### AAA 2018 PRE-CONFERENCE

**THURSDAY, March 22**

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<th>Event</th>
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<tr>
<td>Executive Committee Meeting</td>
<td>8:30 am – 5:30 pm</td>
<td>Capital</td>
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<tr>
<td>Pre-Conference 1 (Separate Registration Required)</td>
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**DIGITAL ADVERTISING & ETHICS: RESEARCH, TEACHING, AND PRACTICE**

**Chairs:**
- Saleem Alhabash & Kjerstin Thorson, Michigan State University
- Minette (Meme) Drumwright & Kathryn Pounders, University of Texas-Austin

**Financial Ballroom Foyer**

**8:00 – 8:45 am Pre-Conference**

**Registration and Coffee**

**8:45 – 9:00 am Welcome and Introductions**

- Saleem Alhabash, Michigan State University

**9:00 – 10:30 am**

**Advertising Ethics: From Theory to Practice**

**Moderator:** Esther Thorson, Michigan State University

- The News About Fake Advertising: Advertising Ethics in the Digital Landscape
  - Margaret Duffy, University of Missouri

- Key Principles in Avoiding ‘Moral Myopia’ in Advertising
  - Patrick Lee Plaisance, Colorado State University

- Transparency Builds Trust
  - Wally Snyder, Institute for Advertising Ethics
Behavioral Ethics and Digital Advertising
Minette (Meme) Drumwright, University of Texas-Austin

Have the Ethics in Advertising Changed?
Erin Schauster, University of Colorado Boulder

10:30 – 10:45 am Coffee Break  Financial Ballroom Foyer

10:45 – 12:00 pm  Treasury
Data, Privacy, and the Changing Face of Advertising
Moderator: Kjerstin Thorson, Michigan State University
Digital Darkness? Ethical Considerations in Digital (as Compared to TV) Political Advertising
Erika Franklin Fowler, Wesleyan University
The End of Persuasion
Kip Cassino, Borrell Associates
Algorithms and Data Do Not Understand Love
Elizabeth Ross, Periscope

12:15 – 1:00 pm Lunch for Participants  Bill’s Restaurant

1:00 – 2:30 pm  Treasury
From Dislikes to Likes: The Future of Digital Advertising
Moderator: Hairong Li, Michigan State University
Paying Attention: Ethical Implications for Strategizing Attention
Brittany Duff, University of Illinois
Bridging the Divide: Policy and Industry Related Ethical Considerations for Native Advertising
Nathaniel Evans, University of Georgia
Ethics of Artificial Intelligence: Lessons from the Front Line
Jason Jercinovic, Havas
Are AR Services Benefiting Consumers or Marketers? For a More Ethical Development of AR Applications
Stéphanie Gauttier, University of Twente
Unlocking Networks
Marcus Collins, Doner

2:30 – 2:45 pm Coffee Break  Financial Ballroom Lobby

2:45 – 4:15 pm  Treasury
Teaching Ethics to Future Advertisers
Moderator: Minette (Meme) Drumwright, University of Texas, Austin
Not an Oxymoron: Advertising Ethics & Vulnerable Populations for Undergraduates
Elizabeth Taylor Quilliam, Michigan State University
Digital Advertising Ethics Across Cultures & Countries
Carrie La Ferle, Southern Methodist University
Teaching about Malpractice in Advertising: The U.S. Context
Jef I. Richards, Michigan State University

Tips and Resources for Teaching Advertising Ethics in a Digital Environment
Kathryn Pounders, University of Texas-Austin

Sharing Experiences
Open Discussion

4:15 – 4:30 pm  
Closing Remarks and Future Plans

Treasury

Pre-Conference Organizers

Pre-Conference 3 (Separate Registration Required)
1:00 – 4:30 pm

IMC IN TRANSMEDIA ERA: VOICES FROM INDUSTRY

Location: Publicis Media, 375 Hudson St., New York, NY 10014

12:30 pm Meet in Hotel Lobby. We will share Uber rides to Publicis.

