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University of South Carolina
president@aaasite.org

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University of Georgia
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President's Column

AAA President's Report

by Tom Reichert (University of South Carolina)

Members, we just concluded the Executive Committee's Winter meeting in Atlanta. We met to discuss planning for the Dallas conference and handle association business. I don't want to raise expectations too high, but everything is coming together so expect a great annual meeting. We look forward to seeing you in Texas.

Dallas Conference

We have three interesting half-day preconference sessions scheduled for Thursday. They include:

- (1) big data and social media analysis,
- (2) the latest on ad blocking, and
- (3) presentations and work sessions around the Time's Up advertising movement.

All sessions include "how-to" discussions from professional and academic experts, and updates on trending topics. Plan your trip to arrive in Dallas on Wednesday so you can attend one or two of the three preconference sessions. You won't be disappointed.



EC's winter meeting in Atlanta (Steve Edwards is on the computer screen).

so we plan to continue the implementation. Please register when you receive a notice—and add keywords to facilitate reviewing.

China Conference

We also reviewed plans for our July 2019 China conference. It plans to be a special opportunity to travel to Beijing, meet fellow scholars, and see some sights. Past president and conference planner Jisu Huh is to be commended for planning this global meeting. Submit your work now and plan for this memorable conference.



Tom Reichert

We've also planned an always popular "Meet the Editors" session. Editors from our journals will discuss the topics they are looking for, insights into the editorial process, and tips on increasing a manuscript's acceptance rate. Junior scholars and graduate students will find this session very beneficial.

Proposal Space is AAA's new platform for conference submission and review. There were some hiccups—as to be expected—with implementation of a new system. Apologies for any inconvenience. Overall, Proposal Space offers us many benefits over competing systems

Continued on page 7...

Research Feature

Electronic Cigarette Marketing on Social Media Sites

by Joe Phua (University of Georgia)

E-cigarette use is an increasingly serious health issue, with an estimated 10.8 million U.S. adult e-cigarette users, and highest prevalence among those 18 to 24 years old (2.8 million). Over half (51.2%) of all U.S. e-cigarette users are also younger than 35, with 15% being never-cigarette smokers (Mirbolouk et al. 2018). E-cigarettes are regularly advertised as cessation aids, and being healthier than conventional tobacco. A content analysis of advertising claims on e-cigarette brand websites found that 95% made explicit or implicit health-related claims and 64% made cessation-related claims, with 95% claiming e-cigarettes were cleaner than conventional tobacco, and 76% claiming e-cigarettes did not produce secondhand smoke (Grana and Ling 2014). These claims are troubling since research has found e-cigarettes to contain cancer-causing substances and addictive ingredients (McConnell et al. 2017). In August 2016, the FDA introduced e-cigarette regulations, including forbidding sales to minors, banning free samples, and requiring warning labels on product packaging (FDA 2016). However, social media-based e-cigarette marketing was not regulated. Since then, brands like JUUL have pioneered the use of social media, including influencer marketing, user-generated content, and electronic word-of-mouth techniques, to market e-cigarette products to teens and young adults. A May 2018 *New Yorker Magazine* article described JUUL vaping pens as a trending fashion accessory for U.S. teens, due to their ubiquity among Instagram-using celebrities and



Joe Phua

fashion influencers (*New Yorker Magazine* 2018). JUUL currently controls 72% of the U.S. e-cigarette market, and is valued by investors at \$16 billion (*NYT* 2018). FDA commissioner Scott Gottlieb also blamed JUUL for an “epidemic” of U.S. teen e-cigarette use, ordering JUUL and four other brands (Vuse, MarkTen, Blu, and Logic) to submit plans to discourage teen e-cigarette use (*NYT* 2018).

The current study, published in *Journal of Advertising Research*, assesses whether exposure to three types of social media-based e-cigarette marketing messages (sponsored ads, brand pages, user-created groups), on their own or in combination with each other, would exert a significant and additive effect on attitudes and behavioral intentions towards e-cigarettes, applying the elaboration likelihood model (Petty, Cacioppo and Schumann 1983), theory of planned behavior (Ajzen 1991), and extant literature on online information-seeking strategies (Ramirez et al. 2002). Data were collected using an online questionnaire, posted to Qualtrics Panel, which accessed a nationally representative sample of active social media users who were also current e-cigarette users ($N=1016$). All participants received e-points from Qualtrics. They were first asked to identify one social media platform that they most frequently used, and answered all subsequent questions based on their use of this platform. The questionnaire included an item asking whether participants had seen brand sponsored ads, followed brand pages, and/or were members of user-created groups, within the past month.

For social media site most frequently used, 854 (84.1%) answered Facebook, 60 Twitter (5.9%), 36 (3.5%) Instagram (3.5%), 18 (1.8%) Pinterest, 14 (1.4%) Google+, 11 (1.1%) LinkedIn, 7 (.7%) Tumblr, 5 (.5%) Snapchat, and 11 (1.1%) Other. For exposure to e-cigarette marketing, 181 (17.8%)

Joe Phua Bio

Joe Phua is an Associate Professor in the Department of Advertising and PR at the University of Georgia’s Grady College of Journalism and Mass Communication. He received his Ph.D. in Communication from the Annenberg School for Communication and Journalism at the University of Southern California in 2011. His research focuses on digital advertising, brand engagement, and strategic communication. Externally funded research grants include \$6.41 million funded through the United States Department of Agriculture (USDA). He has published in top journals including *Journal of Communication*, *Journal of Advertising*, *Journal of Advertising Research*, *Journal of Health Communication*, and *Computers in Human Behavior*, among others. His research has also been covered in major news media including *Newsweek*, *NPR*, *Marketplace Tech*, *ABC News*, *CBS News*, *Huffington Post*, *CNBC*, *Men’s Health*, and *Men’s Fitness*. Joe Phua is also an editorial review board member of the *Journal of Advertising*, and has received a number of best paper, best article, and dissertation of the year awards over the years from the annual conferences of the International (ICA) and National (NCA) Communication Associations, and the American Academy of Advertising (AAA).

were not exposed, while 835 (82.2%) were exposed within the past month. Among these 835 participants, 129 (12.7%) saw ads only, 47 (4.6%) followed brand pages only, 7 (.7%) followed user-created pages only, 259 (25.4%) saw ads and followed brand pages, 23 (2.3%) saw ads and followed user-created groups, 9 (.9%) followed brand pages and user-created groups, and 361 (35.4%) were exposed to all three types. For data analysis, participants were recoded into eight conditions: not exposed, saw sponsored ads, followed brand pages, followed user-created pages, saw ads and followed brand pages, saw ads and followed user-created groups, followed brand pages and user-created groups, and exposed to all three types.

Results indicated that e-cigarette users who joined user-created groups had significantly more negative attitudes towards quitting, lower behavioral control, intention to quit and self-efficacy, than those exposed to sponsored ads or who followed brand pages only. Exposure to two or more types of marketing messages had an additive effect on the dependent measures. E-cigarette users who were exposed to all three types of e-cigarette marketing (sponsored ads, brand pages, user-created groups) reported the most negative attitudes towards quitting, lowest behavioral control, lowest intention to quit and lowest self-efficacy, compared to those exposed to two or less types. Social identification with other e-cigarette users also interacted with exposure to influence behavioral control, intention to quit, and self-efficacy. Attention to social comparison, meanwhile, interacted with exposure to influence intention to quit. Also, e-cigarette subjective norms interacted with exposure to influence behavioral control. As such, the degree to which individuals identify with other e-cigarette users, their personal propensity for social comparison with likeminded others, and perceived norms regarding e-cigarette use in their social groups, also exert a significant effect on attitudes and behavioral intentions towards e-cigarettes, in addition to exposure to social media-based e-cigarette marketing messages.

This study offers managerial implications for e-cigarette regulation. As found in the study, individuals who saw sponsored ads, followed brand pages and were members of user-created groups, were significantly more likely than those not exposed to, or were exposed to two or less types of, e-cigarette marketing messages, to have more negative attitudes and behavioral intentions towards e-cigarettes. As such, regulatory agencies, including the FDA, should enact stricter guidelines to control various forms of social media-based e-cigarette marketing, particularly user-created groups and brand pages, as these types may result in greater negative effects on e-cigarette use. Since exposure to more types of social media-based e-cigarette marketing can also

significantly impact attitudes towards e-cigarette use, behavioral control, intention to quit and self-efficacy, regulators should also restrict e-cigarette brands and retailers from including misleading information, such as e-cigarettes being healthier alternatives to regular tobacco, or as smoking cessation aids, in social media marketing materials. Overall, this exploratory study represents a first step in examining potential effects of social media-based e-cigarette marketing messages on consumers. Future research should continue to assess various types of e-cigarette marketing messages that can have potential negative effects, so as to further curb and prevent e-cigarette use among vulnerable populations, including teens and young adults.

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Teaching Feature

Food for Thought

by Sabrina Habib (University of South Carolina)

We are all storytellers, and although the term storytelling has been overused in advertising, I don't think it will fade anytime soon. Relationships built through stories are powerful and lasting, so of course we all want to make sure our students understand and develop these skills.



