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President's Column

Gratitude and Optimism

by Harsha Gangadharbatla (University of Colorado Boulder)

The older I get, the faster time seems to move. Feels like it was just yesterday I was writing my first column as the AAA president, and it is already my last one. The year went by in a blink, and it was an absolute pleasure serving as our organization's 58th president. You will recollect that while I had many ideas, my primary goal was to make sure the trains ran on time and our organization continued to remain in sound financial health. Running a hybrid conference, it turns out, is really like running two separate conferences at the same time. I am immensely grateful for the super strong support system including our EC members, committee chairs and members, reviewers, our newsletter and journal editors, past presidents, our conference management service folks at AMC, our ED Debbie Treise, and our ED emerita Pat Rose. They all worked tirelessly behind the scenes to make sure we have a great annual conference in St. Petersburg, Florida. It is exciting to think that we'll be seeing each other in person in less than 25 days!



Harsha Gangadharbatla

In addition to the exciting pre-conference, special topics, and regular sessions, the following are some highlights I hope you put on your calendars:

AAA Members' Meeting, Friday, March 25, 5:00-6:00 p.m. where the official (and peaceful) transfer of power to our incoming president, Sela Sar, will happen.

AAA President's Reception, Friday, March 25, 6:00 p.m. where we all welcome and celebrate our incoming president.

Awards Luncheon, Saturday, March 26, 12:30-2:00 p.m. where we will announce and celebrate all our award winners and honorees. I will be giving a special shout-out to all my committee chairs and EC members, so I hope to see everyone there.

Off-site event at the James Museum of Western and Wildlife Art, Saturday, March 26, 5:30 p.m. where I hope we can share a drink or six as I heave a sigh of relief as a past president.

It has been a particularly tough couple of years for many of our members, but I am optimistic about the future. I hope seeing everyone in person in St. Petersburg will bring some semblance of a return to normalcy. I know it will for me.

Continued on page 9...

Research Feature

Educating Consumers to Fight Deception in Green Advertising

by Juliana Fernandes (University of Florida)

Imagine a consumer going to a grocery store or shopping online and trying to decide whether to buy a product based on package information or an ad they saw somewhere. This is not an uncommon sight as highly involved consumers may spend a good amount of time trying to understand what the claims on the package or ad mean. However, some of these claims are highly technical and challenging to understand, even to knowledgeable and involved consumers. This lack of understanding is accentuated in categories that inherently rely on complex claims, such as green advertising, resulting in greenwashing. Greenwashing involves misleading consumers about the environmental practices of a company or the environmental attributes and benefits of a product or service (Carlson, Grove, and Kangun 1993; Furlow, 2010).



Juliana Fernandes

While some green ads use well known claims such as “environmentally friendly,” “eco-friendly,” others use more elaborated seals and language that is not part of one’s conversational vocabulary. The use of claims that are not part of consumers’ jargon may lead to a myriad of negative outcomes for consumers and the green market in general. One such outcome is deception. According to the Federal Trade Commission (1983), deception is “a representation, omission or practice that is likely to mislead the consumer acting reasonably in the circumstances, to the consumer’s detriment” (p. 2). Thus, advertising claims that are not fully substantiated (e.g., “this product is eco-friendly”), prominent,

that use distracting elements (e.g., green color or leaf illustrations), or that do not use plain language, have a greater chance of being flagged as deceptive (Federal Trade Commission, 2012). Another negative outcome is distrust in green products and companies that provide truthful claims in their communication, eroding the consumer market for green products and services (Furlow 2010; Newell, Goldsmith, and Banzhaf 1998).

I had my first contact with this line of research when I partnered with my colleague, Dr. Sigal Segev, where we conducted a study of the content of green advertising claims in magazines from 2009 to 2010. This content analysis, which was published in the [Journal of Advertising](#), replicated and extended a study done in the 1990s that found a great deal of deception in these types of ads. Our study used a sample of more than 400 ads and employed a two-level (i.e., claim and ad) analysis. At the claim level analysis, environmental claims were deemed more acceptable than deceptive, which contrasts with previous content analyses findings and a welcome trend that can be attributed to the efficacy of the norms of the FTC and its revised Green Guides. Although our study found that these ads had more acceptable claims, about 37% of the claims were still categorized as deceptive, showing that more work needs to be done to avoid misleading consumers. At the ad level analysis, our study shows a significant increase in the number of green ads in comparison with previous content analyses, a focus on planet preservation along with promotion of product or service as green as the main objective. In addition, the analysis of executional elements shows that the use of green, blue, and white were very predominant among these ads. These results provide insights for advertisers as they can be helpful in determining the problematic areas in the claims that are more prone to

