American Academy of Advertising

Newsletter

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Visit the AAA Website at:
http://www.aaasite.org

The President's Column
by Sigal Segev (Florida International University)

Sigal Segev

Dear AAA members,

I hope the end of your spring semester was smooth and your summer is restful and enjoyable.

As I step into the role of President of the American Academy of Advertising (AAA), I am excited, deeply honored, and grateful to take on this significant position. I look forward to collaborating with you to drive our mission forward and enhance our impact on advertising scholarship, education and the practice.

Thank you for entrusting me with this task. As President, I am committed to honoring the established values and traditions of AAA, while focusing on three key areas that will guide our efforts to make advertising research impactful and continue AAA's legacy of excellence in our field.

Emphasizing Advertising for Social Good
Advertising research has significant potential to drive societal change, providing insights that can guide effective socially responsible campaigns. By doing so, researchers not only analyze trends and consumer responses to advertised brands but also actively participate in shaping a future where advertising transcends pure commercial interests and becomes a vital force in fostering more informed, compassionate, connected, and equitable societies. Let's inspire and cultivate studies that demonstrate the positive influence advertising can have on societal issues such as health, education, public safety, philanthropy, environmental sustainability, diversity, equity, and inclusion, among other topics. Let's be at the forefront of advertising for social good and lead the change.

Nurturing the Next Generation of Advertising Scholars
Recognizing the important role of emerging scholars in our field, AAA will enhance its commitment to supporting its graduate students. This commitment will translate into collaborative efforts with AAA's President-Elect, Jameson Hayes, the Graduate Committee, and myself to develop initiatives and programs that help graduate student members achieve their academic goals and grow through their engagement with the Academy. By investing in our graduate students, we are investing in the future of AAA, as well as in advertising education and research.

Building Bridges with International Scholars
The global nature of advertising, coupled with the steady growth of AAA's international membership (about 27%), call for a collaborative approach. Initiating joint research projects, engaging with our Global and Multicultural Committee, and collaborating with our sister organization, the European Advertising Academy (EAA), are only a few examples of how we intend to enhance AAA's connections with scholars worldwide. These efforts will eventually contribute to fostering an environment of mutual learning, thereby expanding our global perspectives, and impact.

2024 Conference, Portland:
It was wonderful to see so many of you at our annual conference in Portland. There were 129 Competitive Papers, and 12 Special Topics sessions proposals submitted for this year's conference. The event was a success, largely due to the hard work of several individuals. Special thanks to Debbie Treise, our Executive Director, and Alison Ashton from AMC Source for your dedication in organizing this conference and such an enjoyable off-site event (the line for the photo op with the charming llama and alpaca was impressively long, filled with enthusiastic members waiting for their turn).

Additionally, thank you, outgoing Vice President Hye Jin Yoon for crafting a rich and insightful program and to immediate Past-President, Kelly Chu, and Past Presidents Sela Sar and Harsha Gangadharbatla, for their lasting contribution to the Academy and the success of this year's conference. Special appreciation goes to Karen King for her efforts with our sponsors, and we extend our heartfelt thanks to all AAA sponsors for their generosity. Finally, thank you, members of the Academy for attending the conference and for your ongoing commitment to AAA.

Two special Initiatives
I am delighted to inform you about the progress of two significant initiatives that were initiated by our previous EC under the leadership of Immediate Past President, Kelly Chu: First, the project of revising AAA's website is underway. Our new website will be designed to highlight the commitment of AAA to lead advertising scholarship and practice, help communicating the unique value and identity of the Academy and become a central information hub for AAA's members. So, keep an eye on this space for more exciting updates about our new look. Second, the results of the recent ballot vote have officially established the Graduate Student Interest Committee as one of AAA's standing committees. This change underscores AAA's dedication to investing in our graduate students, who we view as the future of the Academy. As a permanent committee, the Graduate Student Interest Committee will continue advocating for the interests, needs, and concerns of the Academy's graduate student members. It will also develop initiatives and programs aimed at advancing their goals and enhancing their engagement with AAA.

So Much More than A Conference
AAA offers its members various benefits and opportunities to explore, research, develop, and connect all year round.
- Members have access to AAA owned journals (*Journal of Advertising*, *Journal of Current Issues and Research in Advertising*, and *Journal of Interactive Advertising*) as well as to *Journal of Advertising Education* through AAA's website.
- The Graduate Student Interest Committee is planning a Graduate Symposium in the Fall. The Diversity, Equity, and Inclusion (DEI) Committee is planning to host an insightful DEI Webinar with leading scholars and practitioners that will discuss the practical implementation of DEI plans within educational institutions and companies, the potential positive social impact of DEI in advertising, and effective methods for educators to cover DEI in the classroom. More information about these events will be shared soon.

- AAA's Global and Multicultural Committee has been working on various research, teaching and advertising databases related to international and multicultural advertising. These databases are useful for researchers and educators as they provide quick access to well-organized material such as research papers, course syllabi and ads database related to global and multicultural topics. Visit AAA's website to explore the databases.

As you are getting ready for the summer, keep in mind some important deadlines:
- Members of the Academy are eligible to apply for one of the annual research grants offered by the Academy including the Research Fellowship Award, the Doctoral Dissertation Proposal Award, and the Dunn Award for International Advertising research. The calls to apply for these grants will be sent out by the Academy's Research Committee in June with a deadline for early Fall. AAA also provides travel grants for graduate students, so please remain attentive to upcoming announcements regarding funding opportunities.
- Our next annual conference will be in Pittsburgh, PA, March 6-9, 2025, at the Omni William Penn Hotel. The call for Competitive Papers, Special Topics Proposals, and pre-conference sessions for 2025 AAA conference have been sent out or will be published soon.

Following are a few important deadlines, including for AAA members-only grants and awards:
- **August 31, 2024: Pre-Conference Proposals**
- **September, 2024: Research Fellowship Award**
- **October 1, 2024: Papers and Special Topics Proposals**
- **November, 2024: Doctoral Dissertation Proposal Award**
- **November, 2024: The Dunn Award for International Advertising Research**
- **December 31, 2024: Graduate Student Travel Scholarships**

AAA is a volunteer organization, and its success and strength depends on the great work and commitment of so many members. This is an opportunity to thank the three editors of AAA journals, Jisu Huh (JA), Sukki Yoon (JCIRA), and Jooyoung Kim (JIA) for their time, efforts, and dedication, to advance advertising knowledge and theory, and inform advertising education and practice. Finally, I look forward to working with AAA's Executive Committee and all Committee Chairs: Karen M Lancendorfer (Awards), Jorge Villegas (Finance), Alyse Lancaster (Publications), Mark Yim (Research), Regina Ahn (Membership), Chen Lou (Global and Multicultural), Matthew Pittman (Communication), Kevin Wise (Graduate Student), and Ed Timke (Ad Hoc DEI). For more information about AAA's events, calls, and deadlines always visit our website (https://www.aaasite.org/) or stay connected via our social media sites (follow @AdScholar on Twitter). Have a wonderful summer!

Sigal Segev's Bio:

Sigal Segev (Ph.D., University of Leicester, UK) is an Associate Professor in the School of Communication at Florida International University. Her research focuses on green advertising, social media influencers, and cross-cultural consumer behavior. Her work has been published in *the Journal of Advertising, the International Journal of Advertising, the Journal of Current Issues and Research in Advertising, the European Journal of Marketing, the International Journal of Consumer Studies,* and *the Journal of Computers in Human Behavior*, among others. Sigal is a former Associate Director of Programming and Research at the Lillian Lodge Kopenhaver Center for the Advancement of Women in Communications. She has been an active member of the American Academy of Advertising (AAA) and served in different roles, including AAA's President-Elect (2023), Vice President (2022), and chair of the Research Committee (2018-2021).

SeeHer Education Certificate Program!

In a collaborative effort with AEF and SeeHer, **SeeHer Education** brings together top professors and practitioners who are leading efforts to eliminate gender bias in marketing and advertising from the outset.

The SeeHer Education Gender Equity Certificate program is an on-demand foundational certificate course that combines academic theory with best industry practices. The eight online modules can be used in part or in its entirety to earn the full certificate.

> *"I loved the interactive elements and the way videos, photos, and other visuals were incorporated to supplement the text."* Student participant

Teaching guide and strategies for implementing this into your syllabi are available. We have made the certificate program available to everyone at no cost.

Learn more at aef.com/seeher-education   #LearnWithAEF

Does Portraying Empowered Women Really Empower Women? Measuring Women's Empowerment Through Femvertisements

by Sophia Mueller-Bryson (Assistant professor, University of Miami School of Communication)

Sophia Mueller-Bryson

Women's inequality is a major global issue. Current research indicates that around the world, women have less than two-thirds of the rights of men (Romig, 2024). We oftentimes (falsely) believe that in industrialized nations we have achieved, or are at least near, equality between and among the genders. Unfortunately for the vast majority of the world's wealthiest economies, including the U.S., this is not the case. While it is true that over the past half century several steps have been taken towards gender equality in the U.S., since 2018 progress has at best slowed, and at worst stalled entirely (England, Levine, and Mischel, 2020). Per the World Economic Forum (2023), the U.S. ranks 43rd among 146 nations ranked on the Gender Gap Index. Most troubling is that we have fallen further behind since 2022, and it is estimated that it will take approximately 100 years for the region to achieve gender equality.