Moderators: Jooyoung Kim, University of Georgia
Lori DePace, Publicis Health, NYC

Opening Welcome
JD Cassidy, Managing Director of Saatchi & Saatchi Wellness

Tour of Agency

Panel Presentations

“Current Views on IMC and Its Future Direction in Digital Age”
David Paragamian, Managing Director, Razorfish Health

“Right Mix of Touch Points in Digital Age: Traditional and New Media”
Isabel Nie, VP/Global Search Director, Blue449

“Creative in Digital Era: What Matters”
Jon Hackett, SVP, Director, Emerging Technology of Publicis North America

“How the Digital Revolution Changed the Ad Planning Process”
TBA

3:30 – 4:30 pm Post-session interaction with panelists
**FRIDAY, March 23**

### 7:30 – 8:30 am

**First Timers’ & Mentors’ Breakfast**  
Financial I

If this is your first AAA Conference, please join us for a complimentary continental breakfast to meet some of your colleagues and learn more about the association.  
*Sponsored by: University of Florida*

### 8:30 am – 5:00 pm

**Exhibits and Registration**  
Grand Ballroom Foyer

**Publications Committee Meeting**  
(For Committee Members Only)

### 8:30 – 10:00 am

**Session 1.1:**  
Salon A

**Information Processing**

Consumer Responses to Time-Restriction: Role of Construal Level and Advertising Appeal

- Hyuksoo Kim, Ball State University
- Yunjae Cheong, Hankuk University of Foreign Studies
- Kihan Kim, Seoul National University

Understanding the Interplay between Control and Regulatory Focus on Advertising Effectiveness

- Naa Amponsah Dodoo, Emerson College
- Linwan Wu, University of South Carolina

Effects of Construal Level and Need for Cognition on Consumers’ Responses to Temporally Framed Benefits

- Seounmi Youn, Emerson College
- Hyuksoo Kim, Ball State University
Exploring the Influence of Future Time Perspective on the Effectiveness of Process- and Outcome-Focus Mental Simulation in Advertisements

Linwan Wu, University of South Carolina
Sun-Young Park, University of Massachusetts-Boston
Ilyoung Ju, Bowling Green State University

Moderator: Herbert Jack Rotfeld, Auburn University

Session 1.2: Salon B
WOM and Viral Advertising

A Network Approach to Viral Advertising: The Role of Traditional Influencers, New Influencers and Low-influencers
Itai Himelboim, University of Georgia
Guy Golan, University of South Florida

Brand Feedback's Effects on Purchase Intentions and Word-Of-Mouth Recommendations: Mediating Roles of Justice Perception and Satisfaction
Manu Bhandari, Arkansas State University
Shelly Rodgers, University of Missouri
Viet Nguyen, Arkansas State University

Discourse Analysis of Online Product Reviews in Online Shopping Websites in the Aspect of Digital Consumerism and Culture
Haseon Park, University of North Dakota
Joonghwa Lee, University of North Dakota

Offline Advertising as a Driver of Consumers' Online Brand Engagement on Social Media
Hilde Voorveld, University of Amsterdam
Theo Araujo, University of Amsterdam
Stefan Bernritter, University of Amsterdam
Edwin Rietberg, Dentsu
Rens Vliegenthart, University of Amsterdam

Moderator: Shu-Chuan (Kelly) Chu, DePaul University

Session 1.3: Empire
Gender Issues in Advertising

"I Owe My Life to the Kind Individual Who Called the Helpline, Else, I wouldn't Be Here Telling My Story": Exploring the Interplay of Self-Views and Social Distance in Narrative Advertising on Domestic Violence Prevention in India and the United States
Sidharth Muralidharan, Southern Methodist University
Eunjin (Anna) Kim, Southern Methodist University

Gender Differences in Arousal Prime Effects on Humor Advertising
Hye Jin Yoon, Southern Methodist University
Yoon-Joo Lee, Washington State University
Female Power Portrayals in Ads, Underlying Dimensions
Elika Kordrostami, Humboldt State University
Russell Laczniah, Iowa State University

The Role of LGBTQ Images on Brand Resonance: Comparing LGBTQ+ and Non-LGBTQ+ Video Game Consumers
Sindy Chapa, Florida State University
Samantha Sumler, Florida State University

Moderator: Peggy J. Kreshel, University of Georgia

Session 1.4: Salon C
Special Topic:
Preparing Undergraduate Students for Industry by Enhancing Research and Communication Skills

Chair: Patricia Huddleston, Michigan State University

Panelists:
Anna R. McAlister, Endicott College
Elizabeth Quilliam, Michigan State University
Dawn Pysarchik, Michigan State University
Juan Mundel, DePaul University
Ken Walker, Campbell Ewald
Brittany Thomas, Michigan State University
Shannon Harris, Endicott College

10:00 – 10:30 am
Coffee Break
Grand Ballroom Foyer
Sponsored by: Southern Methodist University

10:00 – 10:30 am
Journal of Advertising Editors’ Meeting Seaport
Journal of Advertising Editor-in-Chief and Associate Editors only

