

In This Issue:

President's Column.....	1
Research Feature.....	2
Teaching Feature.....	4
Special Topic.....	5
2017 AAA Conference.....	7
Graduate Student Spotlight...12	
AAA Notes.....	14
Announcements.....	16
Advertising Policy.....	18

Executive Committee:

President

Michelle R. Nelson
University of Illinois
president@aaasite.org

President-Elect

Tom Reichert
University of Georgia
president_elect@aaasite.org

Vice President

Harsha Gangadharbatta
University of Colorado Boulder
vice_president@aaasite.org

Secretary

Shu-Chuan (Kelly) Chu
DePaul University
secretary@aaasite.org

Treasurer

Cynthia Morton
University of Florida
treasurer@aaasite.org

Past-President

Jisu Huh
University of Minnesota
past_president@aaasite.org

Executive Director

Patricia B. Rose
Florida International University
director@aaasite.org

Visit the AAA Website at:

<http://www.aaasite.org>

President's Column

"We are Family"

by Michelle R. Nelson (University of Illinois at Urbana-Champaign)

We asked, "When thinking about your overall experience with AAA, what 3 words come to mind?" on the recent post-conference membership survey. And you (119 respondents) answered with a variety of responses. Without editing, I used all of your words in the Word Cloud. The larger words: Friendly, Friends, Fun, Research, Community, Informative, Family, and Networking were the most common. Yes, there are a few negatives, but for the most part, people's associations and experiences with the AAA and the conference are overwhelmingly positive. This is largely because of all of you - the wonderful people involved in the organization who help us build an academic community that is respected and liked. Overall, people indicated on the survey that they were satisfied-very satisfied (Mean=6, SD=1, 7-point scale where 7=very satisfied) with the overall conference.



AAA Word Cloud from Membership Survey 2017

showcased in 96 research papers, 6 special-topics sessions, and 3 pre-conference sessions. And we had a great time at the social events and outings.

Some more data for you: For the last few years, AAA has used a mobile app – Guidebook – for the conference program. This year, there were 143 downloads with 3,221 guide sessions (total number of times the guide was accessed by users). The Guidebook provides some more data for us. You'll see in the figure on page 6 the "top viewed sessions."

Strategic Plan

Thank you for providing valuable input on the ideas in the strategic plan. We appreciate the feedback during your busy semester, and we will take your suggestions seriously. We are now reviewing your responses, and we will be providing information in the

Continued on page 6...



Michelle R. Nelson

Research Feature

A Critical Look at Creative Crowdsourcing

by Kim Sheehan & Matthew Pittman (University of Oregon)

For a decade, Doritos sponsored the “Crash the SuperBowl” campaign where members of the public created 60-second ads for the biggest event on television. This effort is one of the more visible examples of creative crowdsourcing: advertisers tapping into the marketplace of ideas allowing motivated



Kim Sheehan

consumers to generate new marketing ideas. Some notable agencies that focus on crowdsourcing include eYeka, Boom Ideanet, and Victors & Spoils. These agencies promote these contests to people who have registered to be part of the agencies’ online communities; selected work wins a cash prize and the opportunity to have their work produced by sponsoring clients. Clients can either keep the intellectual property rights to all work submitted, or only retain the rights to winning work.

Crowdsourced ads are created quickly and at a low cost. Clients have access to more ideas (Roth, 2013) and crowdsourcing strengthens engagement with members of the public, who are often brand advocates (Wells, 2010). Because of this connection, ideas generated by the crowd can be highly relevant to target audiences. Crowdsourced ideas are often different from agency ideas, due to the diversity of participants (Brabham, 2008), and crowdsourcing has the potential to create a more inclusive industry that attracts diverse voices (Wood, 2015).

Concerns with the practice are numerous. The use of digital technology separates the agency from the crowd, allowing clients to forget that the participants in crowdwork are real people who deserve to be treated fairly as workers. Most participants aren’t paid, and even those who win contests are generally paid well below what would be charged by a

freelancer (such as an independent graphic designer or writer) or earned by full-time agency employee. Agencies suggest that workers have excess cognitive capacity, and thus the practice is not exploitive as some critics suggest.

For crowdsourcing to work *well*—and well into a future of flourishing between crowds and a variety of industries, including the advertising industry—there needs to be a holistic understanding of the strengths and weaknesses of the practice by and for all parties. [Our recent article in the *Journal of Business Ethics* examines the framing of creative crowdsourcing via trade and popular press articles.](#) Trade and popular press articles are one way to create awareness of creative crowdsourcing among the public in order to create an engaged worker group for creative crowdsourcing activities. To examine how the practice is presented, we adapted Swain’s (2009) framework to evaluate the published rhetoric surround crowdsourcing.

We examined 58 articles in the consumer and trade press that talked about creative crowdsourcing. Overall, article frames focused on the benefits of creative crowdsourcing only to agencies and clients, and individuals from these groups were primary sources in most of the articles. The lack of coverage of worker and consumer perspectives suggests that coverage is highly unbalanced, resulting in a lack of a critical perspective available to help current and potential crowdworkers identify whether this work is appropriate for them.

The lack of a worker perspective reflects that most crowdsourcing agencies do not allow workers to talk to the press about the work that they do for the agency. While non-disclosure of aspects of clients’ business is a standard operating procedure for agencies, the lack of reporting of the actual experiences of being a creative worker in the crowdsourcing industry limits our overall understanding of how crowdsourcing works. It also brings the validity of two proposed benefits into question. First is the idea that creative crowdsourcing generates closer connections between brands and consumers. There is no indication from any

Kim Sheehan Bio:

Kim Sheehan is Professor and Director of the Honors Program at the School of Journalism and Communication at the University of Oregon. She has served as AAA President, Vice President, Secretary and Newsletter Editor. Her research has been published in *JA*, *JCIRA*, *JIAD* and many other journals. She is a proud graduate of the University of Tennessee.

workers that they actually feel this, and there is also no indication on how agency and client people would even measure involvement. A few articles reported increases in social media followers for brands, but how this creates a closer connection is unclear.