Given that consumers are increasingly turning their backs on governments and asking businesses to solve social issues instead (Vranica, 2018), it is of importance for both advertising practitioners and researchers to better understand how we can elicit positive change in society through our commercial communications. With this understanding of the increased responsibility of businesses and in turn brands, we have seen the development of novel brand communication tactics, including brand activism (Sarkar & Kotler, 2021). One type of brand activism focuses on social change, including efforts pertaining to the achievement of gender equality. Under this umbrella, innovative means of advertising to women have developed over the past few years, which focus on sending messages of strategic alignment with this stance, such as femvertising.

Femvertisements, or advertisements that can (and should) empower women and girls (Skey, 2018), is becoming a hot research topic among investigators. Generally, women consumers have been shown to respond positively to such communications. However, many studies published to date on this topic have omitted the key outcome variable of empowerment from their analyses of the impact of these advertisements. The few that have included the measurement of empowerment oftentimes reduce the construct to a single item (i.e., were you empowered by this advertisement?). This severely undermines not only the purpose of femvertisements, but the concept of empowerment as a whole.

The likely root cause for a lack of such measurement across investigations is because women's empowerment through advertising has not yet been adequately defined in the literature, and in turn a scale to measure the concept is virtually non-existent. Rooted in our current understanding of women's empowerment (Kabeer, 1999), Mueller et al. (2024) have defined women's empowerment through advertising (WETA) as a brand increasing the power of women through their commercial communications. Through an analysis of a variety of different scales from other fields of research pertaining to women's empowerment, we find that empowerment in any form – including through advertising - is a multi-dimensional construct that should be assessed at the societal, relational, and personal level (Huis et al., 2017).

Mueller et al. (2024) were able to successfully develop and validate a scale to measure WETA based on this understanding of empowerment. Only through the measurement of such complex constructs can we truly develop a better understanding of not just variables that positively affect the brand (i.e., attitude toward the advertisement, purchase intention), but if true change at the individual level has been achieved. This is a first step in developing a better

https://www.forbes.com/sites/cherylrobinson/2024/01/22/womens-empowerment-isnt-enough-activating-women-is-more-powerful/?sh=1e89997f499e

understanding of if and how advertisements might elicit women's empowerment, and in turn potentially move us closer towards gender equality.

Through this editorial, I hope to highlight two important factors that researchers may wish to consider in their future endeavors. First and foremost is the idea of increasing responsibility of brands. If we as practitioners and researchers can help move the world forward to overcome some of our greatest hurdles, it is our responsibility as members of society to answer this call. Businesses have, for the large part, accepted this increased responsibility, which is evidenced by their adoption of purpose. One means through which we see purpose achieved in advertising is through brand activism. While brand activism is becoming popular among researchers, some of the most-assessed outcome variables are

attitudes, authenticity, and brand-activist fit. Fewer analyses have sought to uncover if and where actual change pertaining to the activist initiative has occurred. If brands are calling for change, should we not ensure that this call has in fact been answered through actual positive change elicited via our marketing and advertising initiatives? Within this line of thinking, we may wish to turn our attention to measuring societal-based change relative to brand-based change.

Further, it is my hope that researchers in marketing and advertising might incorporate the concept of empowerment in their analyses. While the current discussion pertains specifically to women's empowerment, empowerment should be assessed in a variety of different populations, including but not limited to those of different ages, races, and sexual orientations. This notion is particularly important given that current research shows that the pendulum of DE&I in advertising agencies may once more be swinging in the opposite direction, as between 2021 and 2022 the number of agencies either helmed or owned by white men increased from 73% to 90% (Collins, 2023). Indeed, empowerment should be assessed not only at the consumer level, but also at the practitioner level, as these are the individuals who are responsible for crafting these communications. 🏔️

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Sophia Mueller-Bryson's Bio:
Sophia is an assistant professor in the Department of Strategic Communication at the University of Miami School of Communication. She completed her Bachelors (International Business) and Masters (Business Administration) at San Diego State University, and her Ph.D. at the University of Florida's College of Journalism and Communication. Her research interests include purpose, brand activist, and corporate social responsibility messages in advertising. As she likes to look at all sides of a given issue, she also assesses practitioner points of view, and their experiences in advertising agencies. Her studies have been presented at conferences around the world, including at the American Academy of Advertising and the International Conference on Research in Advertising. Her research has been published in *the Journal of Advertising, the International Journal of Advertising, the Journal of Current Issues and Research in Advertising,* and *the Journal of Gender Studies*.

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Have Items for the Newsletter?

Please send us your:
- Job announcements
- Calls for papers
- 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 July 15

Educational Innovation in Advertising: Bridging the Academic-Industry Divide by Yuhmiin Chang (National Chengchi University, Taiwan R.O.C.)

"Will this benefit my career?" and "How does this apply to my professional future?" are questions frequently asked by students worried about their career prospects. In response, the Department of Advertising at National Chengchi University is actively tailoring its curriculum to meet industry needs, aiming to effectively inspire and prepare students. This dedication to bridging the gap between academia and industry is reflected in the enthusiastic responses from our graduates. According to the school's institutional research report, more than 90% of alumni from the Department of Advertising acknowledge a substantial link between their studies and their careers, demonstrating their high satisfaction with the education they received.

Recognized as the premier advertising program in Taiwan, the Department of Advertising at the College of Communication admits students without a declared major who then apply to the department after completing their sophomore year. This gives us a focused two-year period to develop their advertising expertise and ensure they graduate as competent, responsible professionals. To achieve this, we closely collaborate with leading professionals from the advertising and public relations sectors, integrating their expertise into our curriculum through diverse and innovative teaching methods.

In their junior year, students participate in experiential learning opportunities with industry professionals, involving real projects and joint teaching efforts with agencies. The core course, Advertising Strategy and Planning, features partnerships with notable brands such as Gogoro, M&M's Chocolate, and Fossil. The semester starts with brand managers presenting the key challenges facing their brands, target demographics, competitors, budgets, and

Yuhmiin Chang

advertising objectives. Faculty members guide students in applying theoretical knowledge from the classroom to these projects, which include leveraging databases and conducting market research to uncover insights. Additionally, students are tasked with creating and presenting a full advertising campaign to a real client. This culminates in a final presentation attended by the client, who awards the most outstanding projects.

Another core course, Public Relations Strategy and Planning, allows students to apply their theoretical knowledge to a University Social Responsibility (USR) project aimed at boosting tourism for a nearby small town. The course begins with insights from a professional experienced in working with the town's tourism development association, followed by a field trip that offers students a chance to meet local leaders and explore key attractions. Armed with this real-world experience, students use their classroom knowledge to create and present a PR campaign designed to draw target audiences to visit the town.

We also have initiated joint teaching courses with leading agencies, such as "Media Strategy and Activation" with Publicis Group, "Interactive Marketing Communication" with Medialand Digital Strategy from the Hakuhodo Group, and "Case Studies in Public Relations" with One for All PR agency. These are not mere guest lectures; instead, they involve a six-week collaboration where instructors and professionals co-develop and co-teach, providing students with a practical understanding of the subjects and how they are applied in the industry. These interactive classes

are highly rated by students, and our faculty also benefit from the professional insights gained.

Our curriculum is greatly enhanced by experienced professionals who offer specialized courses, connecting students directly with real-world practices and industry leaders. These courses include "Digital Marketing," led by the CEO of McCann Taiwan; "Branding," taught by the Vice President of Siemens; "Digital Marketing and Creative Technology," directed by the Co-founder and Vice Chairman of Medialand Digital Strategy from the Hakuhodo Group; "Corporate Public Relations" and "PR and Marketing Communications," taught by the President and CEO of One for All PR agency respectively; "Brand Strategy and Practice," overseen by the Vice President of Digital Business Development at Ogilvy; and "Cross Border Marketing Practice," instructed by the former Marketing Director of Unilever. These offerings provide students with practical experiences and direct access to top figures in the industry, equipping them for successful careers.

Located in Taipei, a hub for world-leading agencies and brands, our university offers students the unique opportunity to intern at prestigious organizations such as Omnicom Media Group, Ogilvy, Line, and Toyota during the summer. Additionally, students have the option to pursue international internships at places like Beijing and Shanghai. We are currently exploring the possibility of adding summer internships in Japan with the Hakuhodo Group to further broaden our students' global perspectives and experiences.

We have also recently launched a cross-industry internship program with three companies: LnData, a data consulting firm; Freedom Systems, a managed service provider; and Digitas from Publicis, a digital media creativity company. This program allows students to rotate among the three companies, receiving training akin to that of a full-time employee. This innovative approach to internships provides students with multidisciplinary experiences, preparing them to become skilled data-driven marketing and communications professionals.
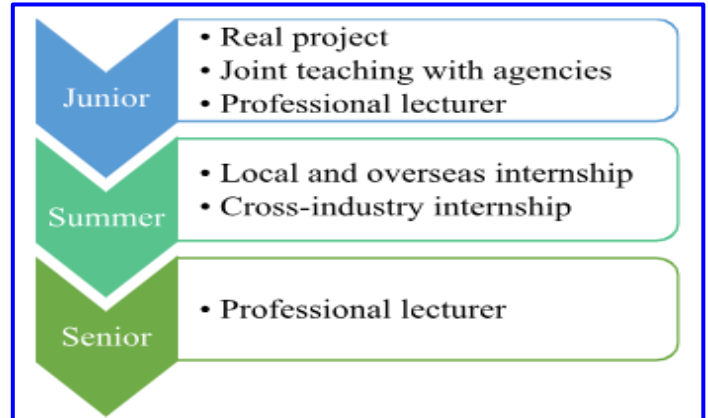
We meticulously design pathways that enable the seamless transition of theoretical knowledge into practical, professional contexts. Our continuous enhancement and innovation in teaching approaches emphasize our commitment to fostering interdisciplinary and cross-cultural skills, equipping our students with the essential abilities they need to excel as marketing communication professionals. We embrace international collaborations in teaching and internships. Looking forward, our dedication is firmly centered on preparing a new generation of leaders equipped to thrive in a globally connected world.

