

In This Issue:

President's Column.....1
 Research Feature.....2
 Teaching Feature.....4
 Special Topic.....6
 2022 AAA Conference.....10
 Graduate Student Spotlight....16
 AAA Notes.....19
 Announcements.....22
 Advertising Policy.....38

Executive Committee:

President

Sela Sar
 University of Illinois
 selasar@illinois.edu

President-Elect

Shu-Chuan (Kelly) Chu
 DePaul University
 SCHU7@depaul.edu

Vice President

Martin Eisend
 European University Viadrina
 Eisend@europa-uni.de

Secretary

Jing (Taylor) Wen
 University of South Carolina
 JWEN2@mailbox.sc.edu

Treasurer

Robyn Goodman
 University of Florida
 rgoodman@jou.ufl.edu

Immediate Past-President

Harsha Gangadharbatla
 University of Colorado Boulder
 gharsha@colorado.edu

Executive Director

Debbie Treise
 University of Florida
 dtreise@ufl.edu

Visit the AAA Website at:

<http://www.aasite.org>

President's Column

President Report

by Sela Sar (University of Illinois at Urbana-Champaign)

It has been my pleasure to serve the AAA as we bounce back from the pandemic.

After two years of having our annual conferences online, finally we had a chance to conduct our first hybrid conference in St. Petersburg, FL in March. I was thrilled to see how many people were happy to see each other in person and able to interact, share, discuss and talk about their research; teaching and life in general at the conference. All of this happened thanks to special people in the EC and our organization. I would like to thank our VP Sigal Segev, who was in charge of the competitive papers, Harsha Gangadharbatla, our immediate Past-President, and Eric Haley, Past-President who led the efforts to make this conference enjoyable for all. Also, I would like to thank our ED, Debbie Treise, who worked tirelessly with AMC to set up hybrid technology for those of you who attended the conference online. Last but not least, thanks to our sponsors who supported various events during the conference and awards for our members. While this year's annual conference has been completed, I hope all of you are taking advantage of the various events the American Academy of Advertising brings to its members all year long (i.e., staying connected via our social media sites etc.). Information related to AAA members and various deadlines are being updated there as well.

One of the great events that you can get involved with currently is the Graduate Symposium. Jameson Hayes and Eric Haley are working to put together a program for the September Graduate Symposium. More information is to be announced soon.

As a reminder, all AAA members have access to all three of our journals (JA, JCIRA and JIAD). You can access them via the AAA website members-only portal. In addition to the AAA journals, you also have access to the JAE.

In addition, you can get access to various teaching materials related to International and Multicultural advertising that were compiled by the AAA Global and Multicultural Committee. This information includes syllabi and teaching materials.

As AAA members, you also get access to job announcements. Members also have access to post job announcements on the AAA website, which is an important resource for our student members.

Every year, AAA members submit proposals for grants and awards,

Continued on page 8...



Sela Sar

Research Feature

Metaverse: The Role of Virtual Affordances

by Hairong Li (Michigan State University)

The metaverse has become a new star in the digital media galaxy since Facebook renamed itself to Meta Platforms in October 2021. It is intriguing to many businesses and consumers, and one of the reasons is: “You can do things that you couldn’t do in the physical world,” as Nicola Mendelsohn of Facebook said (Savitz, 2022). We observed this



Hairong Li

potential when we explored virtual experience in ecommerce twenty years ago, which we termed the “virtual affordance” (Li, Daugherty, & Biocca, 2002). Compared to early days 3-D advertising, the metaverse can simulate more immersive virtual experiences. What makes a virtual experience unique is often the role of virtual affordances. As the call for more studies of advertising in the metaverse is put out (Kim, 2021), virtual affordances have the potential for new theories of virtual experiences in the metaverse. To this end, let me review some issues on virtual affordances in the hope that such a review may be useful for future research.

The affordance concept was conceived by the psychologist James J. Gibson. In theorizing the relationships between the environment and an animal, he (1977) suggested that the affordance of anything is a specific combination of the properties of its substance and its surfaces in reference to an animal. Gibson (1979) wrote: “The verb *to afford* is found in the dictionary, but the noun *affordance* is not. I have made it up” (P. 119, italics in original). Affordances gained popularity after the design theorist Donald A. Norman made a distinction between real or physical affordances and perceived affordances. Norman (1998) wrote:

The set of possible actions is called the *affordances* of the object. An affordance is not a property, it is a *relationship* that holds between the object and the organism that is

acting on the object. The same object might have different affordances for different individuals.... In the design of objects, real affordances are not nearly so important as *perceived* ones; it is perceived affordances that tell the user what actions can be performed on the object and, to some extent, how to do them. (p. 123, italics in original)

For example, a door knob is a real affordance and turning it to open the door is a perceived affordance, which little babies may not have acquired.

To study how consumers interact with and respond to 3-D product visualization in ecommerce in the early 2000s, we conducted a series of experiments on different products. Geometric products are those whose purchase decisions only need visual inspection, such as paintings and sculptures; material products are those whose selection often involves touching, smelling, or tasting, such as sweaters, perfumes, or wines; and mechanical products are those that trialing is preferred prior to a purchase, such as bicycles and cameras. In an experiment with a virtual engagement ring, the participants were amazed when they found it possible to engrave someone’s name in the inner band to see the effect immediately, something not easy to do with a real ring. This finding prompted us to propose the concept of virtual affordances, a set of possible actions of a virtual object (Li, Daugherty, & Biocca, 2001). Our follow-up studies (Li et al., 2002; Li, Daugherty, & Biocca, 2003) confirmed that, when virtual affordances exceed real and perceived affordances, a virtual experience is more likely to generate positive product attitudes and purchase intentions. For example, a jacket was a material product by our definition, which would require haptic inspection by hands for a confident purchase decision. When it was simulated in a 3-D visualization, however, many participants reported the intent to purchase after viewing it in different colors and styles, with no need to touch a real jacket.

In 3-D advertising two decades ago, the ability to design and simulate virtual affordances was limited. Now, blending the latest technologies of augmented reality and virtual reality on

Hairong Li Bio:

Hairong Li is a professor of advertising, faculty associate of the Center for Business and Social Analytics, and core faculty of Asian Studies Center, Michigan State University. His research covers the uses, effects, and implications of digital technology in advertising, communication, and marketing. He has published extensively, and seven citation studies have ranked him a most published and cited scholar. He received the Ivan Preston Award for Outstanding Contribution to Research at the 2022 AAA annual conference.

more powerful computing platforms with massive spacial and temporal data, the metaverse can simulate almost infinite virtual affordances. In a typical metaverse scenario, people in the form of avatars interact with other avatars or virtual objects in simulated spaces, like designing a product with coworkers in the office, playing cards with friends at home, or shopping with kids in a strip mall, all virtually. These digital avatars, virtual objects, and simulated spaces can be designed to have various virtual affordances, so imagination seems the only limit in rendering virtual experiences in the metaverse.

Interestingly, Neal Stephenson, the novelist and author of *Snow Crash* that coined the term “metaverse” in 1992, was interviewed at the 2022 IAB Annual Leadership Meeting (IAB, 2022). When he was asked how the metaverse today is different from the metaverse in his novel, he said there are several differences. Many metaverses have emerged while his novel had only one metaverse, so interoperability could be an issue, and each metaverse has different ways to play and different revenue models. He noticed that some games in a metaverse allow the users to buy virtual goods, like gears and weapons, to equip themselves in the game, but such purchases would not alter the probability for these users to win a game. That is important because it would be unethical for “rich” users to win all the time. This is a caveat, as the ethical and even legal considerations are essential for the design of virtual affordances in the metaverse.

Among the popular metaverses are Decentraland, Horizon Worlds, Roblox, and the Sandbox. Many leading brands have established the presence in these metaverses, including Adidas, Burberry, Coca Cola, Nike, Louis Vuitton, and Samsung (Hoogendoorn, 2022). More recently, Estée Lauder participated in the first Metaverse Fashion Week in Decentraland, and Wendy’s and Chipotle each opened a virtual restaurant in Horizon Worlds and Roblox, respectively (Alcántara, 2022). It is likely that some brands are performing better than others in these metaverses, and a tipping point could well be the virtual affordances of these brands—are they exceeding, matching, or trailing the real and perceived affordances?

References

- Alcántara, Ann-Marie. (2022, April 5). Restaurants’ Virtual Stores Test Consumers’ Appetite for Metaverse Marketing. *The Wall Stree Journal*. Retrieved from <https://www.wsj.com/articles/restaurants-virtual-stores-test-consumers-appetite-for-metaverse-marketing-11649160001>
- Gibson, James J. (1977). The Theory of Affordances. In Robert Shaw & John Bransford (Eds.), *Perceiving, Acting and Knowing: Toward an Ecological Psychology* (pp. 62-82). Hillsdale, NJ: Lawrence Erlbaum Associates.

- Gibson, James J. (1979). *The Ecological Approach to Visual Perception*. Boston: Houghton Mifflin.
- Hoogendoorn, Robert. (2022, January 12, 2022). 10 Major Brands Stepping into the Metaverse. Retrieved from <https://dappradar.com/blog/10-major-brands-in-the-metaverse>
- IAB. (2022, February 9) *A Fireside Chat with Neal Stephenson/Interviewer: Anthony Katsur*. IAB ALM.
- Kim, Jooyoung. (2021). Advertising in the Metaverse: Research Agenda. *Journal of Interactive Advertising*, 21(3), 141-144. doi/10.1080/15252019.2021.2001273
- Li, Hairong, Daugherty, Terry, & Biocca, Frank. (2001). Characteristics of virtual experience in electronic commerce: A protocol analysis. *Journal of Interactive Marketing*, 15(3), 13-30.
- Li, Hairong, Daugherty, Terry, & Biocca, Frank. (2002). Impact of 3-D Advertising on Product Knowledge, Brand Attitude, and Purchase Intention: The Mediating Role of Presence. *Journal of Advertising*, 31(3), 43-57. doi/10.2307/4189225
- Li, Hairong, Daugherty, Terry, & Biocca, Frank. (2003). The Role of Virtual Experience in Consumer Learning. *Journal of Consumer Psychology*, 13(4), 395-407.
- Norman, Donald A. (1998). *The Invisible Computer: Why Good Products Can Fail, the Personal Computer Is So Complex, and Information Appliances Are the Solution*. Cambridge, MA: MIT Press.
- Savitz, Eric J. (2022, April 25). Facebook Is Broken. Execs Say a Fix Won’t Come Fast. *Barron’s*. Retrieved from <https://www.barrons.com/articles/facebook-broken-metaverse-ads-tik-tok-fix-51650651013>

Newsletter Staff

AAA Newsletter Editor

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

AAA Communication Committee (Newsletter)

Anthony (HoYoung) Ahn (Chair), Pepperdine University

Have Items for the Newsletter?