10:30 – 12:00 pm
Session 2.1: Salon A
The Creative Mystique

Creative Thinking: Insights from Advertising Educators and Practitioners
Sabrina Habib, Winthrop University
Thomas Vogel, Emerson College
Jorge Villegas, University of Illinois at Springfield

Five Years and Little Change: Tracking Advertising Creative Women in the United States
Jean Grow, Marquette University
Tao Deng, Michigan State University

The Role of Consumer Insight in Creative Advertising Development: Essential Aid or Cognitive Bias?
John Parker, Macquarie University
Scott Koslow, Macquarie University
Session 2.2: Social Media

Social Media Advertising Research during 2006-2016: Literature Review through the Lens of Communication Process Model
   Jing Yang, Loyola University Chicago

An Eye-Tracking Study to Examine the Visual Attention of Ads on Social media
   Yongick Jeong, Louisiana State University
   Gawon Kim, Louisiana State University

Consumers’ Engagement with TV Events: The Iterative Relationship Between Viewing Ratings and Engagement Behaviors on Twitter
   Ewa Maslowska, University of Amsterdam
   Claire Segijn, University of Minnesota-Twin Cities
   Theo Araujo, University of Amsterdam
   Vijay Viswanathan, Northwestern University

Starring in Your Own Snapchat Advertisement: Influence of Self-Brand Congruity, Self-Referencing and Perceived Humor on Brand Attitude and Purchase Intention of Advertised Brands
   Joe Phua, University of Georgia
   Jihoon (Jay) Kim, University of Georgia

Moderator: Yolanda Cal, Lynn University

Session 2.3: Cause-Related Advertising

I’m Stigmatized and I Know it: Stigmatizing Appeals Effectiveness in Social Marketing
   Iulia Nitu, Université Jean Moulin Lyon 3
   Sonia Capelli, Université Jean Moulin Lyon 3

The Positive Side of Guilt Appeals: When Effort Enhances Compliance Toward Negative Induced Emotions in Advertising
   Sigal Segev, Florida International University
   Juliana Fernandes, University of Miami

Can We Find the Right Balance in Cause-related Marketing? Analyzing the Boundaries of Balance Theory in Evaluating Brand-cause Partnerships
   Joseph Yun, University of Illinois
   Brittany Duff, University of Illinois
   Patrick Vargas, University of Illinois
The Effects of Cause Proximity and Message Strategy in Cause-related Marketing Advertising on Attitude toward the Ad: The Mediating Role of Advertising Believability

Taemin Kim, Incheon National University
Jhih-Syuan (Elaine) Lin, National Chengchi University
Hyejin Kim, University of Minnesota-Twin Cities

Moderator: Kasey Windels, Louisiana State University

Session 2.4: Salon C
Special Topic: Technology Innovation and Advertising: Implications for Education and Research

Moderators:
Jooyoung Kim, University of Georgia
Sharon Hudson, Advertising Educational Foundation

Panelists:
Barry Wacksman, R/GA
Alison Demos, Ogilvy & Mather
Preeya Vyas, Saatchi & Saatchi
Charles Ray Taylor, Villanova University
Karen King, University of Georgia
Grace Ahn, University of Georgia

12:00 – 2:00 pm
12:15 pm Financial Ballroom
Academic-Industry Panel & Luncheon
Will Advertising and Marketing be Replaced by Robots?

Moderators:
Michelle Nelson, AAA President & University of Illinois
Gordon McLean, President & CEO, Advertising Educational Foundation

Panelists:
Tara Deveaux, Chief Marketing Officer, BBDO New York
Brian Fetherstonhaugh, Worldwide Chief Talent Officer, The Ogilvy Group
Jef I. Richards, J.D., Ph.D., Professor, Department of Advertising & Public Relations, Michigan State University

2:00 – 3:30 pm
Session 3.1: Salon A
Practitioner-Oriented Research

Explaining Turnover Intention in Advertising Agencies: The Roles of Job Satisfaction and Organizational Commitment
Jun Heo, Louisiana State University
A-Reum Jung, Louisiana State University
Achieving Strategic Digital Integration: Views from Experienced New York City Advertising Agency Professionals
  Courtney Carpenter Childers, University of Tennessee
  Eric Haley, University of Tennessee
  Sally McMillan, University of Tennessee

Advertising Primed: How Professional Identity Affects Moral Reasoning
  Erin Schauster, University of Colorado-Boulder
  Patrick Ferrucci, University of Colorado-Boulder
  Edson Tandoc, Nanyang Technological University
  Tara Walker, University of Colorado-Boulder