Yuhmiin Chang's Bio:
Yuhmiin Chang (Ph.D., University of Missouri-Columbia) is a Distinguished Professor at National Chengchi University, Taiwan, where she also serves as the Chair of the Department of Advertising and the Associate Dean for Graduate Studies in the College of Communication. She has previously served as the convener of the Communication Studies section at the National Science and Technology Council of Taiwan. Her teaching specialties are Integrated Marketing Communication, Advertising Theories, and Advertising Strategy and Planning. She has earned the Excellence in Teaching Award from National Chengchi University. Her current research focuses on the effects of media multitasking and the use of AI in advertising, with her work published in leading journals such as the *Journal of Advertising, Media Psychology,* and *Computers in Human Behavior.*

AAA Conference Paper Round Up
by Hye Jin Yoon (University of Georgia)

Hye Jin Yoon

The 2024 AAA Annual Conference was held in Portland, Oregon, from March 14th to 17th. The weather was perfect, cherry blossoms bloomed, and AAA members met to discuss and present high-quality research on generative artificial intelligence, sustainability, influencer marketing, DEI in advertising, engaged teaching, agency issues, and many more. The conference kicked off with two pre-conference sessions: (1) Opportunities, Challenges, and Ethical Implications of Generative Artificial Intelligence in Advertising and Mass Communication, organized by Yang Feng (University of Florida) and Jing Yang (Loyola University Chicago), and (2) How to Develop a Successful Journal Submission: Advice from Editors and Leading Experts, organized by Jisu Huh (University of Minnesota), Colin Campbell (University of San Diego), and Charles Ray Taylor (Villanova University).

127 competitive research papers and 12 proposals for special topic sessions were submitted (a 7.8 percent increase in submissions from last year). Eighty competitive research papers (63% acceptance rate) and seven special topic sessions (59% acceptance rate) were accepted. The competitive research papers were organized into 20 sessions with different themes. AAA's President Sigal Segev (Florida International University) coordinated the special topics sessions. All sessions, including the pre-conference, competitive research papers, and special topic sessions, will be included in the 2024 Proceedings as summaries, abstracts, or full papers and will be available on the AAA website by late spring.

The Best Conference Paper Award went to Sophia Mueller (University of Miami), Cynthia Morton (University of Florida), Benjamin Johnson (University of Florida), Charles R. Taylor (Villanova University), and Jon Morris (University of Florida) for their paper, "Can Portraying Empowered Women Really Empower Women? Development and Validation of a Women's Empowerment Through Advertising (WETA) Scale."

Hye Jin Yoon presents the Best Conference Paper Award to Sophia Mueller (University of Miami)

The Best Student Paper Award went to Stefan Rohrbach (University of Wuppertal), Daniel Bruns (University of Wuppertal), Tobias Langner (University of Wuppertal) for their paper, "When Swiping Bites Back: Why Atypical Smartphone Swiping Increases Attention but Decreases Brand Memory."

Hye Jin Yoon presents the Best Student Paper Award to Stefan Rohrbach (U of Wuppertal), Tobias Langner (U of Wuppertal), and Daniel Bruns (U of Wuppertal) (right to left)

The Best DEI Paper Award went to Minjie Li (University of Tennessee) for the paper "Brands as Social Justice Educators: How Brand Activism Advertising on Social Media Influences Consumers' Psychological Responses."

Edward Timke (Michigan State University) presents the Best DEI Paper Award to Minjie Li (University of Tennessee)

Thank you to Martin Eisend, Sigal Segev, Mark Yi-Cheon Yim, Edward Timke, the Research Committee, and the Diversity and Inclusion Committee members for their help selecting the top paper award winners.

Thank you, Temerlin Advertising Institute at Southern Methodist University, for sponsoring the Best Conference and Student Paper Awards cash prize. Thank you, University of Georgia, for sponsoring the Best DEI Paper Award.

Thank you to all the sponsors for providing financial support to ensure the best conference experience for our members. Thank you to Alison Ashton and everyone at AMC Source for organizing and executing a flawless conference. Thank you to all present and past members of the Executive Committee for your guidance, support, encouragement, and aid throughout every step. Finally, thank you to all the AAA members, reviewers, authors, presenters, moderators, and chairs for your amazing contributions and dedication. You made it all possible, and we would not have had such a memorable and insightful conference without you. It was an honor to serve as the Vice President and 2024 Proceedings Editor, and we cannot wait to see you in Pittsburgh next year! 🔺

Hye Jin Yoon's 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 a faculty mentor for the Health and Environmental Advertising Research Team (HEART) at Grady College, a vibrant research group of Ph.D. students and junior scholars. She has been recognized for her advertising research productivity in journals such as the *Journal of Advertising* and the *Journal of Business Research*. She serves as an Associate Editor of the *Journal of Advertising*. She is the 2023-2024 Vice President of the American Academy of Advertising.

Harsha Gangadharbatla (University of Colorado, Boulder) receiving the Charles H. Sandage Teaching Award for Teaching Excellence

Marla Royne Stafford (University of Nevada, Las Vegas) receiving the Kim Rotzoll Award for Advertising Ethics and Social Responsibility

Michelle Nelson (University of Illinois Urbana-Champaign) accepting the Ivan L. Preston Outstanding Contribution to Research on Advertising Award from Sigal Segev and Karen Lancendorfer (Western Michigan University)

Joanna Strycharz (University of Amsterdam) receiving the Mary Alice Shaver Promising Professor Award

Martin Eisend (European University Viadrina) accepting the Best Journal of Advertising Paper Award from Jisu Huh (University of Minnesota)

Eric Haley (University of Tennessee) and Matthew Pittman (University of Tennessee) accepting the Best Journal of Interactive Advertising Paper Award from Jooyoung Kim (University of Georgia)

Graduate students receiving travel grants awarded by Sigal Segev

Yan Wang (Hong Kong Baptist University) accepting the Dissertation Award

Hui Shi (University of Miami) receiving the Dunn Award

Josh Anderson (University of Texas at Austin) accepting on behalf of Deena Kemp (University of Texas at Austin) the Best Journal of Current Issues and Research in Advertising Paper Award from Sukki Yoon

Yang Feng (University of Florida) receiving the Research Fellowship Award from Mark Yi-Cheon Yim (University of Massachusetts Lowell)

Karen King (University of Georgia) as AAA 20204 Fellow, presented by Sigal Segev (Florida International University) and Michelle Nelson (University of Illinois Urbana-Champaign)

2024 Conference Highlights

March 14: Pre-Conference

Jooyoung Kim (University of Georgia) on best practices for survey studies

Chen Lou (Nanyang Technological University), Jooyoung Kim, Gayle Kerr (Queensland University of Technology), and Martin Eisend (European University Viadrina) on "How to Develop a Successful Journal Submission: Advice from Editors and Leading Experts"

Charles Ray Taylor (Villanova University) and Quan Xie (Southern Methodist University)

March 14: Opening Reception

Bismark Owusu-Yeboah (University of Oregon), Shu-Chuan Kelly Chu (DePaul University), Claire M. Segijn (University of Minnesota), and Senyo Ofori-Parku (University of Oregon)

Sela Sar (University of Illinois at Urbana-Champaign) and Osnat Roth-Cohen (Ariel University)

Shintaro Okazaki (King's College London) and Doyle Yoon (University of Oklahoma)

Padmini Patwardhan (Winthrop University), Patricia Huddleston (Michigan State University), Aileen Torrance (Endicott College)

Gayle Kerr (Queensland University of Technology) and Alice Kendrick (Southern Methodist University)

Eric Haley (University of Tennessee) and Ron Faber (University of Minnesota)

March 15: Meetings and Conference Sessions

First timer's breakfast

Eric Haley (University of Tennessee), Adam Spangler (Nike), Tyler Milfeld (Villanova University), Sophia Mueller (University of Miami), Yoon-Joo Lee (Washington State University), Brandon Viney (Google), Kevin Kirksey (Nike), (on-screen) Courtney Childers (University of Tennessee), and Lindsey Stein Harris (Tombras, NYC), for the special topics session "The Purpose Challenge: Bridging the Gap Between Industry and Academia to Achieve Social Impact Goals"

Emma Beuckels (Ghent University), Steffi De Jans (Ghent University), Dieneke Van de Sompel (Ghent University), and Liselot Hudders (Ghent University)

Friday lunch

Harsha Gangadharbatla (University of Colorado Boulder), Gayle Kerr (Queensland University of Technology), Sandra Luxton (Swinburne University), Anna McAlister (Endicott College), Aileen Torrance (Endicott College), and Alice Kendrick (Southern Methodist University) for the special topics session "The Modern Student 101"