Sabrina Habib

Creative thinking is essential to writing original stories. Teaching story elements and plots without integrating thinking skills is akin to baking a cake without an oven: students might have all of the ingredients, but they lack heat to activate said ingredients.

I will illustrate my point with a story... I am currently teaching a video production course, I gave lessons that covered all of the basic story blocks and elements, then followed up with deeper analysis approaches. We had discussions, looked at examples from film, TV, brands, and journalism. During that time, students were also learning software, camera, and lighting. Finally, we reached a point of hands-on creative storytelling. They embarked on the assignment equipped with newly acquired knowledge and techniques needed to make a creative short film. I didn't, however, teach creative thinking methods.

The proposals were turned in, several students had a story about their dog running away and then getting reunited to live happily ever after; some had stories about being late to class/exam because of parking or failed alarm; others were about Halloween/scary ghosts (this was in October), and the rest were somewhat original, but not impressive. Students wrote the first idea they could think of and accepted that as worthy of their time, the viewers, and mine. They all had good story structure but lacked originality. Before they could

move on to pre-production, I told them we would learn new skills and re-write the proposals.

I started by going over the basic creative literature, the creative process, then brainstorming and creative thinking exercises. Some required a lot of writing, re-writing, and reiterating ideas, others involved word clouds, one was an association game. Lastly, their homework: try something new and talk about it next class. They asked many questions about this homework, my response was: just try something new, no other instructions were given. That was unsettling to some students but working in the wide-open space of possibilities was very important at that point.

Some of the students tried a new food, like tofu and sushi (I was surprised they had never had it), one student visited an art museum, and so on. They learned that sensorial experiences can enhance their creative thinking, they learned to let go of and evaluate ideas, they learned to go beyond the first thought. The new proposals had layers, empathy, and meaning. They got out of their comfort zone and took risks with ideas; then we all lived happily until the next project.



Video still, shot with drone. Student: Keylan Hanna.

I will take this opportunity to echo colleagues who have contributed to this column recently, creativity is applicable to all areas of advertising and beyond; as such, it should be prominent in every curriculum. *AA*

Sabrina Habib Bio:

Sabrina Habib is an assistant professor of Visual Communications at the University of South Carolina. She has professional and academic experience; her research focuses on the creative process and its implications for teaching. She has worked on grants related to creative training and experiential learning in advertising.

Special Topic I

Introducing European Advertising Academy (EAA)

by Martin Eisend (European University Viadrina) & Edith G. Smit (University of Amsterdam)

Other than the AAA that celebrated its 50-year anniversary in 2018, the European Advertising Academy (EAA) is a young organization with a short, but eventful history. In 2002, Flemming Hansen initiated a two-day conference at the



Martin Eisend (President)

Copenhagen Business School in Denmark. The name of the conference was “International Conference on Research in Advertising,” which was later abbreviated as “ICORIA.” The first conference was small, had one plenary session, and the program fitted a single page. In 2003, the advertising conference was organized by Peter Neijens and Edith Smit in Amsterdam. It was not until the 2004 conference in Oslo that the ICORIA acronym was introduced. The EAA was founded in 2005 at ICORIA in Saarbruecken (Germany). The founding members were Flemming Hansen (Copenhagen Business School), Sandra Diehl (Department for Media and Communication Science, Klagenfurt, Austria), Robert Heath (School of Management, Bath, UK), Gorm Kunoe (Norwegian School of Management, Oslo), Peter Neijens (Amsterdam School of Communication Research), and Ralf Terlutter (Institute for Marketing, Klagenfurt, Austria).

The story of ICORIA continues with introducing a paper award that was sponsored by the International Journal of Advertising (IJA) at the yearly conference in Bath. EAA and IJA have a beneficial and strong relationship that has been built up over the years. In 2006, the EAA website was published. The first general assembly of the EAA took place at the 2007 conference in Lisbon. The following conferences were in Antwerp (2008), Klagenfurt (2009), and Madrid (2010). In 2010, the EAA book series “Advances in

Advertising Research” was introduced that replaced the proceedings publications from previous years. In the same year, the first electronic newsletter was sent out to all EAA members. 2010 is also the year that brought about the sad news that Flemming Hansen has passed away. To memorialize his work and contribution to the community, the EAA now assigns the Flemming Hansen award every second year as a long-term impact award to a scholar who has made contributions to distinguished scholarship in advertising research. The first recipient in 2015 was John Rossiter; Ray Taylor received the award in 2017.



Edith G. Smit (Past President)

In 2011, the tenth ICORIA took place in Berlin, followed by conferences in Stockholm (2012), Zagreb (2013), and Amsterdam (2014). Since 2014, a half-day doctoral colloquium takes place before the conference starts. The aim of this colloquium is to provide PhD students with professional skills for their academic career. To that

end, several scholars from the field of advertising, marketing and branding provide interactive lectures and workshops on various topics, such as ‘how to publish your work in academic top journals,’ ‘how to manage your supervisors’ or ‘the do’s and don’ts of peer reviewing.’ In 2014, the EAA-AAA joint membership was introduced that allows members access to both organizations with all membership benefits, including the ability to pay the members’ reduced price at EAA and AAA conferences.

The tenth anniversary of EAA was celebrated at the 2015 conference in London.

Continued on page 7...

Martin Eisend Bio:

Martin Eisend is Professor of Marketing and Director of the Center for Market Communications at the European University Viadrina, Germany. His research interests lie in market communications, particularly the effects of advertising messages and strategies, societal issues of marketing communication, and empirical generalizations. He is the president of the European Advertising Academy (EAA).

Edith G. Smit Bio:

Edith G. Smit is director of the Graduate School of Communication and full professor at the Amsterdam School of Communication Research, University of Amsterdam. She has been actively involved with the European Advertising Academy for many years. Her expertise includes persuasion strategies, applied in the domain of health as well as marketing communication and media.

Special Topic II

Winter Break Fun!

Unlike the summer break we tend to stay at home, not only because of the cold weather, but also because of the lack of ideas how to enjoy the winter break. So, we can learn some ideas of enjoying the winter break from other AAA members. I hope all AAA members have a great winter break full of fun, relaxation, and joy! – Editor –

This winter break I will be taking 22 undergraduate and graduate students from DePaul University to my home country, Argentina, for a two-week study abroad program. This is a unique program, since students get to work developing an advertising campaign for a non-profit organization in the host country. This year, we will be working with an NGO called “El Merendero” (*merienda* is the Spanish name for the afternoon tea), an organization that feeds low income children in the Province of Cordoba. Our students will spend two weeks experiencing a mix of classes, cultural activities, and one-on-one time with the local organization. This is the first study abroad to South America for PRAD students, and we were thrilled with the number of applications received. This program is developed in partnership with [Universidad Blas Pascal](#).



Photo from El Merendero's Facebook page.

-Juan Mundel (DePaul University)-



Some believe the winter break is a time for the academic to rest in front of a fire while keeping a Manhattan as a constant companion. For most academics, the winter break is a sacred time of devotion... to creating to-do lists. These lists go on longer than the fabled Santa's naughty list and are often as mischievous as that list's inhabitants. They have

been spotted struggling to break free from wherever they've been affixed, using the heating vent to shimmy back and forth. It is this list that I plan to simplify this break. The very first item is to make another batch of the holiday Nutella cookies I promised to bring to my family's gathering. I ate the first batch. Second is working with my brothers and parents to create the magic of the season for the youngest members

of our family. If it snows, there will be reindeer footprints outside. And fourth, I plan to spend some time immersed in my research and being thankful that I love it. And I will do all of that while sitting in front of the fire with a Manhattan in hand.

-Heather Shoenerger (Penn State University)-

For the first time in many years, our family is staying in town to celebrate two Christmases, Catholic and Orthodox, and the New Year in between. There will be a lot of family time, friends hosting, games, great homemade food, snow angels, sledding on the hills of a golf course next to our house, and favorite books and TV shows. And the perfect Michigan winter outside, of



course! Perhaps we will change our mind and travel to a cabin somewhere in the northern part of the state to enjoy the snowy view of one of the frozen or semi-frozen Great Lakes. No worries though, we will be devoting time to reading and writing manuscripts, as well. That and spending time with the loved ones over the holidays – what can be better?

-Anastasia, Saleem, Lily, and Basel Kononova-Alhabash (Michigan State University)-



Suggests the mood we will be trying to achieve again!!

I now realize how focusing on simple things helps me deal with the crazy world we live in. So this holiday season my family and I will kick back, relax, do yoga, and just enjoy being together. After so many years of pushing myself, I'm finally learning to take each day as it comes!

-Padmini Patwardhan (Winthrop University)-



Every winter we ski Mount Hood in Oregon. Here I am with my three sons. I highly recommend it!
-T. Bettina Cornwell
(University of Oregon)-

I will be escaping the cold Massachusetts winter to travel to Aruba with my beloved.

My plans include swimming, swimming, more swimming, some knitting time, and consuming the occasional cocktail. My itinerary does not include answering emails or grading papers.



-Anna McAlister (Endicott College)-

Continued from page 1 by Tom Reichert.