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

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

Teaching Feature

Boredom is the Enemy of Learning.

by Karen M. Lancendorfer (Western Michigan University)

Makes sense, right? A boring teacher cannot awaken or motivate a class and bored students cannot interact or inspire. But does that mean that we as professors must put on a show every time we teach? Of course not. And thank goodness since I'm not funny according to my students and kids.



Karen M. Lancendorfer

But it took me years to really learn this. I started teaching in 2005 and always tried to make my lectures entertaining and engaging with lots of activities, but it was still a lecture at the end of the day. Enter the National Student Advertising Competition (“NSAC”). The American Advertising Federation promotes the NSAC as the “premier college advertising competition that provides more than 2,000 college students the real-world experience of creating a strategic advertising/marketing/media campaign for a corporate client.” Great I thought. This will be perfect. Of course, students learn best by “doing” and there is no better way to learn about the advertising campaign process than to develop a campaign for a real client. But as I took over our capstone campaigns class in 2015, I started by teaching it just like the previous professor had taught it. I lectured about everything they had learned in their previous classes, split the class into teams of 5, and then expected them to produce a plans book for the client under a very short timeline. These small teams had to “win” the competition in our class with earlier deadlines before they could represent WMU at the district competition. It’s no surprise that it didn’t work and in 2015 and 2016; our team didn’t place.

So, in 2017 I changed it up and re-designed the class. For the first time, the entire class was organized similar to an

agency with different departments (two account executives and four departments—strategy/consumer insights, creative/IMC, media, and art/production). Students started by submitting resumes, cover letters, and applications for the position they wanted to hold in the class “agency”. Then they interviewed with me. Aside from this working as great practice for their upcoming graduation and getting a job, it forced the students to get involved, be committed, and engage early.

Years ago, I read an article that said that a great teacher creates a sense of community in the classroom. And I took that to heart. My teaching philosophy has always been to both inspire and empower students, but this felt like more. I wanted students to view learning as a transformative experience and perceive the subject matter to be directly relevant to their own lives. Ideally, I wanted students to feel personally changed by their participation in a course I was teaching. That meant that my new NSAC class had to create a supportive, collaborative environment where everyone knew where they fit and how they were an integral part of the group. Everything we aspire to at agencies.

We spent the spring semester immersed in the agency world as together we learned about the client, conducted extensive



Graduation selfie.

primary research (1,000+ surveys each year, focus groups, one-on-one interviews, etc.), determined a strategy for the client, prepared numerous creative executions (from filming a full commercial and developing a website, to designing social media messages, retail in-store activations, etc.), calculating a full media buy with accurate media costs,

Continued on page 20...

Karen M. Lancendorfer Bio:

Dr. Karen M. Lancendorfer (Ph.D., Michigan State University) is Professor of Marketing in the Haworth College of Business at Western Michigan University. She is also Director of the Advertising & Promotion Program, where she is the 2011 recipient of the WMU Distinguished Teaching Award and the 2012 Haworth College of Business Service Award. Her current research interests focus on political advertising, crisis management, and online reviews. She is the former associate editor for the *Journal of Interactive Advertising*, and the 2015 President of the American Academy of Advertising.



CONGRATULATIONS
Advertising Department Chair
Robyn Goodman on being named
AAA Treasurer for 2022-2024.

Thank you to the CJC faculty and staff who have made our Advertising Department one of the best programs in the country.

Robyn Goodman, Chair
 Associate Professor

Jordan Alpert
 Assistant Professor

Elizabeth Calienes
 Lecturer

Huan Chen
 Associate Professor

Juliana Fernandes
 Assistant Professor

Carla Fisher
 Associate Professor

Mariano German Coley
 Lecturer

Lyndsey Harris
 Administrative Assistant

Benjamin Johnson
 Assistant Professor

Tom Kelleher
 Associate Dean of Graduate
 Studies and Professor

Santiago Kember
 Visiting Professional

Janice Krieger
 Professor

Cynthia Morton Padovano
 Professor

Debbie Treise
 Professor

Michael Weigold
 Professor

Dan Windels
 Lecturer

Kasey Windels
 Associate Professor

For more information,
 visit jou.ufl.edu/advertising

Special Topic

Reflections on Becoming a AAA Fellow

by Charles R. "Ray" Taylor (Villanova University)

It was truly an honor to be inducted as a Fellow of the American Academy of Advertising at the 2022 AAA Conference in St. Petersburg. It was amazing to see so many good friends and colleagues at the first in-person meeting after such a long time (owing to the pandemic). In addition, it was truly humbling to be honored by an organization that means so much to me and has been so important in my career. I am grateful to listed with so many who made great contributions in the Academy's early history, along with amazing people who I have been so fortunate to know and, in many cases, become good friends with, including Les Carlson, Ron Faber, Don Jugenheimer, Dean Krugman, John Leckenby, Gordon Miracle, Joe Phelps, Len Reid, Jef Richards, Pat Rose, Herb Rotfeld, Marla Stafford, and Esther Thorson. Gordon Miracle was very giving of his time dating back to when I was a doctoral student at Michigan State, introduced me to AAA way back when, and has served as a mentor to me.



Charles R. "Ray" Taylor

In reflecting on what AAA has meant to me, I'd like to offer four pieces of advice to younger scholars in the Academy based on my experiences.

1) Take advantage of networking and service opportunities at AAA – it will give more back to you than you put in!

I feel fortunate to have chaired and/or served on several AAA committees over the years. Because the Academy is a volunteer organization, these committees are vital to the Academy and its continued success. For example, the Research Committee reviews applications for awards that support research and the Publications committee oversees the Academy's journals. The work of the committees is real and not the "reinventing the wheel" that some of us have experienced in other committee contexts.

Serving on committees and attending the annual conference is a great way to network and make friends. I feel very

fortunate to have met and befriended many people through the Academy. Some are individuals I worked on the Executive Committee with, including some of the aforementioned Fellows along with Russ Laczniak, Joe Pisani, and Shelly Rodgers. Others who come to mind that I met via committees include Eric Haley, Jisu Huh, Debbie Triese. Of course, some of these people went on to lead the Academy, which has been in good hands under the leadership of people like Tom Reichert, Gayle Kerr, Karen King, Harsha Gangadharbatla, Sela Sar, Sigal Segev, and Kelly Chu. We have been very fortunate to have Bob King, Pat Rose, and Debbie Triese serve as Executive Director during my time in the Academy, each who have devoted countless hours to the Academy.

I have benefitted from co-authoring with several people I met at AAA, including Les Carlson, Manfred Schwaiger, Barbara Mueller, Shintaro Okazaki, Sukki Yoon, and Kacy Kim. Again, good friendships have resulted, and I've gotten to meet other really good people including Steve Edwards, Carrie LaFerre, Rick Wilson, Kim Sheehan, Kineta Hung, Barb Phillips primarily via AAA.

The friendliness of the members of the Academy is a truly outstanding attribute. While I had a network of sorts as a result of doing my Ph.D. at Michigan State as a result of knowing Nora Rifon, Bonnie Reece, Bruce Vandenberg, Yung Kyun Choi, and Hairong Li, I always found it easy to meet and interact with people. It helps that we all have the study of advertising as an interest! I can't emphasize enough how valuable knowing people from AAA and the academic community has been helpful to my career and how fulfilling it has been to make good friends.

2) Take advantage of the global opportunities offered by AAA

I am happy to look back and be able to say that AAA has made great strides in internationalization over the past 20 years. I am happy to have been a part of these efforts, along with individuals like Jisu Huh, Marla Stafford, Kelly Chu, Julianna Fernandes, and Claire Segjin, among several others. AAA's global conferences historically provided opportunities to interact with global scholars and I hope there is a mechanism for them to return post-pandemic. That said, there are other important avenues, including the AAA's relationship with ICORIA.

The rise of the European Advertising Academy has been a major development in advertising academia. I feel blessed to have known some of its founders, including Patrick DePelsmacker, Peter Neijens, Ralf Terlutter, and Sandra Diehl, all of whom have become good friends. Other prominent scholars who regularly attend that meeting such as Edith Smit, Ed Malthouse, Micael Dahlen, Hilde Voorveld, Patrick Hartmann, Guda Van Noort, and Sophie Boerman. The ICORIA Conference is held at attractive sites in Europe (e.g., Bordeaux, Prague) and consist of high quality presentations. For those who have not, I highly recommend making a point of going to the ICORIA meeting.

I would be remiss if I did not mention very important role in the Academy played by international students who do their Ph.D. in the U.S and in many cases remain here as professors. I have et strong scholars from many countries such as Korea (e.g., Seonmi Youn, Kihan Kim and many others), Japan (e.g., Mariko Morimoto and Morikazu Hirose), and China. I am also grateful to be involved with GAMMA organization run by Kyung Hoon Kim and Eunju Ko that features advertising tracks at its conferences in Asia.

I am particularly fortunate to have been a “AAA Mentor” to some young scholars at the global conference, including

Charles R. “Ray” Taylor Named AAA Fellow

At the 2022 conference in St. Petersburg, Charles R. (“Ray”) Taylor, Villanova University John A. Murphy Professor of Marketing, Center for Marketing and Public Policy Research Senior Research Fellow was presented to attendees the newest Fellow of the American Academy of Advertising following an election by members earlier this year.

At this time, many people easily devolve into restating his work record, his accomplishments in research and as a public scholar. Yes, that record is impressive, including numerous articles that should be required reading for anyone involved with either domestic or international research on advertising regulation, public policy or broader concerns of advertising in contemporary society. Even his non-refereed work, the editorials in the academic journals or popular press essays, result in numerous citations. Or in the 21st century measurements, a multitude of downloads, shares and comments. And yet, AAA has already honored him for his research by presentation of the Ivan Preston Outstanding Contribution to Research award. He was elected to serve as multiple officer positions in the organization, including as president.

However, election as AAA Fellow is not a research recognition. Many past honorees had significant research records, but some others did not. They joined the pantheon of Fellows for something more than that. He has been a continuing presence at almost every AAA conference for many years, and held many leadership positions on committees and in elected leadership roles. But AAA Fellows have more than longevity and election popularity.

Ray Taylor has been an important, unavoidable, ambassador for the core mission of AAA in the service to advertising as an academic discipline: its teaching, research, publications (of all types) and beyond-the-call-of-duty service to the people who do, and who will, work in that field. He has mentored many students and junior faculty.

Maybe you know Ray Taylor for his research, or maybe you met him at a conference, or you might be one of the many people who say that they joined AAA because of him. Even though he has been editor of an important advertising journal AAA does not own, he has helped the visibility of the journals we do. Over the decades, he played a pivotal role in extending the AAA banner around the globe: a leading force for in initiating contacts and connections that helped bring our membership and our journals gain greater visibility across both the Pacific and Atlantic Oceans, including ICORIA.