Another reported benefit that is not supported by data is the idea that creative crowdsourcing creates more inclusivity and potentially serves as a way to bring more diverse voices into the industry. However, our data indicate that there was no indication that people working in creative crowdsourcing in fact consider this work a 'career' or whether it is merely ancillary income to other work that they do.

Potential workers reading these articles may not be convinced that creative crowdsourcing is for them. The industry might be losing out on some talented workers because framing does not present crowdsourcing as a career where workers can feel engaged and valued. It also limits consumers' understanding of crowdsourcing opportunities: if consumers do not know about such opportunities, or do not see people like themselves participating in the process in the process, there may be little impetus for them to seek out crowdsourcing experiences. The lack of a worker perspective may also limit the ability for any worker concerns to be addressed by the crowdsourcing agencies themselves—perhaps creating a non-sustainable industry moving forward.



Matthew Pittman

Finally, the focus on producing crowdsourced work that is 'fast and cheap' can serve to devalue the work done by creative professionals; creativity runs the risk of becoming a commodity where it is clearly a buyer's market. At the same time, the lack of a strong track record of successful crowdsourcing campaigns may eventually serve to show clients that 'fast and cheap' can be time consuming and more expensive, particularly if successful campaigns are not developed.

Matthew Pittman Bio:

Matthew Pittman is a PhD candidate in the School of Journalism and Communication at the University of Oregon. He studies social media, emotions, and digital ethics. This fall he starts as an Assistant Professor of PR/Advertising at Rowan University.


References

Brabham, Daren C. (2008). Moving the crowd at iStockphoto: The composition of the crowd and motivations for participation in a crowdsourcing application. *First Monday*, 13(6).

Roth, Yannig (2013). Crowdsourcing as a way to get creative ideas and content. Available: <http://yannigroth.com/2013/11/05/crowdsourcing-as-a-way-to-get-creative-ideas-and-content-sempl15/>

Swain, Kristen Alley (2009). Moral development framing in environmental news coverage, in Kahlor, Lee Ann and Patricia Stout (eds) *Understanding and Communicating Science: New Agendas in Communication*, Routledge. 209-232.

Wells, Melanie (2010). Hardly Davidson CMO crowdsourcing ads to engage a new audience. Available: <http://www.forbes.com/sites/melaniewells/2010/11/18/harle-y-davidson-cmo-crowdsourcing-ads-to-engage-a-new-audience/#459b0ab523ef>.

Wood, Steve (2015). The scarce capacity theory of boredom and crowdsourcing. Available: <https://www.linkedin.com/pulse/scarce-capacity-theory-boredom-crowdsourcing-what-steve-wood>. 

Newsletter Staff

AAA Newsletter Editor

Joonghwa Lee
University of North Dakota
joonghwa.lee@und.edu

AAA Communication Committee (Newsletter)

Erin Willis (Chair), University of Colorado

Have Items for the Newsletter?

- Job announcements
- Call for papers
- Announcements about awards
- Photos for the Photo Gallery
- Names of graduate students to be featured

Send your news items to the Editor, Joonghwa Lee, by **July 15**, at joonghwa.lee@und.edu

Teaching Feature

Learning and Enjoying: Adopting Digital Technology to Arouse Students' Learning Interest in Advertising Research Methods

by Yang Feng (San Diego State University)

One of the biggest challenges of teaching undergraduate research methods class is to motivate students to learn abstract concepts and research techniques. I have been teaching research methods for senior Advertising and Communication students for three years. According to two in-class polls I conducted in Fall 2016 and Spring 2017, respectively, the two biggest fears students have for taking a research methods course are 1) understanding statistics and 2) designing a research project.



Yang Feng

According to John Keller (1983), to promote students' motivation in the learning process, we need to focus on four aspects: attention (arouse students' interests), relevance (use concrete examples with which students are familiar), confidence (make students believe they can succeed), and satisfaction (make students satisfied with what they have achieved). To emphasize the above-mentioned four aspects, I have incorporated digital technology into different in-class exercises.

Example 1

To motivate students to learn how to analyze data in SPSS, I designed an in-class exercise in which students were asked to compare subjects in two experimental conditions in terms of their attitudes toward a virtual try-on mobile application. I first showed students Mary Kay's virtual try-on app called "Mary Kay Mobile Virtual Makeover", and asked students to explore this app by trying virtual makeup products on their own face (self-viewing) and on a selected professional model's face (other-viewing). Students found the app

entertaining and novel (arouse attention). After students got familiar with the app, they read the description of a study that compared consumers' perceived intrusiveness when using a fictitious virtual try-on app in self-viewing mode and consumers' perceived intrusiveness when using the same app in other-viewing mode. Followed, I provided students with an Excel dataset and asked them to watch a video tutorial that I created to show them how to import data from Excel to SPSS and [how to conduct t-test in SPSS to compare two groups' data](#). Through the exercise, students no longer perceive SPSS as a scary statistical software, but a useful tool to solve a real problem (increase relevance).

I often find it challenging to teach hands-on skills in class because different students learn at various pace. A video tutorial plays an important role in students' learning process by giving them control. [To ensure that each student followed the step-by-step guidance in a video tutorial](#), I asked students to watch it in class and to create their own products on the basis of the guidance (build students' confidence by giving them control). During class time, students raised questions, discussed with peers, and had a relatively low level of frustration on learning hands-on skills (boost satisfaction). After class time, students could access the tutorial easily because [I uploaded it to YouTube as an unlisted video and anyone with the URL link could watch it anytime and anywhere](#).

Example 2

I designed one in-class exercise to help students practice developing an online experiment using Google Form. I asked each student to pair up with another student in order to create an online experimental survey based on a given scenario. Since all the students had learned the relevant knowledge of designing an experiment and watched a video tutorial on how to create an online survey using Google Form, they were encouraged to apply their newly acquired knowledge and skills in a real world setting in order to solve a real problem. Their main task for **Continued on page 15...**

Yang Feng Bio:

Yang Feng (Ph.D., Southern Illinois University Carbondale 2014) is an assistant professor in the School of Journalism and Media Studies at San Diego State University where she teaches Advertising Campaigns and Advertising Research Methods. Her research mainly focuses on advertising effects in the interrelated contexts of culture, politics, and communication technologies. She has published scholarly articles in the *International Journal of Advertising*, *Journal of Health Communication*, *Computers in Human Behavior*, among others.