Scholars, educators, alumni, and graduate students celebrating Marian Friestad (front row, fourth from left) and her Persuasion Knowledge Model

March 15: President's Reception

*Sigal Segev's (Florida International University) AAA 2024-2025
President Inauguration*

*Tobias Langner (University of Wuppertal), giving a speech as the
President of the European Advertising Academy*

*Scholars, educators, alumni, and graduate students in connection
with the Michigan State University*

*Scholars, educators, alumni, and graduate students in connection
with the University of Illinois at Urbana-Champaign*

March 16: Luncheon and Awards Ceremony

*Scholars, educators, alumni, and graduate students in connection
with the University of Georgia*

Karen King (University of Georgia) giving a speech as AAA 2024 Fellow
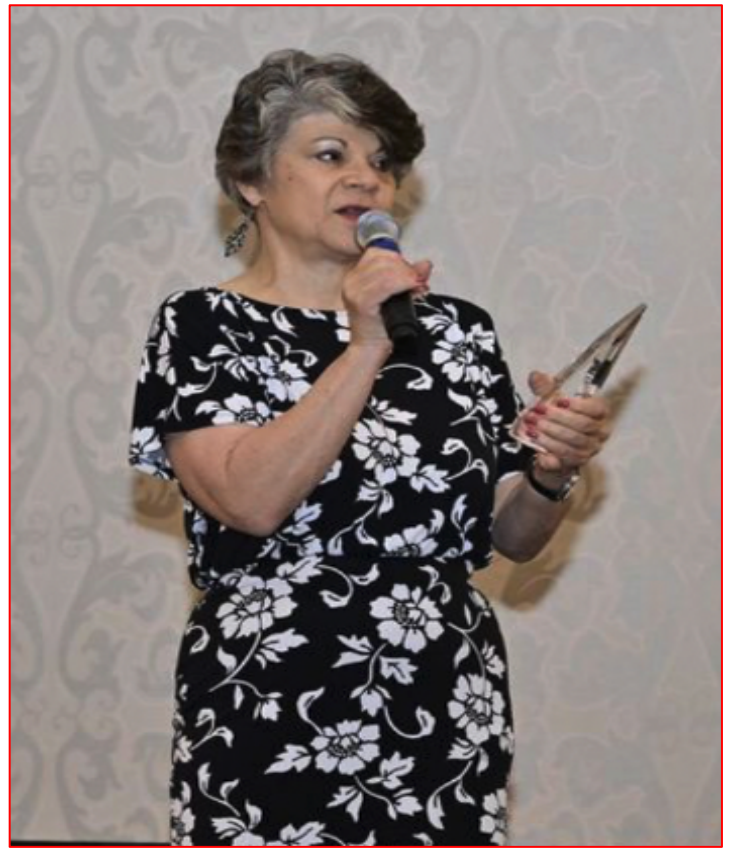
Marla Royne Stafford (University of Nevada Las Vegas) giving a speech after receiving the Kim Rotzoll Award for Advertising Ethics and Social Responsibility

Harsha Gangadharbatla (University of Colorado, Boulder) giving a speech after receiving the Charles H. Sandage Teaching Award for Teaching Excellence

AAA Executive Director Debbie Treise (University of Florida) at the awards luncheon

Shu-Chuan Kelly Chu (DePaul University) at the awards luncheon

Kibum Youn (University of Tennessee) receiving the Journal of Advertising Student Reviewer Training (SRT) Reviewer Award from Jisu Huh (University of Minnesota)

Heidi Hennink-Kaminski (University of North Carolina at Chapel Hill) and Tom Reichert (University of South Carolina)
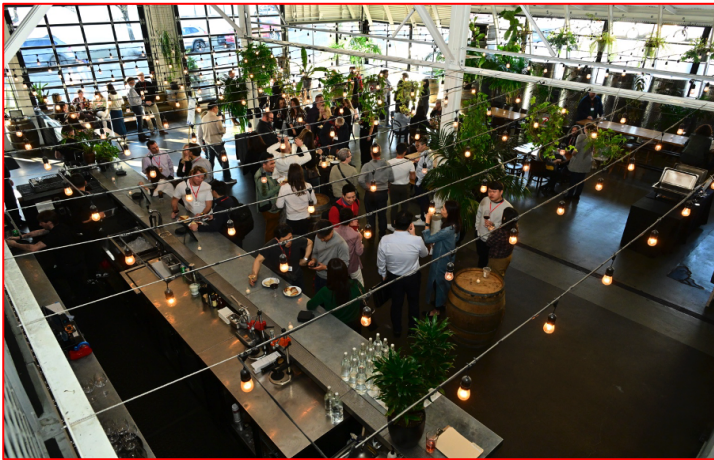

Eunjoo Jin (University of Houston) receiving Research Fellowship Award, given by Mark Yi-Cheon Yim (University of Massachusetts Lowell)

Scholars, educators, alumni, and graduate students in connection with the University of Florida

March 16: Off Site Event at the Cooper's Hall Winery/Brewery

Cooper's Hall Winery/Brewery

Maria De Moya (University of Tennessee), Juliet Stantz (DePaul University), Heidi Hennink-Kaminski (University of North Carolina at Chapel Hill), Padmini Patwardhan (Winthrop University), Hemant Patwardhan (Winthrop University), Shu-

Chuan Kelly Chu (DePaul University), Karen Lancendorfer (Western Michigan University), Eric Haley (University of Tennessee)

Chen Lou (Nanyang Technological University), Jiyeon Lee (Ewha Womens University), Jae Yeon Lee (Ewha Womens University), Jihyun Soh (Ewha Womens University)

Mark Y. Yim (University of Massachusetts Lowell), Yuiin Heo (Pennsylvania State University), Rachel Lim (Oklahoma State University), Eun Yeon Kang (Bryant University)

Claire Segijn (University of Minnesota), left llama, Mengtian Jiang (University of Kentucky), right llama, Jing Yang (Loyola University Chicago)

Maria Molina (Michigan State University), Saleem Alhabash (Michigan State University), Andrew Corner (MSU), Anna McAlister (Endicott College), Aileen Torrance (Endicott College), Patricia Huddleston (Michigan State University)

Drs. Daehyun Diane Kim (Creativitics), Jooyoung Kim (University of Georgia)

Jef Richards (Michigan State University), Maria Molina (Michigan State University), thank you, Jef and Joongwha Lee (University of North Dakota) for the wonderful pictures!

Suuki Yoon (Bryant University), Linda Tuncay Zayer (Loyola University Chicago), Jing Yang (Loyola University Chicago), Claire Segijn (University of Minnesota), Catherine Coleman (Texas Christian University), Kacy Kim (Bryant University)

TURNING 50 AND STILL TURNING HEADS: ADVERTISING EDUCATION IN AUSTRALIA

by Gayle Kerr (Professor, Queensland University of Technology)

Turning 50 is a life changing moment for all of us. For me, it was a time when I started counting backwards when it came to birthdays. And when my daughter became my mother. But this year marks a very special 50th celebration. Australian Advertising Education reaches its half-century.

Gayle Kerr

QUT in Brisbane offered Australia's first university program in 1974. Sixteen years ahead of the next advertising program at UTS Sydney, followed by a further seven universities in the next decade. And in 2024, we celebrate the outstanding impact that our advertising graduates and our advertising academics have had on the advertising industry and people's lives.

"Advertising has a profound impact on our culture, reflecting our dreams and aspirations. We shouldn't be leaving the advertising we get to chance. It's vital that we are constantly studying how it works, getting educated on how to make it better and being curious about its impact. For these reasons I'm incredibly pleased that we are celebrating 50 years of advertising education in Australia."

-Adam Ferrier Consumer Psychologist and Chief Thinker / Founder of Thinkerbell (Australia's Agency of the year in 2023)-

APPLYING WHAT WE TEACH TO SPARK THE CELEBRATION

Not sure what a 50-year celebration should look like, I did what I would expect my students to do and started with some research, before organizing a think tank to brainstorm its creative development. Three leading industry people from the creative, media and technology spheres joined with a couple of us academics (including Louise Kelly) to work out the best way to reach our three markets of potential students (currently in high school), the advertising industry and advertising academics. And share their connections with the trade press. As a result, we have four special celebrations.

FIVE DECADES OF ADVERTISING GRADUATES

"For 50 years, insightful and creative graduates have been shaping the Australian advertising industry. So, we think it is time to identify and acknowledge the great achievements that advertising graduates have made to our industry."

- Project Leader and CEO IPG Mediabrands APAC, Leigh Terry-

In this competition, we identify an outstanding advertising graduate from each of the five decades, comparing the changes and challenges of studying and working in advertising. We document their stories in a series of five podcasts, which chronicles what it was like to study advertising and how they got their first job in the industry and creates a piece of advertising history.

50 YEARS OF ADVERTISING EDUCATION

EST. QUT 1974

AD STUDENT TIKTOK COMPETITION

University students studying an advertising major create a TikTok video to encourage high school students to follow their footsteps … and study advertising at university. With TikTok's support, and the resources of Adobe at their disposal, students create a 60 second video which visualizes the life of an advertising student, the benefits of an advertising degree and the fun of being at university learning new things and meeting new friends.

WHITE PAPER ON THE STATE OF THE ADVERTISING INDUSTRY AND THE ROLE OF EDUCATION

A collaboration of industry thought-leaders and advertising academics, this White Paper examines the state of the Australian advertising industry and the role of advertising education. Drawing from secondary and primary research, as well as the insight of the industry's top leaders, the paper develops a number of predictions and provides an important benchmark for the industry and advertising education in Australia.

