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The President's Column

Portland Conference Countdown
by Kelly Chu (DePaul University)

Dear AAA members, I hope your new year is off to a great start! The annual AAA Conference will take place on March 14-17, 2024, at The Nines Hotel in Portland, Oregon. If you have not registered, please check the website, https://www.aaasite.org/annual-conference for all the information. Our President-Elect, Sigal Segev, and Vice President, Hye Jin Yoon, have worked tirelessly to put together a wonderful preliminary conference program, which you can see on the website. We have a variety of interesting topics at this year's conference, ranging from generative AI, brand activism, consumer responses to DEI, advertising message strategies, influencer marketing effectiveness, and green and sustainable marketing to health and pharmaceuticals. Both competitive papers and special topics will provide attendees with opportunities to hear about cutting-edge research and trends in advertising. I am looking forward to attending the sessions and seeing everyone there!

Kelly Chu

Portland Conference Update
There are two exciting pre-conference sessions this year. The sessions will be on Thursday, March 14.

Pre-Conference 1: Opportunities, Challenges, and Ethical Implications of Generative Artificial Intelligence in Advertising and Mass Communication, 8:00 a.m. – 12:00 p.m., Co-Chairs: Yang Feng (University of Florida) and Jing Yang (Loyola University Chicago)

Pre-conference 2: How to Develop a Successful Journal Submission: Advice from Editors and Leading Experts, 12:30 p.m. – 5:00 p.m., Co-Chairs: Jisu Huh (University of Minnesota), Colin Campbell (University of San Diego), and Charles (Ray) Taylor (Villanova University)

I hope you can attend these pre-conference sessions. They will be followed by the Welcome Reception from 6:00p.m. – 7:00 p.m. If you are a first-timer at the AAA conference, I encourage you to come to the First Timers Breakfast on Friday, March 15, from 7:30 a.m. – 8:30 a.m. Don't forget to sign up for the Mentor and Mentee program. This program will help you learn more about the organization and ways to be successful in your academic career.

The off-site reception will be at Coopers Hall Winery & Taproom on March 16. Please join us for an unforgettable experience and meet with your fellow AAA members. For more information about the venue, you can check it out here: https://www.coopershall.com. AAA and EAA have a joint membership program. AAA members are encouraged to join the EAA at their June conference. This year's International Conference on Research in Advertising (ICORIA) will be held in Thessaloniki, Greece, from June 27 – 29.

This is my last President's Column for the AAA newsletter. I would like to thank the EC members, committee chairs and members, and everyone who has served the Academy this year. Our ED, Debbie Treise, and the AAA management company, AMCSource, have worked hard behind the scenes to ensure the Portland conference is a memorable one. I also want to say a special thank you to our newsletter editor, HoYoung (Anthony) Ahn, for the wonderful job he has been doing in putting together our newsletters. It has been my honor to have the opportunity to serve the AAA community. I am very grateful to have you as friends in my academic family. I look forward to seeing all of you in Portland!

Kelly Chu Bio:
Shu-Chuan (Kelly) Chu (Ph.D., University of Texas at Austin) is a Professor and Program Chair in the Public Relations and Advertising Program at the College of Communication at DePaul University. Her research interests include social media, electronic word-of-mouth (eWOM), cross-cultural consumer behavior, and corporate social responsibility. Her work has been published in the *Journal of Advertising, International Journal of Advertising, Journal of Interactive Advertising, Journal of Interactive Marketing, Journal of Business Research, Advertising & Society Quarterly, and Journal of Marketing Communications*, among others. Kelly and her colleagues have also edited a book, *Electronic Word of Mouth as a Promotional Technique: New Insights from Social Media*. She is an award-winning teacher and researcher, having received the 2020 AAA Billy I. Ross Advertising Education Award. She is an associate editor for the *Journal of Interactive Advertising,* the *International Journal of Advertising,* and the *Chinese Journal of Communication*. Kelly received her B.A. in Advertising from the National Chengchi University in Taiwan and her M.A. and Ph.D. in Advertising from the University of Texas at Austin.