A long-time, world-traveling AAA member described him as a role model and mentor for most of her career, saying that he “stands apart in his field is the way that he reaches outside of it... I am certain that he is singlehandedly responsible for bringing hundreds of new members to the academy.” In supporting the original nomination, one of the most singularly important AAA Fellows of modern times observed, “How Professor Taylor has managed to be so productive in original research while also managing to maintain such a commanding presence in so many countries other than the United States is a marvel.” Another Fellow wrote of him as “an exemplary citizen of the community of advertising scholars and educators.... a ‘poster child’ for the ideal researcher and educator.”

Charles R. “Ray” Taylor has been an important figure in AAA and an important leader as a scholar, educator, and part of the academic lives of many members from the start of his academic career. The American Academy of Advertising is honored to be able to elect him as Fellow for 2022. 

Sydney Chinchanchokchai, Ilwoo Ju, Doori Song, and our esteemed AAA newsletter editor, Joonghwa Lee. It has been a true pleasure to watch their careers grow and thrive.

3) Once you start publishing, volunteer to review

Part of being involved in academia as a research faculty is staying current on issues facing advertisers. While there is a personal benefit from reviewing, it is also a function that is critical to our field both in terms of providing quality feedback to authors and to journals' ability to put out high quality work.

I have benefitted a great deal while editing IJA from the assistance of Associate Editors and reviewers while editing IJA and really need to thank people including Doug West, Lars Bergkvist, Martin Eisend, Chang-Hoan Cho, Hyokjin Kwak, Sukki Yoon, Eva van Reijmersdal, Jisu Huh, Jooyoung Kim, John Ford, Sela Sar, Joe Phua, Issac Cheah, Liselot Hudders, Chen Lou, Hye-Jin Yoon, Veronica Thomas, Chang-Dae Ham, Eunjin "Anna" Kim, Nate Evans, Jameson Hayes, and Kelly Chu. These individuals have given a great deal to the discipline through their efforts and exemplify giving a true commitment to the field. It is also a pleasure to see the careers of several outstanding younger scholars, such as Colin Campbell, Matthew Pittman, Stefan Bernritter, Glenna Read, Matthew Lapierre, and Yang Feng grow as they publish strong articles.

4) Recognize how important the study of advertising is and never apologize for studying it or publishing in the best advertising journals

One unfortunate issue that I believe many advertising scholars face is that whether they work in a journalism/communications or business school they are told that publishing in an advertising journal is somehow less important than publishing in a small number of "elite" communications or advertising journals. Throughout my career I have done my best to rebel against such thinking, which really does not take into account the quality of an article or its impact. I can say with certainty that other realms where publications value the leading advertising journals very much. When I've done consulting, insight I've gained from advertising journals has been extremely valuable. Courts of law care about peer review, but not whether an article appeared in *Journal of Marketing*, *Journal of Communications*, or *Journal of Advertising*. I've also been able to testify to Congress and some state legislatures, and, again, advertising publications are taken very seriously. While I acknowledge that at some schools to make tenure, one needs to listen to colleagues and target journals that are valued. However, some schools are increasingly valuing the

advertising journal, and this is a battle worth fighting. I am living proof that one can make a good career by primarily targeting and publishing in the ad journals.

Most important, we should never apologize for studying advertising. Too often I see papers submitted to IJA that ignore good work from key ad journals. This typically leads to a paper not having as strong of a theory base as it could, or not being positioned effectively, due to missing recent research developments. As a result, I want to urge everyone to take pride in citing the advertising journals—and in calling yourself an advertising scholar! 

Continued from page 1 by Sela Sar.

such as the Research Fellowship Award, Doctoral Dissertation Proposal Award, and the Dunn Award for International advertising research. AAA graduate students can also apply for travel grants. The deadlines for these opportunities are in the Fall. Detailed information on each of these opportunities is available in the AAA website.

As everyone is preparing for the Summer, I hope that you are also looking forward to our next annual conference in Denver, Colorado March 23-26, 2023. Next year's annual conference will be in a theme hotel (the Curtis Hotel). The deadline for submission will be October 1, 2022. Detailed information about this conference will be announced this month.

Finally, I would like to congratulate Jisu Huh, who will be taking over as the new Editor of the *Journal of Advertising* and I would like to thank the current Editor, Shelly Rodgers for her great service to the Journal.

Also, I would like to thank Jooyoung Kim for his willingness to continue to serve as Editor for JIAD for another term. Thank you Jooyoung.

I look forward to working with our Executive Committee and all the Committee Chairs: Jeff Richards (Awards), HoYoung Anthony Ahn (Communication), Terry Daugherty (Finance), Montina Jiang (Global and Multicultural), Yang Feng (Membership), Chang-Dae Ham (Research), Herb Rotfeld (Publications), Jameson Hayes (Ad Hoc Graduate student), and Karen King (Ad Hoc DEI).

Have a Great Summer Everyone... See you in Denver. 



Biometrics and User Experience Lab

College of Information and Communications

Earn your doctorate at South Carolina

The Ph.D. degree in Mass Communication provides future academics and professionals with rigorous training in theory, research and best practices. Our program is small and selective, giving students substantial flexibility to tailor their coursework to their particular career goals. With an overarching focus on Data, Media, and Society, the program offers specializations in media effects; strategic communication; journalism and visual communication studies; media and race; health, risk and environmental communication; law, public opinion and political communication.

Advertising is one of the major research areas in the doctoral program. Our advertising faculty are experts in consumer psychology, media effects, communication technology, computational methods and advertising law. Our students and faculty regularly work in teams and produce research that not only wins top paper awards at national conferences but also is published in major journals. Students have access to cutting-edge research laboratories. The Biometrics and User Experience Lab uses sensors to track facial expressions, eye movement, sweat gland stimulation and neuro-electrical activity. The Social Media Insights Lab, equipped with AI technology-powered Brandwatch software, helps to generate, visualize and interpret data on everything from consumer sentiment to crisis response.

Please feel free to contact the graduate director, Professor Mary Anne Fitzpatrick (fitzpatm@mailbox.sc.edu), or the head of the advertising sequence, Professor Linwan Wu (linwanwu@mailbox.sc.edu), if you have any questions.



School of Journalism and Mass Communications

College of Information and Communications

Check our website bit.ly/sjmc-phd for more information about our program.

2022 AAA Annual Conference

AAA Conference Paper Round Up

by Sigal Segev (Florida International University)

After two years of virtual conferences due to the Pandemic, AAA held its first hybrid conference in sunny St. Pete, Florida. How wonderful it was to see colleagues, old friends, and new members, to reconnect, share stories, and exchange research ideas. The excitement and enthusiasm were evident in members' face-to-face interactions, in the hallways, the conference rooms, and reception areas. It felt as if this conference were a big family reunion.



Sigal Segev



The conference program was strong with exceptional quality of work presented by AAA members in well-attended sessions. Presentations included up-to-date, diverse topics, such as real versus virtual social media influencers, advertising in social media, digital advertising, artificial intelligence, and machine learning in advertising, privacy and advertising disclosure, health communication, gender issues, cultural diversity, and social responsibility. The two pre-conference sessions, 1) *"Theoretical and Conceptual Foundations for Diversity, Equity, & Inclusion in Advertising,"* organized by Saleem Alhabash (Michigan State University), and 2) *"Advertising in the Metaverse,"* organized by Grace Ahn (University of Georgia), further enhanced the strength and relevance of the program to current events and developments. Taken together, the research papers, special topics, and special sessions presented in this conference clearly reflected the interplay between advertising research and the ever-changing social, technological, and media environments in which advertising operates.



Presenting virtually with a live audience.

Overall, 99 competitive research papers and nine special topics proposals submitted for double-blind review. A total of 63 papers (about 64%) and seven special topics sessions (about 80%) were accepted. Competitive papers were organized into 16 thematic sessions. The special topics sessions were well coordinated by AAA's President Sela Sar from University of Illinois at Urbana-Champaign. The 2022 Proceedings will include summaries



Chang-Dae Ham presents AAA Research Fellowship award to Huan Chen (University of Florida).



Sigal Segev presents AAA 2022 Best Conference Paper Award to Elizabeth Van den Abeele (Ghent University).

of the pre-conference and special topics sessions, as well as competitive research abstracts and full papers. It is worth noting that two competitive research papers were outstanding and won the Top Conference Paper Award. In the student papers' category, the winners were Yong Whi Greg Song (University of Texas at Austin) and Jiemin Looi (University of Texas at Austin) for their paper: "Call Me by Your Brand Image: Assessing How the Satan Shoes Scandal Affected Nike's Brand Image." In the faculty papers' category, the award went to Elisabeth Van den Abeele (Ghent University), Liselot Hudders (Ghent University), and Ini Vanwesenbeeck (Tilburg University) for their paper: "The Emergence of Momangers and the Digital Identity Construction of



Ray Taylor (Villanova University) with proud wife, Pattijo Taylor, receiving AAA's Fellow of the Academy distinction from Herb Rotfeld (Auburn University).



Harsha Gangadharbatta, Immediate Past President, makes brief remarks after receiving AAA's President Award.

Kidfluencers: A Qualitative Study with Kidfluencers and their Parents." Many thanks to Sela Sar, Marc Weinberger Weinberger, Chang-Dae Ham, and members of the Research Committee for their help in selecting the top conference



Hairong Li (Michigan State University) accepts the Ivan L. Preston Outstanding Contribution to Research in Advertising Award.

papers. Special thanks also go to *Temerlin Advertising Institute* at *Southern Methodist University* for sponsoring the cash prize for the Top Paper Awards.

I must say that this hybrid conference would not have been so successful without the efforts, dedication, and commitment of AAA members including volunteer reviewers, session chairs and moderators, as well as authors and

special-topics panelists who submitted their excellent work and presented it in-person and virtually. I also wish to acknowledge and thank the sponsors who provided financial support for the various conference events and awards, as well as our Conference Manager, AMC Source for the hard work and dedication throughout the process of organizing and executing a hybrid conference. Special thanks also go to my fellow members of the Executive Committee, namely, Past President, Harsha Gangadharbatla, current President, Sela Sar, and AAA's Executive Director, Debbie Treise for their help, support and guidance throughout the papers' submission process. Finally, thank you, Pat Rose and Eric Haley, for offering your good advice and insights along the way. Thank you all!



Jisu Huh (University of Minnesota) presents Charles Sandage Award for Teaching Excellence to Karen Lancendorfer (Western Michigan University).

It was both an honor and a privilege to serve as Vice President and Proceedings Editor for 2022. I am thankful to all



Graduate students receiving travel grants awarded by Sela Sar.

AAA members for entrusting me with the important responsibilities that this role entails. I was impressed—but not surprised—by the quality, breadth and significance of the research and work AAA members produced. I can't wait to see you all again in person next year in Denver, Colorado. 



Milfeld Tyler (The University of Tennessee Knoxville) accepts the 2022 Best Article in the Journal of Advertising.



