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DePaul University
SCHU7@depaul.edu

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segevs@fiu.edu

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The President's Column

by Kelly Chu (DePaul University)

It is my honor to serve the AAA. As

President, I would like to honor the established values and traditions of AAA while embracing innovation and the generational transition. I am excited to build a collaborative, inclusive community that will help promote internationalization and DEI within the Academy. I am also enthusiastic about establishing and continuing partnerships with industry organizations and diverse institutions that will bridge the gap between Academy and industry.

The 2023 AAA Annual Conference in Denver was a success. After three years of having our annual conferences online or hybrid, we finally were able to have our first fully in-person conference in March. I was excited to see people who had travelled from around the world to attend the conference, including Australia, Europe (Germany, Belgium, Netherlands, Slovenia etc.), Israel, Canada, the Philippines, and Taiwan. AAA is truly a global community, with about 25% international membership. I was also thrilled to see that students, faculty, and practitioners were able to share and discuss important issues in today's advertising world as well as their lives in general. I hope you enjoyed the conference as much as I did.

Many people worked tirelessly behind the scenes to make this happen. Special thanks go to Vice President Martin Eisend, who was in charge of the competitive papers. There were a total of 129 submissions this year, including 119 competitive papers and 10 special topics session proposals. I would also like to thank our immediate Past-President, Sela Sar, and Past-Presidents Harsha Gangadharbatla and Eric Haley, whose leadership made a lasting contribution to the Academy. It is also important to thank Debbie Treise, our Executive Director, who worked diligently with AMC Source to make our conference enjoyable.

Last but not least, I would like to thank our sponsors for their generous support of various events and awards. Through the Don Jugenheimer Presidents' Discretionary Fund, we also successfully launched AAA's first Childcare Grant to support members who needed childcare during the conference. These sponsorships and supports go a long way for our organization. Thank you!



Kelly Chu

Continued on Page 6..

Featured Research

Blockchain Technologies and Their Implications on Digital Advertising

by Joseph T. Yun (University of Pittsburgh)

After the crash of cryptocurrencies and the fall of titans such as FTX, we may be tempted to think that blockchain is dead. I believe that the crashing of cryptocurrencies could turn out to be one of the best things that could have happened to blockchain adoption long-term. The failing of cryptocurrencies is helping to push wallstreetbets-like crowds largely out of the conversation regarding blockchain and allows for the technology to start showing its value for positive societal impact.

In Yun and Strycharz (2022), we provide a primer to the foundation of blockchain technologies and why these technologies can help to envision a new digital advertising (DA) tech-stack in which there could be more goals to DA than just to maximize ad revenue, specifically goals around maximizing societal well-being. The current technological foundation of DA has had unintended consequences that have led to consumer distrust of DA in areas such as privacy invasion, the questioning of the value of advertising to consumers, frustrations with inaccuracies of personalization, and misinformation spread. I am being self-serving in saying this, but I would suggest that reading through our primer could clarify how blockchain works and how it could help with various societal issues that DA faces.

As for the focus of this short editorial, I would like to talk about auditing DA and expanding research within DA. One of the issues with DA systems today are that very few people have access to audit what is happening on the “backend” of these technological systems because they are owned by companies who must protect their data and intellectual property. I believe that companies should have the ability to protect their data and their intellectual property,



Joseph T. Yun

but with something so powerful as digital advertising there needs to be the ability to research how things either went wrong in hindsight or detect when things are going wrong in real-time. I am simply stating that the ability to audit systems is incredibly important for healthy technological progress. To highlight the power of blockchain to enable auditing, I jump back into the topic of cryptocurrencies.

Bitcoin and associated cryptocurrencies have been used for many years to enable the world-wide trade of illicit items and services (USGovernment, 2022). Part of the allure of bitcoin was this belief that the blockchain allowed for total anonymity and privacy. This was an ironic belief because blockchain technologies (BT) offers the opposite capability, which is the ability to track every transaction in the past and in real-time.

Prior to the past few years, we have not had the software and technology that allowed investigators to scale this tracing, but bitcoin's blockchain still stored every single transaction from the beginning of bitcoin's birth. Due to the development of new blockchain chain analysis software, the IRS has recently been tracking and recovering billions of dollars' worth of bitcoin associated with illegal trade and federal agents are prosecuting people associated with this BT activity (IRS, 2022). The nuance behind all of this is that bitcoin activity does allow for a level of anonymity on the blockchain, but federal agents can get warrants to force exchanges to give identifying information of those that are converting bitcoin to fiat currency or transferring bitcoin through other identifying mechanisms. Once federal agents get one node identified in a graph, they can use chain analysis software to triangulate more information as is needed for the investigation. BT allows for most people to be anonymous, but it also gives the ability to identify

when needed and is justified, while forever storing every single transaction that occurs.

Running digital advertising on top of blockchain technologies will enable a forever historical log of transactions that will enable proper auditing of DA. This will also enable us as advertising researchers to have a foundation to conduct our


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USGovernment. (2022). As Virtual Currency Use in Human and Drug Trafficking Increases, So Do the Challenges for Federal Law Enforcement. Retrieved from <https://www.gao.gov/blog/virtual-currency-use-human-and-drug-trafficking-increases-so-do-challenges-federal-law-enforcement#:~:text=Federal%20data%20indicat%20that%20virtual,prevent%20and%20discover%20these%20crimes>

DA studies on direct behavioral transaction data. Blockchain is not a panacea to all of advertising research's ills, but it is one technology that we as a community should take another look at. BT is already being heavily considered in areas of business such as supply chain (Gaur & Gaiha, 2020) and accounting (Deloitte, 2022), so why not digital advertising? 

Yun, J. T., & Strycharz, J. (2022). Building the Future of Digital Advertising One Block at a Time: How Blockchain Technology Can Change Advertising Practice and Research. *Journal of Current Issues & Research in Advertising*, 1-14. doi:10.1080/10641734.2022.2090464

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Have Items for the Newsletter?

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

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

Joseph T. Yun Bio:

Joseph T. Yun (Ph.D., University of Illinois at Urbana Champaign) is the artificial intelligence and innovation architect for the University of Pittsburgh. He also is a research professor of electrical and computer engineering in the Swanson School of Engineering, University of Pittsburgh. Yun's research is primarily focused on novel data science algorithms, user-centric analytics systems, computational advertising, novel technologies such as blockchain, and societal considerations of AI-based advertising and marketing (e.g., privacy, ethics). One specific focus area of Yun's current research is in the realm of misinformation and disinformation and the technologies that support its distribution. Yun is the principal investigator of the Social Media Macroscopic, which is an open research environment for social media analytics (socialmediamacroscope.org). He is also an affiliate of Pitt Cyber and the Collaboratory Against Hate.

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Jeff Carrion/
DePaul University

Featured Teaching

ChatGPT as a New Teaching Tool in Advertising

by Matthew Pittman (University of Tennessee, Knoxville)

ChatGPT is a cutting-edge language model that utilizes deep learning algorithms to understand and generate human-like responses to natural language queries. As a teaching tool, ChatGPT can be utilized to help students and professionals in the advertising industry improve their communication skills and develop a better understanding of language patterns and structures. In addition to providing instant feedback on grammar and syntax, ChatGPT can be used to generate creative ideas for ad campaigns and marketing strategies. By prompting students and professionals with specific questions or topics, ChatGPT can inspire out-of-the-box thinking and generate fresh perspectives on advertising challenges.

Did that paragraph seem a little too optimistic about using ChatGPT in the classroom and for advertising education? That's because ChatGPT wrote it. The prompt I gave was "What should I put in a teaching feature about ChatGPT in the American Advertising newsletter?" So unsurprisingly, it sang its own praises.

The rise of artificial intelligence applications (and ChatGPT in particular) seemed to be on many academics' minds this past spring. Every week we would get emails from our universities offering workshops, seminars, tutorials, or lectures offering to explain what these new AI tools could do. More importantly, administrators promised to show us how we can guard against students using them to cheat in class, and how it would not make any of our jobs redundant. While this was going on, news and social media were full of stories about how AI tools were threatening to replace humans in certain industries, including advertising, education, and marketing communication fields.



Matthew Pittman

Eventually, I got tired of hearing so much negativity about ChatGPT — another powerful tool in a long line of digital tools (e.g., computers, word processors, spell/grammar check, analytics, etc.). So, I decided to test it out in the classroom.

I teach a social media strategy course with 100 students divided into 25 teams of four. We gave each team a choice of bookstore items (shirt, mug, etc.) to promote in a TikTok video with the goal of going viral (as measured by views). Each group created two videos: one strategy idea recommended by ChatGPT and one human strategy idea. They posted both videos to the same TikTok account at the same time, and then we waited.



To play the video, please click the image above

One thing that makes TikTok unique is that it is an actual meritocracy, unlike Instagram where your chance of going viral is greatly increased if you have lots of followers. Regardless of how many followers you have, TikTok shows your video to at least 100 people and uses them as a test run. If they watch it all the way through, and

especially if they engage with it, it keeps on sharing it with more and more people. It will keep showing your video to a larger audience as long as it keeps eyeballs glued to the screen. After a few days, we collected all the engagement metrics for the videos. The human videos averaged 911.7 views, while the ChatGPT-recommended videos only averaged 580.9 views. So hooray for team human! Our class learned what most of us who use ChatGPT already know. At this point, these language models are good at generating big-picture, broad, somewhat generic ideas. However, humans are still better at coming up with weird, quirky, specific ideas that resonate with other humans. Even as newer versions of ChatGPT roll out and are trained on larger and more recent data sets, I suspect this will always be the case. Most of the time what we refer to as “artificial intelligence” is just predictive algorithms and pattern recognition.