The Relationship Between Persuasion Knowledge and Advertising Investment: What Drives What?
  Martin Eisend, European University Viadrina
  Farid Tarrahi, European University Viadrina

Moderator: Scott R. Hamula, Ithaca College

Session 3.2: Salon B
Big Data Methods in Advertising Research

Reactance to Personalization: Understanding the Drivers Behind the Growth of Ad Blocking
  Nancy Howell Brinson, University of Alabama
  Matthew S. Eastin, University of Texas- Austin

Two Decades of Scholarly Research in Advertising: Beyond the Leading Journals
  Joe Bob Hester, University of North Carolina at Chapel Hill

You Reap Where You Sow and Trust Is the Key to Successful Seeding: Computational Research Applying the Trust Scores in Social Media (TSM) Algorithm
  Jisu Huh, University of Minnesota
  Hyejin Kim, University of Minnesota
  Bhavtosh Rath, University of Minnesota
  Xinyu Lu, University of Minnesota
  Jaideep Srivastava, University of Minnesota

Mining Influencer Marketing Messages: Investigating Consumer Responses to Brand- vs. Influencer-Generated Ads
  Chen Lou, Nanyang Technological University
  Sang-Sang Tan, Nanyang Technological University
  Xiaoyu Chen, Nanyang Technological University

Moderator: Valerie Jones, University of Nebraska-Lincoln
Session 3.3: Empire
Augmented and Virtual Reality

Does Device Matter in VR Advertising? Perception and Memory of Virtual Reality Branded Content
Yanyun Wang, University of Illinois
Jie Shen, University of Illinois
Rachel Yang, University of Illinois
Chen Chen, University of Illinois
Mike Yao, University of Illinois
Michelle Nelson, University of Illinois

Corporate Social Responsibility in Virtual Reality: A Walk in Their Shoes
Kwangho Park, Troy University
Jaejin Lee, Florida State University
Kim Minkil, Troy University
Kim Sanghoon, Florida State University

Using Augmented Reality to Overlay Branded Content on the Face: To What Extent Do Type of Augmentation (Self/Other) and Use Experience (Active/Passive) Affect Brand Responses?
Anne Roos Smink, University of Amsterdam

Enhancing Destination Image through Virtual Tours: The Mediating Role of Spatial Presence
Jihoon (Jay) Kim, University of Georgia

Moderator: Steven Edwards, Southern Methodist University

Session 3.4: Salon C
Special Topic: Creativity, Data, and Artificial Intelligence: The New Team

Moderators:
Jorge Villegas, University of Illinois at Springfield
Thomas Vogel, Emerson College
Sabrina Habib, Winthrop University
Jeff Williams, University of South Carolina

Panelists:
Darren "Daz" McColl, Chief Brand Strategy Officer of SapientNitro
Marianna Dutra, Associate Creative Director, Publicis NY
Peter Karlson, Owner, Your Majesty
James Widegren, Chief Design Officer and Founder of Your Majesty and editor-in-chief of NEW INDUSTRY ARTS
Roman Tuskerman, Creative Director, Publicis NY
Bia Castro, Art Director and Designer, Uber
Sonya Matejko, Communications Manager, Digital-First

3:30 – 3:45 pm

Coffee Break Grand Ballroom Foyer
Sponsored by: Routledge Taylor & Francis Group
Session 4.1: Social Media Part Deux

A Consumer Socialization Approach to Understanding Advertising Avoidance on Social Media
Federico de Gregorio, University of Akron
Sydney Chinchanchokchai, University of Akron
Karen Lancendorfer, Western Michigan University

A Trip Down Memory Lane: Antecedents and Outcomes of Ad-Evoked Nostalgia on Facebook
Seounmi Youn, Emerson College

The Effects of Personality Traits and Tailored Messages on Advertising Avoidance on Social Networking Sites
Naa Amponsah Dodoo, Emerson College
Jing (Taylor) Wen, University of South Carolina

#Authenticity In Ads: Exploring Effects of Perceived Authenticity of Instagram Models on Paid, Buying Intentions
Heather Shoenberger, University of Oregon
Eunjin (Anna) Kim, Southern Methodist University
Erika Johnson, East Carolina University

Moderator: Sela Sar, University of Illinois

Session 4.2: Brand Placements

Examining the Influence of Media Usage on Product Placement Effectiveness
Kazuhiro Kishiya, Kansai-University

Brand Placement in Fiction: The Role of Stylistic Devices in Placement Effects on Attitude Towards Familiar and Unfamiliar Brands
Nathalie Dens, University of Antwerp
Yana Avramova, University of Antwerp
Patrick De Pelsmacker, University of Antwerp