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Please send us your:
- Job announcements
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- Announcements about awards
- Names of graduate students to be featured
- Photos for the Photo Gallery

Send to the Editor, Anthony Ahn, at:
hoyoung.ahn@pepperdine.edu,
no later than April 15

Featured Research

Can Brands and Advertisers Help Us Become Responsible Consumers?

by Hye Jin Yoon (Associate Professor, University of Georgia)

We know that fear messages can backfire. But let's discuss reality for a moment. The carbon footprint of our consumer culture has contributed to environmental, financial, and psychological well-being degradation. Several months in 2023 in the U.S. were recorded as the hottest ever, and annual heat-related deaths increased by 439% from 2004 to 2022. As many as 62% of consumers in a November 2023 survey said they live paycheck to paycheck. Our core identity has become "consumers," and the alluring American culture of overspending has us trapped in a never-ending cycle of spending and consuming.

Under the greater umbrella of sustainability marketing, researchers have started to observe the types of sustainable consumption (e.g., responsible consumption, anti-consumption, and mindful consumption) (Lim 2017). In seminal "green demarketing" research (i.e., brands encouraging buying less for the good of the environment), Armstrong Soule and Reich (2015) remind us that the first and most impactful commandment of "Reduce. Reuse. Recycle." is "reduce." It is becoming more widely known in 2024 that plastic recycling is a failed system and not a solution to our overfilled landfills. Sure, governments, non-profits, and bottom-up movements from individuals, consumers, and other groups could help in reversing our "buy and discard" mindset and help trigger top-down changes, but can brands, marketers, and advertisers who are experts in consumer persuasion join the fight and help normalize responsible consumption? As the *Journal of Sustainable Marketing*'s Editor-in-Chief Dana L. Alden (2021) wrote, "marketers and advertisers are uniquely positioned to impact product designs that embody greater reuse, repair, recycling, and recovery (4R's), circular supply chains,

Hye Jin Yoon

responsible consumer preferences, and sustainable governmental policies."

With my co-author, Dr. Yoon-Joo Lee (Washington State University), these are the questions we wanted to ask. By bringing elements of corporate social responsibility (CSR) to our design, Dr. Lee's area of expertise, in a forthcoming paper in the *International Journal of Advertising* (Yoon, Lee, and Sun, forthcoming), we tested the role of earned (e.g., CSR activity magnitude appearing in press releases, CSR credibility ratings from third-party organizations) and paid media (e.g., advertising) in helping consumers to decode and make sense of green demarketing brands and their brand communications. What does it mean for a for-profit brand to ask its consumers to buy "only what they need" and "responsibly"? This may seem like an oxymoron, but such demarketing brands (e.g., Patagonia, REI, and Fairphone) could build longer-lasting relationships by evolving with consumers for a more sustainable future and exploring alternatives (e.g., buy used and resell, repair and reuse) to our traditional ideas of consumerism (e.g., buy and discard). The findings showed higher (vs. lower) CSR credibility increased ad argument and product brand attitude for demarketing only under certain conditions (smaller CSR activity magnitude). This implies that demarketing campaign marketers must carefully choose what type of company background should be curated for consumers. The perceived integrity of the company emerged as a central driving force for positive demarketing impact.

In another study, seeing even the most committed sustainable brands oscillate between demarketing and conventional marketing in the real world, we set out to test the (in)congruency of the brand's homepage content and retargeting ad content appearing in different browsing contexts (Yoon et al., 2023). With more effortful processing and

scrutiny in a news browsing context, users detected greater congruency when the homepage and retargeting ad content matched as demarketing. This led to a more positive assessment of the ad's argument and attitude. In a more relaxed and less effortful shopping browsing setting, congruency mattered less, and the paid retargeting ad was evaluated similarly, notwithstanding homepage and ad content matching. This was good news for brands and companies wanting to engage in demarketing practices but worried about growth and their bottom line. The findings showed that the oscillation between conventional marketing and demarketing regarding brand communication might not always hurt the brand and may be situationally dependent.

Past research has found that conventional green marketing ("buy green") is liked better than green demarketing ("buy less"). It also found that PSA-like institutional ads (e.g., "Let's consume responsibly for the good of the environment") perform better with demarketing (Reich and Armstrong Soule 2016). More work must be done to see how brands can encourage responsible consumption at the product level (i.e., brands featuring specific products in their ads). As part of a greater sustainability initiative, advertisers and marketers should be ready to aid companies and brands looking to engage in demarketing practices. By testing demarketing brand communication with multi-channel brand touchpoints and through an integrated marketing communications (IMC) framework, we may discover how demarketing strategies can positively impact consumer culture and help build long-lasting consumer-brand relationships.