Michelle Nelson (University of Illinois Urbana-Champaign), Chang-Dae Ham University of Illinois Urbana-Champaign and Eric Haley (The University of Tennessee Knoxville) with the 2022 Award for Best Article in the Journal of Interactive Advertising.



Michelle Nelson (University of Illinois Urbana-Champaign) accepts the 2022 Best Article in the Journal of Current Issues & Research in Advertising.

Conference Highlights

March 24: Pre-Conference



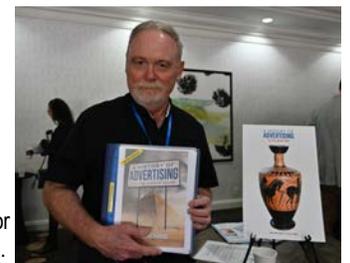
Salem Alhabash (Michigan State University) opens the session Diversity, Equity, and Inclusion in Action: Advertising Research, Teaching, and Practice.



Carolina Cruz-Neira (University of Central Florida) in the Advertising in the Metaverse session.



Tom Reichert (University of South Carolina) experiencing a hurricane induced storm as part of Advertising in the Metaverse demo.



Jef Richards with new bestseller: A History of Advertising (and thank you for the wonderful conference pictures too!).

March 24: Opening Reception



AAA 2022 First Hybrid Conference: Opening Reception.



Joonghwa Lee (University of North Dakota) with Joe Phelps (University of Alabama), Esther Thorson (Michigan State University) and Glen Nowak (University of Georgia).

Karen M. Lancendorfer (Western Michigan University), Shu-Chuan (Kelly) Chu (DePaul University), Kasey Windels (University of Florida), Sydney Chinchanchokchai (University of Akron), Pat Rose (Florida International University), and Gordon Law (Southern Methodist University).



Osnat Roth-Cohen (University of Ariel) with Carrie La Ferle (Southern Methodist University) at opening Reception.



March 25: Meetings and Conference Rooms



AAA Members' Meeting.



Josh Loebner (Clemson University) and Edward Timke (Duke University) presenting the special topics about Teaching about Disability, Accessibility and Inclusive Design in Advertising.



AAA Past Presidents' Meeting.

Journal of Advertising Editorial Board Meeting.



March 25: President's Reception



Harsha Gangadharbatla (University of Colorado at Boulder) passes the torch on to Sela Sar (University of Illinois Urbana-Champaign) in President's Reception.



Sela Sar, AAA's 2022-2023 President's Inauguration.

Jennifer Ball (Temple University) with Kasey Windels (University of Florida) at President's Reception.



Mike Yao, Head of the Advertising Department at University of Illinois Urbana-Champaign congratulates Sela Sar on his new role as AAA's President.



March 26: Luncheon and Awards Ceremony



Sigal Segev, AAA's 2022 VP presents Best Conference Student Paper Award to Yong Whi Greg Song (University of Texas at Austin).



Chang-Dae Ham (University of Illinois at Urbana-Champaign) presents the S. Watson Dunn Grant to Evgeniia Belobrovkina (University of Missouri).



Ray Taylor in a speech after receiving AAA Fellow Distinction.



What can we say: So good to see you all again!

March 26: JA's 50th Anniversary



Shelly Rodgers (University of Missouri), JA's Editor-in-Chief presents: Celebrating the Journal of Advertising's 50th Anniversary.



Len Reid shares stories about his term as JA's Editor-in-Chief (1987-1990).



Russ Lacznia (Iowa State University), Les Carlson (University of Nebraska), and Marla Royne Stafford (University of Nevada) sharing stories about their happy days as JA's Editors-in-Chief.



Cheers!

March 26: Off Site Event: The James Museum



Reception at the James Museum.



Shu-Chuan (Kelly) Chu (DePaul University) and Jooyoung Kim (University of Georgia) at the James Museum.



Emma Beuckels (Ghent University), Steffi De Jans (Ghent University), Liselot Hudders (Ghent University), and Elisabeth Van den Abeele (Ghent University) at reception in James Museum.



Spiro Kiouisis (University of Florida) at reception in James Museum.

Li, Lancendorfer and Read Honored with AAA Career Awards

The American Academy of Advertising honors outstanding career achievement of its members through six awards. This year, the AAA has honorees in three of those categories.

Hairong Li, Professor, Michigan State University, is recipient of the **Ivan L. Preston Outstanding Contribution to Research Award**. This award honors an individual who has made an outstanding contribution to the discipline of advertising through a systematic and sustained program of published research. Dr. Li's three-decade research program has examined the uses, effects, and implications of digital technology in advertising and has firmly established him as one of the most prominent scholars in the world in the field of digital advertising. In addition to over 120 published research contributions, Dr. Li was a founding editor of the *Journal of Interactive Advertising*.

Karen Lancendorfer, Professor, Western Michigan University, is recipient of the **Charles H. Sandage Award for Teaching Excellence**. The "Sandy" recognizes and celebrates long-term and sustained contribution to advertising education through excellence in teaching, mentoring, and related activities. Dr. Lancendorfer has dedicated herself to excellence in the classroom and beyond, opening doors for students to the advertising industry through developing professional connections, and activities such as the NSAC competitions.

The **Mary Alice Shaver Promising Professor Award** honors outstanding junior faculty members who have demonstrated excellence and innovation in advertising teaching and research. This year's recipient is Glenna Read, Assistant Professor, University of Georgia. In three years as an assistant professor, Dr. Read has published 13 articles in leading journals, taught at both undergraduate and graduate levels and has been founding force in UGA's Brain, Body and Media Lab.

These awards were announced and presented at the AAA Annual Conference, St. Petersburg, FL, March 2022. 

AAA Sponsorships

by Karen Whitehill King, AAA Sponsorship Coordinator

I heard such great reports from so many AAA members who were able to join the annual conference in-person this year. There are many people to thank for this, especially members of the Executive Committee past and present. However, there is another important group whose support made the conference a success, and that is our wonderful AAA sponsors.

Thanks to all of you for your generous support! We hope you will join us as a sponsor again next year.

For those of you who were not sponsors this year, but would like to join us with your support next year, please feel free to contact me. I would love to connect with you: king.karenw@gmail.com 

Platinum Sponsor

University of Illinois

Gold Sponsors

University of Florida

University of Georgia

Silver Sponsors

Southern Methodist University

University of Minnesota

University of South Carolina

University of South Florida

University of Tennessee

University of Texas at Austin

Bronze Sponsors

Creative Circus

DePaul University

Melvin and Leigh

Michigan State University

RTF

Stukent

University of Alabama

University of Colorado

University of North Carolina

University of Miami



Department of Advertising & Public Relations

TOP 10 ADVERTISING PROGRAM IN THE U.S.

-COLLEGE MAGAZINE.COM

UA is classified as a **CARNEGIE DOCTORAL UNIVERSITY – VERY HIGH RESEARCH ACTIVITY–**



GRADUATE STUDENTS HAVE CO-AUTHORED NEARLY **20** UNIQUE PEER-REVIEWED PUBLICATIONS WITH APR FACULTY SINCE 2020.

RESEARCH FEATURED IN TOP ADVERTISING JOURNALS:

Journal of Advertising, International Journal of Advertising, Journal of Advertising Research, Journal of Interactive Advertising & Journal of Current Issues and Research in Advertising

TOP-NOTCH RESEARCH FACILITIES

2500+ square foot

INSTITUTION FOR COMMUNICATION & INFORMATION RESEARCH

State-Of-The-Art Research Labs:

PUBLIC OPINION LAB FOR SOCIAL MEDIA ANALYTICS
HEALTH COMMUNICATION & BIOMETRICS LAB
CHILD & FAMILY MEDIA LAB

TOP FACULTY

75

dedicated graduate faculty that produce hundreds of scholarly publications and books each year

Cutting-edge research foci:

COMPUTATIONAL ADVERTISING

SOCIAL MEDIA ANALYTICS

VIRTUAL REALITY

DIGITAL PRIVACY



300+ YEARS

of combined industry experience among faculty

5:1 GRADUATE STUDENT TO GRADUATE FACULTY RATIO



VISIT APR.UA.EDU

& FOLLOW @BAMAAPR

THE UNIVERSITY OF ALABAMA®

Graduate Student Spotlight

Yukyung “Irene” Yang (University of Connecticut)

My Role as a Young Scholar in Advertising

As overproduction and overconsumption are considerable contributors to environmental pollution, companies are expected to take responsibility to address the negative environmental consequences that they have produced.



Yukyung “Irene” Yang

Marketers, along with corporate management, should approach marketing their products more conscientiously, while meeting consumers' needs and wants in a socially responsible manner. In today's marketing environment, corporations often show their support for various social causes and implement policies to address social and environmental challenges. Examples include Levi's efforts to prevent waste of clean water and “buy less” campaigns, in addition to the American Automobile Association's (AAA) advertisement that explains safe winter driving tips. These examples demonstrate that advertisers could contribute to both consumer and social welfare.

My scholarly interest lies in identifying ways to create persuasive advertising campaigns and effectively utilize media channels to generate positive consumer outcomes. I have conducted research on commercial marketing topics such as corporate social responsibility, electronic word-of-mouth, social media influencers, and opinion leadership. I'm particularly interested in social marketing which aims to persuade the public to engage in behaviors that benefit society in the areas of environmental sustainability, social equity, and public health. Specifically, my ongoing dissertation research centers on examining consumer efficacy in adopting sustainable fashion and reducing overconsumption. It explores the effectiveness of empathy and perceived social norms toward limiting the purchase of new clothes in motivating the public to reduce

overconsumption habits (if any), as well as purchase fashion products that are more environmentally sustainable.

Aside from conducting research on promoting corporate social responsibility, I have also applied this important corporate trend to enhance my teaching outcomes. For example, I have served as an instructor for the *Public Relations* course in the Department of Communication, University of Connecticut. In this course, students are encouraged to plan a campaign that could enhance the organization's reputation through improving social and/or environmental justice, by addressing issues such as climate change, gender inequality, sexual violence, privacy infringement, and more. Students learn how they could positively impact society as public relations professionals.

Over the course of my graduate studies, I have honed and applied my critical thinking and methodological skills to both my research and teaching endeavors. I will continue to apply a social-behavioral approach to promote corporate social responsibility in my research agenda, in addition to teaching my students the importance of conducting themselves as socially and environmentally responsible advertising and public relations professionals. ✨

Have Items for the Newsletter?

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

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

Yukyung “Irene” Yang Bio:

Yukyung “Irene” Yang is a Ph.D. student in the Department of Communication, University of Connecticut. Her master's degree is in the Department of Clothing & Textiles (Fashion Marketing/Merchandising), Ewha Womans University, South Korea.

Ting-Hao Tsou (University of Missouri)

If someone asks me what words I would use to describe/represent my experience at the 2022 AAA annual conference, my answer would be: live, alive, and life.