The Impact of Prosocial Advergames on Consumer Response
Yoon Hi Sung, University of Texas-Austin
Wei-Na Lee, University of Texas-Austin

360-Degree Videos and Immersive Brand Storytelling: The Role of Perceived Ease-of-Navigation
Yang Feng, San Diego State University

Moderator: Jay Newell, Iowa State University
Session 4.3: Empire
Green Advertising
So Cute it Hurts!: The Interplay Between Animal Cuteness and Message Framing in Environmental Advertising
Daniel Pimentel, University of Florida
Sri Kalyanaraman, University of Florida
Shiva Halan, University of Florida

Signaling Sustainability: Approaches to On-pack Advertising and Consumer Responses
Panayiota Alevizou, University of Sheffield
Caroline Oates, University of Sheffield
Seonaidh McDonald, Robert Gordon University
Claudia Henninger, University of Manchester

I Am a Green Consumer “Do a Good” Vs. “I Am Good”: The Interplay Between Pride Appeals and Regulatory-Focused Messages in Green Advertising
Ji Mi Hong, University of Texas-Austin
Rachel Lim, University of Texas-Austin
Lucy Atkinson, University of Texas-Austin

Moderator: John Wirtz, University of Illinois

Session 4.4: Salon C
Online Video and Mobile Advertising
Forced Exposure to Online Video Ads: The Role of Perceived Control and Desire for Control
Dongwon Choi, University of Georgia
Jooyoung Kim, University of Georgia

Five Seconds to the Ad: How Program-Induced Mood Affects Ad Countdown Effects
Tiffany Venmahavong, Bryant University
Sukki Yoon, Bryant University
Kacy Kim, Elon University
Chan Yoo, Saint Joseph's University

Understanding the Influence of Customization on Brand Evaluation among Consumers with Different Levels of Uncertainty and Uncertainty Avoidance
Linwan Wu, University of South Carolina
Nanlan Zhang, University of South Carolina
Chris Noland, University of South Carolina
Anan Wan, University of South Carolina

Advertising in a Mobile App? The Moderating Role of Brand Attitude and Location
Mototaka Sakashita, Keio University
Khadija Ali Vakeel, Northwestern University
Vijay Viswanathan, Northwestern University

Moderator: Qimei Chen, University of Hawaii-Manoa
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<td>5:15 – 6:15 pm</td>
<td>AAA Members’ Meeting</td>
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<td>6:30 – 7:30 pm</td>
<td>President’s Reception</td>
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**Sponsored by: University of South Carolina**  
*Sweets by: Creative Circus*  

**SATURDAY, March 24**

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<td>7:30 – 8:30 am</td>
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**Sponsored by: University of Illinois**

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<td>Grand Ballroom Foyer</td>
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**Session 5.1: Issues Related to Privacy and Regulation**  
Salon A

- The Legal Status of Commodity Promotion Programs  
  Ronald Taylor, University of Tennessee

- Green Consumers Are More Vulnerable to Greenwashing: The Role of Green Knowledge and Environmental Consciousness  
  DongJae (Jay) Lim, University of Georgia  
  Taeyeon Kim, University of Georgia

- Blocking Ads and Deleting Cookies: A Longitudinal Study  
  Examining Online Privacy Protection Behavior  
  Sophie Boerman, University of Amsterdam  
  Sanne Kruikemeier, University of Amsterdam  
  Frederik Zuiderveen Borgesius, University of Amsterdam

- “Do I Have a Reason to Worry?”: Knowledge-based Affective Elements of Attitude Towards Personalized Marketing Communication  
  Joanna Strycharz, University of Amsterdam

Moderator: Jim Pokrywcynski, Marquette University
Session 5.2: Health Communication

Narratives and Public Service Advertising (PSA) in Cancer Organizations’ Social Media
  Shelly Rodgers, University of Missouri
  Jon Stemmle, University of Missouri
  Maddie Stanze, University of Missouri

Fostering Resistance to Competing Messages: Impact of Narratives and Trait Reactance in Health Public Service Advertising
  Yan Huang, Southern Methodist University

Advertising that Comforts: The Effects of Person-centeredness and Motivation to Process in Health Promotion Advertising
  Giang Pham, University of Illinois
  John Wirtz, University of Illinois