Juliana Fernandes Bio:

Juliana Fernandes (Ph.D. University of Florida, 2010) is an Assistant Professor in the Department of Advertising in the College of Journalism and Communications at the University of Florida. Dr. Fernandes is an expert in the uses and effects of negative information in persuasive communication messages and how social and traditional media are used as a strategic tool during political campaigns. She has published in top advertising and mass communication journals (*Journal of Advertising*, *International Journal of Advertising*, *Journal of Current Issues & Research in Advertising*, *Mass Communication & Society*, *Journal of Public Relations Research*, *Journalism*, *American Behavioral Scientist*, *Environmental Communication*, *Communication Studies*, *American Journal of Media Psychology*, and *Journal of Social Media in Society*) and has several book chapters in edited collections. She has mentored several undergraduate and graduate students on a variety of research and professional projects. Her teaching philosophy centers on the link between conceptual foundation, research, and practice in advertising. She believes that good advertising practice cannot be achieved without strong conceptual foundation and research expertise. To learn more about Dr. Fernandes, please visit her website: www.julianafernandes.com

deception. Policy makers can use these results as the basis for decisions about green advertising standards and regulations, and in turn, help diminish the occurrence of greenwashing.

This study further inspired us to investigate green advertising claims, but from a consumer perspective. While previous research has investigated the effects of such claims on consumers' attitudes and behaviors, we wanted to uncover ways to make consumers more knowledgeable about these types of claims, giving them the ability to spot deception. Published in the [International Journal of Advertising](#), this study explored the extent to which non-expert consumers can detect greenwashing in promotional claims and differentiate between deceptive and acceptable claims. We further developed and tested a literacy intervention to educate consumers about the textual and visual components that distinguish truthful from deceptive environmental claims both in ads and on product packages. My research agenda in this area focuses on continuing to study trends in the content of green advertising, including the analysis of ads on social media platforms and the use of artificial intelligence tools. More research is needed on different types of literacy interventions, which could foster training and education about deceptive claims in green ads. Also on my radar is the development of user-friendly technology (e.g., apps) to help consumers instantly identify deception and misleading claims.

Most recently, I started working on a parallel project in this area. The project focuses on specific messages elements that can promote green behaviors (e.g., recycling, minimizing energy use, reducing waste). Previous research (Kavvouris, Chrysochou, & Thøgersen, 2020; Kronrod, Grinstein, & Wathieu, 2012) demonstrates that messages to encourage green behaviors can generate counterarguments, making people defensive. This occurs because such messages many times make it obvious that the person is behaving in a way that harms the environment, which threatens their ego. I propose that green messages can still be effective, even if they make claims about the recipient's behavior. This can be achieved by using simple messages that involve a description of what people do not do right (i.e., an inaction) instead of what they do wrong (i.e., an action). Such messages feel less threatening and are more effective in motivating green behaviors.

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Have Items for the Newsletter?

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

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

Teaching Feature

Online Education: It's All about Accessibility.

by Jorge Villegas (University of Illinois Springfield)

In my career teaching advertising, marketing, and health care courses, I have always preferred the safety and challenge of the classroom over online teaching. However, through years of teaching in this modality, I realized how important it can be for our students, particularly for the ones who need to have full-time jobs, are caregivers, have transportation challenges, or have a disability. In a nutshell, the largest advantage of online learning for our students is accessibility. We have known this for a long time, but the pandemic helped us see this benefit much more clearly. We now understand better that the space, time, and cost required for all of us to be together in a classroom every week makes higher education less accessible. This is particularly true for our minority students who face more challenges in higher education in general (Koedel, 2017) and were particularly impacted during the most uncertain days of the pandemic (Gillis & Krull, 2020).