Special Topic

First Impressions from New AAA Family Members!

In the 2017 Annual Conference in Boston, AAA had about 52 new family members. As a tradition, AAA members welcomed them through first-timer's breakfast, mentoring program, research sessions, luncheons, etc. Here, some of them share their first impressions of the conference. We are very pleased to have new family and look forward to seeing them next year! – Editor –



Enjoying free time after the presentation session with co-author Rahnuma.

I had an amazing experience in the AAA 2017 conference. The conference was relatively smaller than other national level conferences but it was more engaging and productive in nature. When we were presenting our paper, I

looked back and found that the room was packed with scholars and even several of them were standing in the back. Afterwards, we received several good comments and suggestions on our paper which were really helpful. I enjoyed the gathering and the social events and specially, the award luncheon. I look forward to joining the AAA conference again in 2018! -Nazmul Rony (Doctoral Student, University of Oklahoma)-

This is not only my first AAA conference, but actually my first academic conference. As an introverted first-timer, it's not hard to imagine how nervous I was. However, people here were just so friendly. I was warmly welcomed and patiently guided. I met many people and we had nice conversations. For me, AAA defined what academic conference is: excellent studies, friend-like scholars, and a feeling of home. -Rang Wang (Master's Student, University of Florida)-



What immediately struck me, beside the frigid temperatures, was the commonality of issues and opportunities faced by advertising faculty, regardless of institution. I was also pleased with the amount of interaction encouraged in all of



the sessions I attended; I truly felt like a participant, not an "audience member." And, perhaps best of all, was the open hearted, warm welcome I received; I not only met old colleagues but made many new friends. -Kevin Hawley (Faculty, University of South Florida)-



The first trip to the AAA conference was a truly fun and exciting experience. As my research interests are into advertising, especially mobile advertising, all the sessions were really interesting and related to my research agenda. The biggest thing that I noticed from this conference was that people there were very friendly and open to any questions or conversations. As one of the first-timers, I was a little hesitating to ask questions or start conversation at first, but then I got to be more comfortable easily thanks to all the friendly and nice people that I met there. I think just a single sentence can explain all: AAA became my favorite conference already. -Haseon Park (Doctoral Student, University of North Dakota)-

My first impressions about AAA conference can be summed up just in a phrase: "richness of advertising research and researchers." I could meet students and professors whose research topics are highly diverse but commonly geared toward answering the same question: how to maximize the effectiveness of advertising to improve our well-beings. In all the sessions I attended, I found fascinating research and passionate researchers that motivate me in pursuing more rigorous research that can contribute to advertising field and our society at large. I am looking forward to being motivated further by new research and researchers in next conferences! -Andrew Yongwoog Jeon (Doctoral Student, University of Texas at Austin)-



As I look back upon the 2017 AAA conference that I have attended, I found that the conference proved to be an incredible experience. Needless to say, various research sessions, the AAA/EAA Joint Doctoral Colloquium, and First-Timers' & Mentors' Breakfast were stimulating, gave me an opportunity to meet other great researchers, and refreshed my research by sharing idea with the

attendees. Attending the AAA conference was priceless! - *Jihoon (Jay) Kim (Doctoral Student, University of Georgia)-*

I had a wonderful time at AAA. I could absolutely tell that there was such mutual respect and care for one another, and I learned a lot from all the presentations and informal conversations. I look forward to next year's conference! - *Joseph T Yun (Doctoral Candidate, University of Illinois Urbana Champaign)-*



Attending my first AAA conference was incredible. I had heard about AAA being a family, a group of scholars that is welcoming and knowledgeable. I couldn't agree more. I learned so much just from being in the same room as these incredible scholars. For being new to the conference, everyone I interacted with was not only kind, but also helpful; willing to share contact information, talk about models and methods, and genuinely sounding interested in what I was doing. It was easy to feel a part of this amazing community from which I hope to continue to grow and learn. -*Amanda Pasierb (Doctoral Student, University of North Dakota)-*

It was a fascinating experience to meet new interesting people from all over the world and exchange ideas with them. I really appreciated the balanced mix of industry and academic sessions and the opportunity to discuss important future trends in advertising with different professionals in the field. I really enjoyed the atmosphere and the energy in the AAA conference that was warm, welcoming and at the same time very exciting and engaging. It was also wonderful being in Boston, which is a very beautiful and vibrant historic city. I am very much looking to the AAA conference experience next year. -*Angeliki Nikolinakou (Faculty, University of Southern Mississippi)-*



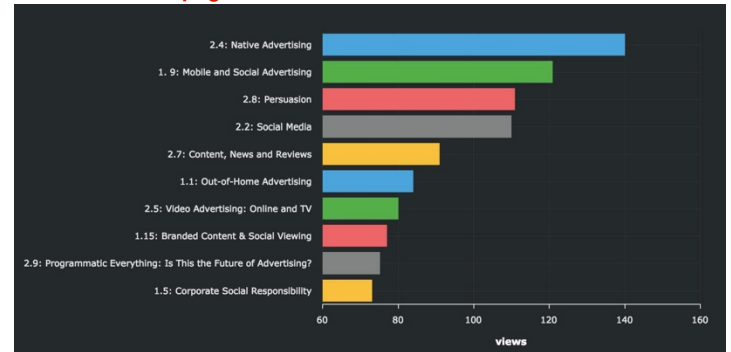
The temperature was freezing, but my first AAA conference was heartwarming. My old friends and teachers were welcoming me and I was not a stranger there anymore. I made new friends and shared my own stories with them. All studies presented were interesting and innovative and all presenters were passionate. They led me to come up with new research ideas. I experienced and learned about advertising scholarship, scholars, and Boston. I regret I missed previous AAA conferences and hope to see my

friends again at New York next year. -*Sumin Shin (Doctoral Candidate, University of Alabama)-*



Hot potatoes of green and environmental advertising are quality air and water. I found the AAA 2017 Boston was eco-friendly because its atmosphere and flow were so good. -*Jiyoona An (Doctoral Student, University of Rhode Island)-*

Continued from page 1.