As an important societal and academic research agenda, our research team invites scholars to explore future research platforms such as AI chatbots, gamification apps, and engaging messaging frameworks on social media that could potentially aid brands in continuing the conversation with individuals and help normalize responsible consumption. Helping consumers move away from overspending is a form of consumer empowerment. Helping them choose more sustainable and longer-lasting brands that provide alternative repair and reuse programs is helping them vote with their wallets. With a shift in

mindset, brands and companies can be at the forefront of this co-evolution while benefiting from this sustainable relationship. 🏔

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Hye Jin Yoon Bio: Hye Jin Yoon (Ph.D., University of Georgia) is an Associate Professor in the Department of Advertising and Public Relations at the University of Georgia. She conducts research using humor and incongruity messaging at the intersection of health, environmentalism, sustainability, responsible consumption, and brand activism on digital and interactive media. She is one of two faculty mentors for the Health and Environmental Advertising Research Team (HEART) at Grady College, a vibrant research group of Ph.D. students, and junior international journals such as the *Journal of Advertising, Journal of Business Research* and *International Journal of Advertising*, among others. She has been recognized for her advertising research productivity in journals such as the *Journal of Advertising* and the *Journal of Business Research.* She is also an Associate Editor of the *Journal of Advertising* and on the editorial review board of the *International Journal of Advertising, Journal of Advertising Research, Journal of Interactive Advertising,* and *Journal of Current Issues & Research in Advertising*. She is the 2023-2024 Vice President of the American Academy of Advertising.

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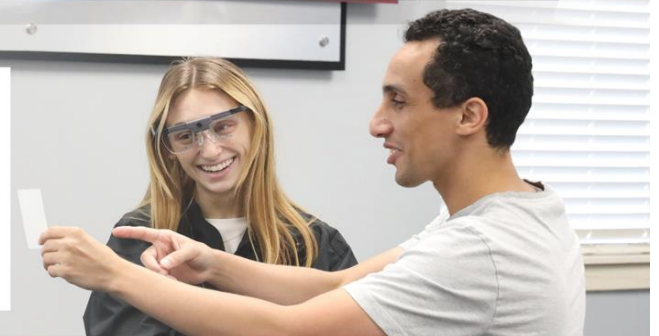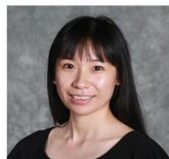
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Featured Teaching

Inclusive Responsibilities: Teaching the Next Generation of Advertisers through Cultural and Historical Lenses

by Ed Timke (PhD, Assistant Professor, Department of Advertising & PR, Michigan State University)

The next generation of advertising professionals needs preparation beyond focusing on strategies and tactics to maximize advertising's efficiency. Advertising education

Ed Timke

requires helping students build a critical thinking mindset that keeps questions of ethics, responsibility, and inclusion front and center. As a scholar focused on advertising's history through a diversity, equity, and inclusion (DEI) lens, I regularly center class exercises on solving practical problems by applying theoretical concepts from cultural studies. By making this bridge between practice and critical inquiry, I encourage students to reflect on the power that advertising wields to shape society and culture.

One of my go-to resources is Roland Marchand's 1985 classic *Advertising the American Dream.* Although the book focuses on the burgeoning US American advertising industry between 1920 and 1940, it has a treasure trove of ideas transferrable to advertising in other times and spaces. Among these concepts, *social tableaux* has risen to the top in my teaching.

In short, social tableaux refers to what Marchand calls a "slice of life" depiction of society at a given moment. Ads paint vivid pictures of people and their relationships based on various norms and values. By looking at who, what, where, why, and how people are represented – and with what prioritization in relation to other people, objects, or themes – we can better understand social and cultural structures when an ad was produced.

For example, if a print ad shows a wealthy family with domestic employees in a home, social tableaux would inspire some questions: Who is in

the family? What are they doing and wearing? What are the employees doing and wearing? What are the identities of each of these actors? How do they relate to one another? Are certain people represented in more positive ways than others? Who has influence based on their positioning in the ad? Where does the product fit into this scene? Just like one might analyze a painting for what it reveals about a particular topic at a certain moment in history, Marchand reminds us that ads are similarly like time capsules replete with opportunities for social analysis.

I weave the social tableaux concept into some lessons, especially those focused on creativity, diversity, and ethical decision-making. In a class on ad analysis in an Advertising & Society course, I ask students to help me develop an ad for a "family television." I first ask students to individually write down the details of every aspect of what should be in the ad—from the characters and their interactions to the setting, technology, and dialogue. In a large group, I then play the role of a naïve client, asking students many questions to develop a storyboard and design checklist.

