne Fu, Nanyang Technological University • Despite the popularity of online user-created videos on platforms like YouTube, little is known about the factors which influence users' consumption decisions. The viewing of online videos is hypothesized to be influenced by word-of-mouth communication which triggers informational cascades. An empirical model is schemed and tested with data from the Internet Archive's moving images section. Results confirm the presence of informational cascades and that its effect is a function of quality uncertainty associated with videos.

Converging Competitors?: Board Interlocks in the Changing Media Landscape • Charlene Simmons, University of Tennessee at Chattanooga • Today many media corporations are linked together through interlocking boards of directors. Are these interlocks legal, especially in an ever-converging media environment? This study of interlocks finds that over 40% of leading media corporations are interlocked with another leading media company. The majority of these interlocks are legal under current media conditions, but that may change as media formats converge. Additionally, the legality of two board interlocks is questioned and discussed.

Weaving a Web within the Web: Corporate Consolidation of the Web, 1999-2008 • Charlene Simmons, University of Tennessee at Chattanooga • This study examines Web site ownership trends over a period of ten years to determine what whether corporate consolidation has occurred among popular Web properties. The study finds that the number of companies controlling the Web has decreased, while the number of properties operated by these companies has increased. Additionally, traditional media corporations have consolidated their influence over the Web through the acquisition of a number of popular Web properties.

Aligning media organizations with environmental changes: The role of strategic action as a managerial competency in South Africa's mainstream media newsrooms • Elanie Steyn, Gaylord College of Journalism and Mass Communication, University of Oklahoma; Derik Steyn, School Business • This paper outlines dimensions of strategic action as a managerial competency in South Africa's mainstream media. It highlights differences on the importance and implementation of this competency, given media management transformation in a post-apartheid society. Moderately and practically significant effect sizes were calculated between reporters' and first-line managers' experiences on all dimensions of this competency. Results emphasized the need to improve first-line news managers' strategic action skills to better align media organizations with societal changes.

Has Media Convergence Impacted the Merger and Acquisition Activity of Large Media Companies? • Dan Sullivan, University of Minnesota; Yuening Jiang, University of Minnesota • This study develops an analytical framework which helps explain how media convergence can lead changes in ownership decisions. It then uses empirical studies to examine trends in the evolution of media ownership with regards to media convergence and what impact, if any, the Internet and media convergence have had on M&A activity. The study finds that how a firm conceptualizes the Internet relative to its existing business has a significant impact on M&A activity.

Who Competes with Online Newspapers? An Empirical Analysis of Intra- and Inter-media Competition in Local and Long-distance Markets • Mengchieh Jacie Yang, University of Texas at Austin; Iris Chyi, University of Texas at Austin • Applying a media economics framework and based on the dual-geographic market definition, this study employed empirical data collected from users of 28 U.S. newspaper sites to explore the competitive relationships between online newspapers and other offline/online news sources. The results show that in both local and long-distance markets, online newspapers compete with portal news sites and print newspapers.

Measuring attention on the web: a model of attention dimensions of news and information sites • Nan Zheng, University of Texas at Austin • This study proposes a model for measuring attention on the web on three dimensions: popularity (unique audience), frequency (sessions per person), and length (time spent per person). An empirical analysis of news and information Web site traffic reports examines specifically how different attention dimensions relate to one another and what distinct attention patterns characterize different types of websites.

Newspaper 2009 Abstracts

Posted by kysh on March 10, 2011 · Leave a Comment

Newspaper Division

Open Competition
Losing Ground: The New York Times and Washington Post News Coverage of the May 2000 Israeli Withdrawal from Lebanon • Abhinav Aima, Penn State New Kensington • This content analysis of the May 2000 coverage of Israel's withdrawal from Lebanon, when compared with a previous study of coverage of Israel's 1996 attacks on Lebanon, shows distinct indicators of the presence of a "Late Breaking Foreign Policy" effect that Warren P. Strobel cites in his work, wherein the media tend to break free of traditional reliance of government sources and allies in times of crises when government is caught unprepared.