Top Viewed Schedule Sessions 2017-03-08 - 2017-03-25

upcoming months about ways to implement the plan. If you did not get a chance to review the plan and would like a copy, please send an email to nelsonmr@illinois.edu

Upcoming Events

- I hope to see you at ICORIA at the end of June: <http://www.europeanadvertisingacademy.org/conference2017/>
- Or the AAA-Global conference in Tokyo: <http://www.aaasite.org/global-conference>
- AAA 2018 Annual Conference
Mark your calendars now for the big 60th Anniversary in NYC!
March 22-25, 2018 * Marriott Downtown

Connect with us:

- <http://www.aaasite.org/>
- <https://www.facebook.com/AmericanAcademyOfAdvertising/>
- <https://twitter.com/adscholar>

Happy summer!

Academic calendars provide a structure to our lives. For many of you, it is summer break. A time of rest and rejuvenation. A time to focus on family and friends and fun.. or that revision, review, thesis defense or new course for the fall. Whatever you're up to and wherever you are, I wish you all much happiness.

All the best,
Michelle

2017 AAA Annual Conference

AAA Conference Paper Round Up

by Tom Reichert (University of Georgia)

Overall, this year's AAA conference was a big success. Boston is an excellent host city offering history, nostalgia, superb higher education—perfect for a meeting of professors interested in advertising research, and it's a place “where everybody knows your name.” Within this atmosphere, members were on hand to present high-quality work that analyzed everything from out-of-home, to native, to mobile, and to virtual and augmented reality.



Tom Reichert

Overall the papers and panels were exceptional. There were more than 163 competitive research papers and 12 special topics proposals submitted for double-blind review. A total of 96 competitive papers (59%) and six special topics sessions (50%) were accepted. Competitive papers were organized into 24 thematic sessions. The special topics sessions were well coordinated by AAA President Michelle Nelson of the University of Illinois. The 2017 Proceedings will contain summaries and abstracts of the pre-conference, competitive research, and special topics sessions.

Speaking of quality, two competitive papers rose to the top. The top student paper was coauthored by Yuhosua Ryoo, Yongwoog Jeon, and Tae Rang Choi: “The Interplay between Visual Metaphor and Verbal Message in Advertising.” The best paper award went to Rick Wilson, Taewon Suh, Won-Seop Shim, and Hyeong-In Gim for their paper: “Advertising to the Masses: The Effects of Crowding on the Attention to place-Based Advertising.”

As a whole, the competitive paper portion of the conference would not be possible without the efforts of the authors who submitted and presented their work and those who served as reviewers, session chairs, and moderators. I sincerely thank all those who volunteered their precious time and expertise, and contributed to making this year's AAA conference another outstanding event. Additionally, I want to acknowledge the sponsors who provided financial support, our wonderful Conference Manager Betty Djerf, and

members of the AAA Executive Committee who were constant sources of support throughout the entire process of organizing the conference. Finally, my special thanks go to the AAA Past-President Jisu Huh and President Michelle Nelson for their valuable input, patience, and guidance, and especially to Executive Director Pat Rose who is always invaluable but especially so during the entire conference submission process.

It was an honor to serve AAA as Vice President and Proceedings Editor in both 2016 and 2017. Serving in those roles is a privilege. Overall, I am impressed by the quality of scholarship, ideas, and creative energy I see in AAA members. We look forward to seeing you next year in New York.



AAA Research Awards

The American Academy of Advertising awarded four



Huan Chen (University of Florida) and Ye Wang (University of Missouri-Kansas City) receive AAA Research Fellowship award with Les Carlson.

research fellowships and three doctoral completion grants to several AAA members. Recipients of the research fellowship this year include Catherine Coleman (Texas Christian University), Huan Chen (University of Florida), Ye Wang (University of Missouri-Kansas City), Yang Feng (San Diego State University), Quan Xie (Bradly University), and Eunjin (Anna) Kim (Southern Methodist University).

Doctoral dissertation completion grant recipients include: Anneroo Smink (University of Amsterdam), Jing (Taylor) Wen (University of Florida), and Joshua Coleman (University of Memphis).

Best Conference Paper Awards

The winners of the Best Paper Award for the 2017 AAA conference were Rick Wilson (Texas State University), Taewon Suh (Texas State



Rick Wilson (Texas State University) accepting the AAA 2017 Best Conference Paper Award.

University), Won-Seop Shim (Dovetorabbit), and Hyeong-In Gim (Dovetorabbit) for their paper, "Advertising to the Masses: The Effects of Crowding on the Attention to Place-Based Advertising." Best Student Paper was awarded to Yuhosua Ryoo, Yongwoog Jeon, and Tae Rang Choi (all University of Texas at Austin) for their paper, "The Interplay between Visual Metaphor and Verbal Message in Advertising."

Outstanding Contribution to Research Award

Wei-Na Lee, University of Texas at Austin, received the American Academy of Advertising's Ivan L. Preston Outstanding Contribution to Research Award. This award is based on the recipient's sustained and systematic contribution to advertising research. Recipients are honored with \$1,000 and a plaque during the annual AAA Conference. This award is not given every year. This year's award recognized Dr. Lee's contributions to advertising research as both a prolific scholar and as editor of *JA*.



Wei-Na Lee (University of Texas at Austin) accepting the Ivan L. Preston Outstanding Contribution to Research Award.

Fellow of the Academy

Les Carlson, University of Nebraska, was honored as a Fellow of the American Academy of Advertising. The Fellow Award is the most prestigious award given by the Academy. The designation of Fellow is for a lifetime of achievement in the advancement of advertising scholarship, education, and service to the discipline. Thus, the Fellow is the Academy's broadest and most prestigious award.



Les Carlson (University of Nebraska) receives the AAA Fellow distinction. He is accompanied by John Ford (Old Dominion University) and Russ Lacznik (Iowa State University).

Charles H. Sandage Award for Teaching Excellence



Padmini Patwardhan (Winthrop University) accepts the Charles H. Sandage Award for Teaching Excellence.

Padmini Patwardhan, Winthrop University, was honored with the Charles H. Sandage Award for Teaching Excellence. This award is not given each year and it is among the most prestigious teaching awards given by the Academy. The award recognizes outstanding contributions to advertising teaching.