Thank You, Billy Ross

Last, I want to take a moment to mention the recent passing of one of our founders, Billy Ross. Jef Richards shared with us news of Ross' passing. I met Ross several years ago when I attended a Scripps Howard leadership academy hosted by LSU. He was there to scout talent. Few have dedicated so much of their professional career to advertising education. The fact that he was a founder of this organization—an organization that has sustained for over 60 years—is a testament to his contribution to the academic field of advertising. Thank you Billy Ross. We appreciate your contribution to building this organization into what many of us consider our scholarly home.

In Closing

Overall, I want to express my sincere appreciation to our officers, committee chairs, and committee members. AAA is a volunteer organization and these members are putting in their hard work to ensure AAA continues to serve its members while advancing our mission.

Continued from page 5 by Martin Eisend & Edith G. Smit.

Starting in 2015, the conference papers that received high reviewer scores were considered for a special issue of IJA that is published in the year following the conference. Since then, IJA has published an "ICORIA special issue" every year based on the top papers of the conference.

In 2016, the conference took place in Ljubljana, in 2017 in Ghent, and in 2018 in Valencia. The conference in 2019 will take place in Krems. In 2019, the EAA will provide for the first time an ICORIA grant. This grant aims to encourage selected researchers who provide high-quality advertising research, but have limited resources to attend the yearly ICORIA meeting.

Currently, the EAA has more than 250 members from 34 countries. Most of the members are working at universities in Europe. Similar to the AAA, the EAA is a diverse academic community of advertising researchers and welcomes researchers from all parts of the world to study advertising and to share their knowledge with the advertising community. Although the EAA is a much smaller organization, its objectives are very similar to that of AAA: "The European Advertising Academy aims to promote, disseminate and stimulate high quality research in the field of advertising and its applications, and to provide a professional association to academics and practitioners."

Currently, AAA and EAA have 85 regular joint members, which is a strong signal for the cooperation between the organizations. The cooperation provided and certainly will provide many benefits, not just in terms of synergy and learning from each other, but also in terms of benefiting the aim of both organizations to strengthen the quality and value of advertising research and its relevance to practitioners and society.

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?

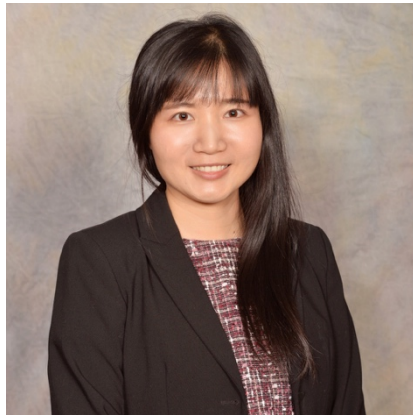
- Job announcements
- Call for papers
- Announcements about awards
- Photos for the Photo Gallery
- Names of graduate students to be featured

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

Graduate Student Spotlight

Wen Zhao (Washington State University)

Before my voyage in academia, I worked as a Media and Public Relations manager and account executive in the industry for five years. During that period of time, and while serving international clients such as Volkswagen, I was exposed to and intrigued by the role of Corporate Social Responsibility (CSR) in business success. For example, my team and I worked with different types of media and helped the client implement the creative “Art Beijing x Think Blue” campaign in China, which showcased numerous contemporary artworks about the sustainable lifestyle. My role in the campaign was to assist the PR team and utilize various social media platforms to engage public in a dialogue of environmental responsibility. Through my years of professional practice in CSR campaigns, I realized that the strategic creation of corporate social responsibility messages, combining efforts on social media, are influential for promoting prosocial concepts to the public. Also, I believe that the for-profit corporations are accountable for fulfilling social responsibilities to the society and strategic communication practitioners can help them design and implement effective CSR campaigns. It was those experiences that motivated me to join academia and seek practical strategies for organizations to convert a disparate range of activities into effective CSR efforts.




Wen Zhao

As I completed my master’s degree in Integrated Marketing Communication at Florida State University, I started my doctoral program at the Washington State University with a primary research focus on CSR. Examples of this line of research include my recent publication in the *Journal of Promotional Management* (Zhao & Lee, 2018), where my co-author and I examined psychosocial factors that influence

the effectiveness of appeals in CSR advertising. Considering the rapid development of strategic communication, I am also driven to explore and embrace new technologies in CSR communication. For instance, in another study, my collaborators and I looked at how consumers engage and respond to CSR messages crafted using the format of virtual reality (VR) videos in the context of health promotion. This work, along with some of my other research on new media technologies, were honored by the National Communication Association and AEJMC as top papers.

In addition, my teaching has been inspired by my years of working experience in the PR industry as well as research experiences in strategic communication. During my doctoral program, I have taught a range of courses such as Public Speaking, Public Relations Management and Campaigns, and Principles of Public Relations. I believe that strategic communication professionals nowadays need to have versatile skills such as problem-solving, creative and critical thinking skills. For that reason, I always bring a variety of latest case studies to my classroom. In particular, I incorporated my prior working cases and research examples in CSR to the classroom. Students showed a keen interest in discussing this specific topic. Additionally, my professional and educational experiences taught me the importance of converting knowledge into practical strategies and real actions. Hence, I integrate the service learning practice in my daily teaching. More specifically, students in my PR Campaign course formed agencies, conducted formative research, and created campaign proposals for real-world clients. It is always happy to share and pass along my knowledge with students through guiding their real campaign work.

I am fortunate to be working in a profession which creates and shares knowledge, and an environment which surrounded by great mentors and colleagues. As I am completing my PhD at WSU, I look forward to my future career in higher education and potential collaborations with researchers in CSR communication. 

Wen Zhao Bio:

Wen Zhao is a PhD candidate at the Edward R. Murrow College of Communication, Washington State University. Her primary research interests are corporate social responsibility and strategic communication. Prior to pursuing a doctoral degree, she worked in the media and public relations industry for five years and earned a master’s degree in Integrated Marketing Communication from Florida State University. Her work has been honored by the NCA and AEJMC as top papers, as well as has been published in the *Journal of Promotional Management*.

Jihoon (Jay) Kim (University of Georgia)

I moved to the United States from South Korea with my lovely wife in order to find better opportunities and achieve my academic goals: to obtain a faculty position at a research institution where I could teach aspiring students, share knowledge with colleagues, and discover new challenges, perspectives, and approaches in my field of study. I believe the Ph.D. program at UGA has been a major step toward accomplishing these career goals. Writing this column for the AAA Newsletter gives me the opportunity to look back on my past several years at UGA. Two primary themes come to my mind: coping with academic struggle as a graduate student and my research in the VR lab.



Jihoon (Jay) Kim

Avoiding Mental Breakdown: We All Need Help Sometimes

I have difficulty sometimes admitting that I am in over my head and need assistance, but I am sure almost all graduate students have felt this way before. When I started my Ph.D. program, I felt like I was going to take on the world. However, I soon realized that my Ph.D. journey would NOT be a trip to a destination. By the end of my first year, I had accomplished only one or two of my original research goals. This experience taught me that pursuing a Ph.D. is a process, an active process of self-discovery, to shape my future. Many times, I had no idea what I was doing, and I felt like I was letting everyone, including myself, down. I would like to believe that I was not actually letting anyone down, and I likely was not; however, the feeling of being a disappointment seems to be common among graduate students. Unfortunately, I spent so much of my early stages in doctoral study NOT asking for help from colleagues when I needed that I became sick with stress and anxiety. We should all keep in mind that we will not find the help we need if the ones who can help are not aware that we need it.

Jihoon (Jay) Kim Bio:

Jihoon (Jay) Kim is a fourth year Ph.D. student at Grady College of Journalism and Mass Communication at the University of Georgia. He received a master's degree in Sport Management from the University of Florida. His research interests examine the effects of media technology that includes branded apps, officiating technology in sports, and immersive virtual reality in advertising with a focus on marketing communication implications. He has presented his work at AAA, AEJMC, and ICA and has published articles in major peer-reviewed journals including *Journal of Consumer Behaviour*, *Computers in Human Behavior*, and *Telematics and Informatics*.

Do not be afraid to ask for help. Nobody gets through college on their own.