Our students are graduating into a job marketplace replete with an increasing number of digital platforms. On the one hand, this increases the importance of our ability to teach them traditional advertising, creative, strategy, and critical thinking skills. On the other hand, it also gives us an opportunity to cultivate curiosity and

openness that will serve them well in a field where failure and out-of-the-box thinking are part of the process. While some universities have discussed banning these platforms, I would rather teach my students curiosity and a willingness to explore these new tools as they develop. That way they can see what

distinguish between what is truly novel and useful from what is just a shiny toy or passing fad.

For those so inclined, I made a summary video of my class “duel” with ChatGPT, which you can access by clicking on the above image.



Matthew Pittman Bio:

Matthew Pittman (Ph.D. University of Oregon) is an Assistant Professor at The University of Tennessee. His research interests revolve around sustainability, social media, and strategic communication strategy. He uses mostly social scientific methods like surveys and experiments to understand how people can be encouraged to make good decisions in emerging media environments. His work has been published in *Journal of Consumer Psychology*, *Journal of Advertising*, *Journal of Interactive Marketing*, *Journal of Interactive Advertising*, *Journal of Business Ethics*, *International Journal of Advertising*, *Journal of Consumer Marketing*, *Journal of Current Issues & Research in Advertising*, and others.

Continued from page 1 by Kelly Chu

In addition to our annual conference, AAA provides various events and benefits all year long. As a member, you can access all three of our journals (JA, JCIRA, and ICA) and JAE through the AAA website. Please stay connected via our social media sites (follow @AdScholar on Twitter) to receive information related to AAA members and various deadlines. The Ad Hoc Graduate Student Interest Committee (GSIC) just organized the first AAA Experts Interactive Webinar on influencer marketing on April 7. Thanks to our speakers, Guy Golan, Matthew Pittman, and

Jameson Hayes. The GSIC is planning another Graduate Symposium in September – more detailed information will be shared soon. These events are a great way to get involved! As a reminder, the AAA Global and Multicultural Committee has been developing various research and teaching databases related to international and multicultural advertising. AAA members can also get access to job announcements, which is an important resource. Finally, don't forget to stay in touch with your mentor or mentee. The AAA Mentor-Mentee Program provides members with

an opportunity to gain professional advice and develop long-term relationships beyond annual conferences.

As you are preparing for the Summer, I hope you keep some important AAA deadlines in mind. As “an organization of scholars and professionals with an interest in advertising and advertising education,” AAA offers various opportunities for grants and awards. These include the Research Fellowship Award, the Doctoral Dissertation Proposal Award, and the Dunn Award for International Advertising Research. AAA also provides travel grants for




graduate students. As announced in Denver, we are launching our first Best DEI Conference Paper Award next year. The deadlines for these grants and awards are coming up in the Fall. Members can look up the AAA website for detailed information on each of these opportunities. In addition, our next annual conference will be in Portland, Oregon, March 14-17, 2024 at The Nines hotel. The deadline for submission will be October 1, 2023. I hope you are looking forward to next year's conference! I would be remiss if I did not mention the three editors of the AAA journals. Thanks to Jisu Huh, Sukki Yoon, and Jooyoung Kim for their great service to JA, JCIRA, and JIA. AAA is a volunteer organization. Thank you for giving your time and expertise to help advance advertising knowledge and theories.

I look forward to working with our Executive Committee and all the Committee Chairs: Karen M. Lancendorfer (Awards), Matthew Pittman (Communication), Jorge Villegas (Finance), Cynthia Morton (Publications), Mark Yim (Research), Chen Lou (Global and Multicultural), Regina Ahn (Membership), Jameson Hayes (Ad Hoc Graduate Student), and Ed Timke (Ad Hoc DEI). Also, thanks to the chairs

from last year who helped make a smooth transition. Thank you to Jef Richards, Anthony (HoYoung) Ahn, Terry Daugherty, Herb Rotfeld, Chang Dae Ham, Mengtian (Montina) Jiang, Yang Feng, and Karen King!

Serving as AAA president is a privilege. I would like to take this opportunity to thank my mentors during my Ph.D. and academic life: Sejung Marina Choi, Yongjun Sung, Terry Daugherty, Jerome D. Williams, Karen M. Lancendorfer, Charles R. Taylor, Carolyn Bronstein, Teresa Mastin, Carrie La Ferle, Hong Cheng, and Marla Stafford to name a few. Each of them has had a lifelong impact on me as a scholar, teacher, and person (and as a mom).

Finally, I would like to announce a new initiative: “Caffeine with the President.” I believe in transparency and accountability. I welcome new ideas and suggestions from each member. If you would like to schedule a “**Caffeine with the President**” Zoom session during the year, please reach out to me at schu7@depaul.edu. We will find a time to chat and enjoy of a cup of coffee or whatever you like in front of our computers. Have a great summer, everyone! See you next March! 

Kelly Chu Bio:

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



The University of Tennessee, Knoxville, and Knoxville-based advertising agency Tombras, have partnered to create a first of its kind, landmark program and investment plan to modernize and expand advertising and public relations education. Key goals for the newly named Tombras School of Advertising and Public Relations are to double the number of historically underrepresented graduates entering those industries from UT, and to make advertising and public relations industry demographics more representative of state and national populations.

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2023 AAA Annual Conference

Conference Paper Round Up

by Martin Eisend (European University of Viadrina, Germany)



Martin Eisend

The 2023 conference was held in Denver, Colorado, at the Curtis Hotel, a unique, colorful, and fun boutique hotel. Not only did the venue promise an experience that was anything but

ordinary, the conference program was exceptional, too, with high quality papers and sessions presented by AAA members. The presentations covered a wide range of timely and important topics, such as artificial intelligence, computational advertising, virtual reality and the metaverse, personalization and privacy issues, social media engagement and influencers, diversity and inclusion, health communication, and many more. The program included two pre-conference sessions: 1) “Changing Tides: How Advertisers Are Shifting Their Gender Portrayals in Commercial Communications,” organized by



Pre-Conference: Doctoral Colloquium

Sophia Mueller and Kasey Windels (both University of Florida), and 2) “Doctoral colloquium - A Compass to Help Navigate the Academic Landscape Early on in Your Career,” organized by

Liselot Hudders and Dienneke Van de Sompel (both Ghent University, Belgium).

In total, 119 competitive research papers and ten proposals for special topic sessions were submitted for double blind review. This submission rate was relatively lower than the pre-pandemic years, but has increased by around 25 percent compared to the last year. A total of 77 papers and 7 special sessions were accepted for presentation at the conference, reflecting a 65% acceptance rate for papers and a 70% acceptance rate for special topic sessions. Competitive papers were organized into 20 thematic sessions. The special topics sessions were coordinated by AAA’s President Kelly Chu from DePaul University. All papers, special topic sessions, and pre-conference sessions will be included in the 2023 Proceedings as either abstracts or full papers. The proceedings are currently being prepared and will likely be available on the AAA website in late spring.

One faculty research paper and one student research paper won the Top Conference Paper



Martin Eisend presents the Best Student Conference Paper Award to Deepti Khedekar (University of Colorado Boulder)

Awards. In the student paper category, the award went to Deepti Khedekar (University of Colorado Boulder) for her paper “Parental Awareness of Their Children’s Media Consumption, Online Behavioral Advertising,

and Online Surveillance.”

In the faculty papers’ category, the award went to Daniel Bruns, Steffen Prior, and Tobias Langner (all University of Wuppertal) for their paper “Influencer Marketing Effectiveness:

Automated Measures of User's Social Media Engagement toward Influencer Posts as Indicators of Attitudinal and Behavioral Outcomes."




Martin presents the AAA 2023 Best Conference Paper Award to Tobias Langner (University of Wuppertal) and Daniel Bruns (University of Wuppertal)

Many thanks to Sigal Segev, Marc Weinberger, Chang-Dae Ham, and members of the Research Committee for their help in selecting the top conference papers. Special thanks also go to the Temerlin

Advertising Institute at Southern Methodist University for sponsoring the cash prize for the Conference Paper Awards. I 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 organizing and executing the conference. Special thanks also go to my fellow members of the Executive Committee, for their

support, help, and guidance throughout the submission and review process.

Last but not least, I want to thank all AAA members and all authors, presenters, session chairs and moderators, and reviewers of the conference for their excellent work, dedication, and commitment to AAA. The conference would not exist without you! It was both an honor and a pleasure to serve as Vice President and Proceedings Editor for 2023, and I'm looking forward to seeing you all next year in Portland, Oregon. 

Martin Eisend Bio:

Martin Eisend (Ph.D. Free University Berlin) is Professor of Marketing at the European University Viadrina in Frankfurt/Oder, Germany, and Adjunct Professor of Marketing at Copenhagen Business School, Denmark. Martin's research and teaching interests focus on marketing communication and advertising. He is not only interested in the entrepreneurial relevance of these areas, but also in their social significance. He has published over 90 articles in peer-reviewed international journals and has received several best-paper awards, including both the 2015 and 2016 Journal of Advertising Best Paper Awards. Martin is an associate editor of the *Journal of Advertising*. He was the president of the European Advertising Academy (EAA) from 2018 to 2021, and Vice President of the American Advertising Academy from 2021 to 2022.

AAA Conference First Timer Experience

by Marissa Perales (DePaul University)

As a first-timer and an undergraduate student, attending the AAA conference was quite an eye-opening experience. As someone who is just starting their academic journey, it was heartening to see the level of passion and dedication that others had for their fields of study. Attending the conference made me realize that AAA is also not only a place for professional

scholars but is a tight-knit community of advertising and consumer researchers who are supportive of each other's research endeavors. The conference gave me a valuable perspective on pursuing academia.