AUSTRALIAN ADVERTISING EDUCATOR AWARDS

For the first time ever, we create advertising academic awards to acknowledge Australia's leaders, teachers and researchers, who support our advertising graduates and our industry. While they have been created just for our 50 Years, we hope they might become an annual event.
Thank you to all AAA members who have visited QUT or other Australian universities and engaged our students and enriched our understanding with research collaborations and expert advice. We have learnt much from you as an academic community and don't intend to stop annoying you any time soon.

So, here's to the insightful research, the engaging teaching, the transformation from in-class to online and synchronous switching, to adaptation and constant innovation, and supporting each other. Here's to the next 50years of Advertising Education in Australia. May advertising (or whatever it becomes) always continue to turn heads and excite minds.

Professor Gayle Kerr's Bio:
Gayle's passion for advertising began as a copywriter, working in the industry for more than a decade. She shifted from writing advertising to teaching and researching it and now Gayle shares her love of advertising as a Professor in Advertising and IMC at the School of Advertising, Marketing and Public Relations at QUT. Gayle's PhD was the first in Australia in the area of IMC. Since then, she has published over 100 peer-reviewed articles and conference papers in the areas of creativity, advertising regulation, advertising avoidance and IMC. Gayle served on the Executive Board of the American Academy of Advertising for three years. She has won international and national awards for her teaching and was the inaugural winner of the Don Schultz Award for Innovation in IMC Teaching, Research, and Practice in 2022.

Presentation Advice from a Geriatric Charisma-Challenged Professor
by Herbert Jack Rotfeld (Auburn University Professor Emeritus)

At conference sessions, too-frequent violations of three basic rules of mass communications guarantee boring presentations. Too many students, faculty and business professionals, frequently violate these rules resulting audience attention going elsewhere. At the conference, see how many in the audience are on their phones or doing something else.

1P>10³W

$$1P > 10^3W$$

P=picture; W=words
"One picture is greater than 1000 words."

This common maxim says that your slides are the illustrations. As illustrations, they should not be filled with words. You want the audience to listen to what you are saying instead of being distracted by reading. If someone can just read your slides and know everything you said, you wasted everyone's time with a face-to-face meeting. If someone can listen from the next room and know your entire presentation, you wasted your time making slides. If you have too many words on screen, the audience will be reading instead of listening.

> **Rule #1:** $1P > 10^3W$
>
> **Rule #2:** $U \neq TA$
>
> **Rule #3:** $NU \neq D$

Use words to help your illustrations, not distract from them.

Common textbook guidance states that seven words are optimal for good outdoor displays that should depend on illustrations to carry the message. The more you try to say, the less you convey as people are driving past and (we hope) paying attention to traffic. For presentations, the audience should not be distracted by reading. Depending on too many words, the audience would read ahead of your talk, figure there is nothing extra, then turn their attention elsewhere.

Seeing this formula for the first time with journalists and people holding communications degrees, we all laughed. Ingenious, we thought. Coming home, I eagerly showed it to an Engineering professor who, instead of laughing, said "It's wrong" as he wrote the "correct" formula with these letters that I learned meant something specific in his work that is different than pictures and words. That brings me to the second rule.

U ≠ TA

U=you; TA=target audience
"You are not the target audience."

It means that you can't assume. What you think is a killer joke can fall flat. Even sex appeals or who looks sexy are not a consistent universal value.

This rule is often misunderstood. It is not what has to be simplified, bowdlerized or needing a *vulgarectomy*. It is not just an issue of age or gender or other demographic differences, though they do matter. Nor can this be reduced to a matter of potentially offending someone, because that is almost unavoidable. As you travel to different parts of the country or the world, unexpected differences will surprise you. As you get older, you will discover simple terms or phrases acquire unexpected, potentially offensive, additional meanings as younger members of the audience giggle that you said it.

The key is empathy, not ethnocentrism. What is

obvious to you might not be to them.

A simple example is gratuitous name dropping of citations in slides saying only "Larry, Darryl and Darryl (1990)" without elaboration. With that limited notation, few would know what they reference. Those familiar with the topic don't need them. Those unfamiliar would just be perplexed, unless the presentation includes a full reference list handout for everyone (which no one ever does).

At a more basic level, what looks great on your computer monitor might fail when projected on a screen. Most likely, anything smaller than 36 point type would not be readable to anyone beyond the first two rows, even though 18 point sans serif is the default PowerPoint font for text. Web designers still have not caught on that many of their site visitors will come in by a mix of computers, tablets or phones. Advertising agencies usually show their work to clients on state-of-the-art extra-large screens that dominate the room, ignoring that significant parts of their audiences will be watching on something older or smaller.

NU≠ D

NU=Not You; D=dunce "Being different from you doesn't mean audience members are dunces."

Maybe it would help if you spent a minute remembering what it was like as a student, taking a course, sitting in a classroom during a lecture. You probably had a class where the instructor would show a series of word-filled slides, and every line of each slide would be read out loud. Anyone who attended a college or university in the past twenty years had a class like that. And yet, no student in a class like that ever asked the teacher: "Why do you think we can't read?"

It is perplexing that anyone who had this experience considers doing the same thing in their own presentations. At worst, a presenter uses a laser pointer to highlight each word as they read it.

For an interesting presentation, presume audience intelligence. Don't make your slides the script. Don't read slides out loud. If you must have a slide with words, be terse. Your audiences won't be illiterate, or so I hope. Don't read to the audience as if they are children at bedtime. The people at your presentation are not idiots, but you are one if you feel a need to read to them.

It is a given that some people in the audience might not be as interested in the topic as you, especially if it is part of a job interview. There is no doubt that they don't have your knowledge level. After all,

that's why you are making a presentation. However, that doesn't make the audience a collection of deranged, dim-witted, mentally deficient dunces.

And so I end

It is a safe bet that everyone reading this has witnessed presentations guilty of all of the bad practices I've described here. You should follow the same pattern for your conference or classroom presentations only if you personally found those experiences interesting and not a time to check for messages on your phone.

NOTE:
This is drawn from a presentation prepared-but-never-shown to new instructor orientations or doctoral student symposia. The presentation's expanded long form storyboard is available at http://webhome.auburn.edu/~rotfehj/PowerPointCrimes.pdf

Seeking Lost Wisdom from the Tech Boom
by Sitan (Stan) Li (University of Texas at Austin)

Just like Tesla and Oracle, I came to the Lone Star State to pursue my Ph.D. in Advertising at the Moody College of Communication of the University of Texas at Austin. My academic interests resonate with the "tech boom" of Austin's Silicon Hills, and this digital transformation constantly shapes my research trajectory. Living in the Seaholm District gave me the opportunity to interact with a group of "tech bros" and witness their entrepreneurial passion for new media and future technologies. Having an academic mentor, Dr. Matthew Eastin, who has infinite exploration spirit and inspiring energy is a great fortune for my doctoral career. Numerous workshops with my research team at Moody have further advanced my research on the social and economic impacts of emerging technologies, focusing on how artificial intelligence (AI), social media, streaming platforms, and virtual, augmented, and mixed reality can be seamlessly integrated to reorient information processing.

T. S. Eliot's inquiry "*Where is the wisdom we have lost in knowledge? Where is the knowledge we have lost in information*?" prompted me to think cautiously about my academic vision. In the technology-driven realm of social media content creation, AI-based human-like virtual influencers (VIs) have emerged as boundary-breaking figures, blurring the lines between the digital and physical worlds. To expand my conceptual horizons, I am gradually developing my knowledge in social media multisensory communication and immersive experiences, especially in relation to virtual humans. One of my research examined how media users interpret the emotions of VIs based on the uncanny valley paradigm (Li et al., 2024). The results showed that users can be aroused after exposure to various virtual human emotions such as happiness and sadness, which leads to an

Sitan (Stan) Li

increase in attitudes and behavioral responses among those who do not perceive the VI as eerie. My ongoing research further investigates the influence of VIs' emotional and non-emotional voices enabled by AI-powered artificial empathy, compared to human actor voices, on psychological distance and brand engagement.

Another of my research interests focuses on the economic impact of streaming services. Streaming platforms have dramatically changed the way consumers interact with advertising, leading to the increasing use of alternative promotional techniques such as product placement as a complement to overt ads in standard TV spots. Based on a model I developed to theorize the effects of core streaming features (Li, 2023), I conducted a laboratory experiment on binge-watching and found that microsleeps occur during continuous TV viewing experiences and alter the structure of viewers' attention. While product placement is more susceptible to brand memory decline than ads, accelerated playback speed mitigates the negative impact of binge-watching on memory. My current research in this stream includes analyzing a large-scale streaming data set to compare the effectiveness of advertising and product placement on over-the-top media services and constructing a game theory-based multi-agent interaction model involving consumers, advertisers, content producers, streaming service providers, and policymakers.