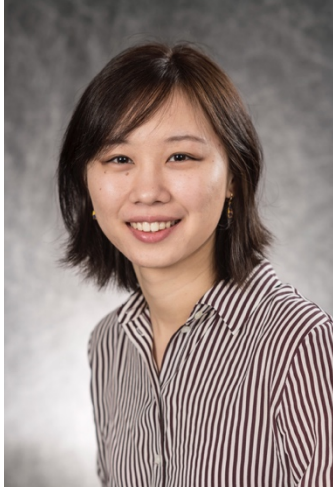
— Michelle Obama

Virtual Tour: A Movie Trailer for Travel Destinations

I am working on several research projects with my academic advisor, Sun Joo "Grace" Ahn. Dr. Ahn is the director of the Games and Virtual Environments Lab (GAVEL), of which I am a graduate research member. GAVEL is an interdisciplinary research facility for a human-centered approach to investigating virtual experiences and how they influence the attitudes and behaviors of users. The lab makes forward-thinking inquiries into how interactions in virtual settings can shift the traditional rules and norms of social interaction in the physical world. Our projects apply frameworks of psychosocial and behavioral sciences to explore, test, and evaluate the impact of virtual and augmented environments on a wide range of social issues. Serving as a research member of GAVEL for the last three years, I decided to investigate how virtual tours, a form of interactive advertising for tourism products, might promote individual engagement in tourism information and increase the desire to experience, in person, the promoted destination. I am working with Dr. Ahn and three other committee members, Dr. Jooyoung Kim, Dr. Joe Phua, and Dr. Bart Wojdyski. My dissertation aims to show that virtual tours can facilitate a mental representation of a mediated environment, a crucial step in constructing attitude and encouraging target behavior. Using the advanced and affordable technology available to us today, I am examining these relationships in the context of tourism to advance our understanding of the way human interaction with media tools affects behavioral intention. ~~AA~~

Shili Xiong (University of Illinois at Urbana-Champaign) *A Wandering Mind from a Frequent Multitasker*

Sitting in front of my laptop, I'm switching between writing this article and searching for winter break flights. To reduce the guilt of not concentrating entirely on writing this article during work time, I decide to discuss this behavior—searching for flight while writing the article—in an academic way. Yes, let's talk about media multitasking, the research.



Shili Xiong

I have to admit that I am a heavy media multitasker, and I study media multitasking partly because I want to understand myself better. However, when reading media multitasking literatures, what I often feel is “hmm, this is not me!”

About Measures

In media multitasking research, there has been a preponderance of using memory as the cognitive measure and attitude or evaluation measures if using non-cognitive measures. While memory and attitude outcomes are in line with expectations of information processing limitation, these measures (together with the theories chosen) also limit our understanding and exploration of the potential scope of effects. To me, memorizing the content is never the expectation of media multitasking. Instead, I choose to concentrate on only one task if memory is the required outcome. I'm keen on what can be used to explain and predict effects beyond processing resource limits in my own research, and am currently investigating how a secondary task affects boredom state and mind-wandering induced by primary task.

About Design

As a heavy multitasker, I always struggle with the study designs used in current media multitasking research. Most studies are still in single-task mode of thinking. For example,

researchers often use single task requirements to evaluate multitaskers' performance by controlling the time length between single- and multi-task conditions and thus keep length of exposure constant. Honestly, if I multitask, I definitely wouldn't expect myself to complete multiple tasks within single-task time limit. Rather than temporal achievement, one of the motivations of my multitask behavior is to improve quantity and breadth coverage. Therefore, in my media multitasking research, I try to compare different multitasking groups to each other in addition to a single-task reference group. And I'm very cautious about designs and measures that are biased to certain task types in nature.

About Theories and Scope

1) Be open to other theories. Oftentimes when reading media multitasking papers, I have this thought “It's limited capacity again.” There's no doubt that resource theories and limited capacity related concepts are essential to understand media multitasking effects, but more things remain to be explored. While media effect research exists for many decades, media multitasking is relatively newborn, influenced by more and more portable devices. It is important to connect media multitasking to the larger effect-related literature, and think about not just media, but also content, tasks, and audience.

2) In addition to the different components of media multitasking, I also try to consider not only “finding the effect”, but also “enhancing/changing the effect”. Media multitasking has been considered as a “bad guy” that harms task performance. However, this finding should not be seen only as a conclusion, but also a challenge to be solved. For example, when a single task already exhausts people, surely adding another task overwhelms them; but if the single task requires low-load (e.g. watching a boring show), would adding a task still harm the overall performance, or would it actually help?

The flight booking website is catching my attention again. I need to book the winter break flight before it's gone. Hope everyone enjoys their break! ✈️

Shili Xiong Bio:

Shili Xiong is a fourth-year doctoral student in the Institute of Communications Research (ICR) at the University of Illinois at Urbana-Champaign (UIUC). Her research focuses on information processing and attention in media and advertising, particularly related to media multitasking and processing of distraction. While most research reports the cognitive overload effect of media multitasking, her recent work explores how a second task affects the availability of cognitive resources and perception when the initial single task is in a 'cognitive underload' status and leads to mind wandering. Shili received her her master's degree in Advertising at UIUC in 2015 and her bachelor's degrees in Film & Television Literature and Television Editing at Communication University of China in 2013.

Cat Scholl (Southern Methodist University)

To All the Teammates I've Had Before

As the final semester of my master's degree comes closer and closer, I can't help but think back to how I got here. Advertising was not always where I saw my professional path going, but with the help of some amazing people I found my passion.



Cat Scholl

I dove into the world of advertising after graduation in 2015. Since then, I have had the opportunity to meet some of the most driven and influential people in my life. The funny thing about each of these fantastic individuals is that they have reminded me of different types of teammates I have had from playing volleyball for 14 years.

This realization came in my first year at a digital agency. Within the first couple weeks, I picked up on a particular competitive edge that has always been present in my teammates. Everyone was working their hardest to reach a common goal, while at the same time building themselves in their individual craft. They knew that in order to reach our potential in the team we had to push each other and challenge ourselves past our comfort zones. This is an environment that I feel most at home. I now know that this competitive drive is what leads many to pursue a career in advertising. This initial parallel sparked even further observations about the similarities between groups I have met in the advertising world and those I have shared the court with. Although roles are different, they are all incredibly important.

The first group are the upperclassmen. This describes every manager, advisor, and professor I have ever had. They are wise, confident and have taken me under their wing. These people understand that although I do not have the same skillset yet, if they work with me and show faith in my abilities, that I can reach my fullest potential. They are

patient, resilient, and sacrifice for the team when necessary. These are the fearless leaders who have taught me the importance of courage and strength.

On the other hand, my co-workers, classmates, and colleagues have been the underclassmen. They are learning and building themselves at the same time as me and are an amazing support system. They push me to be inquisitive and commiserate when necessary. We are growing together and sharing our accomplishments. These are the hardworking newbies who have taught me how to be forever curious and the importance of comradery.

Both types are necessary for a successful team and I have been lucky enough to have worked with incredible groups who have led me to where I am now and will forever be my motivation. Moving forward I hope to work in digital strategy while possibly pursuing a Ph.D. and in doing so I will rely on my teammates for support. This is something I am passionate about and advise everyone to surround themselves with the best teammates possible who will rally behind you in all your endeavors. And so, to those in the teams I have been with, those I am currently with, and those who I will have pleasure of being with, I thank you. ~~AA~~

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 **January 15**, at joonghwa.lee@und.edu

Cat Scholl Bio:

Cat Scholl is a master's candidate in the Temerlin Advertising Institute at Southern Methodist University in Dallas. After earning her B.A in Digital Media with Public Relations from Juniata College, she worked as an SEM and Social Media Analyst at an agency in Austin. Her research interests include consumer behavior and digital media strategy.

AAA Notes

Awards and Honors



With Marian Levy, past AAAs research co-award winner, after receiving my award - a superhero cape.

success through leadership in business.

Marla Royne Stafford, Interim Dean and Professor of Marketing at the Fogelman College of Business & Economics at the University of Memphis, has been selected as a 2018 Superwoman of the Year by the Memphis Business Journal. The award honors 25 women across different industries who are among the city's most influential women in business, who are actively engaged in community reinvestment and who have achieved success through leadership in business.



Kai-Yu Wang

Dr. Kai-Yu Wang (Brock University) was the winner of the AxxessCapon Teaching Innovation Competition at the Marketing Association Fall Educators' Conference, Kansas City, MO in September.

Grants and Fellowships



Soojung Kim

Dr. Soojung Kim at the University of North Dakota received the Applied Research to Address the State's Critical Needs Initiative grant (\$19,485.50) from the College of Arts and Sciences at the University of North Dakota. The project title is: Increasing radon awareness among North Dakotans via a mobile radon-education application.



Sydney Dillard



Juan Mundel

Drs. Sydney Dillard and Juan Mundel (both DePaul University) received an Academic Growth Innovation Fund Grant (\$163,600) by DePaul University's Office of Research Services.

The grant will assist in developing DePaul's Public Relations and Advertising (PRAD) program by (1) creating a new creativity minor and Continuing Professional Education certificate, (2) development of a summer program (BRAND) for high-school students focused on increasing diversity in

advertising, and (3) purchasing equipment in support of the Public Relations and Advertising program's new Media Engagement Lab in the College of Communication.

Job Changes, New Hires, and P&T

Dr. Kai-Yu Wang is the Chair of the Department of Marketing, International Business and Strategy at the Goodman School of Business, Brock University.

Anan Wan started a tenure-track assistant professor in the Department of Communication at Georgia College & State University in Fall 2018.

Book Releases




Professor Laurence Minsky, Columbia College Chicago, published [Advertising Under One Hour: Everything You Need to Know](#) with Under One Hour LLC. How can you tell the story of advertising in a book that can be read in under an hour? That was

the challenge of Laurence Minsky's newest book. It defines advertising and covers its history including key players, process for strategic and creative development, media (online and off), and more. Thomas McManus, associate professor, Fashion Institute of Technology, wrote, "Years of experience by a seasons advertising guru that you can grasp in the time it takes to do a business lunch."