Ting-Hao Tsou

Attending the AAA conference let me experience witnessing the presence and exchange of knowledge and connect with academia in a very immediate and vivid way that just isn't possible when only reading books or research articles at home or in a lab. What made AAA special was the on-the-spot intellectual, emotional, and social stimulation and support provided to the attendees. I was extremely thrilled and inspired when interacting with scholars and practitioners from various backgrounds and experiences with V/AR technology in advertising in the Metaverse pre-conference event. I felt so welcomed and supported when I received direct and constructive advice from Dr. Terry Daugherty in our Mentor-Mentee meetings, and from many other scholars at the conference. This experience became "live" as the AAA is a close-knit group that is welcoming and treats everyone like family.

The JA's ERB meeting and 50th year anniversary were the special events during the conference that I was honored to assist Dr. Shelly Rodgers with, along with my two cohorts from the University of Missouri, Weilu Zhang and Evgeniia Belobrovkina. By playing the dual role of attendee and assistant, I learned a great deal about how these events were thoughtfully conceptualized and executed to meet AAA members' needs. When we walked attendees through JA's stunning growth and achievements throughout its history and celebrated its fiftieth birthday, I had the pleasure of witnessing the JA editors and contributors who dedicated themselves to making JA the vibrant success that it is today. Its events like

these that made me feel the advertising field is literally "alive" and "the sky's the limit for advertising discipline's future."

One anecdote that inspired me to get more involved with AAA was that the conference provides the opportunity for graduate students to assist members in holding the conference. From my time volunteering to assist with conference registration, I had a chance to put names with faces of every attendee and interact one-on-one with registrants. This made me feel like I was making a small contribution and I also got to social network with advertising experts. I would like to encourage other graduate students to join the AAA membership and take advantage of any such opportunities (e.g., volunteering, reviewing papers, applying for travel or grant funds, etc.). All these events have made every intangible academic affair tangible and helped build upon my theoretical and practical foundations in the advertising field by letting me reach into and share the abundant resources. They also inspired my "life" both personally and professionally by letting me learn that the "live" experience of seeing the advertising discipline - and the people who comprise it - "alive" adds great fuel to my research enthusiasm. AAA has been the most incredible conference I have attended, and I genuinely appreciated the recognition and connection with the advertising academia. I cannot begin to tell you how much the AAA conference meant to me, and it made me even more determined and certain that the AAA is my new home.

I am grateful to Dr. Joonghwa Lee for giving me the chance to share my thoughts and feelings about the AAA conference with this commentary. I hope my experience will help to inspire others to attend and get involved with the AAA. I highly recommend attending the in-person AAA conference annually, which is what I plan to do for the rest of my research life. 

Ting-Hao Tsou Bio:

Ting-Hao Tsou is a Ph.D. candidate (ABD) in Strategic Communication at the Missouri School of Journalism. He earned both his M.A. and B.A. in Public Relations and Advertising at Shih Hsin University in Taipei, Taiwan. His research investigates the effectiveness and validates the theoretical model for using extended reality technology (i.e., augmented reality, AR, and virtual reality, VR) in digital advertising. Currently, Ting-Hao is doing research with his advisor, Dr. Shelly Rodgers, in interdisciplinary fields actively, including the studies regarding the effectiveness of using AR in conjunction with narrative advertising and product placement in health contexts (e.g., COVID-19), the occurrence of gender stereotyping in online cancer narrative public service announcements, and the history and approaches of using and defining the term "advertising" in leading advertising journals.

Youngjee Ko (University of Georgia)

I hope to share three ideas that have made my academic journey more rewarding.

Appreciate past experiences.

Citing the “connecting the dots” theme of Steve Jobs’ Stanford

commencement address might sound cliché, but it remains relevant and inspiring to me. It resonates with my current pursuit of a doctorate. I never find it more relatable than when I reflect on my experiences and how they have influenced my life. Those experiences will somehow pay off even when I do not immediately recognize how they connect. I did not know that my academic discipline as an undergraduate would form the foundation for my research. Majoring in literature, I analyzed narrative structure in a variety of novels (especially those from the Victorian and Modernist periods), which entail a variety of plots and story elements. At that time, I relished literary representations of emotional change over narrative time. I have not read many novels recently, but my old habits and training stimulated my current research. In one of my recent projects, I examined the persuasive effects of narrative appeals in digital PSAs. Experience that seemed somewhat unrelated to my new academic path provided a nuanced perception of the power of narrative presentation and helped me see how it can deliver a persuasive message.

Appreciate your unique pace and style.

One of the most challenging parts of scholarship is coming up with novel and original ideas. Originality expands current research. However, developing meaningful originality takes time. We remain under many pressures, responsibilities, and duties as Ph.D. students. We undergo evaluation almost daily, feeling as if our achievements are the source of identity. We hurry to produce impressive outcomes and set unrealistic goals. Along the way, we might feel overwhelmed and forget the pace that fits who we are. But we each have a style and speed. Therefore, I try to set routines and realistic goals that fit



Youngjee Ko

my situation. Advice about how to lead a successful Ph.D. life is abundant. However, we need to be cautious when following the tips that work for others. Those tips might not be the best for us. Moving at our own pace, setting realistic goals, and following healthy routines will keep us on the path.

Cultivate curiosity in daily life.

Curiosity is a prerequisite for innovation and expansion of human knowledge. All novel findings in human history are the harvest of sown curiosity. However, curiosity is not the exclusive territory of the genius mind. I believe that curiosity makes the Ph.D. journey less painful and more enjoyable. Curiosity is the motivation to ask questions and observe daily life. These curiosity-driven observations enable us to explore the underlying mechanisms of human behavior. Curiosity in our daily life yields insight that helps us formulate research ideas. Thanks to the encouragement and guidance of my advisor, Dr. Joe Phua, I learned to direct my curiosity into research. Guided by my daily observations, I am now investigating how people form attitudinal judgment toward green advertising based on minimal inferences and why people engage in various types of information processing. Some people are naturally curious, and others find curiosity a burden because it is cognitively demanding. However, we can view curiosity as a skill to practice. We can cultivate it. If we devote time to developing it, curiosity can help us see ideas that we might otherwise miss. 

Youngjee Ko Bio:

Youngjee Ko is a third-year Ph.D. student in the Grady College of Journalism and Mass Communication at the University of Georgia. Her research interests include the design of persuasive messages in digital ads, the psychological mechanism in narrative persuasion, and the effects of information processing on consumer perceptions and evaluations of advertisements in the contexts of health and sustainability.

AAA Notes

Awards and Honors



Gayle Kerr

Professor Gayle Kerr (Queensland University of Technology) [has been honored with the Inaugural Don Schultz Award for Innovation in Teaching, Theory and Practice of](#)

[Integrated Marketing Communication \(IMC\)](#). The [Don Schultz Award](#) is administered by America's Northwestern University's Medill School of Journalism, Media, and Integrated Marketing Communication.



Shizue Kishi (right)

Dr. Shizue Kishi (Tokyo Kesai University) received the 41st Shirakawa Shinobu Award from the Tokyo Advertising Association for distinguished contributions to the advertising industry. This award was initiated by Mr. Shirakawa,

who was the advertising director at Shiseido, the largest cosmetic company in Japan. While past presidents of the Japan Advertising Society were among past honorees, they were predominantly industry people, such as the president of Dentsu or CEOs of other large advertisers. Dr. Kishi is the first female honoree for this award in the past 40 years.

Grants and Fellowships



Carolyn Lin

Dr. Carolyn A. Lin (University of Connecticut) has received grant funding from the Senior Scholars Program (\$5,750) from AEJMC. The title of her research project is "Assessing the Effectiveness of Interactive Disaster Communication: Piloting a Storm Preparedness Mobile App."



Emily Buteau

Emily Buteau (Ph.D. candidate) has been awarded the 2022 Dissertation Completion Fellowship from the School of Graduate Studies at the University of North Dakota.

Job Changes, New Hires, and P&T



Barbara Phillips

Barbara Phillips is retiring from academic life and the University of Saskatchewan on June 30, 2022. She received her PhD from the University of Texas in 1996, and since then has published more than 40 papers in journals such as *JCR*, *JA*, *IJA*, and *JCIRA*. Her research examined how advertising images communicate with consumers; she won the Best Paper Award in *JA* twice. She served the AAA on the Publications Committee, Strategic Planning Committee, and Diversity Committee, as well as serving as Editor-in-Chief of *JCIRA* for a three-year term. She was named both Master Teacher and Distinguished Researcher at USASK. Barb plans to write mystery novels in her retirement; you can reach her at barbaraphillipsathome@gmail.com.



Claire M. Segijn

Dr. Claire M. Segijn received early Tenure and Promotion to Associate Professor in the Hubbard School of Journalism and Mass Communication at the University of Minnesota, and was awarded as a Mithin Program Fellow in Advertising.



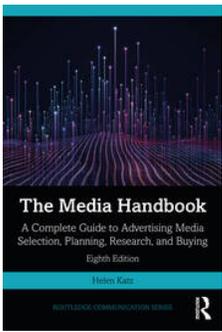
Sydney Chinchanchokchai

Dr. Sydney Chinchanchokchai received Tenure and Promotion to Associate Professor of Marketing at the University of Akron.

Weilu Zhang will start a tenure-track assistant professor in the Department of Integrated Strategic Communication at the University of Kentucky from fall 2022.

Book Releases

Dr. Helen Katz will publish the 8th edition of [The Media Handbook](#) (Routledge) in July 2022. This edition features a



new chapter on how audiences are defined and created; reorganization of the media channel chapters to cover planning and buying together; completely updated data and examples, and a new workbook for students, with examples and exercises.

change in my own process of teaching. Just as the students were progressing, my methods of teaching were as well. That's why it was an honor to receive the 2022 Charles H. Sandage Award for Teaching Excellence at our AAA Annual Conference in Tampa. It represented a physical manifestation of the progress I have made as a teacher. I can't thank the academy enough. 

Other News

Bruce Bendinger (The Copy Workshop) who was a VP Creative Director at Leo Burnett was featured in [“The Real Mad Men of Chicago”](#), a documentary on Chicago's advertising community, with an emphasis on Leo Burnett, aired on Chicago's [WTTW](#) on April 15. It's part of their ongoing series, Chicago Stories. Bruce's only disappointment was that he was not able to work in a plug for *Brand Builder Workbook*. 

Continued from page 4 by Karen M. Lancendorfer.

and then providing campaign assessment to the client. The agency departments kept each other updated on their progress, we brainstormed constantly, and began to have fun. I stopped imparting information to students as if their minds were waiting to be filled with my knowledge. Rather I empowered students to take responsibility for their learning and cultivated curiosity. It was the students' responsibility to prepare status reports and keep me and the other departments apprised of their progress. They would have the ultimate say in the creative. This was their agency. This was their client. And so I gave up the “power” and let them lead me. Maybe that meant that the syllabus was out of date almost immediately when they discovered an insight that needed more research (this year!). Or they had to spend spring break in the lab since the NSAC plans book was due just 10 days after spring break (almost every year!). It wasn't a traditional class and it didn't have to be.