In Fall 2024, I will start my academic position as an Assistant Professor at the Tombras School of Advertising and Public Relations of the *University of Tennessee, Knoxville*. I am very much looking

forward to exploring new knowledge in the field of advertising and communication with the faculty and students of Tombras School, and constantly searching for the lost wisdom in knowledge. ⚠

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Li, S., Ham, J., and Eastin, M. S. (2024). Social media users' affective, attitudinal, and behavioral responses to virtual human emotions. *Telematics and Informatics* 87, 102084.
https://doi.org/10.1016/j.tele.2023.102084

Sitan (Stan) Li's Bio:

Sitan (Stan) Li is a Ph.D. candidate in Advertising at the Moody College of Communication of the University of Texas at Austin and an incoming assistant professor at the Tombras School of Advertising and Public Relations of the University of Tennessee. His research focuses on how consumers respond to the digital transformation of technology-enabled emerging platforms. His first research stream is social media multisensory brand communication and immersive experiences. His second expertise centers around the economic impact of streaming services and product placements. His research has been published in *the Journal of Advertising Research*, *the Journal of Interactive Advertising*, *Computers in Human Behavior*, *Social Behavior* and *Personality*, among others.

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Pepperdine University, Malibu

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Please send us your:
- Job announcements
- Calls for papers
- 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 July 15

Echoes of Activism: Brand Voices on Social Media
by Xuan Zhou (Ph.D. Candidate at Nanyang Technological University, Singapore)

Xuan Zhou

In 2020, as I embarked on my Ph.D. journey, the widespread upheaval following George Floyd's death had a deep impact on me. The #BlackLivesMatter movement went viral globally, pressing individuals and organizations to reflect and respond. During this period, I observed a shift: brands and companies started to speak out instead of being silent bystanders. They were actively engaging in the conversation, leveraging social media to advocate for #BlackLivesMatter and many other sociopolitical causes. This event became the catalyst for my dissertation topic. It made me think about how and why brands acting as activists could effectively resonate with consumer sentiments on social media.

Specifically, my dissertation examines the effects of various communication factors in brand activism advertising. While browsing various real-life activism events and movements, I found a prevalent use of Black-and-White (BW) visuals in advocacy posts and videos. However, academic research on the persuasiveness of BW (vs. color) imagery in brand activism advertising is scarce. To address the gap, my initial study explored the interplay between the visual element (image color) and the verbal element (message framing) in advertising effectiveness. Results revealed the superiority of BW (vs. color) imagery when paired with promotion-framed (vs. prevention-framed) messages in brand activism ads. Consumers' inspirational state was identified as a crucial psychological mechanism. This research sheds light on how brand activism ads elicit varying degrees of transcendent experiences and how the combination of visual and verbal elements inspires and engages consumers.

As I proceed with my research and navigate social media for the latest news, it occurred to me that social media, indeed, is not monolithic. Heated and divisive discussions surrounding sociopolitical causes are a common sight on Twitter, yet things are different on Instagram. I started to ask: do social media platforms' different characteristics prompt individuals' varying reactions toward brand activism messages? With this in mind, I conducted another study on the role of specific platform-related attributes in brand activism advertising. This research conceptualized and tested the level of politicization as a characteristic of social media platforms, and discerned how message–platform congruence in terms of level of politicization lessened ad intrusiveness and enhanced subsequent advertising outcomes. These findings enrich current understanding of social media dynamics and compare brand activism ad effectiveness across various platforms.

During my doctoral research journey, I hope to elucidate the key mechanisms through which brand activism ads engage consumers and shape consumer preferences. In a broader sense, I am keen on exploring the intersection of media, business, and society in the evolving digital world. I believe in the potential of brand activism advertising in establishing closer connections with consumers and society. As I continue along with academic research, I wish to contribute to theoretical insights in more depth and offer practical guidance for brands to engage in sociopolitical conversations more meaningfully and responsibly.

Xuan Zhou's Bio:
Xuan Zhou is currently a fourth year Ph.D. candidate in the Wee Kim Wee School of Communication and Information at Nanyang Technological University, Singapore, and will be on the job market this fall. She earned her M.S. in Marketing at the University of Edinburgh and her B.A. in Broadcast Journalism at the Communication University of China. Her research interests lie in social media, brand communication, advertising effects, and consumer psychology. Her research has been published in the *Journal of Advertising, the International Journal of Advertising, the Journal of Interactive Advertising,* and *the Journal of Current Issues & Research in Advertising,* among others.

Announcements (Calls for Papers)

AAA 2025 CALL FOR PROPOSALS FOR PRE-CONFERENCE SESSIONS
March 6-9, 2025
Omni William Penn Hotel, Pittsburgh, PA, USA

Submission Deadline: August 31, 2024

You are invited to submit a proposal for a full- or half-day pre-conference session concerning a topic important to you, your colleagues in the field of advertising, and the Academy. A pre-conference session is the perfect venue for a dialogue of ideas and/or an exploration of new opinions and approaches regarding advertising research and education.

A complete proposal should be submitted no later than August 31, 2024, to AAA President, Sigal Segev at segevs@fiu.edu, for review by the Executive Committee. Please put "Pre-Conference Proposal" in the subject line of your email.

The preconference will take place Thursday, March 6, 2025, with the full conference running from opening reception that evening through noon, Sunday, March 9 at the Omni William Penn Hotel, Pittsburgh, Pennsylvania.

Proposals should clearly indicate whether the session will take place over a full day or half day and must specify a rationale for the program, possible participants, and the timing and progression among topics. Preference is given to programs that will interest a number of AAA members and possibly attract new participants or attendees to the conference. Some past topics can be revisited. The proposal should also include "how" you plan to promote the pre-conference session.

The proposals must also include a statement that all presenters agree to register for the pre-conference and conference itself. Waivers of the registration fees for special participants such as advertising professionals or non-faculty may be requested on a case-by-case basis, and requests for all waivers must be included in the proposal. Following the

conference, the pre- conference chair(s) will submit up to a two-page summary of the presentations to be published in the Conference Proceedings.

Past pre-conference session topics have included:

- Opportunities, Challenges, and Ethical Implications of Generative Artificial Intelligence in Advertising and Mass Communication (2024)
- How to Develop a Successful Journal Submission: Advice from Editors and Leading Experts (2024)
- Changing Tides: How Advertisers Are Shifting Their Gender Portrayals in Commercial Communications (2023)
- Doctoral colloquium - A Compass to Help Navigate the Academic Landscape Early on in Your Career (2023)
- Diversity, Equity, and Inclusion in Advertising Research, Teaching, and Practice (2022)
- Advertising in the Metaverse (2022)
- From Celebrity Endorsements to Influencer Marketing: Current Topics and Research Opportunities (2021)
- Doctoral Student and Junior Professor Symposium (2021)
- Artificial Intelligence and Advertising (2020)
- Big Data for Social Media Advertising Research: Opportunities and Challenges (2019)
- Time's UpTM/Advertising Education (2019)
- Digital Advertising & Ethics: Research, Teaching, and Practice (2018)
- IMC in Transmedia Era: Voices from Industry (2018)
- Market Research, Consumer Insight, and Creativity (2017)
- Toward a New Discipline of Computational Advertising (2017)
- The AAA/EAA Joint Doctoral Colloquium (2017)
- Everything You've Always Wanted to Know about All Aspects of the Academic Publication Process, But Never Asked (2016)
- Your Brain on Advertising: Psychophysiological and Neuroscientific Approaches to Studying Advertising Effects and Processes (2016)
- The Rise of Native Advertising: An Exploration of Its Impact on Advertising, Journalism, and the Consumer (2015)
- Beyond Student Samples: Overcoming the Challenges (2015)
- Teaching with Social Media: A Hands-On Look (2015)
- Advertising Agencies: Work and Discipline (2015)
- Obtaining Funding for Your Research: Grant Writing and Outreach Strategies for the Advertising Researcher (2014)
- Big Data for Advertising Research and Education (2014)

Pre-conference proposals and any questions concerning such proposals should be directed to:
Sigal Segev
2024 AAA President
Florida International University
segevs@fiu.edu

Debbie Treise
AAA Executive Director
University of Florida
dtreise@ufl.edu

We look forward to your submissions and hope to see you in the 2025 Conference of the American Academy of Advertising. 🔺

AAA 2025 CALLS FOR COMPETITIVE PAPERS AND SPECIAL TOPICS SESSIONS
March 6-9, 2025
Omni William Penn Hotel, Pittsburgh, PA, USA

Competitive Research Papers

You are invited to submit Competitive Research Papers relevant to any and all aspects of advertising for presentation at the 2025 American Academy of Advertising (AAA) Conference and for publication in the AAA Conference Proceedings. All research related to any of the various aspects of advertising and marketing communication will be considered. Please note that the AAA uses the term advertising in a broad sense. We also respect all research methodologies. All submissions are subject to blind review competition, and only completed papers (no proposals or abstracts) will be considered for acceptance to the conference. Authors of accepted papers must publish an abstract of the paper for the online proceedings, available on the American Academy of Advertising website. All papers can be published in full in other publications or journals at a future date.

The rating criteria for Competitive Research Papers are as follows:
- Fit with the Mission and Vision of the American Academy of Advertising (AAA)
- Methodology
- Readability
- Contribution to the Field
- Overall Rating

All submissions may not be under consideration at other journals or conferences. You may consider the AAA review process complete when notices of acceptance/rejection are received. Papers should not exceed 30 typed, double-spaced pages in length, including references, appendices, tables, etc. This page limitation will be strictly enforced. Be sure to delete all identification of the authors in the file properties and track changes functions prior to submission. Use the *Journal of Advertising* style to format citations. Submit your paper in Word format only; do not submit a PDF.