In mid-November, authors Dennis Martin and Robert Coons launched the new 8th edition of [Media Flight Plan](#). Books are already shipping for the coming Spring Semester, 2019. Desk copies are also available. Eighth edition changes include:

(1) Updates in the *MFP* online simulation package. (2) New chapter 1, *A Digitally Infused Media Ecosystem* explores the impact of digital media on media planning. (3) *Tesla, Inc. Model 3* will be the new case study. (4) Iowa State University students wrote an excellent *Mavi Jeans* case study. It's published online courtesy of Dr. Jay Newell and students. Email orders@mediaflightplan.com 

Announcements (Call for Papers)

Journal of Interactive Advertising **Special Issue on Impact of Digital Gaming & Gamification on Advertising & Branding**

Guest Editor

Vincent Cicchirillo, *Saint Xavier University*

Submission Deadline: December 31, 2018

Manuscripts are currently being solicited for an upcoming special issue of the *Journal of Interactive Advertising* (JIAD) dedicated to understanding how digital gaming and gamification have effected advertising and branding. This includes in-game advertising, advergaming, mobile app games, and brands using gamification techniques to promote their products and/or services.

BACKGROUND

Video games have come a long way from the early 80's and console-based systems to online gaming and mobile applications. The vernacular has also changed as industry and academic professionals have opted for the term 'digital games' over 'video games' in favor of more modern applications of the technology. According to the Entertainment Software Association (ESA), a large percentage of households are home to at least one video game player (65%) and the gaming industry contributes billions in value to the economy. Games are also no longer played by just adolescent males, as gamers have gotten older (the average gamer is 35 years old) and more diverse (females represent 31% of the gaming population) (ESA, 2017). Brands and advertisers are now embracing digital gaming and are incorporating their products and services in and around games. For instance, Yang, Asaad, Dwivedi (2017) noted that gamification has become a popular way to promote brand engagement even though many businesses lack the understanding of whether or not gamification is the right communication tool. Furthermore, many brands have chosen to promote their brands within digital games (Cicchirillo & Mabry, 2016). The research is somewhat mixed as aspects of congruity and incongruity of the brand to game content has shown various effects on attitudes and memory (see Kinard & Hartman, 2013; Peters & Leshner, 2013). Thus, there is particular need to extend the current literature and examine how in-game advertising can be an effective brand communication strategy. Furthermore, we need new examinations related to the effectiveness of gamification strategies as well as for corporations creating their own branded digital games (i.e., advergames) that can either be played online or as mobile apps.

The *Journal of Interactive Advertising*, since its debut in 2000, has offered a venue for exploring new forms of digitally enabled advertising. This special issue of JIAD will provide a space for examining broad issues of how brands use digital games and gamification strategies to improve advertising outcomes. Are newer formats more effective than past ones? How are brands using digital games to promote their brands? What gamification strategies are currently being employed and what strategies might be most effective? The primary goal is to further extend current directions, but also understand newer ones. As such, exploratory methods such a content analyses are certainly welcome as well as theoretical perspectives. Scholars are also encouraged to submit empirical studies that test and extend current directions within digital gaming research involving marketing communications broadly. Finally, as with any new form of advertising, researchers must also consider the ethical implications of these practices.

TOPICS

Potential research topics may include, but are not limited to, examinations of digital gaming and gamification involving:

- Advertising Effectiveness
- Branding
- Consumer Behavior
- Ethical Considerations
- Theoretical Perspectives
- Brand Recall and Recognition
- Persuasion

- Brand & Game Attitudes
- Consumer Engagement
- Mobile App Effectiveness
- Prominence and Media Use
- Media Technology (e.g., social media, augmented reality, virtual reality, etc.)

SUBMISSION INSTRUCTIONS

All manuscripts for the special issue should follow JIAD Instructions for submissions and be submitted via the JIAD ScholarOne online system.


The deadline to receive manuscripts is **December 31, 2018**. Authors should select “SPECIAL ISSUE: Digital Gaming & Gamification” as manuscript type. Please note in the cover letter that the submission is for the special issue.

All articles will undergo blind peer review with first round editorial decisions by April. The anticipated date for publication of the special issue is 2019.

For questions or additional information regarding the special issue, please contact the guest editor: Dr. Vincent Cicchirillo via [email](#) or telephone (+1.312.362.7702).

Visit the [Journal of Interactive Advertising](#) for more information.

REFERENCES

- Cicchirillo, V., Mabry, A. (2016). Advergaming and healthy eating involvement: How healthy eating inclinations impact processing of advergame content. *Internet Research*, 26(3), 587-603.
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- Peters, S., & Leshner, G. (2013). Get in the game: The effects of game-product congruity and product placement proximity on game players' processing of brands embedded in advergaming. *Journal of Advertising*, 42, 113-130.
- Yang, Y., Asaad, Y., & Dwivedi, Y. (2017). Examining the impact of gamification on intention of engagement and brand attitude in the marketing context. *Computers in Human Behavior*, 73, 459-469. 

Announcements (Call for Papers)

Journal of Advertising **Special Issue on Advertising in Asia: Theories and Implications for Practice**

Guest Editors

Chingching Chang, *National Chengchi University*

Wei-Na Lee, *University of Texas at Austin*

Yuping Liu-Thompkins, *Old Dominion University*

Submission Deadline: January 31, 2019

Manuscripts are being solicited for an upcoming special issue of the *Journal of Advertising* on Advertising in Asia: Theories and Implications for Practice, which is dedicated to advancing theories for understanding the unique aspects of advertising in Asia.

Most advertising theories have been developed in the West. When they are applied to phenomena in Asia, scholars often fail to find strong support for them. Without a systematic effort to cultivate pertinent theories, applicable to different socio-cultural-economic settings, we are left with only broad notions of how advertising works in Asia.

Three main stages of development in international advertising research thus far have contributed to our initial knowledge of advertising in Asia. Early research explored the content of ads in different cultures such as the use of emotional appeals and types of narratives. Following that, the research paradigm shifted to exploring which types of appeal or content were most effective. For example, studies have examined how the same appeals such as comparative advertising worked differently in various cultures or which appeals enjoyed a competitive edge in certain cultures. Finally, more recent developments sought to address which mechanisms drive these differences, such as consumer motivation and identity. These three streams of international advertising research have no doubt generated insightful findings. Yet the question of how advertising works in Asia remains relatively underexplored, such that many complex distinctions and unique elements have not been discovered or documented in a systematic and comprehensive manner. Focused efforts to achieve theoretical advances are very much needed.

Research comparing cultures, while producing some informative findings, offers only a small window to advertising in Asia. It should not be the sole approach. Understanding unique advertising practice and phenomena in Asia and investigating commonalities across Asian markets is an alternative approach that could be fruitful.

This special issue seeks to address the need for research by soliciting, publishing, and disseminating theoretical developments that focus on advertising in Asia. Specifically, we seek manuscripts with strong theoretical foundations and insightful evidence to stimulate further research. We welcome articles that explicate advertising in Asia from either a comparison perspective or an indigenous approach. Potential research topics that may be addressed include (but are not limited to):

Theories, Models, and Methods

- Generic theories of how advertising works in Asia
- Ad processing models for consumers in Asia
- Asian consumers' cognitive styles
- Asian consumers' engagement with advertising
- Asian consumers' involvement with advertising
- Persuasion knowledge and resistance among Asian consumers
- Persuasion models for Asian consumers
- Relativism–universalism in Asian advertising research
- Qualitative and quantitative approaches in Asian advertising research

Consumers

- Asian identities in advertising

- The role of advertising in Asian consumers' decision making
- Subcultures in Asia and their implications for advertising
- Asian consumers' attitudes toward advertising
- Branding in Asian markets

Content and Form Matters

- Creativity approaches and strategies in Asian advertising
- Cultural elements in Asian advertising
- Narratives in Asian advertising
- Emotional appeals in Asian advertising
- Unique message appeals in Asian advertising
- Language in Asian advertising
- Humor in Asian advertising
- Celebrity effects in Asian advertising
- Sex appeals in Asian advertising
- Visual and aesthetic styles in Asian advertising

Media

- The use and effects of digital media in Asia
- The development and integration of advertising media in Asia
- The importance of social media for Asian consumers
- The role of mobile advertising in Asia
- Advertisers' media allocation and decision processes in Asia
- Native advertising in Asia
- Branded entertainment in Asia
- Advergaming in Asia
- Viral behaviors among Asian consumers
- Asian consumers' ad sharing behaviors on social media
- Asian consumers' responses to mobile advertising
- The role of co-creation and user-generated content in Asian advertising

Focused Topics

- Health advertising in Asia
- Public service announcements in Asia
- Green advertising in Asia
- Political advertising in Asia

Sociological Aspects

- Issues related to ethics and fairness of advertising practices in Asia
- Gender portrayals in Asia
- Advertising literacy in Asia
- Concerns for youth and children in Asia
- Unique legal issues related to advertising in Asia and the implications for advertisers

Submission Guidelines

Submissions should follow the manuscript format guidelines for *JA*, available at <http://www.tandfonline.com/toc/ujoa20/current>. A manuscript should not normally exceed 12,000 words, including all references, tables, figures, and appendices.