Jorge Villegas

As we move forward into blending online with the traditional classroom and as we need to approach more students through online programs, I always think about accessibility. Here are some ideas, suggestions, and random thoughts:

1. Accessibility mandated by law

This is "surface-level" accessibility. ADA regulations dictate the need to ensure that every student, regardless of any disability, has the same educational experience. One of my pet peeves these days is the large number of articles in PDFs that are not accessible to assistive technology readers. If you want to see for yourself, just apply the Acrobat accessibility checker to any article and you may find that there are many problems per page. This is not acceptable behavior from the publishers of our research.

Jorge Villegas Bio:

Jorge Villegas (PhD, Advertising, University of Texas at Austin) is a professor of marketing and Associate Dean of the College of Business and Management, University of Illinois Springfield. His research interests include the effect of affective and cognitive processes in decision making and vulnerable populations' access to health care. He teaches marketing and health care administration courses for the MBA program.

Another area of personal struggle is the effort required to get all my videos closed captioned. I have an accent so it's annoying, for example, that every time that I say access (a very important word in any health care course) the automatic transcription offered by YouTube or other video capturing services, hears it as axis (a word that may be more useful if I were a historian of WW II). It is a pain to fix my video transcripts but, thankfully, we have a great office at UIS that does that for me (the poor souls need to listen to my lectures many times). Again, we do this because it is the law, so I imagine that everybody is doing it...Right?

2. Challenge your curriculum delivery

Why do we offer all of our courses in a 16-week semester format? In my college, we moved most graduate online courses to an 8-week format. So far we have seen a positive effect on retention and also allows students to get back on track faster if they need to stop their studies for one of the five sessions that we have every year. The more frequent start of a session makes us more accessible without impacting quality.

3. Design of the course

Teaching in person may be like playing jazz music: we know the standard we are playing, and we can improvise and take the class in unexpected directions. This is much harder in an online course since it requires a more rigorous design due to the asynchronous nature of the courses. These days, in our new programs we use guidelines to develop courses that include the use of a general "shell" shared by all faculty teaching in the graduate programs. This shell ensures that students do not waste time learning how each professor outlines the features of the course, so they know where everything is located, and the "Canvas geography" is familiar regardless of the course the student is taking. Also, our guidelines require faculty to communicate the objectives of the course, how they relate to the objectives of the program and their relationship to the module or week objectives. Every activity requires to be linked to course and module objectives. A well-designed course allows students to easily

see the paths required to take in their journey in the course. As Associate Dean of my college, I have access to all the new courses developed with these guidelines, and let me tell you, it's a thing of beauty to see how all courses make a coherent, pedagogical sense and lead students through their learning journey without having to waste time trying to understand a completely new structure or why in the world an activity is required.

4. Be adventurous

In my courses, I have piloted new technologies such as YellowDig and Engageli. YellowDig is a great platform to have discussions that are more natural than what I have seen in Blackboard on Canvas since it looks and behaves like social media, including rewards, that can be easily accessed. Engageli is also an interesting platform if you like to teach synchronously and are tired of Zoom. Piloting new technologies takes time and makes you fall on your face often but it is important to innovate looking for ways to make the course as approachable and interesting as possible.

5. Be accessible yourself

In the classroom, it is easy to be a role model for our students, particularly for our minority ones. Online education adds a layer of technology between instructors and students, so we need to be more purposeful in our drive to create a welcoming environment where we can still be role models. I always answer emails during weekends and evenings since many times our online students are working or have busy schedules so an unanswered email may deter them from working during the few hours that they are available to advance in their courses. Also, I tell students that I am available by email, phone, text, Zoom, and in person, if needed and I schedule meetings with teams to discuss projects. Online should not mean, "you are on your own". Also, I have guidelines on how to interact online, how to work on online teams, and I do not hesitate to nip in the bud any disruptive behavior.

Probably you already know most of the issues discussed here but I hope that framing them from the perspective of accessibility for all help convey why we should always strive to find ways to help our students reach their goals. After all, online education is opening opportunities to neglected students and populations all over the world, so let's finish the job by making our online classroom as welcoming and accessible as possible. Just like with my students, feel free to email me any time! Jvill2@uis.edu.

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across Different Accelerated Course Formats. *Teaching of Psychology*, 43(1), 4-9.