Marissa Perales

I was quite nervous about fitting in at the AAA conference. However, at the First Timer Breakfast, I was warmly welcomed by the conference organizers and fellow first-time attendees. I met scholars from all walks of life who shared their passions for various advertising research topics, which garnered my curiosity and created a new perspective on graduate advertising programs. I also connected with graduate students who were a part of the mentor-mentee program. From hearing their perspective, it was apparent that the mentor-mentee program is a fantastic resource for graduate students to gain advice on how to make the most out of the conference and their graduate degrees. Overall, I highly recommend both of these events to any first-time attendees, as they provide a welcoming and supportive environment for navigating the conference and making connections with other attendees.

Some of the prominent sessions that resonated with me were Friday's special topic session: **Advertising with**



Cynthia Morton (University of Florida)



Hyejin Kim (DePaul University), Marissa Perales (DePaul University), Marshall Goldman (DePaul University), Juliet Stantz (DePaul University), Lexa Murphy (DePaul University), Kelly Chu (DePaul University), Maria De Moya (University of Tennessee) and Tao Deng (DePaul University)

Purpose: How Advertising Can be Used for Social Change. Particularly, Brittany Pharr's (University of Texas at Austin) presentation was fascinating because she used her own industry experience and research to emphasize the core values of ad agency DEI. One of the key findings of her research was that while agencies may hire a diverse range of employees, they often fail to practice inclusivity within the work culture, which leads to a sense of isolation. Pharr's presentation also noted that much of the diverse representation was only within entry-level jobs and not higher managerial executive positions. This lack of inclusivity can also limit the agency's ability to create effective advertising campaigns that speak to a specific target audience.

Pharr's presentation highlighted the need for agencies to not only hire

diverse talent but also create a work environment that values the contributions of all team members. Another Special Topic Session that interested me was, "**Preparing Advertising Practice and Research for a World of Blockchain, Cryptocurrencies, NFTs, Metaverses, and DAOs.**" This special topic session made the daunting world of cryptocurrencies much easier to digest and showed how advertising plays a crucial role in brand strategy. Grace Ahn's Metaverse presentation emphasized that the metaverse is not solely a virtual reality experience but instead, an extensive data space that displays both new opportunities and challenges for data analysts/researchers. She presented examples of a kid completing his exercise using a virtual dog avatar program to guide him through the process. Ahn proceeds to

explain how virtual avatars enhance the reliability of transactional communication and how consumers want to go at their own pace when interacting with virtual AI.

One research-focused session that fascinated me was the Diversity and Inclusion session, **“When Brands Don’t Practice What They Preach: A Proposed Model of the Effects of Hypocrisy, Brand-Cause Fit, and Message Types on Women’s Responses to Femvertisements** Sophia Mueller (University of



Joonghwa Lee (University of North Dakota) and Louvins Pierce (University of Connecticut)

Florida), Kasey Windels (University of Florida).”

Sophia Mueller presented a paper at the conference that explored Femvertising and the relationship between high-and low-brand cause fit. Mueller used examples like the Always




Carrie La Ferle (Southern Methodist University), Brittney Pharr (University of Texas at Austin), Minette (Meme) Drumright (University of Texas at Austin)

“Like a Girl” campaign and Lane Bryant’s “I’m no Angel” to show the difference between activist and optimist messaging. The Always campaign produced authenticity by having consumers reflect on the societal implications of what it means to do things like a girl, whereas Lane Bryant’s ad created a detached perspective of feminism that alienates groups of women instead of uniting them. After listening to her presentation, it made me profoundly think about the spectrum of femvertising and question a brand’s true intention of brand activism.

After the awards lunch and final Saturday sessions, the AAA attendees were treated to an exciting off-site reception at the Meow Wolf Art

Museum. This gave everyone a chance to unwind and enjoy various psychedelic exhibits. I enjoyed each of the zany rooms and felt the true sense of the AAA community at the reception. For me, it was an unforgettable experience that left me with memories to cherish for years to come!

In closing, the AAA conference proved to be a delightful experience that provided a wealth of knowledge on advertising research and created connections among scholars. The conference left a lasting impact and has made me consider choosing an academic research route after graduation. Next year’s conference is already anticipated with great excitement and will take place in Portland, Oregon 2024. 



Heidi Schultz in a speech at the Awards Lunch

Marissa Perales Bio: As an undergraduate student, Marissa Perales is currently pursuing a degree in Public Relations & Advertising at DePaul University. Throughout her academic career, Marissa has developed strong advertising campaigns and has a passion for conducting consumer behavioral research. Some of Marissa’s accomplishments include rebranding a local Chicago bread company and being runner-up in the 2018 New York Times photography contest. Her areas of interest include analyzing LGBTQ+ brand representation and international advertising. The best way to connect with Marissa is through email (mperale2@depaul.edu) or [linkedin](#).



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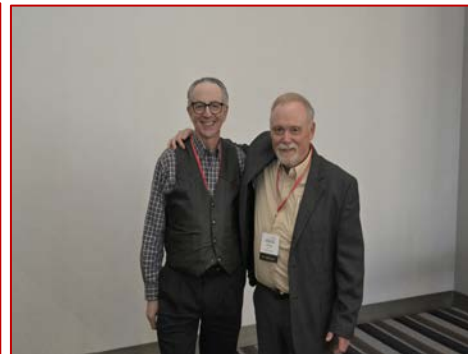
Photo Gallery...2023 AAA Annual Conference in Denver



Kelly Chu (DePaul University), Presidential Inauguration of AAA in 2023-2024



Sela Sar, Immediate Past President (University of Illinois Urbana-Champaign)



(L to R): Herbert J Rotfeld (Auburn University) and Jef Richards (Michigan State University)



Harsha Gangadharbatla (University of Colorado)



Elizabeth Foster at the Opening Reception (University of Tennessee)



Debbie Treise (University of Florida)



Yang Feng, former Membership Committee Chair (University of Florida)



Lily Pieper (Associate Executive at AMC source)



JCIRA ERB Meeting hosted by Sukki Yoon (Bryant University), Editor-in-Chief, Journal of Current Issues and Research in Advertising



Huan Chen (University of Florida)



Jef Richards (Michigan State University)



Executive Committee Meeting



(L to R): Elizabeth Foster (University of Tennessee), Karen King (University of Georgia) and Heidi Hennick-Kaminski (University of North Carolina at Chapel Hill)



(L to R): Gayle Kerr (Queensland University of Technology), Ian Lings (Queensland University of Technology), Anna McAlister (Endicott College), and Pat Rose (Professor Emeritus at Florida International University)



(L to R): Rob Potter (Indiana University), Tom Reichert (University of South Carolina), and Karen M. Lancendorfer (Western Michigan University)



(L to R): Soojung Kim (University of North Dakota), Jaden Lee (the recipient of the 2023 AAA childcare grant), and Joonghwa Lee (University of North Dakota)



(L to R): Jameson Hayes (University of Alabama), Sigal Segeve (Florida International University), Osnat Roth Cohen (Ariel University) and Juliana Fernadnes (University of Florida)



Scholars, educators, alumni, and graduate students from the University of Tennessee



(L to R): Sidharth Muralidharan (Southern Methodist University), Osnat Roth-Cohen (Ariel University) and Carrie La Ferle (Southern Methodist University)



Scholars, educators, alumni, and graduate students from the University of Georgia



*(Top L to R): Yuan Sun (Pennsylvania State University) and Won-Ki Moon (University of Florida)
(Bottom L to R): Joe Phua (Southern Methodist University) and Huan Chen (University of Florida)*



*(Top L to R): Mengtian "Montina" Jiang and Jihye Kim
(Bottom L to R): Weilu Zhang and Hyun Ju Jeong, all from the University of Kentucky*



Former and Current AAA Presidents: (Top L to R): Tom Reichert 2018, Charles R. Taylor 2005, Jef I. Richards 2008, Joe Phelps 2004, Les Carlson 2007, Eric Haley 2020, (Bottom L to R): Sela Sar 2022, Marla Royne Stafford 2014, Shu-Chuan (Kelly) Chu 2023, Shelly Rodgers 2010, Jisu Huh 2016, Dean Krugman 2009, Debbie Treise 2012, Pat Rose 2006, Michelle Nelson 2017, Karen King 2019, Herbert J. Rotfeld 2011, and Harsha Gangadharbatla 2021



(L to R): Kyeongwon Kwon (Florida State University), Jaejin Lee (Florida State University), and Frauke Hachtmann (University of Nebraska–Lincoln)



(L to R): Naa Amponsah Doddo (Emerson College) and Michelle Nelson (University of Illinois Urbana-Champaign)



(L to R): Hairong Li (Michigan State University) and Nan Zhang (Michigan State University)



(L to R): Sela Sar, Chang-Dae Ham, Ewa Maslowska, and Michelle Nelson, all from the University of Illinois at Urbana-Champaign