As the ideas flow and the board fills with diverse visions of what a family television ad should embody, I guide the students through a deeper analysis of their choices. We dissect each element of the ad and the consequences of each choice. For example, the question "Who are the parents?" is followed up by "Why two parents? How old are they? Why? Tell me about their gender, ethnicity, and relationship—how do we represent them?" By asking these follow-up questions, students need to confront and challenge assumptions they may have made about the seemingly simple task of representing a family.

The students' brainstorming and our collective design become a canvas for students to reflect on their perceptions about families and societal

norms in US American culture today. It also has students think about the power advertisers can have when they are given a brief that is fraught with many decisions with potentially unintended consequences. Students come to realize the incredible responsibility they have in setting the social and cultural landscape of their time.

Mid-Century Modern Freak, "1951 Motorola TV Ad," Tumblr, March 13, 2013

To clarify how social tableaux are context-dependent, we look at real ads for family televisions and compare them to what we decided together. We first scrutinize a 1951 ad for a Motorola TV, portraying a White nuclear family centered around a husband and father being served by his wife in an upper-middle-class home furnished with the latest fashionable furniture. We then juxtapose it with a more recent Samsung advertisement that celebrates a multiracial, multigenerational family, but still with men at the center of using new technologies. This exercise is eye-opening for students. It highlights not only the shifts in representing families over the years but also the enduring themes that persist in advertising—including the ones that they themselves baked into the ad created as a class.

Through interactive lessons like this, students learn a crucial lesson: advertising transcends the mere selling of products. It's a powerful tool that shapes lifestyles, aspirations, and societal norms. The responsibility that comes with this power is immense, and understanding the nuances of DEI through concepts like social tableaux is fundamental for any aspiring advertising practitioner or scholar.

If we apply cultural studies concepts like social tableaux to practical problems, the classroom transforms into a dynamic space where students learn techniques and strategies while importantly engaging in deeper, more meaningful discussions about advertisers' roles in shaping society and culture. The conversations that ensue are not just about advertisements; they're about reflection, responsibility, and the ethical implications of representation in advertising.

"Samsung Smart TV Commercial, 'Meet the Family,'" iSpot.tv, October 31, 2013

The advertising world is constantly evolving, and as educators, our methods must evolve, too. Across advertising curricula, we should find ways to collaborate on bringing in theories, concepts, and approaches from many fields, such as Marchand's from the world of cultural history. As educators, we're not just imparting knowledge. We're shaping the minds that will define the future of advertising and the society and culture we live in.

For more details about social tableaux, please see Timke, E. (2020). Key Concepts in Advertising: Social Tableaux. *Advertising & Society Quarterly 21*(4), https://doi.org/10.1353/asr.2020.0032.

Ed Timke Bio: Ed Timke (Ph.D., University of Michigan) is an assistant professor in Michigan State's Department of Advertising + PR. His work focuses on preserving and telling DEI histories of advertising, especially those involving disabilities. Since 2016, he has been the Associate Editor of *Advertising & Society Quarterly*. He is currently the Chair of AAA's Ad-Hoc Diversity and Inclusion Committee.

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From Digital Persuasion to Sustainable Action
by Saima Kazmi (Doctoral Candidate at the University of Colorado Boulder)

Saima Kazmi

My PhD journey is preceded by almost a decade of professional experience as a marketing and digital advertising professional in the developing world. A significant portion of my responsibilities involved conceptualizing and executing social media campaigns for FMCG food-related brands. Persuasive messaging through digital media often faced resistance; first, digital advertising was evolving in this part of the world, and second, the audience was highly skeptical of science-based products that challenged conventional consumption habits. Appealing to consumers to break habitual consumption patterns of conventional products and adopt science-based sustainable products was challenging. This challenge brought me to research and eventually shaped my research agenda.

I have an active research agenda focusing on sustainability messaging, digital activism, and corporate social responsibility. My research examines the disparity between awareness and action for sustainable consumption and explores the possibility of achieving an ethical resolution between the desire to consume and environmental conservation. My dissertation topic fits well with my research agenda. This research uses an experimental design to investigate how well-meaning consumers disengage with green advertising and how messaging can be designed to overcome these barriers. More specifically, my research will combine the well-established findings in green advertising using psychological distance and construal levels as frames and test how they interact with the moral disengagement mechanisms of consumers. I recently defended my proposal, and as I continue to develop my dissertation, I expect that the findings from my research will guide practitioners and academics who seek to bridge the gap between moral reasoning and actionable behavior.