Effects of Endorser Type and Testimonials in Direct-to-Consumer Prescription Drug Advertising (DTCA)
  Jisu Huh, University of Minnesota
  Nilesh Bhutada, Takeda Pharmaceuticals
  Brent Rollins, Philadelphia College of Osteopathic Medicine
  Matthew Perri, University of Georgia

Moderator: Erin Willis, University of Colorado-Boulder

Session 5.3: Special Topics: Salon C
Disclosing Paid Influencers: Self-Regulatory and Industry Perspectives

Moderators:
  Marlea Hoy, University of Tennessee
  Courtney Carpenter Childers, University of Tennessee

Panelists:
  Laura Brett, National Advertising Division (NAD)
  Dylan Collins, SuperAwesome
  Dona Fraser, Children’s Advertising Review Unit (CARU)
  Amanda Gillentine, Harper’s Bazaar USA
  Lynne Jansons, Digital Lens

Session 5.4: Meet the Journal Editors

Moderator:
  Debbie Treise, University of Florida
Editors:
- Shintaro Okazaki, Journal of Advertising, King’s College London
- John Ford, Journal of Advertising Research, Old Dominion University
- Terry Daugherty, Journal of Interactive Advertising, University of Akron
- Eric Haley, Journal of Current Issues and Research in Advertising, University of Tennessee
- Don Schultz, Journal of Marketing Communications, Northwestern University

10:00 - 11:00 am

Coffee Break
Grand Ballroom Foyer
Sponsored by: DePaul University

Invited Special Session
Salon A

"Development of Advertising in China and 2019 Beijing Global Conference"
Prof. Gang Chen, Peking University, Chair of the China Advertising Association Academic Commission (CAAAC)

Committee Meetings
- Awards, Hotel Lobby
- Communication, Salon B
- Finance, Hotel Lobby
- International Advertising Education, Salon C
- Membership, Ellis
- Research, Empire
(All meetings for both incoming and outgoing members)

11:00 – 12:30 pm

Session 6.1: Salon C
Special Topics:
The Unintended Consequences of the Digital Revolution

Moderator: Cynthia Morton, University of Florida

Panelists:
- Jon Morris, University of Florida
- Jef I. Richards, Michigan State University
- Marla Royne Stafford, University of Memphis
- Caryl Cooper, University of Alabama

Session 6.2: Salon B
Food and Drugs

How Consumers Process Information in Menu Books: Food Marketing Communications in Food Retail Contexts
Mark Y. Yim, University of Massachusetts-Lowell
Impact of Preceding Anti-Obesity PSAs on Processing of Food Commercials and Desire for High-Calorie Foods
Yongwoog Jeon, University of Texas-Austin

Celebrity Endorsement in OTC Drug Advertising in Japan: The Relationship between Congruency and Perceived Endorser Credibility
Mariko Morimoto, Waseda University

The Intermingling of Narrative and Expository Styles within Direct-to-Consumer Prescription Drug Commercials
Jennifer Ball, Temple University
Janelle Applequist, University of South Florida

Moderator: Yan Huang, Southern Methodist University

Session 6.3: Salon A
Media Planning
The Effect of Program-Induced Engagement on Media Multitasking and the Moderating Role of Brand Familiarity
Hyejin Bang, University of Kansas
Karen King, University of Georgia

Double Jeopardy In The Long Tail: Audience Behavior In the Age of Media Fragmentation
Harsh Taneja, University of Illinois
Weather and Television Advertising Effectiveness: A Field Study
Felix Weißmüller, Ludwig-Maximilians-Universität München
Sebastian Fetz, Dymatrix Consulting Group

The Positive Effect of Related Tweeting During a Live Television Show on Advertising Effectiveness
Claire Segijn, University of Minnesota
Theo Araujo, University of Amsterdam
Hilde Voorveld, University of Amsterdam
Edith Smit, University of Amsterdam

Moderator: Laura Bright, Texas Christian University

12:30 pm – 2:00 pm
Awards Lunch
Financial Ballroom
Best Conference Paper Awards
Sponsored by Southern Methodist University

2:00 – 3:30 pm
Session 7.1: Salon C
Special Topics:
Consumer Anti-Brand Activism and Advertising Implications
Moderators:
Jisu Huh, University of Minnesota
Panelists:
Shreya Mukherjee, Deutsch New York
Candice Hollenbeck, University of Georgia
Jameson Hayes, University of Alabama
Kineta Hung, Hong Kong Baptist University
Joon Soo Lim, Syracuse University

Session 7.2: Salon B
Native Advertising

Exploring Readers’ Evaluations of Native Advertisements in a Mobile News App
Simone Krouwer, University of Antwerp
Karolien Poels, University of Antwerp
Steve Paulussen, University of Antwerp