Mary Alice Shaver Promising Professor Award



Eunice Kim (University of Florida) accepts the Mary Alice Shaver Promising Professor Award.

Eunice Kim, University of Florida, was honored with the Mary Alice Shaver Promising Professor Award. This award honors a junior faculty member who has demonstrated excellence and innovation in advertising teaching and research. The award is given to full-time faculty who have taught no more than four years and who are members of the American Academy of Advertising.

Graduate Student Travel Grants

Eight AAA graduate student members across five universities earned travels grants to attend the 2017 conference.

Those members include: Tae Rang Choi, Jimi



Graduate students receiving travel grants awarded by Michelle Nelson (University of Illinois).

Hong, Yongwoog Jeon, and Soyoung Lee (all University of Texas at Austin); Xinyu Lu (University of Minnesota); Katy Snell (University of Miami); Regina Ahn (University of Illinois); and Astrid Van den Bossche (University of Oxford).

JA Awards

The *Journal of Advertising* Best Article Award was instituted in 1988 to honor the best article published each year. The 2016 article award goes to Martin Eisend and Farid Tarrahi (both European University Viadrina Frankfurt). The award-winning article is titled, "The Effectiveness of Advertising Inputs and Outputs." The article was published in *Journal of Advertising*, 2016,



Martin Eisend (European University Viadrina) accepts the 2016 award for Best Article in *Journal of Advertising*, with Russ Lacznik.

volume 45, issue 4, pp. 519-531. Two runners-up in 2016, included: Michelle Nelson (University of Illinois), "Developing Persuasion Knowledge by Teaching Advertising Literacy in Primary School," 45(2), 169-182, and Bartosz Wojdyski and Nathaniel J. Evans (both University of Georgia), "Going Native: Effects of Disclosure Position and Language on the Recognition and Evaluation of Online Native Advertising," 45(2), 157-168. Each year, the *Journal of Advertising* recognizes "outstanding reviewers" for their contributions reviewing manuscripts. This year, the award went to Ashesh

Mukherjee (McGill University) and Mariea Hoy (University of Tennessee).

JCIRA Awards

This year's Best *JCIRA* article award goes to Joyce Wolburg (Marquette University) for her article, "Insights for Prevention Campaigns: The Power of Drinking Rituals in the College Student Experience from Freshman to Senior Year." The article was published in *Journal of Current Issues and Research in Advertising*, 2016, volume 37, issue 1, pp. 80-94.



Barbara Phillips (University of Saskatchewan) recognized as "Outstanding" *JCIRA* reviewer.

The outstanding *JCIRA* reviewer in 2016 was Barbara Phillips (University of Saskatchewan).

JIA Awards

This year's Best *JIA* article award goes to Jonathan van 't Riet, Arief Hühn, Paul Ketelaar, Vassilis-Javed Khan, Ruben Konig, Esther Rozendaal and Panos Markopoulos. The award-winning article is titled, "Investigating the Effects of Location-Based Advertising in the Supermarket: Does Goal Congruence Trump Location Congruence?" The article was published in *Journal of Interactive Advertising*, 2016, volume 16, issue 1, pp. 31-43. The outstanding *JIA* reviewer in 2016 was Chan Yoo (University of Kentucky).



Chan Yoo (University of Kentucky) recognized as "Outstanding" *JIA* reviewer.

Conference Highlights

The American Academy of Advertising Annual Conference held March 23-26 in Boston, MA, was a big success. The following pages include some of the highlights and photos from the conference.

March 23: Preconference



Hairong Li (Michigan State University) kicks off a computational advertising preconference session.



Don Schultz (Northwestern University) shares some insight during the preconference.



Kim Sheehan (University of Oregon) presents at the AAA/EAA Joint Doctoral Colloquium.



Betty Djerf and Herbert Jack Roffeld (Auburn University)

March 23: Opening Reception



Nora Rifon (Michigan State University) and Ron Smith (Penn State University)



Yoon-Joo Lee (Washington State University), Michael Devlin (Texas State University), Natalie Brown-Devlin (University of Texas at Austin), Padmini Patwardhan and Hemant Patwardhan (Winthrop University)



Joonghwa Lee, Soojung Kim (both University of North Dakota), and their son, Jaden Jiho Lee

March 24: First-Timers' & Mentors' Breakfast and Members' Meeting



Jim Pokrywczynski (Marquette University) greets attendees at the First-Timers' and Mentors' Breakfast.



Ron Faber (University of Minnesota) shares advice with Lincoln Lu (University of Saskatchewan).



President Jisu Huh (University of Minnesota) begins the member's meeting Friday afternoon.



New President Michelle Nelson (University of Illinois) discusses plans for this coming year.



Doctoral student Jihoon Kim (University of Georgia) confers with Sally McMillian (University of Tennessee).



Debbie Triese (University of Florida) delivers a report.

March 24: Keynote and President's Reception



President Jisu Huh (University of Illinois) introducing the Keynote speaker.



Keynote: Industry Luncheon featuring Rishad Tobaccowala, Strategy and Growth Officer and Member of the Directoire + at Publicis Groupe.



Keynote speaker Rishad Tobaccowala.



Jih-Syuan (Elaine) Lin (University of Georgia) and Linwan Wu (University of South Carolina)



President Jisu Huh welcomes incoming-President Michelle Nelson at the Friday reception hosted by the University of Illinois.



Executive Director Pat Rose pays tribute to beloved AAA member Sheila Sasser. Rose is flanked by Michelle Nelson and Scott Koslow.



President Michelle Nelson briefly shares her vision for AAA, and encourages members to attend next year's conference in New York.

March 25: Luncheon and Awards Ceremony



Recognizing Past-President Jisu Huh for her service.



Past-President Jisu Huh announcing the winning logo design for next year's New York conference.



Yang Feng (San Diego State University) and Quan Xie (Bradly University) receive AAA Research Fellowship award.



Eunjin (Anna) Kim (Southern Methodist University) receives AAA Research Fellowship award.



Les Carlson, AAA Fellow, offering some remarks.



Joshua Coleman (University of Memphis) accepts AAA Doctoral Dissertation grant.