Gillis, A., & Krull, L. M. (2020). COVID-19 Remote Learning Transition in Spring 2020: Class Structures, Student Perceptions, and Inequality in College Courses. *Teaching Sociology*, 48(4), 283-299.

Koedel, C. (2017). Explaining Black-White Differences in College Outcomes at Missouri Public Universities. *Federal Reserve Bank of St. Louis Review*, 99(1), 77-83.

22SP - SURVEY OF US HEALTHCARE SYSTEM

The screenshot shows the course page for 'SURVEY OF US HEALTHCARE SYSTEM' (BUS 557) at the University of Illinois Springfield. The page features a header with the university logo and a 'START HERE' button. Below the header, a welcome message states: 'WELCOME TO US Health Care System! This course is sequenced in order from one module to the next. It is recommended that you navigate through each module in order as a class, following the course schedule. Course materials include reading assignments, lectures or presentations, watching videos, writing assignments, discussion forums, and quizzes. All activities will be submitted digitally. The primary modes of communication will be email, announcements, and discussion forums.' A horizontal bar lists 'MODULES: 1 2 3 4 5 6 7 8'. Below this, four circular icons represent 'SYLLABUS', 'POLICIES', 'FACULTY', and 'SUPPORT'.

Figure 1: Screen shot of course that uses the college's shell 

JOIN ADPR GRADUATE PROGRAMS

The MSU Department of Advertising + Public Relations boasts two advanced degree programs.

The department offers a **Masters of Arts in Advertising and Public Relations**. The program provides intensive professional preparation for careers in these fields. A flexible curriculum allows students to design a custom program to meet their career goals or to focus on one of four rapidly growing areas of Advertising and Public Relations: digital and social media; health, science and the environment; social impact; or research and analytics for advertising and public relations.

MSU College of Communication Arts and Sciences offers an interdepartmental **Information and Media Ph.D.** program in a field of study at the intersection of the social sciences, media and socio-technical systems. The academic training in the program draws from three highly ranked academic units including the Department of Advertising + Public Relations, the School of Journalism and the Department of Media and Information. The program engages students to become scholars, teachers and leaders in academia, government and industry.

For more information and to apply, visit [this](#) page.

ADPR FIXED-TERM ACHIEVEMENTS

Chowles, Ross

In spring 2021, professor of practice, Ross Chowles, ran a weekend workshop for an Indian pharmaceutical supply company. ADPR students involved were volunteers. Chowles and the client briefed four student teams on a Friday morning and by Sunday afternoon, the winning team had filmed and edited a professionally produced campaign for a real international client. The client then took the ADPR student work, shared it with management in Mumbai, and sent it over to Cape Town, South Africa, where it was delivered to a professional commercial film director whose only job was to polish the piece.

Chowles was also on the committee that was awarded a \$1.6m grant from the Centers for Disease Control and Prevention (CDC).

Corner, Andy

Andrew Corner, professor of practice, was elected to the Public Relations Society of America **College of Fellows**. PRSA is the nation's leading professional association serving the communications community. Its College of Fellows is an honorary organization comprised of more than 350 PR leaders selected through a rigorous peer review process. Fellows are chosen based on their superior professional performance and extraordinary contributions to the advancement of the communications profession over a minimum of 20 years in practice. Election to the College of Fellows is considered a pinnacle career achievement. Fewer than 2% of PRSA's 30,000 members achieve the distinction. Corner was one of 13 new fellows elected in 2021.

Rosenthal, Julie

Instructor, Julie Rosenthal, and her Learning and Development team at Michigan State University Federal Credit Union (MSUFCU) celebrated the 73rd place in the **Training Magazine Top 100**. The Top 100 ranking was determined by assessing a range of qualitative and quantitative factors, including financial investment in employee development, the scope of development programs, how closely such development efforts are linked to business goals and objectives and their effectiveness in terms of business impact.

Her HR division also celebrated a place in the **CUNA Excellence in Human Resources and Organizational Development Award**. The award recognized for their work with diversity, equity and inclusion in recruitment, onboarding, engagement and retention.

Zakharia, Maral

Professor of practice, Maral Zakharia, won a Gold Addy (American Advertising Award) for her **personal website** and a Bronze Addy for **Project RESIST**: Advocating anti-tobacco use in minority women groups.