During the course of my PhD, I have completed various initiatives that act as scaffolding for my expertise in sustainability and digital advertising. At CU Boulder, I have worked with faculty and peers on various research projects relevant to social media interactions, emissions trading, panic-buying, CSR, and activism. Furthermore, I actively seek opportunities to collaborate with scholars working in sustainability research across the US and abroad. For instance, I am collaborating with a team of scholars from another university on an environmental justice and sustainable marketing project comprising three studies. Another project I have worked on examines environmental activists' extreme protests and how they influence consumer attitudes toward the environmental movement.

My research is also an integral part of my teaching, and I often integrate topics related to environmental justice, sustainability, and ethics into my courses. As a sustainability scholar-teacher, I frequently discuss our responsibilities as global inhabitants and the profound effects of our consumption choices on the world and future generations. Ultimately, I hope to inspire my students to apply their knowledge to become responsible professionals and contribute to the ever-evolving landscape of green advertising, fostering a growth of knowledge and understanding in this field.

Saima Kazmi Bio:
Saima Kazmi is a Doctoral Candidate in the Strategic Communications track at the University of Colorado Boulder. She has almost a decade of professional experience in advertising and holds an MBA in Marketing from the Institute of Business Management Karachi, Pakistan. Her research interests include green advertising, sustainability communication, and digital consumer movements.

Bringing an Academic Health Center Perspective to Advertising Research
by Justin F. Willett (University of Missouri)

Justin F. Willett

When I enrolled in the Master of Health Administration program at the University of Missouri School of Medicine in 2019, I had no idea my studies would coincide with the first two years of a global pandemic. My plan was to earn a degree while working so I could continue moving up the management ladder at University of Missouri (MU) Health Care, where I served as Communication Manager, overseeing content marketing, publications, website design and strategy, and social media strategy and planning. The years 2020 and 2021 were intense. I earned my master's degree while helping lead MU Health Care's COVID-19 communication efforts. It was the best two years of my professional life, and I came away with an appreciation for the power of applying academic theory to real-world problems. While completing my thesis on the use of social media in medical resident recruitment, I decided to pursue a doctoral degree so I could research what I practiced—health services marketing and communication.

My research explores narrative persuasion in health services advertising. My initial area of focus, which is informed by my professional practice, is patient story advertising, a form of narrative health services advertising that exemplifies successful health care experiences through the stories of real patients. Health centers use these stories, which relate emotional experiences that result in positive outcomes, to enhance their reputations and attract new patients. Research has shown that narratives affect audience judgments, values, and decisions differentially than non-narrative communication and that narratives can bias health care decision-

making. To better understand this phenomenon, I am conducting in-depth interviews with communicators at the nation's top academic health centers to explore the meaning of patient story advertising, including antecedents, content and characteristics, and desired outcomes. The goal is to contribute to conversations about ethical advertising practices and informed health care decision-making.

Insights from the interview study will be used for multiple publications, and they will also inform the design of my dissertation, a multi-experiment study to test the effects of patient story advertising. The dissertation will use a theoretical model developed in the field of medical decision-making that predicts the type and magnitude of narrative effects based on patient story content and characteristics. This will be the first study to test the model in an advertising context. The patient story advertising stimuli will be developed based upon findings from my interview study (described above) to increase external validity, and the dissertation will involve multiple experiments that will test different configurations of narrative content and characteristics. Dependent variables will include measures of message appraisals (e.g., attitude toward the ad, attitude toward the brand, etc.), interest, involvement, and immersion (e.g., narrative transportation), and outcomes (e.g., knowledge seeking, medical decisions, behavioral intentions, etc.). This study will extend theory and offer practical insights for health center communicators.

Justin F. Willett Bio:
Justin F. Willett is a doctoral student at the University of Missouri School of Journalism. His adviser is Dr. Shelly Rodgers. Willett's research focuses on narrative persuasion in health services advertising. He also studies leadership communication and employee well-being. Willett will be on the academic job market this year. His expected graduation is Spring 2025. Visit willettjf.com to learn more or to connect.