To be considered for the Best Student Paper Award, papers must be led by a student and written primarily by students. Papers can be co-authored with a faculty member(s), but student(s) should be the main contributors (first author). Once the student-led paper becomes a contender for this award, we will contact the co-author professor(s) to confirm.

In addition, AAA has established the Best Diversity, Equity, and Inclusion (DEI) Conference Paper Award. This annual award is designed to honor and encourage excellence in DEI scholarship and education and enhance the visibility and actions supporting DEI in advertising scholarship and education. Authors may self-nominate for this award when they submit their paper to the annual AAA conference by checking the designated box in the ConfMaster

submission platform. For more information about the Best DEI Conference Paper Award, please check https://www.aaasite.org/conference.

The rating criteria for Best DEI Conference Paper Award are as follows:
- Fit with the Mission and Vision of the Academy while advancing DEI in advertising research and education
- Methodology (all research paradigms are welcome, including theoretical think pieces)
- Readability (clearly recognizes, explains, and analyzes the nuances of relevant DEI issues)
- Contribution to the Advertising Field (theoretically grounded, with meaningful practical implications, and goes beyond the description of a DEI program/initiative or experience)
- Overall Rating

When you upload a paper submission onto ConfMaster, you will see a statement specifying that at least one author of the paper agrees to register for and attend the conference in order to present the paper in-person. A remote presentation (e.g., Zoom or a recorded video) is not an option. Only an author listed on the paper is eligible to present at the conference. Failure to present an accepted competitive paper in person will result in the paper being withdrawn from the conference program and proceedings. You must agree to this statement in order to submit.
Submitting authors should check a box indicating whether their paper meets the conditions to be considered a student paper.

Every author should log in and update their profiles in ConfMaster, specifically their personal keywords. All authors, whether first or otherwise, should be prepared to help review papers submitted to the AAA conference.

Special Topics Sessions
You are invited to submit proposals for Special Topics Sessions that cover an entire meeting period (usually 90 minutes). These sessions are designed not only to offer information, but also to stimulate discussion and debate among panelists and audience members. Special Topics Sessions tend to focus on key issues of importance to advertising education and practice (e.g., current practitioner issues, creative topics, and/or pedagogical matters) and are not the venue for competitive research papers. Preference will be given to proposals that are not simply a compilation of research papers by different authors put together in a session. Further, preference will be given to proposals that involve and attract advertising educators who might not typically be interested in sessions that focus solely on refereed research. As such, the Academy is willing to provide "waivers" for industry participants who will be attending only a Special Topic Session (non-academics and individuals who have not been AAA members) of both AAA membership dues and registration fees. This waiver is only good for the specific session. If you would like to use these waivers, you must provide the specifics in your proposal.

A submission should include the following: (1) a clear rationale for addressing the topic over an entire meeting period and/or through contributions from several presenters, (2) the value of the session to conference attendees, including why such a contribution is not likely to be available elsewhere at the conference, (3) names and specific roles of all participants, (4) details of how the session will be conducted under a unifying theme, including contributions of the various participants and (5) how conversations can be continued beyond the actual session.
Since, by nature, Special Topics Sessions cannot be blind reviewed, a panel will judge all submissions. The rating criteria are as follows:
- How current is the topic?
- How well will it attract attendees to the session?
- How well thought-out is the proposal?
- Are the proposed participants appropriate and qualified for this topic?
- How strongly do you believe this session should be included in the program?

Preference will be given to proposals providing complete information.

When you upload the special topics session proposal, you will see a statement specifying that upon acceptance of the Special Topics Proposal, all presenters listed in the proposal should attend their session and present in person. Remote

presentation (e.g., Zoom or video recording) or replacement is not an option. Failure to present an accepted Special Topics session in person will result in the paper being withdrawn from the conference program and proceedings. You must agree to this statement to submit the special topic session proposal. Special topic chairs are responsible for generating a one- to three-page summary after the conference for inclusion in the online Proceedings.

Deadline for Submissions
Electronic submissions (https://aaa.confmaster.net) will be accepted beginning September 1, 2024, and must be received no later than **11:59 PM EDT, October 1, 2024**.

Questions? Please direct them to the appropriate person as follows:
- Competitive Research Papers
    - Professor Chang-Dae Ham, Vice President AAA
    - University of Illinois at Urbana-Champaign
    - cdham317@illinois.edu

- Special Topics Proposals
    - Professor Jameson Hayes, President-Elect AAA
    - University of Alabama
    - hayes@apr.ua.edu

- General questions about the conference
    - Professor Sigal Segev, President AAA
    - Florida International University
    - segevs@fiu.edu

We look forward to your submissions and hope you can attend the 2025 Conference of the American Academy of Advertising.

THE JOURNAL OF INTERACTIVE ADVERTISING

Roles and Impacts of Artificial Intelligence (AI)-Powered Persuasion Agents in Advertising

Special issue guest editors:
Drs. Chang-Dae Ham, Ewa Maslowska, and Leona Yi-Fan Su (University of Illinois Urbana-Champaign)

Submission deadline: December 31, 2024

The Journal of Interactive Advertising cordially invites researchers to submit contributions to a special issue dedicated to exploring the transformative roles and impacts of Artificial Intelligence (AI) as technology empowering persuasion agents, including but not limited to, the AI-powered virtual influencers, chatbots, social bots, AI assistants, voice recognition speakers, and/or conversational agents/assistants, in the context of advertising, marketing, and strategic communication.

The rapid integration of AI technology has revolutionized various facets of human existence in the realms of advertising, marketing, and strategic communication (Huang and Wang, 2023). AI plays significant roles in these areas, particularly as persuasion agents, replacing the roles that used to be owned and fulfilled by humans. AI-powered persuasion agents are successful at taking over human roles thanks to mentalization - a phenomenon that occurs when consumers encounter a certain persuasion agent, they have an innate tendency to understand the mental state and mind of the agent (Lee and Ham 2023). Recent years have witnessed a significant surge in research attention devoted to AI, unveiling potential roles of AI for advertising (Ford et al., 2023). This accelerated growth continually reshapes the landscape of AI-powered persuasion agents, encompassing its definitions, roles, impacts, and applications in advertising, marketing, and strategic communication.

AI-powered persuasion agents adeptly recommend various products and services to their followers, as evidenced by the works of Campbell et al. (2020), Franke, Groeppel-Klein, and Müller (2023), and Thomas and Fowler (2021). For instance, AI-powered influencers, described as "digitally created artificial humans associated with Internet fame, utilizing software and algorithms to perform tasks akin to humans," have significantly bolstered opportunities for growth in influencer marketing (Thomas and Fowler 2021, 12). The rapidly evolving phenomenon of AI-powered persuasion agents and its social and behavioral impacts necessitate a state-of-the-art overview to propel future research. This special issue aims to solicit research contributions that enhance our comprehension of the continually evolving roles of AI-powered persuasion agents in the context of advertising, marketing, and strategic communication.

Topics: This special issue welcomes theoretical, conceptual, empirical, and critical research that focuses on any transformative role of AI as persuasion agents in advertising, marketing, and strategic communication.

Topics of interest include, but are not limited to:
- The roles of AI empowering persuasion agents, such as AI-powered virtual influencers, chatbots, social bots, conversation assistants, and shopping assistants in advertising and marketing communications.
- Consumers' cognitive and emotional responses to AI-powered persuasion agents.
- The impact of deepfakes as persuasion agents.
- Human versus AI-powered persuasion agents and their effects on advertising and marketing communications.
- Collaboration between human and AI-powered persuasion agents in advertising and marketing campaigns.
- Impact of AI- generated advertising on creative work.
- Psychological motivations of following and interacting with AI-powered persuasion agents.
- Overview of the impact of AI-powered persuasion agents on advertising research.
- Methodological approaches for studying AI-powered persuasion agents.

- Challenges, difficulties, and opportunities in investigating the roles of AI-powered persuasion agents in advertising, marketing, and strategic communication.
- Ethical and social issues related to AI-powered persuasion agents including age, gender, ethnicity, and/or socioeconomic status.
- Addressing social and ethical concerns related to gender, ethnicity, and socioeconomic status related to AI-powered persuasion agents.
- Status and recommendations for government regulations in the roles of AI-powered persuasion agents.
- The role of AI-powered persuasion agents in social activism.
- Exploration of the roles of AI-powered persuasion agents in diverse consumers across generations, gender, culture, ethnicity, and marginalized groups.

All submission formatting should follow the author guidelines for the Journal of Interactive Advertising. Please send any submission inquiries to the lead guest editor, Chang-Dae Ham (cdham317@illinois.edu).

Submission Instructions
- Select the special issue title "Roles and Impacts of Artificial Intelligence (AI)-Powered Persuasion Agents in Advertising" when submitting your paper to ScholarOne.
- Full-length and Rapid Communication manuscripts are welcome.
- Publication schedule: Accepted articles for this Special Issue Article Collection will be published in the Journal of Interactive Advertising's first available regular issue (i.e., rolling publication); the articles will also be added to a Special Issue Article Collection page upon publication, along with an introduction and editorial from the guest editors.

Weblink: https://think.taylorandfrancis.com/special_issues/roles-and-impacts-of-artificial-intelligence-ai-powered-persuasion-agents-in-advertising/

References: available upon request due to the space limitation. Contact the lead guest editor, Chang-Dae Ham (cdham317@illinois.edu).