And we started to win. In 2017 and 2018 our team earned second place in District 6, followed by third place wins in 2019 and 2020, and a **first-place district win in 2021 for Meta Quest**. As the largest mega-district (20+ teams in Michigan, Indiana, and Illinois) in the country, we were scoring higher than other schools for the first time in our history.

The students were no longer bored; they were energized.

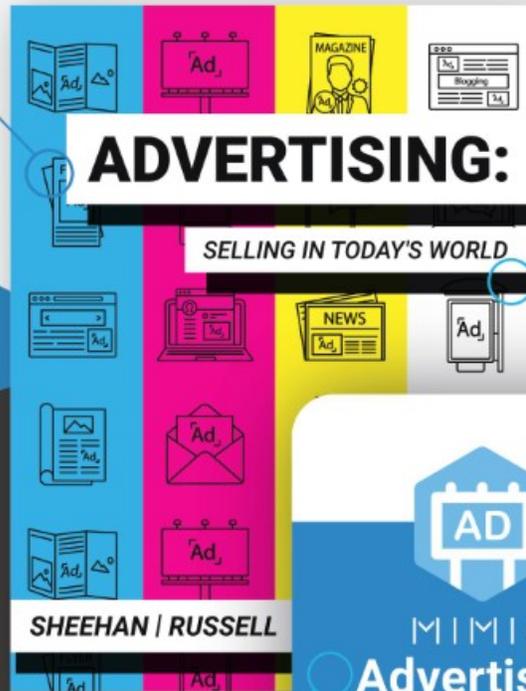
I in turn was re-invigorated by the students' energy. I've realized that through adjusting the class, I experienced a

CUTTING-EDGE ADVERTISING STRATEGIES

BUILT FOR YOUR CLASSROOM

STUKENT

Engaging,
up-to-date
courseware



Packed with
time-saving resources
for teachers

Integrate courseware
with a Mimic simulation
for hands-on learning



Courseware + Simulation The Advertising Bundle

Get your free instructor access
www.stukent.com



Scan Me

Announcements (Update on 2023 Annual AAA Conference)

Can't wait to see you all in Denver!

2023 Annual AAA Conference, March 23-March 26, Curtis Hotel in Denver

by Kelly Chu, President-Elect (DePaul University, Chicago IL, USA)



Kelly Chu

First, it is my honor to serve as AAA President-Elect for 2022-2023. AAA is an amazing organization. Serving in this role is a tremendous privilege and responsibility, and I look forward to working together to make AAA an even better community. Thank you for entrusting me with this task! After two years of pandemic life, it was great seeing many of you in person this year in Saint Petersburg, Florida. I hope you enjoyed the opportunity to connect, share your scholarship, and develop your research and teaching at our annual conference.

As you probably remember from the announcement at this year's award luncheon, the 2023 annual AAA conference, 23-26 March in Denver, Colorado, is being planned as an in-person conference. The executive committee is hoping that it will be an in-person only conference, instead of a hybrid one. However, we also believe that it is important to give the AAA members the choice of "virtual only" if the pandemic is still going on next year. For now, please plan to come to Denver to meet your colleagues, students, and friends next March.

If you never been to Denver like me, here are a few things you might want to know. Colorado is known for its world-class skiing. You probably remember past-president Harsha Ganga's picture recharging in the Rocky Mountains! Denver is a few hours away from ski resorts in the nearby Rocky Mountains. Denver is called "The Mile-High City" because it is at one mile (1.6 km) above sea level. It is also a city where "urban sophistication meets outdoor adventure." Working with AMC Source, our association management firm, the executive committee have selected a great conference venue, the Curtis Hotel, which is located in the heart of downtown Denver. We are also planning to have an offsite reception at a brewery, where you can relax and listen to piano while you network and hang out with other AAA members.

The calls for papers, special topics sessions, and pre-conference sessions will be coming out in June 2022, so you can prepare your submissions during the summer. The submission process and deadlines will remain the same. The deadline for pre-conference proposals is August 31, and the deadline for both papers and special topics proposals is October 1, 2022. I am really looking forward to seeing you all in person for our 2023 annual conference at the Curtis Hotel. Mark your calendars now and save the dates. Please don't hesitate to reach out to any of our officers if you have any questions or ideas. Thank you for being part of the AAA family.

Here are a few important deadlines, including various AAA members-only grants and awards:

- August 31, 2022: Pre-Conference Proposals
- September, 2022: Research Fellowship Award
- October 1, 2022: Papers and Special Topics Proposals
- November, 2022: Doctoral Dissertation Proposal Award
- November, 2022: The Dunn Award for International Advertising Research
- December 1, 2022: Graduate Student Travel Scholarships

Check out the AAA website (www.aaasite.org) for information on each of these opportunities. Have a great summer! I hope everyone has planned something fun. 

Announcements (Journal of Advertising)



Jisu Huh Named the Next Editor in Chief of the *Journal of Advertising*

The **American Academy of Advertising** is pleased to announce the selection of **Jisu Huh** as the next Editor in Chief of the ***Journal of Advertising***. The editor transition will begin in June 2022 and the new editor term formally starts on January 1, 2023.

As Editor in Chief, Dr. Huh will work with a team of associate editors and editorial review board members to advance the *Journal of Advertising*'s mission, "development of advertising theory and its relationship to practice," and to further expand the advertising scholarship and theory.

About Jisu Huh

Dr. Jisu Huh is Professor and Raymond O. Mithun Endowed Chair in Advertising at the Hubbard School of Journalism and Mass Communication, University of Minnesota – Twin Cities. Dr. Huh's research program has been centered on examining advertising's potentially positive and negative effects on consumers and its functional and dysfunctional roles in the society. Specific areas of current research include computational advertising research, consumer trust and its role in advertising and information diffusion, and direct-to-consumer advertising of healthcare products. Dr. Huh was President of the American Academy of Advertising in 2016 and Associate Editor for the *Journal of Advertising* in 2014-2019, and currently serves as JA's Senior Associate Editor.

About the *Journal of Advertising*

The Journal of Advertising is the premier peer-reviewed journal devoted to the development of advertising theory and its relationship to practice. All research related to all types of advertising will be considered for publication. This includes advertising effectiveness, advertising ethics, global advertising issues, and methodological issues, along with the economic, political, social, and environmental aspects of advertising. According to the Clarivate Analytics 2019 release of the *Journal Citation Reports*, JA is ranked 1/92 in Communication and 12/152 in Business. 

Announcements (Call for Proposals)



Call for Proposals for Pre-Conference Sessions

American Academy of Advertising 2023 Annual Conference
March 23-26, 2023
Curtis Hotel, Denver, Colorado, USA

Submission Deadline: August 31, 2022

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, 2022 to AAA President, Sela Sar at selasar@illinois.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 23, 2023 with the full conference running from opening reception that evening through noon, Sunday, March 26 at the Curtis Hotel, Denver, Colorado.

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:

- 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:

Sela Sar
2022 AAA President
University Illinois Urbana-Champaign
selasar@illinois.edu

Lily Pieper (she/her)
lily@amcsource.com | (954) 529-0259

We look forward to your submissions and hope that you will be able to attend the 2023 Conference of the American Academy of Advertising. 

Announcements (Call for Papers & Proposals)



Call for Conference Papers and Proposals for Special Topics Sessions

American Academy of Advertising 2023 Annual Conference
March 23-26, 2023
Curtis Hotel, Denver, Colorado, USA

Submission Deadline: October 1, 2022

Competitive Research Papers

You are invited to submit Competitive Research Papers relevant to any and all aspects of advertising for presentation at the 2023 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 Academy](#)
- Methodology
- Readability
- Contribution to the Field
- Overall Rating

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 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 authored by one or more students and not co-authored with a faculty member(s). Faculty help, however, may be listed in the acknowledgements.

When you upload a paper submission you will see a statement specifying that at least one author of the paper agrees to register and attend the conference to present the paper. Failure to present an accepted competitive paper will result in the paper being withdrawn from the conference proceedings. Only an author listed on the paper is eligible to present at the conference. You must agree to this statement in order to submit.

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 all presenters agree to participate as specified. You must agree to this statement in order to submit the session proposal. Special topics 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, 2022, and must be received no later than **MIDNIGHT EDT, October 1, 2022**.

Questions? Please direct them to the appropriate person, as follows:

Competitive Research Papers

- Professor Martin Eisend, Vice President AAA
- European University Viadrina, Germany
- eisend@europa-uni.de

Special Topics Proposals

- Professor Shu-Chuan (Kelly) Chu, President-Elect AAA
- DePaul University
- schu7@depaul.edu

General questions about the conference

- Professor Sela Sar, President AAA
- University Illinois Urbana-Champaign
- selasar@illinois.edu

We look forward to your submissions and hope that you will be able to attend the 2023 Conference of the American Academy of Advertising. 

Announcements (Call for Papers)

Journal of Interactive Advertising **Special Issue on Untapped and Understudied Issues in Influencer Advertising**

Guest Editors

Chen Lou, *Nanyang Technological University*, chenlou@ntu.edu.sg
Venus Jin, *Northwestern University in Qatar*, Venus.Jin@northwestern.edu

Submission Deadline: August 30, 2022

Scholarly research on influencer advertising has grown explosively over the past few years. Vloggers, YouTubers, Instafamous, or bloggers, all describe social media influencers who create valuable content and/or narrate their personal lives on social media platforms to connect with followers and thus attract sponsorships from brands (e.g., Jin, Muqaddam, and Ryu 2019; Lou and Yuan 2019). Influencer advertising is quintessentially interactive, which relies heavily on the bond between influencers and followers and capitalizes on the persuasive appeal of influencers. As an evolving form of interactive advertising, influencer advertising serves as a new means for brands to efficiently ramp up return-on-investment, especially during the pandemic (Taylor 2020).

Extant research on influencer advertising has paid due attention to the role of sponsorship disclosure (e.g., Evans et al. 2017), the impact of AI influencers (Thomas and Fowler 2021), the appeal of influencers among children (Boerman and van Reijmersdal 2020), influencer-follower relationship (Lou 2021), and the effect of consumers' characteristics (e.g., social comparison tendency, compulsive buying tendency, and materialistic envy) (Jin and Ryu 2020). Recent review articles have also summarized the current themes in influencer advertising and bibliometric analysis for practical implications (e.g., Hudders, De Jans, and De Veirman 2021; Ye et al. 2021). Yet, there are still untapped or understudied issues in influencer advertising pertaining to the broad context of interactive advertising, for instance, analysis from the perspectives of influencers and/or advertising agencies, the impact of influencers in promoting prosocial behavior (e.g., mask wearing during the pandemic, getting vaccines), the effect of virtual influencers, pet influencers, children influencers, and so on. Therefore, we invite original manuscripts for this upcoming Special Article Collection of the Journal of Interactive Advertising (JIA) dedicated to Influencer Advertising, within the broader domain of interactive advertising.