Jing (Taylor) Wen (University of Florida) accepts AAA Doctoral Dissertation grant.



Tae Rang Choi and Yongwoog Jeon (both University of Texas at Austin) accepting the AAA Best Student Conference Paper Award.

March 25 (Event): Cheers at Faneuil Hall



Karen Lancendorfer (Western Michigan University), Glenn Griffin (University of Alabama), and Rick Wilson (Texas State University)



Peter Neijens (University of Amsterdam), Patrick De Pelsmacker (University of Antwerp, President of EAA), Martin Eisend (European University Viadrina), Guda van Noort (University of Amsterdam), Edith Smit (University of Amsterdam), and Sara Rosengren (Stockholm School of Economics)



Elizabeth Taylor Quilliam (Michigan State University), Anna McAlister (Endicott College), and Faye Yang (Grand Valley State University)



Art Ramirez, Kevin Hawly, and Jameson Hayes (all University of South Florida)

Graduate Student Spotlight

Sann Ryu (University of Illinois at Urbana-Champaign)

Watch and Learn

In the first year of the master's program, I met my advisor Prof. Patrick Vargas, who has looked after me throughout my entire graduate career. Only after Patrick took me under his wing did I discover what it means to have intellectual curiosity and true passion for research. When I was asked to write a column for the newsletter, I realized that everything that came to my mind I'd learned from him. Below, you will find a simple summary of my ethnographic notes based on the last four years of observing the subject.



Sann Ryu

You can always be wrong. One of Prof. Vargas' characteristics I admire the most is his ability to quickly, effortlessly acknowledge when he's wrong. He's never afraid to acknowledge his mistakes or agree with someone else's opinion. Whenever we discuss research, he always makes sure there's an open environment where I feel free to bring up counterarguments. After seeing someone I respect being so humble and flexible, I learned to free myself from the mental prison of "being correct." The attitude and mindset that I can always be wrong not only facilitates the development of research ideas but also enables me to take a critical, objective approach to ideas without being clouded by bias.

Ask questions. The other quality I've observed in my advisor is his ability to ask questions. Whenever we have unsolved questions, even a simple one, we use our own contacts and ask them right away during the meeting. We ask anyone who might have a clue about the subject, including students and journal authors. It's important to figure things out and move on to the next stage and not mind what other people think of our questions. Many students, myself included, often feel

reluctant to ask questions during class or in meetings for fear of being seen as incompetent. I say it is we who label questions "unimportant," not the listeners. As long as you want to know the answer to something or receive a second opinion, questions matter.

Write as if you are explaining a topic to your grandparents. As you progress in your dissertation, you may feel like you know the topic very well (and in fact you do!), but you will often become speechless or tongue-tied when asked to elaborate on them. I myself had a very embarrassing moment too. When my dad asked me what my dissertation was about, I told him that I'm studying whether visual cues can lead to confirmation bias in consumers via inferential beliefs and attitude formations in relation to a newly encountered brand. I was then bombarded with a series of questions about what confirmation bias, inferential beliefs, and attitude formations are, and why and how they work. I kept explaining the research idea to him, but he still seemed very confused. At the time, I thought to myself that it would be better when I wrote my paper. This is how I ended up writing the worst first draft. Then Patrick told me I should write a paper as if I was explaining it to my grandparents. I still found this challenging, and it was definitely one of the most important skills I've learned from him. "Keep it plain and simple and walk your readers through," he said. ✂

American Academy of Advertising (AAA) — Annual Conference Logo Design Contest

The AAA Annual Conference Logo Design Contest is in its fourth year and is now open to any paid AAA member faculty who teaches a design-related course to submit up to FIVE (5) student logo designs for the 2019 AAA Annual Conference in Dallas.

- Entries should be designed during the FALL 2017 academic semester in a course taught by a PAID AAA Faculty Member;
 - Entries are due by 11:59pm EST Friday Jan 5, 2018
- Contest rules and more information will be shared soon...

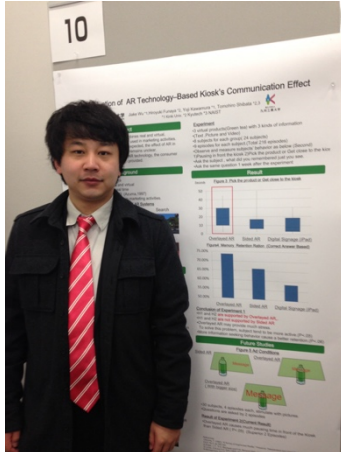
Sann Ryu Bio:

Sann Ryu is a third-year doctoral candidate in the Institute of Communications Research at the University of Illinois at Urbana-Champaign. She is expected to graduate this coming May as kappa tau alpha. She earned her M.S. in advertising at the University of Illinois in 2014 and her B.A. at Ewha Womans University in 2012 as summa cum laude. Her research interests pertain to visual images, inferential beliefs, and consumers' biased information processing.

Jiake Wu (Kindai University)

New Ideas from Practical Experiences

I worked in a Japanese advertising agency in Shanghai after I finished master's course at Kindai University, Japan. I worked as an account planner. I planned communications using augmented reality technology, which was a new technology and few clients used it in 2011.



Jiake Wu

At that time, smartphones and new technologies began to spread in China, some of our clients would like to challenge new technologies. Our team introduced world leading augmented reality technology companies (e.g. D'Fusion by Total Immersion, Dreamoc showcase by Realfiction etc.) to China, some of the clients accepted these technologies and succeeded in their promotions. (Such as attracting more customers, making more buzz on SNS sites).

The effect of augmented reality technology, attracting more people, making everyone fun, providing more convenience, letting them understand product benefit more easily, that really sounds good. But it was not convincing. What effect augmented reality technology will create, and how it creates remained unclear to me.

How to make communications using augmented reality technology? I couldn't find the answer based on my practical experiences. Even there are some techniques, such as putting a well-known character in the display, putting a link to SNS site to let the consumers interact with other consumers, making some fun or surprise in the contents...

The query caused me to make a decision to go back to graduate school to do further research on the effectiveness of augmented reality technology. In the past few years, I have done several experimental researches. My doubts are getting cleared up gradually. I am trying my best to finish my doctoral course this year.