Framing them in order to hang them? Content analysis of the reporting of Zimbabwe and Zimbabweans in Botswana Print Media • Eno Akpabio, University of Botswana • The aim of the study was to find where news stories on Zimbabweans fall and to determine if the reports are objectivist or advocacy framed. The findings indicate that stories on Zimbabweans are advocacy framed as opposed to objectivist framed. Also, there are more stories on Zimbabweans

involvement in crime. Flowing from the one sided reports, we call for consideration of another aspect to the framing debate – frame up.

Too Old to Run?: Age, Race, and Gender in the 2008 Presidential Campaign • Ashley Kirzinger, Louisiana State University; Matthew Barnidge, Louisiana State University; Benjamin Jenkins, Louisiana State University; David Kurpius, Louisiana State University • This paper examines the newspaper coverage of four candidates during their campaigns in the 2008 presidential election: Palin, Clinton, Obama, and McCain. Using previous research on journalistic norms and routines, this study investigates not only how five different newspapers covered each of the candidates, but also how the newspapers covered specific age, race, and gender issues.

A Journalistic Ethics Scale: Measuring Constraints On Journalists • Jenn Burleson Mackay, Virginia Tech • This study builds off existing research to introduce a new journalistic ethics scale. The instrument measures the degree to which journalists tend to make acceptable ethical decisions when they face professional, organizational, and social influences. Journalists and scholars assisted in the development of the scale. Journalists working for metropolitan newspapers, community newspapers and television stations were administered the instrument. Community newspaper journalists tended to score higher on the scale than the other groups of journalists.

The Bay of Pigs-New York Times suppression myth • WJoseph Campbell, American University • The often-told anecdote of the New York Times censoring itself in advance of the Bay of Pigs invasion is, this paper finds, a media-driven myth. The paper presents compelling evidence demonstrating the Times reported closely on preparations for the CIA-backed invasion of Cuba in April 1961. The news Times' reports were detailed and displayed on the front page in the days before the ill-fated assault.

Narrative News Frames in the Changing Times: New York Times Coverage of Space Disasters in Three Eras • Jeffrey Cannon, Indiana University – Bloomington • The present study examined New York Times coverage of the three major U.S. space program disasters, the 1967 loss of Apollo 1 and the 1986 and 2003 losses of the space shuttles Challenger and Columbia, all of which occurred during the same week of a non-election year. Overall overage increased threefold from 1967 to 1986 and 2003.

Interactive News Presentation and its Effects on Evaluative Perception: Is Being "Closer" to the News Better? • Deborah Chung, University of Kentucky; Mina Tsay, University of Kentucky • The current study investigates the effects of different online newspaper presentation styles on the evaluative perceptions of news audiences. An experiment (N = 251) was conducted to examine the influence of relevance and five interactive formats on site engagement, coherence, credibility, and intention to visit the site, along with content clarity, credibility, and objectivity.

U.S. Online Newspapers' Performance in Local Markets: A Struggle of Inter- and Intra-Media Competition • Iris Chyi, University of Texas at Austin; Seth Lewis, University of Texas at Austin • To portray a realistic picture of the competitive landscape online for local newspapers, this study examined 68 local papers and their performance in both inter- and intra-media competition contexts—i.e., how they competed vis-à-vis their print counterparts and other Web sites for the attention of local audiences.

The Internet is a Dangerous Place: Newspaper Portrayal of the Internet Between 1988 and 1995 • Sabryna Cornish, Northern Illinois University • This paper examines the way the internet was portrayed by mainstream media when it first began to take hold in conventional society and offers insights into the social construction of the technology. This study looks for patterns in the type of information available to the public about the internet through a content analysis of newspapers. Established frames are then examined to determine the patterns that exist in the newspaper coverage of the new technology.