2023 AAA Awards

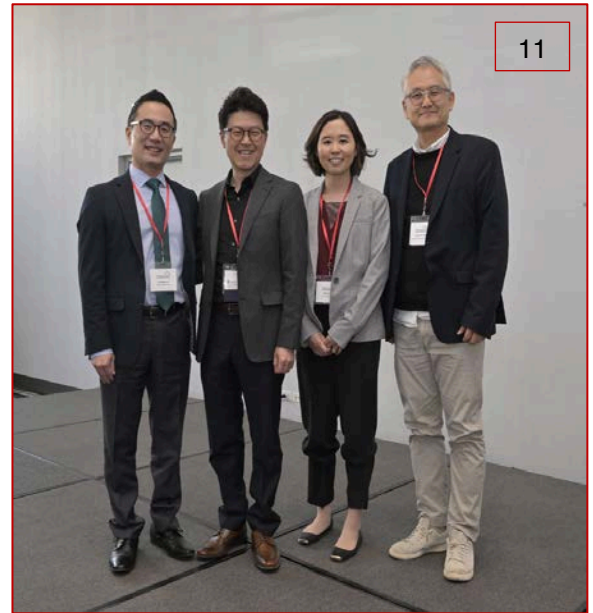




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2023 AAA Awards



Special Recognition for Joonghwa Lee's seven years of service as the AAA Newsletter Editor



Graduate students receiving travel grants awarded by Kelly Chu

Award Title	Winner/Name
Mary Alice Shaver Promising Professor Award	⁶ Yuhosua (Josh) Ryoo (Southern Illinois University)
Ivan L. Preston Research Award	¹ Eric Haley (University of Tennessee)
Dunn Global Ad Research Award	¹³ Subhalakshmi (Seema) Bezbaruah (Michigan State University)
Outstanding JA Reviewer	¹² Liselot Hudders (Ghent University)
Outstanding JA Reviewer	¹² Eunjin Kim (University of Southern California)
Outstanding JA Reviewer	Micael Dahlén (Stockholm School of Economics)
Outstanding JA Student Reviewer	Joy Shield (Pepperdine University)
Outstanding JA Student Reviewer	Ana Isabel Lopes (University of Antwerp)
Outstanding JCIRA Reviewer	Hyejin Bang (Kookmin University)
Outstanding JIA Reviewer	Eva A. van Reijmersdal (University of Amsterdam)
Outgoing Officer Award: President	Sela Sar (University of Illinois Urbana-Champaign)
Outgoing Officer Award: VP	Martin Eisend (European University Viadrina)
Outgoing Officer Award: Secretary	Taylor Jing Wen (University of South Carolina)
Outgoing Editor-in-chief of the JA	¹⁷ Shelly Rodgers (University of Missouri)
Don Schultz Award	⁵ Heidi Schultz received the award on behalf of Don Schultz (Northwestern University)
Best Conference Paper Student	¹⁰ Deepti Khedekar (University of Colorado Boulder)
Best Conference Paper Faculty/Professional	⁸ Daniel Bruns (University of Wuppertal), Steffen Prior (University of Wuppertal), Tobias Langner (University of Wuppertal)
Best JA Paper	Chen Lou (Nanyang Technological University Singapore)
Best JCIRA Paper	¹⁹ Taylor Jing Wen (University of South Carolina), Ching-Hua Chuan (University of Miami), Jing Yang (Loyola University Chicago) & Wanhsiu Sunny Tsai (University of Miami)
Best JIA Paper	¹¹ Joonghwa Lee (University of North Dakota), Soojung Kim (University of North Dakota), Chang-Dae Ham (University of Illinois Urbana-Champaign), Ayoung Seok (University of North Dakota)
Research Fellowship Competition	⁹ Claire M. Segijn (University of Minnesota), Suzanna J. Oprea (University of Amsterdam) & Joanna Strycharz (Erasmus University Rotterdam) ¹⁸ Xiaohan (Catherine) Hu (San Diego State University), Xiaoyu (Zoe) Xu (State University of New York Cortland), Chen (Crystal) Chen (University of Illinois) & Quan Xie (Southern Methodist University) ¹⁴ Ilwoo Ju (Purdue University) ² Regina Jihea Ahn (University of Miami) & Joonghwa Lee (University of North Dakota) ³ Quan Xie (Southern Methodist University)
Doctoral Dissertation Competition	⁴ Maral Abdollahi (U of Minnesota), Advisor: Dr. Jisu Huh ⁷ Youngjee Ko (U of Georgia), Advisor: Dr. Hye Jin Yoon ¹⁵ Jinhee Seo (U of Oklahoma), Advisor: Dr. Doyle Yoon ¹⁶ Colin Piacentine (U of South Carolina), Advisor: Dr. Linwan Wu To find out more, please click: https://www.aaasite.org/awards



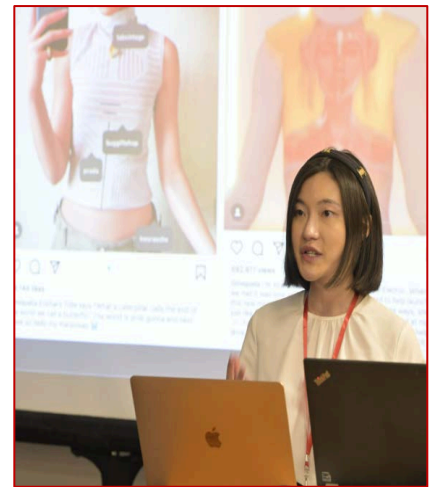
Joyce Wolburg (Marquette University)



Doctoral colloquium led by Liselot Hudders (Ghent University) and Dienneke Van de Sempel (Ghent University)



An activity during Doctoral Colloquium



Jiemin Looi (University of Texas at Austin)



Evgeniia Belobrovkina (University of Missouri)



Eunseon Kwon (Texas Christian University)



Special Topic Session - Computational Approaches to Advertising Research: Ongoing and Emerging Challenges and Lessons led by (L to R): Itai Himelboim (University of Georgia), Joseph Turow (University of Pennsylvania), Dror Walter (Georgia State University), Yotam Ophir (University at Buffalo), Marla Stafford (University of Nevada-Las Vegas), Ewa Maslowska (University of Illinois at Urbana-Champaign), and Jisu Huh (University of Minnesota)



AAA attendees on their way to Meow Wolf off-site reception



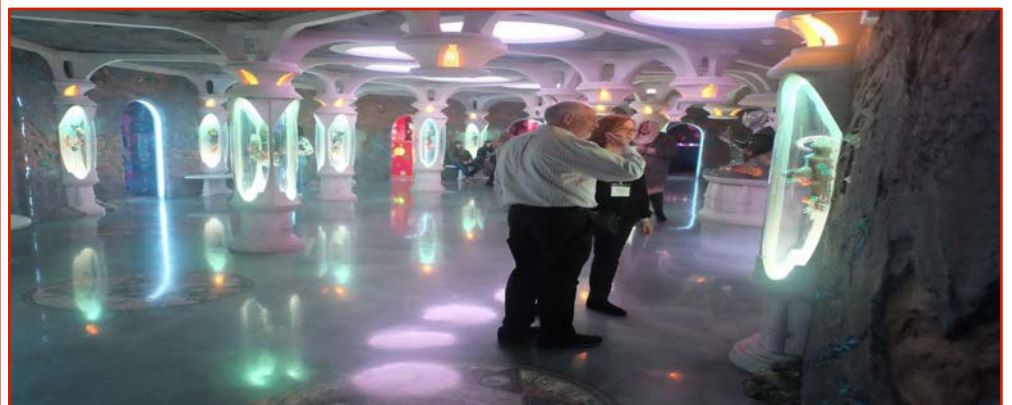
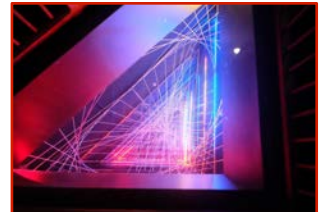
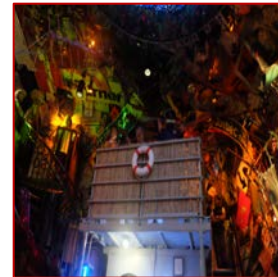
(L to R): Marcus Yasumatsu and Hye Jin Yoon Yasumatsu
(University of Georgia)



Haru Yasumatsu



Photo Credit: Jef I. Richards, Carrie La Ferle, Kelly Chu, Marissa Perales, and Mark Yim





The University of Miami

Department of Strategic Communication

**Welcoming two new Assistant Professors
in advertising to the faculty this fall!**



SOPHIA MUELLER

who will earn her
Ph.D. from the
University of
Florida



CRYSTAL CHEN

who will earn her Ph.D.
from the University of
Illinois at Urbana-
Champaign

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Have Items for the Newsletter?

Please send us your:

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

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

Graduate Student Spotlight

Which ad layout design pulls best across cultures and media?

by Olga Shabalina (University of Illinois Urbana-Champaign)



Olga Shabalina

There couldn't be a better time to reflect on being a PhD student than when the dissertation defense is over, and it's time to enjoy things you

missed doing before! My path to this particular moment of celebration has been a long one – originating from pioneering programs in advertising at my home South-Ural State University (Russia) back in 2006, completing a Fulbright scholar-in-residence program at Mount St. Mary's University (MD) in 2012, and being admitted to the legendary Institute of Communications Research PhD program in 2018 at the University of Illinois Urbana-Champaign, where I have been exploring how culture and media technologies affect ad layout design.

Culture came first. It emerged naturally as a research area of interest back in 2008, when I started teaching International Advertising and selectively paid attention to any available ad content during my travels abroad – mostly magazine and outdoor ads. Not being able to read ads in local languages, I involuntarily paid attention to the ad layout design and visual aesthetics. I might have been biased from the very beginning, determined to find cultural differences, but the fact is, the ads did look somewhat different – from Italian ads displaying an ideally balanced, symmetrical ad design, Spanish ads – showcasing bold, contrasting, and often metaphorical ad images; to Chinese ads appearing as a horizontally stretched ad layout. Several cross-cultural studies in the U.S., China, Mexico, India, and Russia were conducted to understand whether ad layout design was a product of people's culture and specific culture-bound thinking styles. The culminating point in my

cultural endeavors was in 2020, when together with my adviser and co-author we first presented the paper "Culture at Arm's Length: The Effects of Analytic-Holistic Thinking on Visual Aesthetics in Brand Selfies taken by Chinese, Russian, and the U.S. consumers" at AAA and it was later (2022) published in the journal of "Current Issues and Research in Advertising".