What I feel during my research:

1. Concern of new technology

Evolutions from technology will create more practical issues. Since advertising research is based on practice, inspirations from business will help to discover new research issues.

2. Develop your own methods

Research methods may not be suitable to all hypothesis. Sometimes new experimental methods are needed. To develop new experimental methods, ask for other researchers' help will be necessary. (In my research, I am very thankful to Prof. Yoji Kawamura, who introduced researchers majored in information science at Kyushu Institute of Technology and Toyota Motors Corporation to me to complete my augmented reality equipment.)

3. Control the experimental conditions

There are many conditions in experimental studies of advertising. There is no perfect experiment, many conditions which may affect the result are unavoidable. There is no correct answer most of the time. What we should do is to minimize the unnecessary conditions, again and again.

4. Keep on thinking

Keeping on thinking. Re-confirm the experiment are always needed. Discuss with others (Not only the researches in the same field, but also your friends, your family, your colleagues). Sometimes they can give you a different point of view. That will give much progress to the research. ~~AA~~

Jiake Wu Bio:

Jiake Wu is a doctoral student at the Graduate School of Commerce at Kindai University in Japan. His research interests how augmented reality technology affects the memory and information behavior. He worked as account executive at Dentsu Cooperation, product manager at Leovation Co., Ltd and account manager at Asatsu-DK Cooperation.

AAA Notes

Awards and Honors



Marla Royne Stafford

Dr. Marla Royne Stafford, Great Oaks Foundation Professor of Marketing and Chair of the Department of Marketing and Supply Chain Management has been selected as the recipient of the 2017 University of Memphis Alumni Association Award for Distinguished Research in the Social Sciences, Business & Law. This is a university-wide award for outstanding achievement

in research and is presented to a faculty member who has brought honor and recognition to the University in his/her area. This is the second time Stafford has received the award; the first time was in 2009. An individual cannot get the award more than twice.



Tae Hyun Baek

Dr. Tae Hyun Baek, assistant professor in the Department of Integrated Strategic Communication at the University of Kentucky, received the 2016-2017 Faculty Research Award from the College of Communication and Information at the University of Kentucky. This prestigious award recognizes a faculty member who has achieved a record of noteworthy achievements in

research. His primary research focuses on the role of digital/mobile/social media in building consumer-brand relationships and how consumers respond to advertising that promotes socially and environmentally responsible behaviors.



Gordon Miracle

Gordon Miracle, Professor Emeritus, Department of Advertising and Public Relations at Michigan State University (MSU) received on April 17, 2017 the *MSU Faculty Emeriti Association Award* for outstanding contributions to his university *since he retired* in 1998. The Citation focused on the significant impact of his professional

activities on his Department's international reputation, especially that he has enriched students' international education, mentored US and international visiting scholars at MSU, supported his Department's cross-cultural research activities involving eye-tracking and other equipment to

measure physiological responses to advertising, and authored or co-authored 14 scholarly publications--book chapters, journal articles, and conference papers in several countries.



Sun Joo (Grace) Ahn

Dr. Sun Joo (Grace) Ahn (University of Georgia) received University of Georgia Charles B. Knapp Early Career Scholar Award. This award recognizes outstanding accomplishment and evidence of potential future success in scholarship, creative work or research

by an early career faculty member in the social and behavioral sciences.

Job Changes, New Hires, and P&T



Hemant Patwardhan

Dr. Hemant Patwardhan has been promoted to Professor of Marketing at the College of Business Administration at Winthrop University, starting Fall 2017.

Dr. Ilyoung Ju started a tenure-track assistant professor in the School of Media and Communication at Bowling Green State University in Fall 2017.

Other News

DePaul University AdVentors and the One Club hosted a



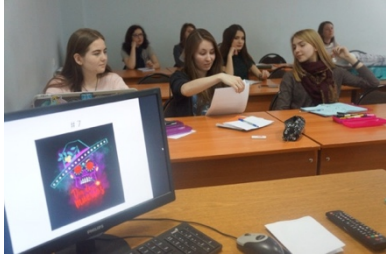
Art and Copy Screening and Creative Panel on March 31

screening of industry film Art and Copy on March 31st, 2017 followed by a panel of creatives from Leo Burnett, Burrell Communications, HAVAS Worldwide, and Ogilvy and Mather. Students had the opportunity to hear

from seasoned veterans regarding their approaches to creative thinking and managing relations within their agencies. The event highlights AdVentors' ongoing partnership with the One Club for Creativity, which sponsored the Chicago Creative Boot Camp with Leo Burnett at Columbia College earlier in March. DePaul's students'

Chris Gutierrez and Elizabeth Romano were members of the winning team with their campaign on Kraft Singles.

Professor Olga Shabalina (South-Ural State University, Russia) has developed an elective course *International Advertising from Design Perspective* for undergraduate students of graphic design in the




Russian-British Institute of Management. The course discusses differences in native perception patterns of consumers in national markets of the USA, Russia, Mexico, and China and makes students consider them in spatial organization of ad messages in both off- and online media.

Book Releases



Laurence Minsky (Columbia College Chicago) and Colleen Fahey (US Managing Director of Sixieme Son) published [Audio Branding: Using Sound to Build Your Brand](#) (Kogan Page; ISBN-10: 0749478578). The book is a concise, practical guide to the world of audio branding - what it is, why it's important, how it can be used to enhance a brand, and how to create, launch, and maintain the audio language. And it is filled with case studies and feature a range of guest perspectives from both the marketing practitioner and academic communities.



Dmitriy Senderov (Head of the communication group "Strong") and Evgeniy Romat (Doctor of science of state management) published 9th edition of *Advertising: Practical Theory*. The book provides a basic types of advertising, advertising communication, marketing technologies, advertising management. The edition is a book of a new generation. Its main advantage can be considered a comprehensive system approach to advertising. The book describes all types of modern advertising. Also, the book includes a large number of practical examples, statistical data and the results of real research. Their first joint book *Advertising: Theory and Practice* by the decision of the Association of Communication Agencies of Russia was recognized as the best educational publication in the field of advertising. 