INTERNATIONAL JOURNAL OF ADVERTISING

Political Advertising: Issues, Opportunities & Challenges Across the Globe

Submission Window:
- Deadline for submissions - Feb 15, 2025
- First review letters complete – July 15, 2025
- Revision deadline - Oct 15, 2025
- Second review deadline Jan 15, 2026
- Any final minor revisions as asked for by editors Feb 15, 2026

2024 is a Super Election Year – with national elections in more than 60 countries, including those with large populations (India, Indonesia, Mexico, United States). More than 2 billion people (about 25% of the world population) are heading to the polls (Bucholz, 2024). At the same time, record-level advertising spending could mean new ways to reach voters with information to help them make decisions. However, the potential for technology to positively or negatively impact targeting, messaging, and dissemination through Generative AI –leads to new research questions, new ethical and regulatory challenges, and new considerations for efficacy. There is also opportunity to better understand traditional and new forms of political advertising and message persuasion, to understand audience perceptions of political advertising, and to investigate the ways in which audience characteristics or political affiliations relate to advertising effects and efficacy.

Despite calls for research on political advertising nearly 15 years ago (Taylor, 2010) and a review with research directions in 2015 (Van Steenburg 2015), there remains ample opportunity for scholars across fields (e.g., advertising, communication, marketing, media studies, political science) and around the world to contribute their expertise to the political context. There is some evidence that people may not know much about political advertising or the way that it is regulated (e.g., Haley 2020; Nelson et al. 2021) and may question targeted or mistargeted ads, especially on social media (e.g., Binder et al. 2022; Hirsch et al. 2023). There is also concern over gender stereotypes in political advertising (Lee 2014), the way that algorithms classify and target people (Cotter et al. 2021) and suggestion that the narrative style of political advertising may relate to efficacy (McLaughlin et al. 2019). Yet, we don't fully know how or if (or why) political advertising works in the contemporary landscape or around the world.

This special issue calls for papers on political advertising. We encourage a wide range of topics and issues – across methods (qualitative, quantitative, empirical, historical, theoretical, computational, case study, etc.)– for this special issue on political advertising. Comparative studies across countries or studies within a singular cultural context are welcome.

Research topics may address (but are not limited to):
- Misinformation, disinformation, and deep fakes in political messages
- Social media and political advertising
- Local geotargeting
- AI and political advertising
- Big data and targeting political advertising
- Local vs. National political advertising
- Efficacy in political advertising
- Classic political advertising campaigns
- Communication patterns in political advertising
- Political persuasion knowledge, interest, and behaviors in advertising campaign
- Social issues in political advertising campaigns

- Political engagement and disengagement among voters and advertising
- Political parties and advertising
- Segmentation and targeting in political advertising
- Gender and Diversity, Equity, and Inclusion in political advertising
- Ethics and Regulation in Political Advertising
- Message Content and Effects (Narrative, Valence, Emotions, Image, etc.)
- Measuring effects of political advertising
- Interpretations of political advertising
- Issues with negative political advertising
- News, media and political advertising

Submission deadline: February 15, 2025

Special Issue Guest Editors
- Eric Haley, Professor, University of Tennessee, Knoxville, haley@utk.edu
- Michelle R. Nelson, Professor, University of Illinois at Urbana-Champaign, nelsonmr@illinois.edu
- Chang-Dae Ham, Associate Professor, University of Illinois at Urbana-Champaign, Cdham317@illinois.edu

Weblink: Political Advertising: Issues, Opportunities & Challenges Across the Globe (taylorandfrancis.com)

References: available upon request due to space limitation. Contact the guest editors.

ROUTLEDGE Taylor & Francis Group

JOURNAL OF ADVERTISING
CALL FOR PAPERS

New Challenges to Advertising: A Call for Transformation, Well-Being and Positive Social Change

Guest Editors:
Drs. Linda Tuncay Zayer, Catherine Coleman, Shu-Chuan Chu & Verena Gruber

Submission Deadline: March 31, 2025

Manuscripts are currently being solicited for a special issue of the *Journal of Advertising* (JA) dedicated to New Challenges to Advertising: A Call for Transformation, Well-Being and Positive Social Change

BACKGROUND

With people around the world facing complex challenges amidst increasingly uncertain futures (Willige 2024), advertising scholars have renewed interest in social and well-being impacts (e.g., Royne-Stafford and Pounders 2021; Zayer, Coleman, and Gurrieri 2023), focused on identifying problems and seeking transformative outcomes. This special issue invites scholarship with the lens of advertising as an institution and focuses on how a systems perspective can illuminate macro-social issues. Specifically, we call for research that explores how transformation, well-being or social change can be fostered or hindered through the power of advertising.

Prior scholarship highlights advertising as an important social institution (Sandage 1972; Gurrieri, Zayer, and Coleman 2022). Institutions can be defined as "symbolic and behavioral systems," that provide a "common meaning system" (Scott and Meyer 1994, p. 68). Accordingly, Transformative Advertising Research, a subfield of advertising inquiry proposed by Gurrieri, Zayer, and Coleman (2022) in the 50th anniversary issue of the *Journal of Advertising*, offers a framework, rooted in institutional dynamics (Coleman, Zayer and Karaca 2020; Zayer and Coleman 2015) to illustrate how advertising can foster well-being outcomes, as well as galvanize multiple stakeholders to bring about social good. However, in an era of rapid technological, socio-cultural, and environmental change and uncertainty, understanding how to engage in advertising efforts that are responsible, ethical, and inclusive is challenging (e.g., Verlegh *et al.* 2021); thus, more research is needed to advance a transformative and multi-stakeholder perspective in advertising.

Fast-moving technological change has presented numerous opportunities and challenges for positive social change, well-being, and advertising (Chu, Yim, and Mundel 2024). Recent research (Coffin 2022; Huh and Malthouse 2020; Huh, Nelson, and Russell 2023; Rodgers 2021) illustrates the transformations driven by AR, VR, metaverse, and AI enabled environments and emerging problems, including algorithm bias (e.g., Schroeder 2021). The widespread effects of social media and video games, particularly on the mental health of teens and children, is another worthy

area of investigation, as is the role of digital platforms, affordances, and the business models driving media environments.

Recent years have also been marked by numerous global social and political movements, highlighted through campaigns such as #MeToo, #BlackLivesMatter, and #FridaysForFuture, suggesting deeper socio-cultural shifts in how people think about issues such as identities, marginalization, social (in)justices, and consumer practices, which warrant attention (Fletcher-Brown *et al.* 2024). Advertising plays an important role in these macro social problems. Research on a range of issues related to identity (e.g., Harrison, Thomas, and Cross 2017; Timke 2019; Tsai 2010) have provided insight into opportunities for greater inclusivity, moving beyond visual representation to more systems-based accounts; yet backlash continues to emerge. Further, as demographics shift, the social impacts of changes such as aging populations bring attention to issues such as care work, mental health and wellbeing, and more.

Advertising as an institution also faces important challenges related to environmental sustainability as it shapes cultural narratives regarding climate change, and sustainability beliefs eventually inform perceived quality of life (Leonidou, Gruber, and Schlegelmilch 2022). Prior scholarship has highlighted the function of advertising as an 'indispensable tool of capitalism' (Park 2021) but also its role in the promotion of sustainable practices (Rathee 2024) and climate protection (Hartmann *et al.* 2023). As the world is 'woefully off track' to meet the Sustainable Development Goals (SDGs) by 2030, organizations are called to develop ambitious strategies to enact change (United Nations News 2023), and advertising arguably plays a key role in this endeavor. Looking ahead, research on the role of advertising as a social institution and as a force for social good remains vitally important as society faces the multi-faceted and sticky problems of today.

POTENTIAL TOPICS
We welcome submissions using diverse theoretical, conceptual, and methodological perspectives, and empirical approaches. We encourage prospective authors to review recently published papers in the *Journal of Advertising* to understand the Journal's rigor and style.
Topics may include:

- Representational harms caused by technologies and environments such as AI, metaverse, augmented reality, virtual reality, and gaming
- Negative impacts of social media algorithms on consumer experiences, representation and well-being, particularly of vulnerable groups and marginalized communities
- The role of digital platforms, regulators, standards bureaus, activist groups, and other entities in fostering inclusion and well-being
- How new media environments are perpetuating extremism, violence, and threats to equality and equity
- Research on impactful and cutting-edge efforts illustrating inclusive, responsible, and ethical representation amidst disruptive environments
- Socio-cultural shifts impacting inclusion and well-being in advertising among different audiences, such as aging audiences and children
- How advertising can advance environmental sustainability and combat climate change

- How advertising can promote accurate healthcare information, and positive health practices and combat health misinformation
- Uses and influences of advertising addressing (over)consumption or promoting demarketing

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, 2025

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 "New Challenges to Advertising" from the drop-down menu. Please also note in the cover letter that the submission is for the Special Issue on New Challenges to Advertising: A Call for Transformation, Well-Being and Positive Social Change.

- All articles will undergo blind peer review by at least two reviewers.
- The anticipated date for publication of the Special Issue is **February 2026**.

Any questions about the Special Issue can be sent to the guest editors: Drs. Linda Tuncay Zayer, Catherine Coleman, Shu-Chuan Chu, and Verena Gruber at NewChallengesJA@gmail.com.

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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)
- 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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See past issues of the Newsletter for samples on other ads that have run. Contact the Editor of the Newsletter, HoYoung (Anthony) Ahn at hoyoung.ahn@pepperdine.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**