Narrating the Bloodbath: How U.S. and Finnish Newspapers Framed the Virginia Tech and Kauhajoki Shootings • Ruth DeFoster, SJMC, University of Minnesota; Meagan Manning, SJMC, University of Minnesota; Teemu Palokangas, SJMC, University of Minnesota • This study compares how the New York Times and the Helsingin Sanomat of Finland framed coverage of high-profile school shootings in each country. A content analysis examined sourcing trends in each newspaper. The Sanomat relied more on societal-level sources, while the Times used more individual-level sources. There was also a striking disparity in coverage of victims—the Sanomat included almost no coverage of victims, while 20% of the Times articles prominently featured victim coverage.

Framing legislative debate: Measuring bias in coverage of opposing ideological issues in the objective and conservative press • Matt Duffy, Georgia State University • A content analysis looks for assertion bias in the coverage of two issues in two newspapers. The researcher examined the New York Times as an example of the objective press and the Washington Times as an avowedly conservative paper. The two issues—welfare reform and campaign finance reform—curried favor with opposite ideological camps. The study finds a conservative bias in the Washington Times and a mirror-opposite liberal bias in the New York Times.

Adoption of Digital Photographic Archives by U.S. Newspapers and Potential Effects on the Historical Record • Keith Greenwood, University of Missouri • U.S. daily newspapers were surveyed (N = 105) to determine how digital photographic archives were created. The results affirm diffusion and organizational change suggestions that organizational characteristics such as size influence the decisions that are made and that innovations that fit well within the established routines of the organization are likely to be successfully adopted.

Did Enterprise Reporting Challenge Access Reporting and the Administration's Line on WMDs?: Comparing Newspaper Sourcing in the Run-up to the Iraq War • Patricia Hart, University of Idaho; Kenton Bird, Univeristy of Idaho • This study examines newspaper reporting of three major U.S. news organizations between 911 and the Iraq invasion in light of subsequent criticism that reporters were uncritical in their use of government-supplied information supporting invasion of Iraq. The study asks whether the New York Times, which published an apology for providing uncritical reporting, was more or less balanced than the Washington Post or Knight Ridder papers in sourcing, including citing more varied, international, and nongovernment authorities.

It's an Old Story: Cautionary Work Tales That Journalists Use to Connect to Ethics • Mary Hill-Wagner, affiliation • This study examines how reporters use workplace or newsroom narratives as guides for correct action in making ethical decisions. This analysis, based on in-depth interviews, employs the theory of narrative inquiry from the field of communication. The study shows that these narratives can lead to discussions on broader ethical matters.

Obituaries online: New connections with the living — and the dead • Janice Hume, University of Georgia; Bonnie Bressers, Kansas State University • This study examines online obituary pages at nine major U.S. daily newspapers seeking to understand how these sites use new technologies, and how they publicly portray people's lives and deaths. These mainstream dailies provide a forum, and potentially large audiences, for mourners who send messages to the dead, express emotion, and tell stories. They also facilitate connections between readers and build new kinds of virtual communities. This represents a departure from traditional obituary content.

National Survey Finds Health Journalists Are Earnest about Their Educator Roles, Especially Newspaper Journalists • JiYeon Jeong, University of Missouri; María Len-Ríos, University of Missouri; Amanda Hinnant, University of Missouri • A national survey (N=774) of health journalists reveals that newspaper health journalists ascribe more importance to their professional roles than do health journalists working for other news delivery channels or newspaper journalists. Overall, health journalists earnestly strive to an educator role. This is critical considering the high stakes for translating scientific/medical details to help people lead more healthful lives. Personal characteristics, motivations, and workplace attributes are also examined as they relate to role conceptions.

News Framing of HIV/AIDS in Uganda: Comparative content analysis of government owned and private press • James Kiwanuka-Tondo, North Carolina State University; Fay Payton, North Carolina State University; Kelly Albada, North Carolina State University • Though new frames for HIV/AIDS have been examined in developed nations, research that has investigated the presentation of AIDS by African press is sparse. Moreover, what little research exists has examined news frames over a limited time frame (e.g., one year), and has failed to consider the impact of media ownership on these news frames.