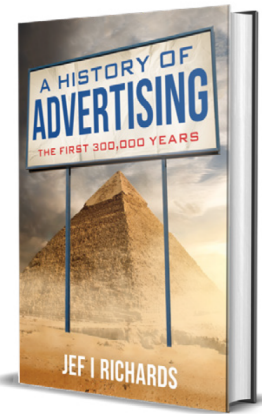
Zakharia was also featured in a student-produced video feature **Those Who CAN Do Teach**, the Winter 21-22 issue of The Brief, an online portal of student-produced stories featuring a collection of stories that focus on the Department of Advertising + Public Relations at Michigan State University.

SPECIAL FEATURE

Richards, Jef

Professor and former ADPR chair, Jef Richards, published his new book: **A History of Advertising - The First 300,000 Years**.

Is it a textbook? A reference book? It's all of that and more. This is a story of advertising's history, as never told before. Richards has spent nearly four decades studying advertising, and this is the book he wishes he could have read at the start. It's the book he wishes all his students had read. Let's face it, even well-regarded practitioners don't even know most of what's in it.



ADPR TENURE SYSTEM ACHIEVEMENTS



McClaren, Nikki

Nikki McClaren, a current doctoral candidate at Michigan State University, will be joining the Walter Cronkite School of Journalism and Mass Communication at Arizona State University as an assistant professor in fall 2022.

Besley, John

Professor, John Besley, published a **report** for The Kavli Foundation as part of the Science Public Engagement Partnership:

Besley, J.C., Peterman, K., Black-Maier, A., Robertson Evia, J. (2021) The (Very Limited) Evidence Base for Basic-Science-Specific Science Communication in Key Communication Journals.

As Ellis Brandt Professor of Public Relations, Besley received a 2020 William J. Beal Outstanding Faculty Award from the university for his research on strategic science communication. The all-university award recognized the impact he is having on the quality of science and risk communication theory and practice. His work especially emphasizes helping scientists build more trusting relationships with the communities in which they work. Besley has published more than 100 articles, reports and chapters in his career and received more than \$1 million in grants from the federal government and foundations since joining MSU in 2012. Johns Hopkins University Press will publish his first book, *Strategic Science Communication*, during fall 2022.

Dong, Chuqing

Assistant professor, Chuqing Dong, received the following:

- Koichi Yamamura International Strategic Communication Award, International Public Relations Research Conference (IPRRC), 2021.
- Institute for Public Relations W. Ward White Awards for Top Two Papers of Practical Significance, International Public Relations Research Conference (IPRRC), 2021.

Dong was also named:

Page / Johnson Legacy Scholar, Arthur W. Page Center, 2021.

Holtz, Bree

Associate professor, Bree Holtz, received external funding for:

Telemedicine to Improve Healthcare Access for Rural Seniors. Grant submitted to Michigan Health Endowment Fund - Community Health Impact Grant.

Meshi, Dar

Assistant professor, Dar Meshi, was awarded funding for:

2021-2025 Co-I (PIs: Sousa & Miranda), European Commission, Horizon 2020 Research and Innovation Program. eMotional Cities: Mapping cities through the senses of those who make them (Grant ID: 945307).

Molina, Maria

Assistant professor, Maria Molina, received the following funded research award:

Chatbot As a Culturally Tailored Coach: Improving Physical Activities In Hispanic Communities. MSU Trifecta Initiative Facilitating Funds Awards, PI: Maria D. Molina & Pallav Deka.

Sanders-Jackson, Ashley

Associate professor, Ashley Sanders-Jackson, received external funding for U01 supplement-Understanding RESIST in other sexual and gender minority populations.

Thorson, Kjerstin

Associate professor and associate dean of management, Kjerstin Thorson, was awarded the following:

- AEJMC News Audience Research Award, 2021.
- Sharon Dunwoody Early Career Award. School of Journalism and Mass Communication, University of Wisconsin-Madison, 2021.
- Named Brandt Endowed Associate Professor of Political Communication.
- Digital Journalism Outstanding Article of the Year Award, 2020 [awarded in 2021].
- Nominated, Bob Franklin Journal Article Award, 2020-2021.