Awards and Honors

Joonghwa Lee   **Emily Buteau**   **Soojung Kim**

Drs. Joonghwa Lee (PI), Emily Buteau (Co-PI), and Soojung Kim (Co-PI) in the Department of Communication at the University of North Dakota have been awarded a $21,781 grant from the North Dakota Newspaper Association Education Foundation and the UND College of Arts and Sciences. This grant will support the Department of Communication in their efforts to host a free digital storytelling camp in Summer 2024. The camp will offer high school students from across the region a chance to learn more about communication, journalism, and digital media in an interactive and professional environment.

Chang-Dae Ham

Dr. Chang-Dae Ham, associate professor and associate head of graduate studies at the University of Illinois at Urbana-Champaign, was selected to become the next Charles H. Sandage Scholar in Advertising Research. The Charles H. Sandage Scholar in Advertising Research was established in 2021 to honor outstanding professors in the department who are accomplished researchers in the field of advertising, media, or communication research with the potential for continued achievement. The Sandage Scholar designation is for two years, receiving discretionary funding for research. Dr. Ham expresses gratitude for the fund endowment and affirms his dedication to advancing a robust line of research within this specific topic. Dr. Ham expresses his willingness to engage in extensive collaboration with students and scholars from various disciplines to enhance the depth and breadth of exploration in this field.

Job Changes, New Hires, P&T

WooJin Kim, a Ph.D. Candidate at the University of Illinois at Urbana-Champaign will join the University of Colorado Boulder's Advertising, Public Relations, and Media Design faculty as a tenure-track assistant professor in the Fall semester of 2024.

Woojin Kim

Other News

Tyler Milfeld   **Eric Haley**

During the ARF Scholars' Showcase, "Sonic Branding, ASMR Engagement, and Who Wins in Activist Messaging?" held virtually on February 13, two AAA members, Dr. Tyler Milfeld, Villanova, and Dr. Eric Haley, Tombras School of Advertising and Public Relations at the University of Tennessee, provided their perspective on distinguishing a credibility gap between well-established activist brands and newcomer brands venturing into that domain, specifically concerning socio-political issues.

Kate Pounders   **Matthew Pittman**

Associate Professor at the University of Texas at Austin, Dr. Kate Pounders, and Assistant Professor at the University of Tennessee, Dr. Matthew Pitman, participated actively in a webinar hosted by the JAR on February 1. Articles from the Prosocial Advertising Message special issues of the JAR, edited by Dr. Maria Royne Stafford, were previewed during the webinar.

- Matthew Pittman: "Why a Single Pro-Environmental Appeal Works to Promote Behavioral Change: On Social Media, One Tip vs. Many Is More Effective for Nongreen Consumers."
- Kate Pounders: "Pride Appeals and Temporal Framing Compatibility Effects in Green Advertising: Will the Match Lead to Persuasive Outcomes by Consumers?"

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- Detailed information can be found on the journal's web page here: http://tinyurl.com/IJAHealth.

Any questions about the Special Issue can be sent to the guest editors:
- Dr. Jeong-Yeob Han (University of Georgia): jeonghan@uga.edu
- Dr. Hye Jin Yoon (University of Georgia): hjyoon@uga.edu

Please consider submitting to this Special Issue and helping spread the word. We look forward to receiving your submissions!

UNLV Gaming Research & Review Journal

Call for Papers: Special Issue on Marketing Communications & Messaging in Gambling

Marketing and advertising messages are an important element in building a brand, attracting customers, and affecting behaviors. Although gambling as a business and activity continues to grow worldwide, efforts to understand marketing communications and messaging as an integral aspect of gambling are limited, despite the fact that understanding advertising's role in gambling is critical to operators, policymakers, and consumers.

Gambling includes a range of activities including casino games, sports betting, online betting, lotteries and more. As of 2021, the gross gaming revenue of the gambling industry in the U.S. was almost $53 billion[1]. Globally, the gambling market was estimated at $1 trillion in 2022 and is projected to reach $1.4 trillion by 2030[2]. Although gambling is a legal activity in many locations, it is still considered a controversial industry that demands discussion, explorations and regulations[3-5]. As such, within the gambling industry, messages play an important role in both communicating the positive aspects of the activity (e.g., social and recreational) as well as communicating risks and responsibility related to gambling (e.g., problem gambling, responsible gambling, etc.). In this special issue, we seek to stimulate and publish theoretically grounded research related specifically to marketing communications and messaging in the gambling field. In addition to research investigating specific challenges and opportunities in marketing communications and gambling, we are particularly interested in interdisciplinary papers that offer strong theoretical foundations to help guide operators and policymakers in developing appropriate responsible gambling messaging to reach consumers and the public at large. Moreover, we are interested in manuscripts that investigate how marketing communications affect behaviors that contribute to consumer well-being and public health.