Issues, Candidate Characteristics and the Horse Race: Newspaper Coverage of the 2008 U.S. Presidential Election • Dominic Lasorsa, University of Texas at Austin • An analysis of New York Times and Cleveland Plain Dealer coverage of the 2008 U.S. presidential election found that both policy issues and candidate characteristics received more attention than the horse race. Obama received more coverage and more favorable coverage than McCain. McCain and his supporters served as sources more than did Obama and his supporters. The study also found differences between the newspapers, including that Times coverage was more negative than Dealer coverage.

"It's All About the Web Hits Here:" How and Why Journalists Create Audio Slideshows • Jonathan Lillie, Loyola College • Most newspapers now produce multimedia in an attempt to increase profits from online editions. Since only a handful of studies address aspects of multimedia news production, additional research is needed, which can hopefully help newspaper journalists successfully change, and save, their industry during this period of profit loss and mass layoffs.

Mapping local news: A research methodology • April Lindgren, Ryerson University • This paper introduces a methodology that applies traditional content analysis and computer-based geovisualization to journalism research so that investigators can map and visually explore patterns of local news coverage in an urban setting. The exploratory power of this information visualization approach is illustrated in a case study that investigates the Toronto Star (print edition) newspaper's coverage of 13 geographically defined pockets of social need and poverty in Toronto, Ontario.

The Use of Anonymous and Transparent Sources in International News • Renee Martin-Kratzer, University of Florida • This study focuses on the use of anonymous sources in newspapers and found that international stories included these sources in 28% of stories compared to 5% of domestic stories. In addition, international stories that related to the U.S. were more likely to include anonymous sources. However, the use of anonymous sources did not vary according to story origination, length or placement.

Using Equity-based Performance Measures to Build a Community-based Brand • Dan Sullivan, University of Minnesota; Rachel Davis Mersey, Northwestern University • Despite competition, newspapers still have a potential competitive advantage as a community resource and leader. Therefore, if newspapers want to succeed, they need to position themselves as "community assets." This research establishes the current measures of circulation and penetration as weak indicators of community service, and presents a simple and straightforward measure of how well a given newspaper serves its entire community using a summary statistical measure of inequality, the Gini coefficient.

Use of Infographics in Understanding an Environmental Health Risk • Barbara Miller, Elon University; Brooke Barnett, Elon University • A between participants factorial experiment tested the impact of graphic versus textual presentation of an environmental health risk. Results show the inclusion of the infographic did not lead to enhanced understanding of the probability of the health risk. However, participants who saw the map alone were less likely to believe that industries might release chemicals in their community and less likely to report a sense of internal control regarding the risk posed in the story.

Ideology of internationalism gives a significance to English-language newspapers in Japan • Hiroko Minami, University of Oregon • This paper discusses the raison d'être of English-language newspapers in Japan where English is not the native language. This study argues that the ideology of Japanese internationalism (manifested by publishing English-language newspapers) substantially contributes to their sustainability. The patriarchal Japanese industrial system, keiretsu, also keeps English-language newspapers running. The prevalence of these cultural institutions does not necessarily mean, however, that English-language newspapers in Japan are immune from the influence of the neo-liberal global economy.

Source Diversity within Hyperlocal Reporting • Paul Niwa, Emerson College • Hyperlocal is an emerging strategy for newspapers. This study compares source diversity in Asian Pacific American neighborhood coverage with another study

of regional reporting. It finds that sourcing of non-elites is enhanced by proximity and by a reporter's racial in-group. This shows the potential journalistic benefit of both hyperlocal coverage and newsroom diversity. Newsrooms that terminate workers based on seniority may be eliminating reporters who can best implement the hyperlocal strategy in ethnic neighborhoods.