Relevant topics and themes for the Special Article Collection might include, but are not limited to:

- The bright vs. dark side of influencer advertising
- Analysis from the perspective of influencers and/or agencies
- Prosocial influencer advertising and health marketing campaigns (e.g., charity, climate change, vaccination, anti-drug, anti-smoking, (anti-)vaping, healthy diet campaigns, etc.)
- The role of influencers in pressing social, political, and global issues (e.g., me too movement, racism, BLM, human rights issues, activism, etc.)
- The appeal of influencers in a broad range of underexplored domains, (e.g., health, education, religion, politics, entrepreneurship, etc.)
- Related ethical issues (e.g., side effects of sponsorship, dark side of parasocial interaction such as privacy invasion, and harassment via direct messaging [DM], and unrealistic expectation for influencers' ethical standards, etc.)
- Virtual influencers, AI-based machine-based algorithm
- Research on understudied platforms, such as TikTok, Twitch, and Clubhouse
- Twitch game influencers (product placement, brand placement, and sponsored ads)
- Petfluencers
- Children influencers (e.g., ethical issues related to minors and policy implications)

Submission Deadline: August 30, 2022.

Publication Schedule: Accepted articles for this Special Issue Article Collection will be published in JIA'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.

References

- Boerman, Sophie C., and Eva A. Van Reijmersdal (2020), "Disclosing Influencer Marketing on YouTube to Children: The Moderating Role of Para-Social Relationship," *Frontiers in Psychology*, 10, 3042.
- Evans, Nathaniel J., Joe Phua, Jay Lim, and Hyoyeun Jun (2017), "Disclosing Instagram Influencer Advertising: The Effects of Disclosure Language on Advertising Recognition, Attitudes, and Behavioral Intent," *Journal of Interactive Advertising*, 17 (2), 138-149.
- Hudders, Liselot, Steffi De Jans, and Marijke De Veirman (2021), "The Commercialization of Social Media Stars: A Literature Review and Conceptual Framework on the Strategic Use of Social Media Influencers," *International Journal of Advertising*, 40 (3), 327-375.
- Jin, S. Venus, Aziz Muqaddam, and Ehri Ryu (2019), "Instafamous and Social Media Influencer Marketing," *Marketing Intelligence & Planning*.
- _____, and Ehri Ryu (2020), "'I'll Buy What She's# wearing": The Roles of Envy toward and Parasocial Interaction with Influencers in Instagram Celebrity-based Brand Endorsement and Social Commerce," *Journal of Retailing and Consumer Services*, 55, 102121.
- Lou, Chen (2021), "Social Media Influencers and Followers: Theorization of a Trans-Parasocial Relation and Explication of Its Implications for Influencer Advertising," *Journal of Advertising*, doi.org/10.1080/00913367.2021.1880345
- _____, and Shupey Yuan (2019), "Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media," *Journal of Interactive Advertising*, 19 (1), 58-73.
- Taylor, Charles (2020), "Is COVID Making Marketing Influencers More Influential?" *Forbes*, <https://www.forbes.com/sites/charlesrtaylor/2020/07/30/is-covid-making-marketing-influencers-more-influential/?sh=35dbdf864200>
- Thomas, Veronica L., and Kendra Fowler (2021), "Close Encounters of the AI Kind: Use of AI Influencers as Brand Endorsers," *Journal of Advertising*, 50 (1), 11-25.
- Ye, Guoquan, Liselot Hudders, Steffi De Jans & Marijke De Veirman (2021), "The Value of Influencer Marketing for Business: A Bibliometric Analysis and Managerial Implications," *Journal of Advertising*, 50 (2), 160-178. ~~AA~~

Announcements (Call for Papers)

Journal of Current Issues & Research in Advertising
Special Issue on Future Trends in Digital Advertising: A Global Context

Guest Editor

Tae Hyun Baek, *Sungkyunkwan University, Republic of Korea*

Email: tbaek@skku.edu

Submission Deadline: September 1, 2022

Digital advertising technologies such as artificial intelligence, virtual/augmented reality, and blockchain applications are advancing at blazing speed across the globe. By the end of 2022, advertisers will have spent more than \$571.16 billion on digital ads, accounting for 65.9% of global ad spending, up from 58.5% in 2020 (eMarketer, 2022). Advertisers all over the world are facing both challenges and opportunities in using innovative approaches to become more personally connected with customers.

In this special issue, we will push the boundaries of advertising research. We call for international scholars and practitioners to examine advertising trends in the digital era. Topics of interest are unlimited but might include:

- Artificial intelligence and advertising across the globe
- Applications of metaverse and virtual worlds in shaping brand experiences
- Cross-cultural perspectives of digital technologies and advertising
- Global consumer behavior trends in the digital era
- Social media influencer marketing in a global context
- Big data and privacy concerns in digital advertising
- Potential societal, cultural, economic, and ethical impacts on advertising practices

Submission:

All manuscripts submitted must be unpublished, not accepted for publication, and not currently under consideration elsewhere.

Manuscripts should be submitted following the JCIRA author guidelines online

at <https://www.tandfonline.com/action/authorSubmission?show=instructions&journalCode=ujci20>

All submissions should be made via the online submission system: <https://mc.manuscriptcentral.com/ujci> 

Announcements (Call for Papers)

Journal of Interactive Advertising **Special Issue on AI and Social Media Advertising**

Guest Editors

Huan Chen, *University of Florida*
Yang Feng, *San Diego State University*

Submission Deadline: December 31, 2022

With the constant advancement and innovation of technology, artificial intelligence (AI) has been widely adopted in the advertising industry and shaped every aspect of the advertising process (Rogers, 2021) such as consumer insight discovery, advertising creation, media planning and buying, and advertising impact evaluation (Qin & Jiang, 2019) with both short-term promotional effects and long-term brand relationships (Li, 2019). Accordingly, the number of academic research on AI and advertising has significantly increased in recent years and covers a variety of topics (Kim, 2021; Li, 2019; Rogers, 2021). Extant research has examined AI's impact on consumer journey (Kietzman et al., 2018), AI's prediction on consumer personality (Shumanov et al., 2021), public conversations on AI (Wu et al., 2021), AI's role in advertising creativity (Chen et al., 2019; Vaskratsas & Wang, 2021), deepfakes and AI-generated ads (Campbell et al., 2021; Kietzmann et al., 2021), woke advertising (Feng et al., 2021), AI and influencer marketing (Feng et al., 2020; Thomas & Fowler, 2021), macro factors influencing AI advertising (Helberger et al., 2020), and methodological and technical issues of AI advertising research (Feng et al., 2019; Hayes et al., 2021; Yun et al., 2020).

A close examination of the current literature on AI and advertising suggests that scholars either examined AI as an enabling technology that brings possibilities and enhances the efficiency and effect of advertising via multiple AI-related technologies or adopted AI as a research tool that complements traditional research methods by uncovering hidden insights from a large scale of data. In order to further advance the conceptualization and theorization of AI advertising as well as promote the methodological development and diversity of AI technology in advertising research, we invite original manuscripts for this upcoming Special Issue Article Collection of the *Journal of Interactive Advertising* (JIA) dedicated to AI and Social Media Advertising.

The proposed special issue article collection focuses on two directions. The first direction examines the role of AI as an enabling technology in social media advertising practices, as well as its promises and perils. Relevant topics and themes for this direction might include, but are not limited to:

- The personalized advertising brought by the recommendation algorithms of social media, and its effectiveness and privacy concerns
- The role of comment ranking algorithms of social media in shaping consumer responses toward social media campaigns
- Consumers' perceptions of chatbots used by brands on social media, and consumer-brand engagement of chatbot-enabled promotions
- The location-based advertising brought by the recommendation algorithms of social media, and its effectiveness and privacy concerns
- Consumers' perceptions of AI-produced advertising compared to human-made advertising
- The effectiveness and efficiency of AI-assisted social media advertising plan

The second direction examines the role of AI as a research tool in social media advertising research, as well as its strengths and weaknesses. Relevant topics and themes for this direction might include, but are not limited to:

- Leverage computer vision and natural language processing to examine the visual and textual content of sponsored social media posts and identify the relationship between visual and textual content and consumers' engagement with sponsored social media posts

- Use natural language processing to monitor consumer responses toward social media campaigns, such as sentiment analysis, topic discovery, etc.
- Leverage computer vision and/or natural language processing to extract creative ideas from user-generated posts in order to create customized brand posts for consumers
- Accuracy of AI-facilitated data analytics applied in social media advertising research
- How and when to use unsupervised vs. supervised machine learning to uncover insights from consumer-generated social media data
- How to integrate and triangulate AI-enabled methods with traditional qualitative and quantitative research methods in the context of social media advertising to generate rigorous and innovative discoveries

Publication Schedule: Accepted articles for this Special Issue Article Collection will be published in JIA'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.

References: Available upon request. Due to the space limitation, the list of cited resources cannot be provided in this announcement. 

Announcements (Call for Papers)

Journal of Business Research **Special Issue on New Technologies in Advertising Research and Practice**

Article type: New Tech in Advertising
Submission window: May 31 – August 31, 2022
Managing Guest Editor: Huan Chen (huanchen@jou.ufl.edu)

In recent years, we have been witnessing dramatic changes in the field of advertising industry and academia in terms of meaning of advertising, media landscape, academic discipline, and scholarship focus (Nelson et al., 2017). Specifically, the emerging new technologies have significantly shaped the industry, produced profound impact on every aspect of the advertising process (de Ruyter et al., 2020; Lee & Cho, 2020; Rogers, 2021). While some believed that AI enabled technologies have created a new ecology of advertising businesses and operations (Li, 2019), the truth is a new era of advertising research and practice is just dawning due to disruptive new technologies in human-AI collaboration (Dellermann et al., 2021), dialogue management (Budzianawski & Vulić, 2019; Zhang et al., 2019; Adiwardana et al., 2020; Roller et al., 2020), virtual and augmented reality (Tham, 2018), immersive intelligence (Ahn, 2020), federated learning (Yang et al., 2019), blockchain technologies (Pärssinen et al., 2018), and digital twin (Tao et al., 2019).