Media came second, first as an important part of my PhD program course work with Marshall McLuhan's canonical phrase "The Medium is the Message," and later as part of my dissertation research. The dissertation traces the evolution of ad layout design practices across the twentieth and early twenty-first centuries as part of overall changes in media technologies and offers a timeline from the hand-rendered and mechanically assembled page-centric layout in print media to its digitally-created dynamic and screen-interactive counterpart with AI enhancements in social media.

The dissertation also illuminates the social nature of advertising design in social media with its new mindset and vocabulary, and sets a new research agenda that calls for reconsidering attentional tactics and ad visual aesthetics in the dynamically evolving and underrepresented design environment of social media. As was voiced by one of the social media content creators, who participated in the study interviews, *"... design for social - it has exactly to be that. It has to be social in nature"*.

There are several research ideas within the framework of *social advertising* design that are taking shape in my head and waiting their turn once I am officially hooded and all the commencement ceremonies are over. I am interested in generational aspects of ad design and visual rhetoric brought out by the disruptive nature of TikTok. Other areas of interest are ad design and media technology appreciation in global and local social media spaces, as well as consumers' viewing behavior and page design appreciation on different device screens in social

commerce. I feel excited about the future, and I'm looking forward to collaboration with the AAA

community which inspires me in my research path. 

Olga Shabalina Bio:

Olga Shabalina (ois2@illinois.edu) is an Institute of Communications Research PhD student at the University of Illinois Urbana-Champaign. Her adviser is Dr. Michelle Nelson. Olga earned her specialist degree in marketing at South-Ural State University and a scientific degree of Candidate of Sciences in Ontology from Magnitogorsk State University.

A Special Note from the AAA Global and Multicultural Committee

“Strategies for Building and Maintaining International Collaboration in Ad Research”

by Sydney Chinchanchokchai (University of Akron) and Karen Han (San Diego State University)




Collaborating with advertising researchers from different parts of the world can enhance the quality and impact of research, increase generalizability, promote cross-cultural understanding, and lead to new discoveries and innovations. The availability of advanced video conferencing platforms such as Zoom and Microsoft Teams has made it easier for researchers to connect with each other and share information, regardless of where they are. But how can one identify potential collaborators and establish strong research connections with them?

Traditional approaches include attending and presenting research at academic conferences or giving talks at practitioner events. Leveraging one's personal networks, such as asking friends from the same Ph.D. cohort or asking colleagues in the same academic unit with connections in the target country, can also be helpful. Professional forums (e.g., Ad Forum) can also be used to request researchers who are interested in collaborating on a specific topic.

To facilitate international collaborations, the Global and Multicultural Committee has compiled a database of 165 international advertising scholars who are interested in expanding their research collaboration networks. [The database](#) was recently updated with the 2022 biennial survey results, and includes their contact information, research and teaching interests, as well as their experiences in teaching courses related to international or multicultural advertising and participating in study abroad or global engagement programs. This comprehensive database serves as a valuable resource for connecting with experts and identifying potential collaborators who share similar interests in research and teaching.

After successfully establishing a connection with a collaborator from a different country or cultural background, the next challenge is to build a strong work relationship. Effective communication and clear expectations are the first and the most important steps. Collaborators should agree on a communication channel (e.g., email, WhatsApp, or other chat applications) and regular meeting times, considering time zone differences. Cultural awareness is also crucial. Researchers should be mindful of cultural differences that may impact communication and collaboration and take time to understand their collaborators' cultural backgrounds and expectations.

The mission of the Global and Multicultural Committee is to promote and facilitate AAA's role as a leading forum for sharing knowledge about scholarship, education, and practice in multicultural advertising. We hope this database can serve as a catalyst for fostering international collaborations and cross-cultural, cross-disciplinary research within the AAA community. 

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The Social Impact of Academia

by Kai-Yi (Vicky) Young (King's College London)

In recent years, more and more businesses are paying attention to their sustainability practice and social impact. The term "sustainability" is seen everywhere, and it is no longer a buzzword but a crucial aspect of business. As an academic researcher in marketing, I have always been wondering about what my role is, and what I can do to create my positive social impact.



Kai-Yi (Vicky) Young

As more consumers are becoming mindful of their choices and are supporting brands that align with their values, it is crucial for businesses to integrate their social impact into their business strategies. Against this background, my research looks at how businesses communicate their sustainability efforts to both consumers and employees. My first dissertation research project investigates the effectiveness of storytelling techniques in motivating people to carry out actual sustainable behavior, and to minimize the ever-present attitude-behavior gap. The fact that consumers do not always do what they say makes it more difficult to estimate consumers' actual action, hence, poses great challenges for companies and public policy makers when promoting green consumption. By using storytelling in sustainability communication, my research addresses whether providing action-related information in the stories motivates consumers to carry out actual action while comparing its effectiveness to traditional fear appeal communication.


My second dissertation research project explores companies' internal corporate social responsibility (CSR) communication in terms of message framing and their employees' response. In addition to external communication with consumers, internal communication is vital for sustainable companies, as the implementation of

sustainable strategies requires employees' collective behavioral changes. Companies communicate their sustainability strategies and the impact of employees' efforts on the company's goals to bring sustainability from individual effort to company-wide contribution. Given its importance, my research examines employees' reaction, as to whether companies' internal CSR communication positively influences employees' action or actually induces employees to misbehave in another dimension that is harmful to the firm.

In addition to these projects, I have been involved in several educational research projects on the positive social impact the academia can create. While pursuing my master's degree, I joined a school program where I was given the opportunity to work on-site with a non-profit organization (NGO). The NGO runs a bakery which offers job opportunities for people with intellectual disabilities. With my major in marketing, I was in charge of analyzing consumer data and providing marketing strategies. I observed the challenges that disabled people encounter when baking due to their physical restrictions.

The experience of working closely with the NGO makes me keenly aware of the importance of encouraging the public to support them. In addition, I have also been involved in course design projects that integrate sustainability aspects into curriculum design. The modules target different audiences respectively, including students on all levels and industry managers. We aim to educate industry managers and future leaders, and shift their mindset to drive systemic change in their decision-making to achieve sustainable growth. My participation as a TA in sustainability related modules enables me to ponder on our social impact from both the perspectives of the student and course designer. These experiences have given me different points of views on how academia creates social impact through research and education pathways. I am excited to witness the changes in sustainability in

both academia and industry, and look forward to the future where more businesses and consumers

realize that profit cannot come at the cost of the environment or society. 

Kai-Yi (Vicky) Young Bio:

Kai-Yi Young (kai-yi.young@kcl.ac.uk) is a second year Ph.D. student in the Marketing Department at King's Business School, King's College London, under the supervision of Professor Shintaro Okazaki and Dr. Fatima Wang. Her research mainly looks at sustainability communication with consumers and employees. Outside of her studies, Kai-Yi proactively participates in sustainability-related roles to enrich her practical experience. Kai-Yi earned her master's degree in International Business at National Taiwan University and her bachelor's degree in Business Administration at National Taipei University.

AAA Best Diversity, Equity, and Inclusion Conference Paper Award

The American Academy of Advertising's (AAA) Best Diversity, Equity, and Inclusion Conference Paper Award is designed to honor and encourage excellence in DEI scholarship, education, and practice, and enhance the visibility and actions in support of diversity, equity, and inclusion in advertising scholarship, education, and practice. Nominations take the form of an AAA conference paper focused on advertising DEI issues including, but not limited to race/ethnicity, social identity, gender identity, age, belief system, disability status, national origin, socio-economic status, or any other visible or non-visible differences.

Criteria

A paper considered excellent in terms of addressing advertising issues related to DEI should focus on an effort undertaken to make progress toward increasing understanding of diversity, equity, and inclusion in advertising scholarship, advertising education, or the advertising profession/practice.

The rating criteria for Best DEI Conference Paper Award are as follows:

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


Nomination Process

Authors may self-nominate for this award at the time they submit their paper to the annual AAA conference by checking the designated box in the Confmaster submission platform.

The AAA's Vice President may nominate additional papers following the paper review process as s/he/they will have access to all papers submitted to the conference and the comments of the conference paper reviewers who may also nominate papers for consideration.

The AAA's Vice President will collect all nominated papers and provide them to AAA's DEI Committee for review by December 15th of each calendar year.

The DEI committee will review the submitted papers and notify the AAA's Executive Committee of their selection by January 30th of each year.

While this award is to be an annual award, it may not be awarded every year. The award will be presented along with other paper awards at the AAA annual conference. 



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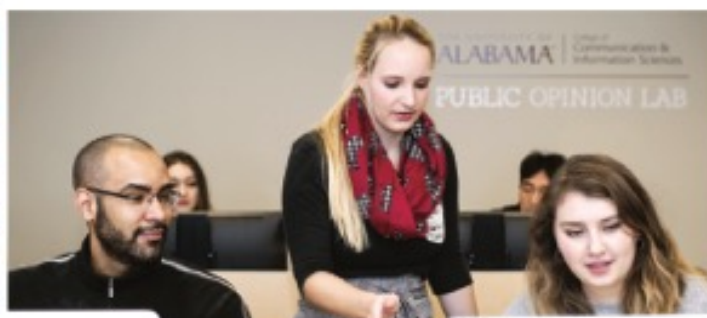
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Grants and Fellowships



Carolyn Lin

Dr. Carolyn A. Lin (University of Connecticut) has received grant funding from the Broadcast Education Association (\$2,000). The title of her research project is "Antecedents and

Consequences of Multimodal Misinformation Consumption: A Mixed-Methods Approach." She has received a \$150,000 grant from the Connecticut State Department of Education. Her research project is titled "Evaluation of the Learner Engagement and Behavioral Health." She has also received a \$10,000,000 research grant from the Environmental Protection Agency to fund a research project entitled "New England Environmental Justice Thriving Communities Technical Center."