The submission deadline is January 31, 2019.

All manuscripts should be submitted through *JA*'s online submission system, ScholarOne, at <http://mc.manuscriptcentral.com/ujoa>, between January 1 and 31, 2019. Please do not submit your manuscript before January 1, 2019. Authors should select "SPECIAL ISSUE: Advertising in Asia: Theories and Implications for Practice" as the "Manuscript Type." In the cover letter,

authors should note that their submission targets the Special Issue on Advertising in Asia: Theories and Implications for Practice.

- Authors will be notified no later than March 31, 2019 about the preliminary decision regarding whether their manuscript will proceed to the next round of review.
- This Special Issue is planned to be published as the last issue of 2019.
- For additional information regarding the special issue, please contact the guest editors:
Chingching Chang, National Chengchi University, shenc@nccu.edu.tw
Wei-Na Lee, University of Texas at Austin, weina@mail.utexas.edu
Yuping Liu-Thompkins, Old Dominion University, yxxliu@odu.edu

Announcements (Call for Papers)

International Journal of Advertising **Special Issue on How Advertising Helps or Hinders Consumer Well Being**

Guest Editor

Marla B. Royne Stafford, *University of Memphis*

Submission Deadline: March 31, 2019

Background

Concern for consumer well-being has imbued academic literature for several decades and stimulated scientific inquiry in a range of disciplines, including marketing and consumer behavior. This interest, coupled with business dynamism, have spawned several special journal issues dedicated to spurring social change among marketers in ways that improve the lives of consumers. The transformative consumer research movement has also helped marketers structure marketing and consumer behavior topics to help in this quest. Consumer well-being remains a critical and ever-evolving issue in marketing and a key societal concept because consumer consumption affects society, our economy and the environment.

Despite the ongoing interest in the topic and the increased quest for knowledge surrounding consumer well-being, little research has been published on advertising's role in consumer well-being. The various forms of advertising can play both a positive and negative role in the trend. For example, while social media plays a critical role in building brand awareness, it also carries increased negative messages to people of all ages. Even more traditional advertising has affected individual well-being by repeatedly advertising products and services to target markets that cannot afford them, featuring ultra-thin models that are blamed for adolescents developing negative body images and eating disorders, and supporting the barrage of ads promoting "natural" solutions that are dangerous or prescription drugs that consumers demand from their physicians, whether or not they have the diagnosed condition.

The purpose of this special issue is to provide a forum where advertising research that helps or hinders consumer well-being can be disseminated. Empirical papers, qualitative research, and literature reviews are all welcome so long as key advertising issues related to consumer well-being are highlighted. The goal of the special issue is to provide insight into advertising practices and trends that can ultimately promote consumer well-being. Papers that examine the negative effects of advertising on well-being are strongly encouraged and an important part of this special issue. However, a strong discussion section, including principal implications, will be required to provide guidance on the changes that must be made for advertising approaches to positively influence consumer well-being moving forward.

IJA is a leading source of authoritative analysis and international coverage of all aspects of advertising and marketing. *IJA* focuses on issues of concern to practitioners, academics and policy-makers from a conceptual perspective. This, combined with its intentionally international orientation, makes it well-suited for a comprehensive examination of how advertising plays a role in consumer well-being.

TOPICS

We welcome papers that advance our knowledge of how advertising affects an individual's well-being. Papers may investigate the positive or negative effects of advertising on consumer physical or emotional well-being. For example, an examination of direct to consumer advertising may be relevant if the research shows how the advertising affects consumer choices and their ultimate positive or negative effects. Papers may show how social media negatively affects consumers in their brand and product choices.

Potential paper topics that may be addressed include (but are not limited to):

- Evidence of successful/unsuccessful applications of advertising appeals and how they have affected a person's emotional or physical well-being.

- The negative or positive effects of social media. This includes the power of social media as a powerful tool of change to make our lives better (such as in the use of effective health messages) as well as how that power can contribute to negative behaviors based on posted messages (e.g., the results of bullying on social media).
- Health-related messages that have a positive or negative effect on consumer well-being.
- New approaches to measuring the impact of advertising messages that show positive or negative consequences.
- Understanding of the cultural factors that might play a role in negatively affecting advertising response.
- Advertising of sin products (alcohol, e-cigarettes, marijuana, gambling) that can play a role in consumer well-being.
- Investigating addictive technologies like Instagram, Netflix, Facebook, Fitbit, Twitter, and email.
- A comparison of which media play a more positive or negative role in affecting consumer well-being.
- The role of individual audience factors in how messages are perceived as negative or positive by consumers.
- Understanding the ethical implications of advertising that harms consumer well-being.
- Advertising specifically to children that can harm their well-being.
- Questionable advertising to vulnerable populations (e.g., the elderly, children).

Guidelines for Paper Submission

Submissions should follow the [manuscript guidelines for IJA](#). A typical manuscript for IJA should be no more than 8000 words; this limit includes tables, references, figure captions.

All manuscripts should be submitted through the [IJA online submission system, Editorial Manager](#), between March 1 and March 31, 2019. Authors should select “Special Issue: Well-Being” as “Manuscript Type.” Please also note in the cover letter that the submission is for the Special Issue on Advertising and Well-Being. All articles will undergo blind peer review.

The submission deadline is March 31, 2019.

Editorial information

Guest Editor: Marla B. Royne Stafford, University of Memphis (mstaffrd@memphis.edu) 

Announcements (Call for Papers)

Journal of Current Issues and Research in Advertising **Special Issue on Tales from the File Drawer: Papers They Said I Would Never Publish**

Editor

Barbara Phillips, *University of Saskatchewan*

Submission Deadline: June 1, 2019

We all have them—papers that are good, that are interesting, that are insightful. We love these papers. And we can't get them published. Anywhere. But we hold onto them. Keep them in file folders and computer folders and in our hearts. We take them out every now and then and linger over them. The reviewer comments sting. "Interesting idea, but needs another study." "Good study, but needs a moderating variable." "Novel, but needs more data." "Too challenging." "Too unusual." "Too odd."

JCIRA seeks these papers. The papers should focus on the topic of advertising and brand communication, broadly defined as persuasive stories brands tell about themselves. This persuasive communication can occur in any marketplace situation, including traditional media, digital media, games, sponsorships, product placements, or cobranding partnerships. Brands can include products and services, but also corporations, people, places, and ideas.

This special issue is more concerned with theory-building than theory-testing. We are looking for novel, unique, and quirky ideas. Papers should be "curious and interesting" as fits the aims of the journal. Curiosity is intense, arousing, and pleasurable—so should be your paper. All sound methods are acceptable for this special issue. We prefer empirical papers, but are open to conceptual papers with a new point of view.

Submission Guidelines:

Submissions should follow the manuscript guidelines for JCIRA, available at: <https://www.tandfonline.com/loi/ujci20>. The submission deadline is June 1, 2019. All manuscripts should be submitted through JCIRA's online submission system, ScholarOne, at: <https://mc.manuscriptcentral.com/ujci>. Authors should select SPECIAL ISSUE as the manuscript type.

For additional information, please contact Barbara Phillips, JCIRA's editor, at bphillips@edwards.usask.ca. 

Announcements (Call for Papers)



IMC KREMS – SERVUS IN AUSTRIA CALL FOR PAPERS

The Institute International Business of the Department of Business at the **IMC University of Applied Sciences KREMS** will be hosting the 16th International Conference on Research in Advertising (ICORIA) from June 27, 2019 to June 29, 2019 in the historical city center of KREMS, Austria. ICORIA is the annual conference of the **European Advertising Academy (EAA)** whose objective it is to promote, disseminate and stimulate high quality research in the field. ICORIA offers a small and interactive setting and provides excellent opportunities for advertising scholars to build a knowledge exchange network and develop collaborative relationships in research and present their cutting edge research from the advertising and communication realm.

2019 conference's theme **"Designing Experiences"** invites advertising and communication researchers alike to investigate the multitude of experiences (digital, classic, sensory, emotional, social, packaging, POS communication etc.). You may focus on the creative aspects of experiences how people and companies share them in traditional and new media, and how experiences influence people and customers. Other foci might be experiences of the interaction with media and how experiences get more and more digital as well as their measurement.

The ICORIA will start on June 27, 2019 with the 6th doctoral colloquium and a welcome reception. On Friday June 28 and Saturday June 29, 2019, the conference will host the presentation of around 150 papers on various topics related to advertising and communication. A Gala Dinner highlighting the local wine and apricots, two products the famous Wachau valley is renowned for as well as a cultural social event allow further networking.

The venue will be the IMC University of Applied Sciences KREMS. The city of KREMS is the entrance of the UNESCO World

Heritage of the Wachau Valley. Surrounded by vineyards and apricot orchards the medieval city of KREMS is one of the oldest metropolitan areas in Austria and was over centuries a stronghold of the ruling Babenberg and Habsburg families to cultivate the area today known as Austria. Today KREMS is the cultural and educational centre of the province of Lower Austria with various sights, music and art attractions as well as hosting five Universities. KREMS will charm you with the rich heritage, the closeness to the Danube river and the excellent local wines you can enjoy in one of the many "Heurigen", a typical Austrian wine pub. KREMS is located in the larger metropolitan area of Vienna, which you can visit within an hour.