Website Format or Media Experience Driven? A Test of Perceptions of Online Messages • Jennifer Greer, University of Alabama; Po-Lin Pan, University of Alabama; Kelly Frank, University of Nevada; Paula Lee Hobson, University of Nevada; Crystal Soderman, University of Nevada • By manipulating branded editorial, branded blog, and non-branded blog in a between-subjects experiment, this study examined perceptions of online message credibility, quality, preference and persuasiveness. The study was designed to examine whether online website format and personal experience with mass media would come into play when media users evaluated the news and information of branded and non-branded websites.

Information Recall of Internet News: Does Design Make a Difference? A Pilot Study • Val Pipps, The University of Akron; Heather Walter, The University of Akron; Kathleen Endres, University of Akron; Patrick Tabatcher, The University of Akron • This study looked at the effect of the design of online news presentation on content recall. One of four versions of a story were read online. Results of a post-test showed that recall was significantly higher after students read the text only or abbreviated text with photos and captions options over photos with captions and videos or animated graphics.

Bad bugs: U.S. newspaper coverage of antibiotic resistant staph bacteria, 1998-2007 • Paula Rausch, University of Florida; Debbie Treise, University of Florida; Heather Edwards, University of Florida College of Journalism & Communications; Eli Perencevich, University of Maryland School of Medicine • This study examines U.S. newspaper coverage of methicillin-resistant Staphylococcus aureus using Social Representation Theory to understand how these media portrayals may have affected public perception about this potential threat. Large majorities of articles discussed both hospital-acquired MRSA, and the much less common community-acquired MRSA, with this trend changing over time. MRSA was often described using potentially threatening language, with risk the most common topic of discussion, occurring more often than prevention, transmission, symptoms, and treatment.

When is a lead not really a lead? Sampling Error During the 2008 Presidential Election • Matthew Reavy, University of Scranton • This study examines how three prestige newspapers reported polling data during the 2008 presidential election. Of special note is their handling "marginal differences" that fell within sampling error. The study confirms hypotheses suggesting that the newspapers would overemphasize differences that could be explained by sampling error alone. Additional hypotheses testing suggestions from previous research that the New York Times would perform better than the other two newspapers were also confirmed.

The New Dynamic in Corporate Media Relations: Are Fortune 500 Virtual Press Rooms Useful to Journalists? • Justin Pettigrew, University of Georgia; Bryan Reber, University of Georgia • This study examines the use of dialogic components of Fortune 500 Company Web site press rooms. A content analysis of all Fortune 500 company press sites examined site content. Results showed that corporations have increased their Web presence, and that dialogic components on the Web are improving for journalists' use. This study also suggests that operationalized elements of dialogic theory as it applies to the Web should be continually revisited as technology develops.

Weathering the storm: How newspaper sports editors have adapted during changing times • Jesse Temple, University of Kansas; Scott Reinardy, University of Kansas; Max Utsler, University of Kansas • This study examined how newspaper sports editors at some of the nation's top daily sports sections from the Associated Press Sports Editors 2007 judging contest have coped with budget cuts as the industry struggles through difficult economic times. Through interviews and a survey, sports editors said staff reductions and Internet demands have created more work for their staffs with less time to do a good job.

Is Not-For-Profit Journalism the Key to the Future of News? • Dan Shaver, Jönköping International Business School/MMTC • Bankruptcy filings and newspaper closings have intensified the debate about whether not-for-profit newspapers can fill the gap in local news coverage created by shrinking newsroom resources at for-profit newspapers. This study examines the two major not-for-profit newspaper models and assesses their potential for sustainability and quality local coverage. It identifies opportunities and potential difficulties.

Are Blogs Changing the News Values of Newspaper Reporters? • Mary Lou Sheffer, University of Southern Mississippi; Brad Schultz, University of Mississippi • Traditional news outlets such as newspapers are incorporating blogs as part of their content in an effort to reach new audiences. Because blogs are typically opinionated and personal how newspapers present their blogs could indicate a shift from traditional journalism values. This content analysis sought to investigate several categories (news, sports, politics and entertainment) of newspaper blogs in terms of personal opinion/commentary, attribution and transparency.