GUEST EDITOR

Dr. Marla Royne Stafford, Faculty Scholar, International Gaming Institute; and Professor, Lee Business School

SCOPE & TOPICS

We welcome interdisciplinary papers that offer strong theoretical foundations and employ a variety of research methodologies, including but not limited to experiments, surveys, narrative analysis, case studies, and other qualitative and quantitative approaches. Potential topics include, but are not limited to:

- Developing responsible advertising messages with both short-term and long-term effects
- Understanding cultural factors that may a play a role in gambling messages
- How emotional appeals play a role in the effectiveness of gambling advertising
- Advertising and consumer attention, cognition and behavior in gambling
- Understanding marketing communications' role in developing public policy that has implications for gambling and society
- Utilizing new technologies (e.g., AI, VR, neuromarketing) to create effective and appropriate message strategies to engage consumers in responsible gambling
- Cross-media synergies in creating effective and appropriate message strategies
- Gambling advertising and the consumer experience

- Message effectiveness in sports gambling behavior
- Advertising's role in responsible gambling and minimizing consumer harm
- The role of marketing and advertising in building an operator's brand
- Appropriate language for responsible gambling messages
- Contemporary challenges of advertising and betting behavior across gambling types
- Effective and appropriate use of loyalty programs in reaching target markets
- Ethical and legal issues associated with gambling advertising
- The use of social media in promoting gambling behaviors
- Promoting gambling experiences through advertising
- The impact of gambling special events on consumer choice
- Influencers and their role in message acceptance
- The use of role models/sport personalities/celebrities, etc. in gambling advertising and marketing
- The impact of gambling advertising on under-age youth
- Gambling advertising and diversity issues (gender, race, ethnicity)

SUBMISSION GUIDELINES

Interested researchers are invited to submit their manuscripts at: https://digitalscholarship.unlv.edu/grrj/. Please select the "Special Issue" as the Document Type in the submission process to ensure your manuscript is correctly identified for inclusion in the special issue.

Authors are required to rigorously follow the guidelines and publication criteria set by UNLV's Gaming Research and Review Journal; please refer to https://digitalscholarship.unlv.edu/grrj/policies.html for details. Full manuscripts will undergo double-blind review as per the usual procedures for this journal. Each submission must include a cover letter to the Editor.

Deadline for Manuscript Submissions: September 30th, 2024
Expected Publication Date: Spring 2025

For inquiries related to the special issue, including questions about appropriate topics, please contact the Guest Editor Dr. Marla Royne Stafford (marla.stafford@unlv.edu).

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JOURNAL OF ADVERTISING
CALL FOR PAPERS
Surveillance and Ethics in Advertising
Guest Editors:
Drs. Claire M. Segijn, Joanna Strycharz, & Sophie C. Boerman
Submission Deadline: March 31, 2024

Manuscripts are currently being solicited for a special issue of the Journal of Advertising (JA) dedicated to Surveillance and Ethics in Advertising.

BACKGROUND

Developments in digital technologies have greatly transformed the landscape of advertising around the world (Huh & Faber, 2022; Huh & Malthouse, 2020). The technical possibilities and low costs of collection and processing of consumer data have led to the domination of the landscape by digital data-driven advertising (e.g., personalized advertising, social media advertising, computational advertising, programmatic advertising, artificial intelligence (AI)-powered advertising; Huh & Malthouse 202; Li, 2019; Rodgers, 2021). This contributes to so-called 'dataveillance', which is the "automated, continuous, and (unspecific) collection, retention, and analysis of digital traces by people or groups, by means of personal data systems by state and corporate actors, to regulate or govern their behavior" (Strycharz & Segijn, 2022, p. 576, based on Büchi, Festic, and Latzer 2022; Degli-Esposti 2014). While extant research has focused on examining consumer privacy concerns, the surveillance by advertisers who collect consumers' information raises a number of broader societal and ethical issues (see 'potential topics' list) and might have consequences for the advertising practice (Segijn & Strycharz, 2023).