Juan Mundel

Dr. Juan Mundel, associate professor of strategic communication at Arizona State University, along with colleagues from the university, has been awarded a \$35 million USAID grant. LibRES: From an El Salvador without

Gender-Based Violence" brings experts from ASU together to address gender-based violence in El Salvador.

Awards and Honors



Sydney Chinchachokchai

Dr. Sydney Chinchachokchai received a 2023-2024 Fulbright U.S. Scholar Program award from the U.S. Department of State and the Fulbright Foreign Scholarship Board. As a participant in the Fulbright Program, she will conduct cross-cultural research focused

on social media influencer (SMI) marketing and teach thematic seminars on advertising and

marketing at Escola Superior de Comunicação Social of the Instituto Politécnico de Lisboa.



Stephen A. Greyser

Dr. Stephen A. Greyser, AAA Past President and Academy Fellow, has been elected (by competitive ballot) to the Market Research Council Hall of Fame. Greyser, the Richard P. Chapman Professor (Marketing/Communications)

Emeritus at Harvard Business School, was honored for "contributions of outstanding and lasting value to the practice of market research." The MRC is almost a century old and is dedicated to advancing the field of research in marketing. The award ceremony can be seen on the MRC's website.

Job Changes, New Hires, P&T



Jing Yang

Dr. Jing Yang has recently received her Tenure Promotion to Associate Professor at Loyola University Chicago.

Other News



Guy Golan



Jameson Hayes

On April 7, Drs. Guy Golan (Texas Christian University), Matthew Pittman

(University of Tennessee), and Jameson Hayes (University of Alabama) led the first AAA Experts Interactive Webinar on influencer marketing, which was hosted by the Ad Hoc Graduate Student Interest



Matthew Pittman

Committee (GSIC).

Announcements (Faculty Positions)



Department of Advertising & Public Relations

*Grady College of Journalism
and Mass Communication*

UNIVERSITY OF GEORGIA

Faculty Position

Karen W. and Daniel J. King

Distinguished Associate or Full Professor in Advertising

The Department of Advertising and Public Relations (AdPR) in the Henry W. Grady College of Journalism and Mass Communication at the University of Georgia invites applications for one tenured position in Advertising as the Karen W. and Daniel J. King Distinguished Associate or Full Professor in Advertising to begin August 2024.

Joining the AdPR Department at Grady College means being part of a dynamic program at a Research 1 university with an award-winning faculty, high-achieving students, many industry partners, along with the Center for Health and Risk Communication, a virtual reality lab, a social media monitoring lab, a psychophysiology lab, and several faculty-led research groups working on interdisciplinary research projects. The proximity to metropolitan Atlanta, a major media market and technology community, is a plus. Grady College recognizes that diversity empowers excellence in our core missions of teaching, research and service and that it is supported by actively ensuring underrepresented voices are heard and varied experiences are valued.

Academic Rank/Salary

The hiring rank will be [Associate or Full Professor](#). Salary will be commensurate with the candidate's qualifications and experience. UGA offers many benefits, including those offered to qualified employees through the Family & Medical Leave Act.

Job Responsibilities

The successful candidate will teach two courses a semester from a range of undergraduate and graduate courses in advertising and related topics such as media strategy and activation, digital advertising, social media analytics, advertising research/brand planning, advertising management, and/or campaigns. They will also conduct a rigorous research program in advertising and continue to lead their international reputation for their work, as well as provide service to the department, college, and university through performance on committees and graduate student supervision. The successful candidate will also contribute to our ongoing efforts to advance diversity, equity, and inclusion in the department and college.

Required Qualifications

The person named should be qualified for tenure on appointment at the full professor level. Highly experienced associate professors will also be considered. All hires, including the first recipient of the King Distinguished Professorship are subject to the approval of the Provost. For information about the requirements for the Associate or Full Professor rank, please see the UGA Guidelines for Appointment, Promotion and Tenure as well as the Grady College Guidelines for Promotion and Tenure. To be eligible for tenure upon appointment, candidates must currently be appointed as Associate or Full Professor, have been tenured at a prior institution, and bring a demonstrably national reputation to the institution. Candidates must be approved for tenure upon appointment before hire.

Relevant/Preferred Qualifications

Candidates should have a track record of a committed research focus in advertising and an outstanding record in externally funded research and/or scholarly advertising publications. Candidates should have a teaching and research concentration in and commitment to advertising as an academic enterprise. A successful candidate will have a thorough grounding in theory, research, and practice as well as the ability and commitment to mentor, develop and direct a diverse group of graduate students.

Application Deadline

The review of applications will begin on August 31, 2023 and will continue until the position is filled. Early applications are strongly encouraged to be fully considered. Applicants should submit a letter of application, a curriculum vita, and the names, addresses and phone numbers of three references to:

<https://www.ugajobsearch.com/postings/316298> Applicants should direct questions to Dr. Nathaniel J. Evans, King Professorship Search Committee Chair, at nevans4@uga.edu.

About the Department, College, and University

[The Department of Advertising and Public Relations](#) is a Top-5 nationally ranked program with award-winning teachers and internationally and nationally recognized researchers. AdPR is home to [the Brain, Body, and Media \(BBAM\) Lab](#), [the Center for Health and Risk Communication](#), [the Games and Virtual Environments Lab](#), and [the SEE Suite for Social Media Engagement & Evaluation](#). A new research center, the Center for Advanced Computer-Human Ecosystems is under development to continue advancing AdPR as a preeminent center for interdisciplinary research and professional development in advanced human-computer interactions. AdPR is the proud home of [The Talking Dog](#), a student-led full-service advertising and public relations agency that fosters growth for both clients and members through next-generation perspectives.

UGA's College of Journalism and Mass Communication celebrated its 100th anniversary in 2015. The college offers M.A., M.F.A., and Ph.D. degrees, and it offers undergraduate degrees in advertising, entertainment and media studies, journalism, and public relations. The college hosts student chapters of the Public Relations Student Society of America (PRSSA), the American Advertising Federation (AdClub), the National Association of Black Journalists, the National Association of Hispanic Journalists, Women in Media, the Online News Association, the National Press Photographers Association, the Society of Professional Journalists, and the Association for Women in Sports Media. Learn more about the Department of Advertising and Public Relations and the Grady College at www.grady.uga.edu.

Georgia is well known for its quality of life, and for outdoor, urban, cultural and arts activities (www.exploregeorgia.org). Athens, the home of UGA, is consistently rated as one the nation's best college towns and is a vibrant, diverse place to live (www.visitathensga.com). The University of Georgia is a land/sea grant institution located approximately 65 miles northeast of Atlanta, in close proximity to major media outlets, global agencies, national and international government and nonprofit organizations, Fortune 500 companies, and the world's busiest international airport. More information about UGA is available at www.uga.edu.

The University of Georgia is an Equal Opportunity/Affirmative Action employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, ethnicity, age, genetic information, disability, gender identity, sexual orientation or protected veteran status. Persons needing accommodations or assistance with the accessibility of materials related to this search are encouraged to contact Central HR (hrweb@uga.edu).



Department of Advertising & Public Relations

*Grady College of Journalism
and Mass Communication*

UNIVERSITY OF GEORGIA

Department of Advertising and Public Relations

Faculty Position in Advertising

The Department of Advertising and Public Relations at the University of Georgia's College of Journalism and Mass Communication invites applications for **two full-time, tenure-track faculty positions in advertising** to begin in August 2024.

The department and college are dedicated to maintaining an inclusive environment for teaching and learning, and they value diversity in experience, background, and research perspectives.

Academic Rank/Salary

Assistant Professor. Appointment will be commensurate with qualifications and experience. Salary competitive.

Responsibilities

Candidates must have a strong record of teaching and research in advertising and the capability to teach a range of undergraduate and graduate courses across our curriculum that includes but are not limited to advertising management, media planning, advertising campaigns, digital and social media strategies, sports and advertising, and digital and social communication strategies. Mentoring graduate students is expected. The successful candidate will also contribute to our ongoing efforts to advance diversity, equity, and inclusion in the department and college.

Required Qualifications

A Ph.D. in mass communication or a related field is required. ABD candidates will be considered but must provide additional documentation per [Academic Affairs Policy 1.09-12](#), Limited-term Faculty Appointment Pending Award of Terminal Degree, before hire.

Preferred Qualifications

The successful candidate will have an active research agenda and a proven strong research record/potential in advertising. Candidates with active and strong research programs in digital advertising, analytics, technology and advertising, artificial intelligence, and/or computational advertising are preferred, as are those whose research and teaching reflect experience, training, and a focus on the discipline of advertising. Experience in online instruction is also preferred. A minimum of 3-5 years of industry experience is also a plus, as is expertise in grants writing and seeking external funding.

Application Deadline

Screening of applications will begin on August 31, 2023, and continue until the position is filled. Applicants should submit a cover letter, a curriculum vita, up to two academic writing samples, and the names, emails, and phone numbers of three references to: <https://www.ugajobsearch.com/postings/266748> Applicants should direct questions to Dr. Glenna Read, search committee chair, at glenna.read@uga.edu.