The Impact of Newsroom Cutbacks on Newspaper Revenue: An Empirical Financial Analysis • Shrihari Sridhar, University of Missouri, Trulaske College of Business; Esther Thorson, University of Missouri; Murali Mantrala, University of Missouri, Trulaske College of Business • The newspaper industry is faced with troubled times. Executives continue to find ways to withstand the onslaught of various economic forces. However, an empirically observed phenomenon is that a) they have been resorting to cost-cutting measures and b) these cost-cutting measures are more pronounced in the newsroom departments. Scholars disagree with these cutbacks, arguing they constitute a myopic attempt to preserve high profit-margins which ignores the erosion of newspaper revenue.

Newspapers and Urban Growth: How an old Medium Responds to a Growing Trend • Gordon Van Owen, University of Florida • This study examines the impact of urban growth on The Orlando Sentinel and staff perceptions of that change. By analyzing in-depth interviews conducted with staff members from the editorial, circulation, and advertising departments, this study reveals trends that may be occurring on a larger scale at other newspapers across the state and country.

Dynamic Content in American Online Newspapers: Life and Updates in Lead News • Jin Xu, Winona State University • This research examines the life and update of lead news stories on newspaper sites and how they differ concerning newspaper size and story's geographic focus. The sample includes 59 large, medium and small newspapers. By monitoring their lead news, it has documented the story life, update count, update interval, update immediacy and update clustering. It concludes that timeliness is a distinct hallmark but its degree is determined by newspaper size, not by story's geographic focus.

Student Papers

Effects of a trend: The influence of user comments on readers' perceptions of online newspapers • Erin Ash, Pennsylvania State University; Kirstie Hettinga, Penn State; Daniel Halpern, Pennsylvania State University   Online newspapers provide comment forums to generate a sense of community for audiences • This research investigates the relationship between the presence or absence of user-generated comments and perceived journalistic quality. A 2×2 between subjects experiment (N = 96) showed when comments were present, individuals perceived lower levels of reporting quality, yet liked the articles more. Also, sense of online community moderated the relationship between comments and story liking. Theoretical and practical implications are discussed.

Attribute Agenda-Setting and Changing: A Comparative Analysis of U.S. and Korean Media Coverage of The Virginia Tech Shootings • Kanghui Baek, The University of Texas at Austin; Kangkyung Baek, Michigan State University • This study compares U.S. and Korean newspapers' coverage of the Virginia Tech shootings for the month following the event. By applying attribute agenda-setting theory, this study shows how the Washington Post focused more on "societal" and "anecdotal" levels of attribute agendas, while the Chosun Ilbo focused more on "international" and "individual" levels. Furthermore, this study examines the differences in the two newspapers' patterns of attribute agenda-setting across the four agenda levels throughout the event's life span.

Framing a war and a people: The words portraying Iraqi violence • Jacob Dittmer, University of Oregon • This study explores what words are selected in portraying Iraqis and the violence that has plagued the country since the U.S. invasion. Through a content analysis of two newspapers' stories on Iraq over the course of two years, this study examined the prevalence of certain words compared with others. This study also explored what sources were used in connection with certain frames and how they were attributed.

Change to Believe In? • Jeff Lemberg, University of Maryland • News media trade publications often use critiques and criticisms in an effort to shame the press into better serving their audiences. This analysis of coverage in the trade press about USA Today, from its founding in September 1982 through September 1987, revealed significant tensions over the relationship between traditional journalistic values and organizational change in the newspaper industry.