Surveillance and ethics involve different parties, such as the advertising, tech, and media industry, consumers, and regulators (Segijn & Strycharz, 2023). Companies need to think about responsibilities and ethics around data collection, storage, and processing. Examples include their role in information asymmetry (Mittelstadt et al., 2016) and their responsibility of transparency in these processes, defined here as "the degree of disclosure of the ways in which firms collect, process, or share (exchange) personal data with the purpose of generating personalized communication" (Segijn et al., 2021, p. 123). Additionally, the monopoly of a limited number of technology firms and their role in hardware, technological support, and data aggregation, raises ethical questions (Segijn & Strycharz, 2023). For consumers, it creates new divides and vulnerabilities (Finn & Wadhwa, 2014).

Limited awareness and understanding could lead to information asymmetry (Marwick, 2012; Zarouali et al., 2022), and perceptions of surveillance (Segijn, Opree, & van Ooijen, 2021) could potentially affect consumers' agency and autonomy online (Büchi et al., 2022; Strycharz & Segijn, 2022).

Finally, regulators may play a role in this debate as well by asking to what extent these new ethical challenges require legal protection for consumers (European Parliament, 2022; FTC, 2022; Helberger et al. 2020). Data security, consumer protection, and privacy protection are of central interest to the regulators in the advertising ecosystem. However, recent research suggests that current consumer empowerment practices are not always effective at improving consumers' control over data collection (Segijn et al., 2021; Strycharz et al., 2019). The balance between consumer empowerment, ensuring fairness in advertising, while at the same time promoting technological innovations and stimulating the new data economy poses a challenge to the regulators.

Given the centrality of consumer data in advertising practices and increasing amounts of surveillance both online and offline (Yun et al., 2020), this special issue seeks to publish innovative papers that examine the theoretical and managerial implications of surveillance and ethics in advertising. Our hope is to stimulate further research in this area. This special issue also responds to broader calls for a more diverse and contemporary development of advertising theory (Dahlen and Rosengren 2016).

POTENTIAL TOPICS

We welcome submissions using diverse perspectives in terms of theoretical, conceptual, methodological, or empirical work, and encourage prospective authors to review recently published papers in Journal of Advertising to understand both the Journal's rigor and style. We also encourage submissions from multidisciplinary research teams bringing together different perspectives on the topic, as well as (comparative) research focusing on non-WEIRD countries (Western, Educated, Industrialized, Rich and Democratic). Relevant topics include, but are not limited to:
- Theoretical frameworks to study (new) ethical & surveillance questions
- Consumer perspectives on and perceptions of surveillance
- Consumer vulnerability, stereotyping, and social sorting
- Privacy concerns and privacy cynicism related to surveillance and ethics
- Transparency and information asymmetry
- Consumer empowerment, agency, and autonomy
- Impact of surveillance on consumer well-being
- Chilling effects and its implications for advertisers
- Industry perspectives on surveillance and ethics
- Consensual advertising models
- Ethics-washing
- Environmental impacts of dataveillance
- The role and responsibilities of the tech industry
- Ethical questions related to the affordances of new technologies
- Power relations between stakeholders
- Fairness in data-driven advertising and algorithmic persuasion
- Technological solutions (e.g., blockchain)

- Regulatory solutions (e.g., blacklists)
- The regulatory perspective on surveillance and ethics
- New methods to study surveillance and ethics (e.g., data donation studies, computational approaches)

SUBMISSION GUIDELINES

Submissions should follow the manuscript format guidelines for JA found at https://www.tandfonline.com/action/authorSubmission?show=instructions&journalCode=ujoa20. The word count should be 12,000 words maximum (including references, tables, figures, etc.).

The submission deadline is March 31, 2024

All manuscripts should be submitted through the JA Submission Site. The link to the submission site can be found at this link ("Submit an article"). Authors should select "Article Type" (e.g., research article, literature review) on the first page of the submission website. On the second page, authors will be asked if this is for a specific special issue or article collection. Select "Yes" and select "Surveillance and Ethics in Advertising" from the drop-down menu. Please also note in the cover letter that the submission is for the Special Issue on Surveillance and Ethics in Advertising.
- All articles will undergo blind peer review by at least two reviewers.
- The anticipated date for publication of the Special Issue is **February 2025**.

   Any questions about the Special Issue can be sent to the guest editors: Drs. Claire M. Segijn, Joanna Strycharz, and Sophie C. Boerman at surveillanceJA@gmail.com.

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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)
- AEF – ANA Educational Foundation
- 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
- IJA – International Journal of Advertising
- NCA – National Communication Association
- SCP – Society for Consumer Psychology (APA Division 23)
- SMA – Society for Marketing Advances

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