Advertising research must become a more meaningful co-creator of this new era by supplying valuable use cases for new technology innovations, examining the social, cultural, ethical, and legal impacts of technology advancements, and collaboratively shaping the future landscape of advertising scholarship and industry. Today, the intertwined relationship between advertising and new technologies is unprecedented. User's data privacy, for example, has been one of the major criticisms of advertising research on behavioral targeting and online recommendation systems. Recently, federated learning (FL), differential privacy (DP), and graph neural networks (GNN) have been examined to create online recommendation systems that provide the maximum protection of user's privacy (Wu et al., 2021). Another area of exponential growth is online video advertising. Image segmentation and online action detection technologies are investigated to make video recommendation more accurate (Eun et al., 2020). Additionally, chatbots empowered by AI have gained increasing attention by advertising and marketing scholars given the significant impact those new technologies have on business operations and customer engagement (Lou et al., 2019). All of these inventions have raised important research questions to advertising scholars. Innovative advertising research is needed to fully understand the theoretical, practical, and societal implications of these newer technologies that may drastically change the landscape advertising industry.

Thus, we invite original manuscripts for this upcoming Special Issue of the *Journal of Business Research* dedicated to *New Technologies in Advertising Research and Practice*. Relevant topics and themes for this special issue might include, but are not limited to:

- Defining, conceptualizing, and examining the future of human-AI collaboration in advertising research and practice. Examples are (but not limited to):
 - Defining, conceptualizing, and examining hybrid intelligence in advertising research and practice.
 - Defining, conceptualizing, and examining the impact of new technologies on media economics and media/advertising business models.
 - Examining the acceptance and perception of using new technologies in studying advertising among researchers and professionals.
- New ecology of AI and advertising practices in industry because of disruptive technologies such as blockchain, federated learning, VR/AR, highly intelligent NLP models (e.g., GPT-3), digital twin, and so forth.
- Social, cultural, and ethical implications of new technologies on advertising research and practice. Examples are (but not limited to):
 - The balance between user privacy and prediction accuracy in online recommendation systems, search-based advertising, and behavioral targeting.
 - The design of explainable AI to create human trust in innovative forms of advertising research and practice made possible by new technologies.

- Different stakeholders' perception on new technologies in advertising, and potential legal, ethical, and security concerns and issues, such as bias, fairness, ownership and sharing of data and models, and cyber security.
- Cross-cultural perspectives of new technologies and advertising.

Guest Editors:

Huan Chen, Associate Professor, University of Florida, USA
 Ye Wang, Associate Professor, University of Missouri – Kansas City, USA
 Chen Lou, Assistant Professor, Nanyang Technological University, Singapore
 Yugyung Lee, Professor, University of Missouri – Kansas City, USA

Manuscript submission information:

Papers targeting the special issue should be submitted through the [JBR submission system](#), submission guidelines can be found at the journal's [Guide for Authors](#).

Important dates

Submission system open: 31st May, 2022
 Deadline for submissions: 31st August, 2022

References

- Adiwardana, D., Luong, M. T., So, D. R., Hall, J., Fiedel, N., Thoppilan, R., ... & Le, Q. V. (2020). Towards a human-like open-domain chatbot. *arXiv preprint arXiv:2001.09977*.
- Ahn, J. B. (2020). A study on advertising future development roadmap in the fourth industrial revolution era. *International Journal of Internet, Broadcasting and Communication*, 12(2), 66-76.
- Budzianowski, P., & Vulić, I. (2019). Hello, it's GPT-2--how can I help you? towards the use of pretrained language models for task-oriented dialogue systems. *arXiv preprint arXiv:1907.05774*.
- Chou, D., & Jiang, M. (2021). A survey on data-driven network intrusion detection. *ACM Computing Surveys (CSUR)* 54.9 (2021): 1-36.
- Dellermann, D., Calma, A., Lipusch, N., Weber, T., Weigel, S., & Ebel, P. (2021). The future of human-AI collaboration: a taxonomy of design knowledge for hybrid intelligence systems. *arXiv preprint arXiv:2105.03354*.
- de Ruyter, K., Heller, J., Hilken., Chylinski, M., Keeling, D. I., Mahr, D. (2020). Seeing with the customer's eye: Exploring the challenges and opportunities of AR advertising. *Journal of Advertising*, 49(2), 109-124.
- Eun, H., Moon, J., Park, J., Jung, C., & Kim, C. (2020). Learning to discriminate information for online action detection. In *Proceedings of the IEEE/CVF Conference on Computer Vision and Pattern Recognition*, 809-818.
- Lee, H., & Cho, C.-H. (2020). Digital advertising: present and future prospects. *International Journal of Advertising*, 39(3), 332-341.
- Li, H. (2019). Special section introduction: Artificial intelligence and advertising. *Journal of Advertising*, 48(4), 333-337.
- Luo, X., Tong, S., Fang, Z., & Qu, Z. (2019). Frontiers: machines vs. humans: The impact of artificial intelligence chatbot disclosure on customer purchases. *Marketing Science*, 38(6), 937-947.
- Nelson, M. R., Ham, C., & Ahn, R. (2017). Knowledge flows between advertising and other disciplines: A social exchange perspective. *Journal of Advertising*, 46(2), 309-332.
- Pärssinen, M., Kotila, M., Rumin, R. C., Phansalkar, A., & Manner, J. (2018). Is blockchain ready to revolutionize online advertising?. *IEEE Access*, 6, 54884-54899.
- Roller, S., Dinan, E., Goyal, N., Ju, D., Williamson, M., Liu, Y., et al. (2020). Recipes for building an open-domain chatbot. *arXiv preprint arXiv:2004.13637*.
- Rodgers, S. (2021). Themed issue introduction: Promises and perils of artificial intelligence and advertising, *Journal of Advertising*, 50(1). 1-10, DOI:10.1080/00913367.2020.1868233
- Tao, F., Sui, F., Liu, A., Qi, Q., Zhang, M., Song, B., ... & Nee, A. Y. (2019). Digital twin-driven product design framework. *International Journal of Production Research*, 57(12), 3935-3953.
- Tham, J. (2018). Persuasive-pervasive technology: Rhetorical strategies in wearables advertising. *International Journal of Semiotics and Visual Rhetoric (IJSVR)*, 2(1), 44-72.
- Yang, Q., Liu, Y., Cheng, Y., Kang, Y., Chen, T., & Yu, H. (2019). Federated learning. *Synthesis Lectures on Artificial Intelligence and Machine Learning*, 13(3), 1-207.
- Zhang, Y., Sun, S., Galley, M., Chen, Y. C., Brockett, C., Gao, X., ... & Dolan, B. (2019). Dialogpt: Large-scale generative pre-training for conversational response generation. *arXiv preprint arXiv:1911.00536*. 

Announcements (Call for Papers)

Online Media & Global Communication

**Sponsored by Center for Global Public Opinion Research of China and
School of Journalism and Communication,
Shanghai International Studies University, China**

E-mail: OMGC@shisu.edu.cn
<https://www.degruyter.com/journal/key/omgc/html>
<http://omgc.shisu.edu.cn/>

Online Media & Global Communication is a new free open access English language refereed journal published quarterly by De Gruyter and sponsored by Shanghai International Studies University. It aims to publish high quality, innovative and original research on global communication especially in the use of global online media platforms such as Facebook, TikTok, YouTube, Twitter, Instagram, Whatspps, Weibo, WeChat, Wikipedia, web sites, blogs, etc., in an effort to make theoretical contributions under the contextual scenarios of and based on practices of online media and global communication, particularly in but not limited to the Global South. ***This journal will address the contemporary concerns about the effects and operations of global digital media platforms on international relations, international public opinion, fake news and propaganda dissemination, international advertising, consumer behavior as well as the balance of voices in the world.***

Studies that examine significant topics on theories and methods in global communication discourses between countries in both offline and online media or comparison of online and non-online media are within the scope of the journal. Comparative research across countries is particularly welcome. Empirical research is preferred over conceptual papers. Descriptive studies with a nationally representative sample that can serve as benchmarks for a topic will also be considered.

The journal hopes to serve as an academic bridge in the research of online media and global communication between the English-speaking world and the non-English speaking world with **the six-language abstracts in United Nations official languages (Arabic, Chinese, English, French, Russian, and Spanish)**.

In addition to original research articles, the journal will also feature one invited research trend and state-of-the-art review essay on the online media and global communication research in a non-English speaking country or region. In addition, one highly commended translated article published in non-English native language communication journals as “Gems from the Global South” pertinent to the journal’s scope will be added to each issue for readers’ reference.

This journal adopts a ***dual track review system*** as the first in the field of communication. Two review tracks are offered to the authors and authors must choose either one before final submission: 1) double blind (masked) review track that both authors and reviewers do not know the identity of the author; 2) single blind (masked) review track that reviewer will know the identity of the author and the authors are free to cite their own works and refer to themselves in the manuscript. Submitters who have posted their manuscript or its earlier version elsewhere online or with more than five self-citations will undergo the review process using the single-blind review track. **All original submissions are in English** with reviews by two or more reviewers.

We adopt a structured abstract format with purpose, method, highlight of findings, practical implications, social and theoretical implications, originality and contribution so that just the abstract would be informative to the readers. Authors pay no fee to publish in the journal. **During the first year of publication, each accepted article will receive US\$200 cash reward.**

To ensure fastest dissemination of the articles, we will post the accepted articles online as soon as the production is complete and they will be compiled to an issue based on a quarterly basis. An article alert will be sent to all subscribers of the journals. Selected articles may be published in print and fully translated to Chinese on a limited basis at the discretion of the journal.

Submission procedure: Authors use the ScholarOne journal submission system to submit papers to the journal:
<https://mc.manuscriptcentral.com/omgc>

For submission inquiries, please send to Founding Editor-in-Chief, Louisa Ha, Professor of Research Excellence at Bowling Green State University, U.S.A.: OMGC@shisu.edu.cn ✉✉

Announcements (ANA Educational Foundation)



Campus Speakers Program – Request a Visit!

AEF's Campus Speakers Program sends advertising and marketing practitioners onto college campuses nationwide (virtually and in-person) to engage with students and faculty. The program is offered year-round, for Summer, Fall, Winter, and Spring courses.

AEF speakers cover such topics as multicultural advertising, ethics, digital, gender, and data/analytics. Speakers are carefully chosen, and programs customized to meet mutual objectives. It's a rare opportunity and opens the eyes of many who may have never considered pursuing a career in advertising or marketing.

Learn more at aef.com/campus-speakers/

Read ASQ Now – And Submit Your Research For Publication!

AEF's online peer-reviewed scholarly journal is distributed by the Johns Hopkins University Press (JHUP) Project MUSE. Ranked in the top 8% of all MUSE online journals, ASQ includes materials exploring advertising and its relationship to society. ASQ always seeks original articles, case studies, interviews, book reviews, and pedagogy articles as well as academic participation in roundtables and panel discussions with industry leaders.



Learn more at aef.com/asq 

#LearnWithAEF

Newsletter Advertising Policy

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

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

- ACCI – American Council on Consumer Interests
- ACR – Association for Consumer Research
- Ad Division, AEJMC (Association for Education in Journalism and Mass Communication)
- 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

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

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

Deadline for submitting ads to the AAA Newsletter

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