SIXTH ICORIA DOCTORAL COLLOQUIUM

The aim of this colloquium is to provide PhD students with professional skills needed for their academic career. A selection of renowned scholars from the fields of advertising, marketing, and branding will give interactive lectures and workshops on various topics, including how to publish your work in top academic journals, how to manage your supervisors, the do's and don'ts of peer reviewing and career advice.

Active participation and some preparation are expected from the participants. The colloquium gives PhD students the opportunity to learn from the insights and experiences of senior scholars in their field of study. Moreover, PhD students will meet their peers from different countries and be able to build their international network that will become valuable throughout their academic career. Please visit www.icoria.org for further information.



SUGGESTED TOPICS (but not limited)

Advertising

Accountability & Effectiveness, Attention & Processing, Content & Creativity, Cross-cultural issues, Special target groups, Non-for-Profit Advertising, Privacy & Ethics

Branding and Brand Management

Models of Brand Communication, Brand Communication & Brand Equity, Branded Experiences, Sensory Branding, POS Communications, Communications with Labels & Packaging.

Consumer Behaviour

Emotions & Engagement, Neuroscience & Communication, Relationship Building, Sensory Experiences & Embodiment, Consumer Perception of Designs, Personalization & Microtargeting, Consumers in Digitalization

Communication Management

Integrated Marketing Communication, Public Relations, Product Placement, Branded content, Content Marketing, Sponsorship & Events, Influencer Marketing, Omni-channel Communication

Digital Media

Social Media, Mobile Media, User Generated Content, Touchpoints and their Experience, Virtual, Augmented & Mixed Reality, Data & Communications, Privacy & Data Security

Mass Media

Channel & Multi-Media Management, Convergence Management, Cross-media strategies, Media Management, Trends in Mass Media

Methodological Issues

Data Science in Advertising & Communications, Artificial Neural Networks, Machine Learning and AI in Communication Research, Neurophysiological Methods in Communication Research, Text, Data, Image Analytics & Intelligent video analytics

Public Policy

Corporate social responsibility, Ethics, Marketing in restricted industries, Political Communication, Stakeholder Advertising, Promotion of Sustainable Behaviour, Communication of Healthy Behaviour

PAPER SUBMISSIONS

Please submit a ten-page summary of your paper as soon as possible (but **no later than March 15, 2019**). Please use the submission procedure for your paper summaries provided on EasyChair.

The summary must include an Abstract, Introduction, Discussion and/or Conclusion and a list of references, as well as a brief description of the hypotheses, research objectives, methods and findings. A separate cover/title page should include: Title, Author(s) names, Affiliations, and Contact Details.

Please refer to ICORIA 2019 Submission Instructions when preparing the paper and title page. Papers must be prepared using the **layout** and **reference** guidelines of the International Journal of Advertising.

All submissions will be blind peer reviewed. Please ensure your submission applies a correct academic style and authors are not to be identified in the text.



SPECIAL SESSIONS

Proposals for a Special Session (SS) should cover one entire session (4 papers). These proposals are submitted by the session chair, who is responsible for the submission of 1 document with the 4 manuscripts and 1 document with the names and affiliations of each manuscript.

The aim of Special Sessions is to stimulate discussion and set up new insights or domains. Special session proposals are peer reviewed based on the relevance of the topic, innovative approach, and the quality of the content.

All guidelines and criteria for regular submissions apply too for submissions of a Special Session (length is limited to two pages per paper plus a separate cover/title page).

The summary of each contributor must include an Abstract, Introduction, Discussion and/or Conclusion and a short list of references. Also a brief description of the hypotheses, research objectives, methods and findings if applicable. A separate cover/ title page should include for all the manuscripts: Title, Author(s) names, Affiliations, and Contact Details.

PUBLICATIONS

All accepted papers will be published in the Conference Proceedings that will be provided on a USB drive. Authors can choose to publish either a ten-page summary or a one-page extended abstract for the proceedings. A selection of extended papers will be invited for publication in the official European

Advertising Academy, *Advances in Advertising Research* Vol. XI. At the Gala dinner, the "Best Paper Award" and the "Best Student Paper Award" will be announced. Papers, which received high reviewer scores, will be considered for a special issue of the *International Journal of Advertising*.

REGISTRATION

At least one of the authors of a paper that is accepted needs to register and attend the conference. The conference fee for registration before May 24, 2019 is €375, while the conference fee for registration after May 24, 2019 is €450. The fee includes admission to all sessions, lunches, and refreshments, the welcome

reception, the gala dinner, a social event, the conference proceedings and the €30 annual membership fee of the European Advertising Academy (EAA). Participants can also become a joint AAA-EAA member. The doctoral colloquium is free of charge for PhD students registered for the conference.

ICORIA GRANT

To encourage researchers who provide high-quality advertising research, but have limited resources to attend the yearly ICORIA meeting, the European Advertising Academy will provide a yearly

research grant by waiving the conference fee of 375 EUR for three selected researchers. For further information, please refer to the EAA's website at www.europeanadvertisingacademy.org/.



MORE INFORMATION

Please frequently visit our conference website at www.icoria.org for more information. On the website you will find more details about travel and accommodation, impressions and tips are furthermore provided on the 2019 ICORIA Facebook page (ICORIA 2019), Twitter as well as Instagram (both @ICORIA2019). Please contact the organizers for any questions about paper submission or other matters.

The conference chair:

Martin K.J. Waiguny
martin.waiguny@fh-krems.ac.at

Organizing committee at the IMC University of Applied Sciences Krems:

- | | | | |
|----------------------------|------------------------|--------------------|-----------------|
| ■ Christian Maurer | ■ Alina M. Schoenberg | ■ Klaus Kotek | ■ Theres Auer |
| ■ Christopher Schwand | ■ Roger Hage | ■ Albert F. Stöckl | ■ Tina Weiss |
| ■ Claudia Bauer-Krösbacher | ■ Doris Berger-Grabner | ■ Denise Kleiss | ■ Andrea Hirsch |

We are already looking forward to your submissions and to welcoming you in beautiful Krems.

OUR PARTNER



Announcements (Call for EAA Award Nominations)



EAA Flemming Hansen Award 2019

Nomination Deadline: April 1, 2019

The European Advertising Academy (EAA) is seeking nominations for the Flemming Hansen Award. This long-term impact award honors a scholar who has made contributions to distinguished scholarship in advertising research. Specifically, the EAA will recognize an author of one or more publications that had a significant impact in the field of advertising. The 2019 recipient will be announced at the Gala Dinner of the 18th International Conference on Research in Advertising (ICORIA).

The EAA will consider self-nomination as well as nomination by another person or organization. All nominees will be considered against the same criteria. Please send nominations and any questions related to this award to the EAA Award Manager, Tobias Langner, at langner@wiwi.uni-wuppertal.de. Include the candidate's CV with the nomination letter which should describe significant contributions to distinguished scholarship made by the nominee (maximum one page). **Nominations for the 2019 award must be received by April 1, 2019.**

Announcements (JCIRA)



Curious & Interesting: New Directions for JCIRA

By: Barbara J. Phillips, Editor

As the incoming editor of the *Journal of Current Issues and Research in Advertising (JCIRA)*, I'd like to (re)familiarize you with the scope and aims of the journal, share new initiatives, and encourage you to submit your papers to us.

The scope of *JCIRA* is ABC: advertising and brand communication. Whenever brands tell persuasive stories about themselves, we consider that advertising. These stories can be told in traditional media, digital media, advergaming, sponsorships, product placements, or cobranding partnerships. Brands can include products and services, but also corporations, people, places, and ideas. Our scope is broad and all encompassing to follow new definitions of advertising proposed and debated by the field.

The aim of *JCIRA* is to explore current issues. We are a journal focused more on theory-building, than theory-testing. That means we are looking for novel, unique, and even quirky ideas. When you think of "current issues," think of 'curious and interesting.' Curious means inquisitive, eager to learn and know, and arousing speculation. If a research question is interesting and makes us curious to read more, the paper is perfect for *JCIRA*.