About the Department, College, and University

The Department of Advertising and Public Relations is a Top-5 nationally ranked program with awardwinning teachers and internationally and nationally recognized researchers. AdPR is home to [the Brain, Body, and Media \(BBAM\) Lab](#), [the Center for Health and Risk Communication](#), [the Games and Virtual Environments Lab](#), and [the SEE Suite for Social Media Engagement & Evaluation](#). A new research center, the Center for Advanced Computer-Human Ecosystems is under development to continue advancing AdPR as a preeminent center for interdisciplinary research and professional development in advanced human-computer interactions. AdPR is the proud home of [The Talking Dog](#), a student-led fullservice advertising and public relations agency that fosters growth for both clients and members through next-generation perspectives.

UGA's College of Journalism and Mass Communication celebrated its 100th anniversary in 2015. The college offers M.A., M.F.A., and Ph.D. degrees, and it offers undergraduate degrees in advertising, entertainment and media studies, journalism, and public relations. The college hosts student chapters of the Public Relations Student Society of America (PRSSA), the American Advertising Federation (AdClub), the National Association of Black Journalists, the National Association of Hispanic Journalists, Women in Media, the Online News Association, the National Press Photographers Association, the Society of Professional Journalists, and the Association for Women in Sports Media. Learn more about the Department of Advertising and Public Relations and the Grady College at www.grady.uga.edu.

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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.

AEF speakers cover such topics as multicultural advertising, ethics, digital, gender, and data/analytics. Speakers are carefully chosen based on professors' requests, and programs customized to meet mutual objectives. It's an opportunity to open the eyes of student 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. 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

Announcements (Calls for Papers)

AAA 2024 Call for Proposals for Pre-Conference Sessions

March 14-17, 2024

Nines Hotel, Portland, Oregon, USA

Submission Deadline: August 31, 2023

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, 2023 to AAA President, Kelly Chu at schu7@depaul.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 14, 2024 with the full conference running from opening reception that evening through noon, Sunday, March 17 at the Nines Hotel, Portland, Oregon.

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:


- Changing Tides: How Advertisers Are Shifting Their Gender Portrayals in Commercial Communications (2023)
- Doctoral colloquium - A Compass to Help Navigate the Academic Landscape Early on in Your Career (2023)
- Diversity, Equity, and Inclusion in Advertising Research, Teaching, and Practice (2022)
- Advertising in the Metaverse (2022)
- From Celebrity Endorsements to Influencer Marketing: Current Topics and Research Opportunities (2021)
- Doctoral Student and Junior Professor Symposium (2021)
- Artificial Intelligence and Advertising (2020)
- Big Data for Social Media Advertising Research: Opportunities and Challenges (2019)
- Time's UpTM/Advertising Education (2019)
- Digital Advertising & Ethics: Research, Teaching, and Practice (2018)
- IMC in Transmedia Era: Voices from Industry (2018)
- Market Research, Consumer Insight, and Creativity (2017)
- Toward a New Discipline of Computational Advertising (2017)
- The AAA/EAA Joint Doctoral Colloquium (2017)
- Everything You've Always Wanted to Know about All Aspects of the Academic Publication Process, But Never Asked (2016)

- Your Brain on Advertising: Psychophysiological and Neuroscientific Approaches to Studying Advertising Effects and Processes (2016)
- The Rise of Native Advertising: An Exploration of Its Impact on Advertising, Journalism, and the Consumer (2015)
- Beyond Student Samples: Overcoming the Challenges (2015)
- Teaching with Social Media: A Hands-On Look (2015)
- Advertising Agencies: Work and Discipline (2015)
- Obtaining Funding for Your Research: Grant Writing and Outreach Strategies for the Advertising Researcher (2014)
- Big Data for Advertising Research and Education (2014)

Pre-conference proposals and any questions concerning such proposals should be directed to:

Shu-Chuan (Kelly) Chu
 2023 AAA President
 DePaul University
schu7@depaul.edu

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

We look forward to your submissions and hope that you will be able to attend the 2024 Conference of the American Academy of Advertising. 

Announcements (cont'd)

AAA 2024 Calls for Competitive Papers and Special Topics Sessions

March 14-17, 2024

Nines Hotel, Portland, Oregon, USA

Competitive Research Papers

You are invited to submit Competitive Research Papers relevant to any and all aspects of advertising for presentation at the 2024 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 currently under consideration at other journals or conferences. You may consider the AAA review process complete when notices of acceptance/rejection are received. Papers should not exceed 30 typed, double-spaced pages in length, including references, appendices, tables, etc. This page limitation will be strictly enforced. Be sure to delete all identification of the authors in the file properties and track changes functions prior to submission. Use the *Journal of Advertising* style to format citations. Submit your paper in Word format only; do not submit a PDF.

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

In addition, AAA has established the Best Diversity, Equity, and Inclusion (DEI) Conference Paper Award. This annual award is designed to honor and encourage excellence in DEI scholarship and education and to enhance the visibility and actions supporting DEI in advertising scholarship and education. Authors may self-nominate for this award when they submit their paper to the annual AAA conference by checking the designated box in the ConfMaster submission platform. For more information about the Best DEI Conference Paper Award, please check <https://www.aaasite.org/conference>.

The rating criteria for Best DEI Conference Paper Award are as follows:

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

When you upload a submission, you will see a statement specifying that at least one author of the paper agrees to register for and attend the conference to present the paper. Failure to present an accepted competitive paper will result

in the paper's 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 waive both AAA membership dues and registration fees for industry participants who will be attending only a Special Topic Session (i.e., non-academics and individuals who have not been AAA members). 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) the names and specific roles of all participants; (4) the 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 a special topics session proposal, you will see a statement 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, 2023, and must be received no later than **11:59 PM EDT, October 1, 2023.**

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

- **Competitive Research Papers:** Professor Hye Jin Yoon, AAA Vice President, University of Georgia, hjyoon@uga.edu
- **Special Topics Proposals:** Professor Sigal Segev, AAA President-Elect, Florida International University, segevs@fiu.edu
- **General questions about the conference:** Professor Shu-Chuan (Kelly) Chu, AAA President, DePaul University, schu7@depaul.edu

We look forward to your submissions and hope you can attend the 2024 Conference of the American Academy of Advertising. 

JOURNAL OF ADVERTISING

Special Issue Call for Proposals Computational Advertising Research Methodology

Submission Deadline: July 31, 2023

Proposals are being solicited for a special issue of the *Journal of Advertising* (JA) dedicated to **Computational Advertising Research Methodology**.

Computational social science (CSS) research is a fast-growing interdisciplinary research approach across all social science disciplines. Computational Advertising Research, which applies CSS methodology to advertising research, has emerged in recent years. Still, there are many issues regarding methodological rigor, validity, and research ethics, and a lack of standards and best practice guidelines for this research methodology makes conducting, reviewing, and reading computational advertising research rather difficult. Against this backdrop, this *Journal of Advertising* Special Issue aims: (1) to examine the most critical methodological developments and issues in the advertising research field in connection to the rise of programmatic advertising, data-driven targeting and personalization, and AI advertising; (2) to set the research standards and ethical guidelines for future researchers using computational social science research methods to address wide-ranging advertising research problems; (3) to provide helpful, practical guidelines that can improve computational advertising research's internal and external validity; and (4) to contribute to methodological innovation and advancement of the emerging field of computational advertising research in an ethical and responsible manner. This Special Issue is envisioned as a "method go-to" issue like the 2017 JA Themed Issue on Methodology in Advertising Research in the content and form.

Paper proposals for this Special Issue are solicited. The submitted proposals will be reviewed by the JA editorial team, and selected proposal authors will be invited to submit their completed papers to JA, which will undergo a blind review process. Selected authors will also be invited to participate in the Computational Advertising Thought Leadership Forum (TLF) event held at the University of Minnesota in Minneapolis, MN, in fall 2023 (tentative date: October 19-20, 2023), where the computational advertising research methodological issues will be discussed in depth.

The tentative timeline for this Special Issue project is as follows:

- Paper proposal submission deadline: July 31, 2023
- Decisions made and authors notified: August 31, 2023
- Computational Advertising Thought Leadership Forum (TLF): October 19-20, 2023
- Submission of completed papers: January 31, 2024
- First-round reviews due: March 1, 2024
- First-round review decisions and R&R letters to authors: March 15, 2024
- Author first R&R's due: April 15, 2024
- Second-round reviews due: May 15, 2024
- Second-round review decisions and letters to authors: May 31, 2024
- Author second R&R's due: June 30, 2024
- Final review decisions: July 15, 2024
- Submission of final revised manuscripts due: July 31, 2024
- Author Final Manuscripts to Production: August 15, 2024
- Tentative Print Publication: October/December 2024

Relevant topics include:

1. Overview of Computational Advertising Research Methodology – Core Principles and Issues (How CSS differs from more traditional advertising research, what are the boundaries, what kinds of data are gathered and analyzed, what's unique here in our field, etc.)
2. Revisiting Concept Explication and Measurement Validity for Computational Advertising Research
3. Computer-Assisted Advertising Content Analysis (text, audio, video ad content analysis)
4. Sentiment Analysis
5. Affective Computing and Emotion AI
6. Attention Analysis (eye-tracking, neuroscience, Google Glass data, etc.)
7. Network Analysis (inter-consumer connections, consumer-advertiser connections)
8. Computational Experimental Research
9. Measuring Behavioral Responses to Advertising
10. Neuromarketing Research
11. Multimethod Research Approach for Methodological Triangulation
12. Ethical Issues in Computational Advertising Research (this can be broken into multiple articles, including the following topics)
 - I. Privacy issues and human subject protection (including institutional norms and how to inform institutions to promote better self-regulation)
 - II. Artificial intelligence (including generative AI such as ChatGPT) and Implications for Advertising Research
 - III. Algorithmic bias and fairness
 - IV. Open science principles (including conflicts between protecting participants as the data source vs. promoting open science)
 - V. Ethics and potential conflicts of interests in industry-academy collaboration and permission
 - VI. Institutional transformation in response to computational research – pipeline infrastructure transformation (Institutions can include universities, journals, P&T research evaluation issues in collaborative interdisciplinary research (research model differences))
13. Opportunities, Challenges, and Pitfalls in Computational Advertising Research
14. Future Development in Computational Advertising Practice and Research (untapped research areas, methods, and data sources)


Proposal Submission Guidelines

All proposals should be submitted via email to Dr. Jisu Huh, Editor-in-Chief, at jaeditor@umn.edu

Proposal requirement:

- Maximum 2-page description of the article and justifications
- Authors' brief biographical information and maximum 5 key publications relevant to the proposed article topic

Submission deadline: July 31, 2023

Any questions about the Special Issue can be sent to the Editor-in-Chief at jaeditor@umn.edu. 