Information or Deception? Effects of Disclosure Language and Prominence on Consumers’ Vigilance about Native Advertising Disclosure
Ilwoo Ju, Saint Louis University
Hyunmin Lee, Drexel University

Native Advertising: How Attitude Toward Online News Media and Content Relevance are Linked to the Brand Evaluation and Behavioral Intentions
Rahnuma Ahmed, University of Oklahoma
Doyle Yoon, University of Oklahoma
Nazmul Rony, University of Oklahoma
Seunghyun Kim, University of Oklahoma

Can Advertising Students Recognize an Ad in Editorial’s Clothing? Scores from the Stanford “Evaluating Information” Test
Alice Kendrick, Southern Methodist University
Jami Fullerton, Oklahoma State University

Moderator: Guy Golan, University of South Florida

Session 7.3: Salon A
Children and Advertising

Healthy, Sweet, Brightly Colored, and Full of Vitamins: Affective and Cognitive Persuasive Strategies of Food Placements and Children’s Healthy Eating Behavior
Brigitte Naderer, University of Vienna
Joerg Matthes, University of Vienna
Alice Binder, University of Vienna
Mira Mayrhofer, University of Vienna

This Video is Sponsored! An Eye Tracking Study on the Effects of Disclosure Timing on Children’s Persuasion Knowledge
Eva A. Van Reijmersdal, University of Amsterdam
Esther Rozendaal, Radboud University
Liselot Hudders, University of Ghent
Verolien Cauberghe, University of Ghent
Zeph van Berlo, University of Amsterdam
Unboxing Parents’ Understanding of Sponsored Child Influencer Videos
Mariea Hoy, University of Tennessee
Courtney Carpenter Childers, University of Tennessee
Nathaniel Evans, University of Georgia

Chinese Parents’ Mediation of Children’s Responses to Advertising
Sangruo Huang, Zhejiang University
Jijin Lu, University of Warwick

Moderator: Michelle Nelson, University of Illinois

3:30 – 7:00 pm: Off Site Event

60th Anniversary Champagne Toast for AAA and MSU
Sponsored by: Michigan State University

3:30: Meet in the 2nd Floor Lobby, Grand Ballroom

One World Observatory
World Trade Center
Sponsored by: University of Illinois; University of Minnesota

Get your ticket at the Champagne Toast before walking to OWO

SUNDAY, March 25

8:15 – 10:15 am
Morning Coffee
Grand Ballroom Foyer

8:30 – 10:00 am

Session 8.1: Salon A
Religion, Morality, and Mortality
Walk the talk! Insights into employees’ evaluation of the authenticity of their company’s corporate social responsibility (CSR) engagement and communication.
Sarah Schaefer, Alpen-Adria Universität Klagenfurt
Ralf Terlutter, Alpen-Adria Universität Klagenfurt
Sandra Diehl, Alpen-Adria Universität Klagenfurt

How do Ultra-Orthodox Shop Online? Advertising and Purchase Behavior among Religious Communities
Sabina Lissitsa, Ariel University
Osnat Roth-Cohen, Ariel University

When and Why Do Consumers Liberate Brand Transgressions?: From the Moral Licensing Perspective
Yuhosua Ryoo, University of Texas-Austin
Jung Hwa Choi, University of Texas-Austin

Virtual Near-Death Experiences: The Impact of Mortality Salience on Brand Preferences
Sun Joo (Grace) Ahn, University of Georgia
Jung Min Hahm, University of Georgia

Moderator: Harsha Gangadharbatla, University of Colorado-Boulder

Session 8.2: Salon B
The Power of the Celebrity

Do Celebrity Endorsements Benefit for Luxury Branding?
- Sun-Young Park, University of Massachusetts Boston
- Mark Y. Yim, University of Massachusetts-Lowell
- Paul Sauer, Canisius College

When Social Media Influencers Endorse Brands: The Effects of Self-Influencer Congruence, Parasocial Identification, and Perceived Endorser Motives
- Yan Shan, California Polytechnic State University
- Kuan-Ju Chen, National Central University
- Jhiih-Syuan (Elaine) Lin, National Chengchi University

Understanding Social Media Influencer Marketing and Its Influence on Consumer Behavior: A Theoretical Framework and Empirical Evidence
- Chen Lou, Nanyang Technological University
- Shupei Yuan, Northern Illinois University