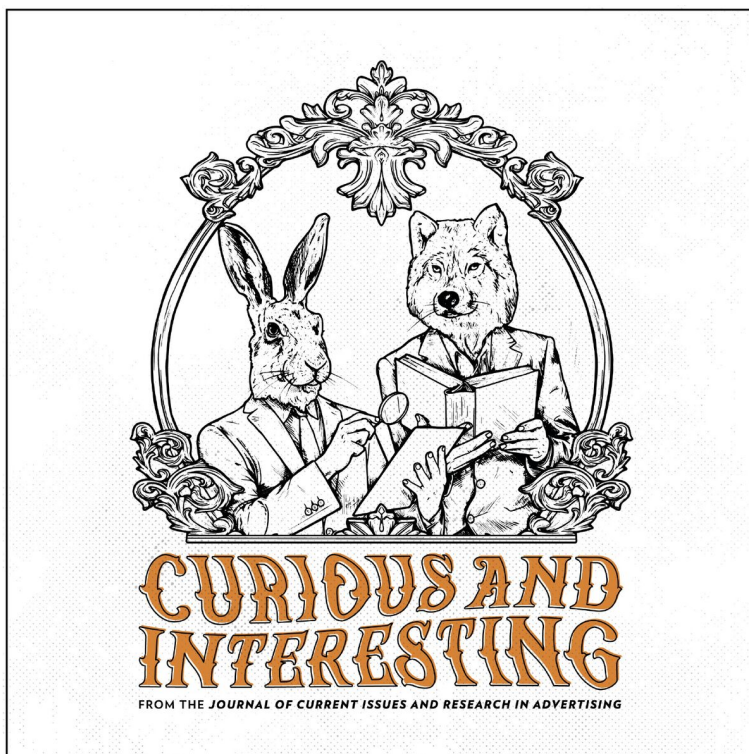
We accept papers using all methods. We prefer empirical papers, but are open to conceptual papers and reviews with a new point of view as well. Most of our empirical papers use quantitative methods, but we are actively seeking more qualitative research and papers that use different methods, such as textual analysis.

An exciting new initiative for *JCIRA* is the launch of **our podcast**, "Curious and Interesting." Each paper published in *JCIRA* receives a two-minute podcast outlining the unique findings of that study. These podcasts are open-access and can be used to keep up with new developments in advertising research and shared with students and colleagues. The podcast can be found at the AAA website starting in 2019.

In addition, *JCIRA* now accepts **graduate student reviewers**. Graduate students are the reviewers of the future, and learning to review is an important skill in academia. If you are reviewing a paper for *JCIRA* and would like your student to be added as a reviewer, just let me know by e-mail. It's that simple.

We consider *JCIRA* to be less traditional and more open than many other marketing journals. Check out our Special Issue Call for Papers in this newsletter. The special issue is entitled, "**Tales From the File Drawer: Papers They Said I Would Never Publish.**"

If you have any questions about the journal or our new initiatives, contact me by e-mail and I'd be happy to tell you more:
bphillips@edwards.usask.ca



Announcements (ANA Educational Foundation)



Opportunity for Professors

Visiting Professor Program (VPP) Application Now Open!

The AEF invites you to apply to the Visiting Professor Program (VPP). In 2019, the program will be held in June in New York in partnership with Fordham University, and will be extended to Chicago in partnership with Loyola University. Professors can apply to one of two programs: the four-day Immersion (in both NYC and Chicago) or the in-depth, nine-day Immersion + Fellowship (in NYC only).

Application deadline: February 1, 2019
Learn more at aef.com/vpp-fact-sheet

Opportunity for your Students

MADE Internship Application Now Open!

The Marketing and Advertising Education (MADE) internship is a leadership development program for students interested in becoming the future leaders of the marketing and advertising industry. Positioned as the “common app” for summer internships, this paid program is designed to provide students with the skills, the mentors and the training that will help these students thrive. Open to rising juniors and seniors.

Application deadline: January 14, 2019
Learn more at aef.com/made-students

#LearnWithAEF 


Announcements (Social Media Macroscope)

Social Media Macroscope

We would like to announce the proof-of-concept release of the Social Media Macroscope (SMM) to the AAA research community. In recent years, the explosion of social media platforms and the public collection of social data has brought forth a growing desire and need for research capabilities in the realm of social media and social data analytics. Research on this scale, however, requires a high level of computational and data-science expertise, limiting the researchers who are capable of undertaking social media data-driven research to those with significant computational expertise or those who have access to such experts as part of their research team.

The SMM is a science gateway with the goal of removing that limitation and making social media data, analytics, and visualization tools accessible to researchers and students of all levels of expertise. If you have a .edu email address, the SMM will automatically approve your account at registration time. We are asking everyone to test out our system and send us feedback through the system's ticketing system. The system is free to use for academic use.

You can find more details at: https://figshare.com/articles/The_Social_Media_Macroscope/6855269/2.

If you would like to partner with us in the development of this ecosystem, please contact Joseph T. Yun and jtyun@illinois.edu. 

Announcements (Job)



Southern Methodist University Assistant Professor: Advertising (Position Number 00050221)

The Temerlin Advertising Institute (TAI) at SMU is seeking a tenure-track faculty member to start in fall 2019.

Come join a highly productive research faculty in building and delivering undergraduate, graduate and executive education programs. Based in Dallas, Texas, the Temerlin Advertising Institute inspires the creation of ideas to solve business problems. Operating with a growing \$10 million endowment, the Institute is the hub for professional development in the 4th largest media market in the U.S.

The TAI faculty is seeking to understand a broad range of issues related to responsibility such as: agency accountability, positive messaging strategies, sustainability, cause-related marketing, ethical issues, regulation, societal education, metrics, and globalization, among others. We are seeking an energetic scholar who can contribute in a collaborative manner with our research active faculty in our one-of-a-kind Institute in Dallas, Texas. Expertise in media (*traditional, interactive, social, etc.*), consumer engagement, management, planning or social responsibility is highly desirable.

SMU offers generous benefits, summer teaching support, and provides for numerous professional development opportunities. The Institute serves approximately 150 undergraduate and 40 graduate students.

Dallas is the headquarters for major advertising agencies, national and global corporations and large U.S. media corporations. TAI enjoys an excellent relationship with these companies, affording students and faculty direct communication with industry contacts. Travel is easy from DFW to most parts of the country and many parts of the world.

SMU: SMU is an inclusive and intellectually vibrant community of teachers and scholars that values diverse research and creative agendas. SMU offers excellent benefits including full same-sex domestic partner benefits. More information about SMU is available at <http://www.smu.edu>. Our beautifully shaded campus of Georgian-Revival-inspired architecture is situated in Dallas, a culturally rich arts and global business center (see <http://www.dallaschamber.org>).

DUTIES: Teaching introductory, advanced, and graduate courses related to digital advertising. Assigned courses may include: *Consumer Insight & Persuasion, Digital Media Strategy; Content Marketing, or Business Communications.*

QUALIFICATIONS: Ph.D. in advertising, marketing, or related fields. ABD will be considered if there is significant promise of completion. Currency with the professional specialization and fluency in digital practice; Experience teaching advertising related courses; research and/or creative scholarship exhibited or disseminated in refereed journals is highly desirable.

SALARY: Commensurate with experience and qualifications. **STARTING DATE:** August 2019 or sooner.

NOMINATIONS AND APPLICATIONS: The committee will begin its review of applications October 15, 2018. The committee will continue to accept applications until the position is filled. Applicants will be notified of employment decision after the position is filled. Hiring is contingent upon the satisfactory completion of a background check. Submit a letter of application, a current CV, and the names, addresses and phone numbers of three references using Interfolio at the following link: <http://apply.interfolio.com/55455>

Dr. Carrie La Ferle, Professor
Temerlin Advertising Institute
Dallas, TX 75275-0356
Email: laferle@smu.edu

SMU will not discriminate in any program or activity on the basis of race, color, religion, national origin, sex, age, disability, genetic information, veteran status, sexual orientation, or gender identity and expression. The Executive Director for Access and Equity/Title IX Coordinator is designated to handle inquiries regarding nondiscrimination policies and may be reached at the Perkins Administration Building, Room 204, 6425 Boaz Lane, Dallas, TX 75205, 214-768-3601, accessequity@smu.edu.

Announcements (Job)



**Missouri State University
Department of Marketing**

Assistant Professor

The Department of Marketing at Missouri State University seeks to fill one tenure-track position at the Assistant Professor level, commencing either January 15, 2019 or August 15, 2019. The successful candidate will primarily teach Advertising, and also Principles of Marketing and/or Consumer Behavior. The right person might also lead our nationally recognized Advertising Team.

All candidates must hold a Ph.D. from an AACSB accredited institution. Any candidate who is ABD when hired, should complete their degree within one year. Candidates should have university teaching experience. Employment will require a background check at university expense.

Missouri State University is located in Springfield, Missouri, the state's third-largest city and the gateway to the colorful Ozarks. Springfield offers a high quality of life, featuring a very attractive cost of living, temperate climate, and abundant recreational opportunities. Missouri State University's College of Business is the largest in the state, with more than 5000 majors, including over 700 in the Marketing Department.

Review of applications will continue until the position is filled. Candidates must complete an online application at <https://jobs.missouristate.edu> , including a curriculum vita, and three professional references.

Missouri State University adheres to a strict non-discrimination policy and does not discriminate on the basis of race, color, national origin (including ancestry, or any other subcategory of national origin recognized by applicable law), religion, sex (including marital status, family status, pregnancy, sexual orientation, gender identity, gender expression, or any other subcategory of sex recognized by applicable law), age, disability, veteran status, genetic information, or any other basis protected by applicable law in employment or in any program or activity offered or sponsored by the University. Sex discrimination encompasses sexual harassment, which includes sexual violence, and is strictly prohibited by Title IX of the Education Amendments of 1972. Missouri State University is an equal opportunity/affirmative action/minority/female/disability employer and institution. We encourage applications from women, minorities, and all qualified people. ✖✖

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 for Education in 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
- EAA – European Advertising Academy
- 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 