Attracting the Newspaper Reader in a New Domain: Dimensions of User Interest in News Content Online • Seth Lewis, University of Texas at Austin; Mengchieh Jacie Yang, University of Texas at Austin • To enhance our understanding of online news consumption, this study went beyond analyses of medium preference to explore issues of content interest: (1) identifying clusters of interest among online newspaper readers, and (2) comparing those dimensions across differences in users' demographics, frequency of news-seeking, and offline relationship with the newspaper. Through an analysis of reader survey data (N=25,964), we found nine reliable classifications of content interest and distinct user types that were associated with them.

When Reporters Blog: Gatekeeping in mainstream newspapers' blog coverage of ongoing and breaking news events • Bartosz Wojdynski, University of North Carolina at Chapel Hill • This exploratory study sought to analyze whether news event blogs that are published by mainstream newspapers adhere to conventional journalistic norms with regard to sources both cited and referenced in links. Analysis of 416 blog posts from four separate ongoing and breaking news blogs show support for the extension of mainstream media's traditional gatekeeping function to news blogs, in addition to newer functions such media criticism and rapid information dissemination.

Community Newspaper Reading Fosters a Sense of Social Cohesion • Masahiro Yamamoto, Washington State University • A long tradition of research in sociology and mass communication suggests that community newspapers serve community social organization by disseminating a pattern of content that promotes common community values and goals. Building on past community newspaper research, this study tests whether community newspaper reading has a direct positive effect on an individual's sense of social cohesion.

Special Call for Newspaper Industry Research Papers

One Product, Three Markets: How Market Segmentation Informs Newspapers about their Online Readership • Iris Chyi, University of Texas at Austin; Mengchieh Jacie Yang, University of Texas at Austin; George Sylvie, University of Texas at Austin; Seth Lewis, University of Texas at Austin; Nan Zheng, University of Texas at Austin • This study proposes a market segmentation approach for analyzing online newspaper readership. The model first distinguishes long-distance users from local users (based on geographic proximity) and then differentiates between two classes of local users—hybrid and online-only readers (based on the use of multiple product formats). Analysis of online reader survey data from 28 U.S. newspaper Web sites outlines each of the three market segments. Marketing and advertising implications are discussed.

Perceived Differences in Credibility of Traditional News Channels Compared to Online News Channels • Audrey Post, Florida State University; jonathan adams, The Florida State University; Juliann Cortese, Florida State University; Gary Heald, Florida State University; John DuBard, The Florida State University • Much of the research measuring credibility of news across platforms over the past 10 years has been limited to newspapers, television and a broad category called "online." This study narrowed the focus by comparing the perceived credibility of traditional media with the perceived credibility of their online counterparts, as well as with online-only news sites. It also compared the perceptions of college students and older adults.

Kansas City Star journalists cope with stress and self-affirmation following layoffs • Scott Reinardy, University of Kansas • Steele's (1988) self-affirmation theory posits that when faced with a threat, self-esteem, self-identity and personal control are affected. For layoff survivors, there are threats to job security, job quality and job satisfaction. In 15 months, the Kansas City Star newsroom was downsized by nearly half. The purpose of this pilot study was to examine the self-affirmation of Kansas City Star layoff survivors and their job security, job quality, job satisfaction and coping strategies.

Role Call: 2008 Campaign and Election Coverage on the Websites of Leading U.S. Newspapers • Jane B. Singer, University of Central Lancashire / University of Iowa • This study, based on a survey of online editors, explores how websites affiliated with leading U.S. newspapers covered the 2008 campaign and election. As the third in a series, it traces changes over a decade in which the internet moved from the periphery to the center of political, public, and media attention. Although the 2004 study suggested online editors were rethinking their function as information gatekeepers, this version indicates a reassertion of traditional journalistic roles.

Experimenting with Interactive Media: Negotiating the Role of Digital Media in News Organizations • Matthew Weber, University of Southern California • This research presents a case study of the evolving nature of the news media industry, from both a micro- and macro-level perspective. After reviewing currents industry trends, as well as previous theoretical work, this study then illustrates the variance in organizational patterns in the news media industry, from traditional hierarchies to network-based modified organizational patterns.