Are the Influencers More Trustworthy than Mainstream Celebrities?: The Mediating Effect of Social Presence with Instagram Influencers on Consumers’ Attitude Towards Luxury Brands
- Abdulaziz A. Muqaddam, Michigan State University
- SeungAe Jin, Oakland University

Moderator: Tom Reichert, University of South Carolina

Session 8.3: Salon C
Corporate Social Responsibility

A Double-Edged Sword? The Role of Corporate Social Responsibility in Corporate Crises: Applications of Assimilation-Contrast Effects and Attribution Theory
- Akua Nyarko, University of Illinois
- Chang Dae Ham, University of Illinois
- Joonghwa Lee, University of North Dakota
- Soojung Kim, University of North Dakota

Does the Congruence between Motivational Direction and Facial Expression in Ads Impact Fundraising Persuasion?
- Ji Mi Hong, University of Texas-Austin
- Hyunsang Son, University of Texas-Austin
- So Young Lee, University of Texas-Austin
- Wei-Na Lee, University of Texas-Austin
The Lonely Samaritan: Social Exclusion Influences on the Effectiveness of Self-Benefit versus Other-Benefit Appeals in Charitable Advertising
Yeonshin Kim, Myongji University
Tae Hyun Baek, University of Kentucky
Sukki Yoon, Bryant University
Seeun Kim, Auburn University
Yung Kyun Choi, Dongguk University

Industry Credibility Matters in CSR Communication: Examining the Interplay of Industry Credibility and CSR Message Type
Rachel Lim, University of Texas-Austin
So Young Lee, University of Texas-Austin

Moderator: Jacqueline Hitchon, University of Illinois

10:15 – 11:45 am

Session 9.1:
Salon A
Message Effects

The Effects of Visual Hyperbole and Hyperbolic Headline: Examining the Mediating Role of Perceived Humor and Perceived Deception
Ying Huang, University of West Florida

The Power of Music in Advertisement: Exploring the Moderating Role of Personality on The Effectiveness of Music-Evoked Nostalgia
Leila Khoshghadam, Old Dominion University
Melika Kordrostami, California State University-San Bernardino

Emotional Transfer: How Ad Processing and Evaluations are Affected by Preceding Content
Kristen Lynch, Michigan State University
Tao Deng, Michigan State University
Saleem Alhabash, Michigan State University
Olivia JuYoung Lee, Michigan State University
Syed Ali Hussain, Michigan State University
Alexandra Torres, Michigan State University
Emily Clark, Michigan State University

Exploring the Distractor Devaluation Effect for Both External (Advertisement) and Internal (Mind Wandering) Distractors, and Other Related Traits
Yilin Ren, University of Illinois
Kevin Wise, University of Illinois

Moderator: Soojin Kim, Louisiana State University

Session 9.2:
Salon B
International and Cross-Cultural Issues

The Interplay Between Brand Globalness and Localness for Iconic Global and Local Brands
Yu Liu, Florida International University
Wanhsiu (Sunny) Tsai, University of Miami
Weiting Tao, University of Miami

Why are you Avoiding Me? A Cross-Cultural Comparison of Advertising Avoidance in Social Media Advertising
Sujin Kim, University of Texas-Austin
Lucy Atkinson, University of Texas-Austin

What to Click: Exploring Clicking Behavior of Students During Online Shopping from a Cross-Cultural Perspective
Zhao Peng, Michigan State University
Paphajree Vajrapana, Michigan State University
Xueyiting Li, Michigan State University
Anastasia Kononova, Michigan State University

Attracting Foreign Direct Investment: Using Brand Signals to Overcome Information Asymmetry and Imperfect Information
Rick T. Wilson, Texas State University

Moderator: Dana Alden, University of Hawaii-Manoa

Session 9.3: Salon C
Fear, Sex, and Politics

Facing Anger Versus Fear: How Individuals Regulate Level of Control in Risk Communication
Jing (Taylor) Wen, University of South Carolina
Jon Morris, University of Florida

The Priming Effects of Sexual Editorial Content on Advertising
Nah Ray Han, University of Georgia
Hojoon Choi, University of Houston

Attention to Political Advertising During High-Salience Political News Events
Esther Thorson, Michigan State University
Samuel M. Tham, Michigan State University
Weiyue Chen, Michigan State University

The Effect of Political Candidate Authenticity and Source Credibility on Voting Behavior in the 2016 U.S. Presidential Election: Message, Media, and Targeting Implications for Advertising Practice
Kristen Cameron, University of Georgia
Joe Phua, University of Georgia
Spencer Tinkham, University of Georgia

Moderator: Harsha Gangadharbatla, University of Colorado-Boulder
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