Continued from page 4.

this exercise was to figure out the structure and questions of the experimental survey, and execution of their ideas on Google Form. Finally, students presented their ideas to the class and received feedback.

Example 3

I included one in-class exercise to help students learn how to conduct focus groups. To arouse students' attention to the discussion topic, I asked students to use a virtual try-on app from Ray Ban on their own smartphone, and they became familiar with the features of this mobile application and understood how a fashion brand has leveraged the ability of a virtual try-on app to improve sales. Followed, students were told to participate in mock focus groups to discuss the role of this app in shaping consumer purchase behavior. In this way, I made the learning content relevant to students' life. To build students' confidence in conducting focus group research, I asked them to develop the interview questions together and to select a moderator for each session. All the focus group sessions were conducted in a casual and relaxing fashion, and students enjoyed being involved in the group discussion on a mobile application they just used. In the end, students became familiar with the research procedure and understood the role of focus groups in unveiling consumer responses to a mobile application.

Conclusion

I believe that proper use of digital technology in the classroom can improve students' learning experiences and greatly enhance their engagement when attending a research methods class.

Reference

Keller, J. M. (1983). Development and use of the ARCS model of instructional design. *Journal of Instructional Development*, 10(2), 2-10. 

Have Items for the Newsletter?

- Job announcements
- Call for papers
- Announcements about awards
- Photos for the Photo Gallery
- Names of graduate students to be featured

Send your news items to the Editor, Joonghwa Lee, by **July 15**, at joonghwa.lee@und.edu

Announcements (Call for Papers)

Journal of Advertising
Special Issue:
Advertising and Children

Guest Editor

Michelle R. Nelson, University of Illinois at Urbana-Champaign

Manuscripts are currently being solicited for an upcoming special issue of the *Journal of Advertising* (JA) dedicated to **Advertising and Children**.

JA is the premier journal of the American Academy of Advertising, an organization of advertising scholars and professionals with an interest in advertising and advertising education. The journal covers “significant intellectual development pertaining to advertising theories and their relationship with practice.”

For more than 40 years, scholars, practitioners and public policy makers have been interested in the effects of advertising on children. Today the forms of advertising and the uses of media have changed drastically. At the same time, the nature of childhood, definitions and structures of family, approaches to parenting, and academic understanding of children are also changing. These changes necessitate new forms of scholarly inquiry into advertising and this special audience.

The purpose of this special issue is to draw from across methodological and disciplinary perspectives to examine issues related to children through age 18. Submissions from across academic fields are encouraged. Papers may include conceptual frameworks, literature reviews, historical approaches, experiments, surveys and qualitative approaches. Potential research questions and topics that may be addressed include (but are not limited to):

- * Use and effects of newer forms of advertising and media technologies, including social media and mobile devices
- * Issues related to ethics and fairness of advertising to children, including privacy, effective parental mediation, and blurring of commercial and non-commercial content
- * Media literacy and persuasion knowledge of children
- * Potential for positive and negative effects of advertising to children including health-related behaviors, materialism, consumer literacy, and normative beliefs
- * Consumer socialization of children
- * New theoretical perspectives, such as the sociology of childhood, children’s lived perspectives, consumer culture theory, and children as active interpreters
- * How children and their behaviors are represented in advertising
- * Cross-cultural issues in advertising to children
- * Stakeholder Perspectives (e.g., parents, educators, advertisers, trade groups, policy makers, medical professionals) in advertising to children

Submission Guidelines

Submissions should follow the manuscript format guidelines for JA at <http://www.tandfonline.com/toc/ujoa20/current>. A manuscript should not normally exceed 12000 words, including all references, tables, figures, and appendices.


The submission deadline is January 30, 2018.

All manuscripts should be submitted through the JA online submission system, ScholarOne, at <http://mc.manuscriptcentral.com/ujoa>, during January 1-30, 2018. Authors should select “SPECIAL ISSUE: Advertising and Children” as “Manuscript Type.” Please also note in the cover letter that the submission is for the Special Issue on Advertising and Children. Manuscripts will go through a peer review process, and the Special Issue is planned to appear as the first issue of 2019.

Special Issue Guest Editor

Michelle R. Nelson, Associate Professor, Charles H. Sandage Department of Advertising, Institute of Communication Research, University of Illinois at Urbana-Champaign.

<https://media.illinois.edu/michelle-nelson>

For additional information regarding the Special Issue, please contact the Guest Editor at JAadvertisingandchildren@gmail.com. 

Newsletter Advertising Policy

The AAA Newsletter carries an advertising fee for placement of ads in the Newsletter by commercial entities (e.g., publishers, etc.). The fee will range from \$50 (up to 1/2 page) to \$100 (from 1/2 page to a full page) depending on size.

As a service to AAA members, the Newsletter will continue to post job listings free of charge as well as other types of announcements such as calls for papers, academic or advertising conferences, etc. A list of organizations for which we post conference information follows: This list includes:

- ACCI – American Council on Consumer Interests
- ACR – Association for Consumer Research
- Ad Division, AEJMC (Association of Educators for Journalism and Mass Communication)
- AEJ – Association of European Journalists
- AMS – Academy of Marketing Science
- AMA – American Marketing Association
- AMA SIGS – Relevant Special Interest Groups (SIGS): Advertising, Consumer Behavior, Marketing Research, Marketing and Public Policy
- APA – (Division 23 – Consumer Psychology - see SCP below);
- APA – (Division 46 - Media Psychology)
- Amer. Agri. Econ. Assoc
- ICA – International Communication Association
- NCA – National Communication Association
- SCP – Society for Consumer Psychology (APA Division 23)
- SMA – Society for Marketing Advances

AAA members may also run a brief (1-sentence) announcement about newly released books in the Announcements section. If members wish to run larger ads or announcements about book releases, a partial or full-page ad may be purchased.

See past issues of the Newsletter for samples on other ads that have run. Contact the Editor of the Newsletter, Joonghwa Lee at joonghwa.lee@und.edu, for additional questions or comments.

Deadline for submitting ads to the AAA Newsletter

- AAA Newsletter Published on: March 1, June 1, September 1, December 1
- Ad(s) is due by: January 15, April 15, July 15, October 15 