Journal of Interactive Advertising

Special Issue Article Collection on Brand Activism on Digital and Interactive Media

Guest Editors

Hye Jin Yoon, University of Georgia, USA

Kacy Kim, Bryant University, USA

Submission Deadline: July 31, 2023

Dear AAA Members,

We are excited to share the CFP for a Journal of Interactive Advertising special issue article collection on Brand Activism in Digital and Interactive Media. Brand activism is when brands actively take a stand, generally on a divisive social, political, environmental, or economic issue. Interactive and digital media has become an essential vehicle for brand activism. P&G's Always #LikeAGirl, Patagonia's Patagonia Action Works, and Nike's #YouCantStopOurVoice are examples of brand activism on digital and interactive media. The interdependent relationship between brand activism and interactive media has been explored in recent research, such as exploring online conversations to identify the dimensions of woke brand activism authenticity, examining video responses and audience interactions to brand activism campaigns, and testing the effects of brands' replies on social media to consumer backlash to brand activism. However, more needs to be done on theoretical, empirical, and critical levels. This special issue of JIA aims to seek research to understand the continuously evolving relationship between brand activism and interactive media. Research focusing on any form of brand activism on digital and interactive media is welcome.

Potential research topics may include, but are not limited to:

- The presence and effects of brands utilizing digital and interactive media to activate their brand activism messaging (e.g., social media, websites, blogs, vlogs, display advertising, mobile, augmented reality, virtual reality, holograms, video sharing, video streaming, video games, podcasts, webinars, chatbots, artificial intelligence, social media influencers)
- Brand activism influencing online public sentiment and reactions
- Brand activism on digital media affecting real change offline
- Brand activism integrated marketing communications campaigns utilizing a mix of online and offline media
- Success and failure cases of brand activism utilizing digital and interactive media
- Authentic brand activism leading to consumer brand evangelizing and "boycotting" online
- Inauthentic brand activism ("woke-washing" and tone-deaf activism) leading consumer brand shaming and boycotts online
- Brand activism or lack of brand activism leading to consumer hashtag campaigns
- Online communities that form for or against a brand's activism
- Parody and spoof of brand activism on digital and interactive media, its presence, and effects
- eWOM of brand activism
- Digital and technology brands, companies, and services engaging in brand activism

Full-length and Rapid Communication manuscripts are welcome.

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. Submission deadline: July 31, 2023.


Special Issue Guest Editors

Hye Jin Yoon, University of Georgia, USA

Kacy Kim, Bryant University, USA

For more information, please visit <https://bit.ly/3KupXDD>

Please share this call with anyone who might be interested. Email hjyoon@uga.edu or kkim2@bryant.edu for any questions.

We look forward to receiving your submissions! 

Journal of Current Issues & Research in Advertising

Special Issue: “Emerging Issues in Computational Advertising”

Guest Editors

Su Jung Kim, University of Southern California
Ewa Maslowska, University of Illinois Urbana-Champaign
Joanna Strycharz, University of Amsterdam

Submission Deadline: Nov 1, 2023

1. Definition and scope of computational advertising

The *Journal of Current Issues & Research in Advertising* (JCIRA) is calling for articles that discuss emerging issues and advances in computational advertising. Over the last decade, computational advertising has been praised for replicating “what humans might do if they had the time to read Web pages to discern their content and find relevant ads among the millions available” (Essex, 2009, p. 16). Computational advertising has expanded to become “a broad, data driven advertising approach relying on or facilitated by enhanced computing capabilities, mathematical models/algorithms, and the technology infrastructure to create and deliver messages and monitor/surveil” individual behaviors (Huh & Malthouse, p. 1).

By handling massive data in real time, computational advertising quantifies consumer characteristics and experiences to personalize advertising messages, target media content, and simplify consumer decision making. Algorithms drive targeted content to maximize message frequency, reach, ROI, and lift.

The rapidly growing field of computational advertising involves numerous systems including information retrieval, behavioral analytics, and decision making (Yang et al., 2017) and is thus relevant for interdisciplinary research such as advertising, marketing, computer science, linguistics, and economics.

2. Issues in the advertising landscape

Beyond its use as a marketing tool, computational advertising can be socially influential. First, across platforms, consumers are inundated with disruptive and frustrating advertisements. Despite state-of-the-art digital ad targeting models, Millennials and Gen Zs particularly disparage digital advertising for being irrelevant, useless, and deceptive (Lineup, 2021). Nevertheless, by synthesizing relevant messages based on consumer and/or context information, computational advertising is potentially able to overcome negative perceptions.

Second, marketers and advertisers are widely disdained for providing disinformation. A NewsGuard and Comscore study of programmatic advertising found that brands spend billions on algorithms intended to provide advertisements that maximize engagement, but unfortunately often amplify misinformation (Eisenstat, 2019; Skibinski, 2022). Computational advertising, however, can enhance brand safety by identifying inappropriate or incorrect content and preventing brands from misplacing ads next to reputation-harming content. Furthermore, targeting techniques can be used to correct disinformation or create public service announcements that promote media literacy so that consumers learn about consequences associated with data breaches, algorithmic biases, or mis/disinformation.

Third, advertisers and researchers can potentially use innovative new computational methods to measure key interests such as attitudes and emotions. For example, affective computing examines emotions by analyzing online activities of thousands of individuals in natural settings (D’Mello et al., 2018). It can be used to detect, interpret, and respond to human emotions before, during, and after ad exposure. Consequently, affective computing could be used to overcome challenges such as response biases and sampling errors. Simultaneously, as abstract concepts, emotions and affect are difficult to link with appropriate indicators or to map with proxies (Roy et al., 2013). Despite multiple challenges, future developments will enable affective computing to better respond and adapt to emotional states.

Consumers are increasingly concerned about privacy violations, lost control over personal information (Auxier et al., 2019), and biases built into algorithms and targeted advertising (e.g., Hao, 2019; Kant, 2021).

Advertising ethicists have called targeted advertising “one of the world’s most destructive trends” (Mahdawi, 2019) because computational methods can be used to predict individual personalities, needs, or emotional states and use those insights to drive political preferences. The Cambridge Analytica scandal particularly exposed personalized advertising as a prejudicial force in the 2016 U.S. Presidential Election and the Brexit referendum (e.g., Cadwalladr & Graham-Harrison, 2018; Grassegger & Krogerus, 2017). Can computational advertising be used ethically to create relevant messages without violating privacy or enhancing biases?

Finally, computational advertising struggles to establish its worth. Attribution modeling, long challenged for inaccuracy, has become increasingly difficult under new privacy regulations and settings. Authors such as Tim Hwang (2020) argue that digital advertising is ineffective. Indeed, effectiveness is difficult to establish (e.g., Edelman, 2020; Frederik & Martijn, 2019), but attribution modeling is expected to evolve in its capacity to create, execute, and evaluate advertising programs (Yun et al., 2020).

3. Potential topics for the special issue on emerging issues in computational advertising

This special issue will publish original, high-quality papers that examine the theoretical, methodological, ethical, or practical implications of computational advertising. Suggested topics are listed below, but we are open to other relevant themes regarding computational advertising:

- Definitions and measurements of concepts
- Computational advertising and its relation to disinformation
- Brand safety in the age of computational advertising
- Ethical issues related to computational advertising
- Consumer privacy in the age of computational advertising
- Authentic versus fake advertising
- Measurement issues in computational advertising
- Societal value of computational advertising
- Algorithmic synthesis of creatives
- Short-term behaviors versus long-term valuations
- Trust and its role in computational advertising

Direct inquiries to the **Special Issue Editors**:

- **Su Jung Kim** – Associate Professor, Public Relations, Annenberg School for Communication and Journalism, University of Southern California (sujung.kim@usc.edu)
- **Ewa Maslowska** – Assistant Professor, Charles H. Sandage Department of Advertising, College of Media, University of Illinois at Urbana-Champaign (ehm@illinois.edu)
- **Joanna Strycharz** – Assistant Professor, Amsterdam School of Communication Research (ASCoR), University of Amsterdam (J.Strycharz@uva.nl)

For More Information:

- **Journal of Current Issues & Research in Advertising:** <https://www.tandfonline.com/journals/ujci20>
- **Special Issue Call:** https://think.taylorandfrancis.com/special_issues/journal-current-issues-research-advertising/ 

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AAA 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, HoYoung (Anthony) Ahn at hoyoung.ahn@pepperdine.edu for additional questions or comments.

Deadline for submitting ads to the AAA Newsletter

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