Preview of 2022 AAA Pre-Conference

Advertising in the Metaverse (March 24, Half-Day)

by Sun Joo (Grace) Ahn (University of Georgia)

Three decades ago, in a science fiction novel, *Snowcrash*, Neal Stephenson wrote about a world where humans interact with each other in a three-dimensional virtual space, embodied as avatars, akin to the real world--the Metaverse. In 2018, the Steven Spielberg movie, *Ready Player One*, visualized this Metaverse and called it the OASIS--a place "where the limits of reality are your own imagination. You can do anything, go anywhere."



Sun Joo (Grace) Ahn

What is the Metaverse and how close are we to its realization? How will the rules of communication and social interaction change? Most importantly, what will advertising look like in this virtual space and what role will it play in the transformation of communication norms? For advertising scholars and practitioners to become active participants in making critical decisions that help shape the future of advertising in virtual worlds, it is imperative that we ask these questions and discuss our responses before the rules of advertising get decided for us.

Complex questions require intricate answers; one that the advertising discipline may not be able to address alone. Although the Metaverse is often discussed in parallel with the real world (e.g., "just like the real world"), existing literature on media affordances suggest that substantial differences between virtual and physical worlds may be inevitable. For example, highly immersive virtual environments, popularly known as virtual reality (VR), have unique features that allow users to engage in communicative actions that are not possible through other media, such as full-body interactions, spatial audio, and touching and moving mediated objects. Unique features invite unique behaviors. Consequently, advertising knowledge and know-how accrued in a two-dimensional world will likely become less relevant for advertising in three-dimensional virtual worlds. Initiating the discourse on transformation of advertising will require content expertise from engineering, computer science, media psychology, and the advertising industry.

Through a half day conference of panels, workshops, and demonstrations that will offer hands-on experience with state-of-the-art VR and AR systems, AAA members will have unique opportunities to interact with scholars and practitioners that stand at the forefront of constructing and exploring immersive virtual spaces. Please join us for conversations between scholars and industry professionals in the diverse fields of computer science, engineering, marketing, and advertising to inspire conversations that will shape the future of advertising in the Metaverse. During this pre-conference, we aim to:

- Introduce and summarize state of the art research on virtual worlds,
- Discuss the role of advertising research and practice in immersive virtual worlds
- Create social networks and foundations for future collaborations and job opportunities among attendees
- Promote firsthand experience of virtual worlds to lower entry barriers for advertising scholars who may be interested in studying the Metaverse but need a gateway

We are looking for participants for our research presentations during the pre-conference. Topics of or related to advertising and persuasive messaging in the Metaverse, including (but not limited to) virtual reality, augmented reality, mixed reality, and other extended mediated spaces are welcome. If you are interested in sharing and presenting your work or work-in-progress at this pre-conference, please submit a 500-word abstract to the chair, Dr. Sun Joo (Grace) Ahn at sjahn@uga.edu.

Research presented at the pre-conference and invited by the Guest Editor (Dr. Sun Joo (Grace) Ahn) will receive priority consideration for publication in JIA's Special Issue, following peer-review.

Metaverse Industry Professionals

- Ronald Baez | *Creative Producer, Yellow Wood Immersive*
- Rosario Casas | *Co-founder, XR Americas*
- John A. Cunningham | *Head of Government Solutions, Unity Technologies*
- Dr. Charlotte Vinkers | *Lead Behavioral Scientist, Magic Leap*

Continued on page 9...

Diversity, Equity, & Inclusion in Action: **Advertising Research, Teaching, and Practice** (March 24, Full-Day) by Saleem Alhabash (Michigan State University)

The past few years have culminated with widespread sociocultural reckoning in the United States and around the world to address issues of injustice, inequity, and discrimination against historically marginalized and minoritized groups. The events of Summer 2019, specifically, the continued police brutality and killing of Black citizens, including George Floyd and Breonna Taylor, among others, as well as the rise of hate against Asian Americans and other minoritized groups, changed the discourse in terms of the role companies and organizations subsume in relation to social justice issues. Following these atrocious incidents and the intensifying civil rights movements (e.g., Black Lives Matter, Stop Asian Hate), brands – commercial and non-commercial – were left with no other option but to take public stances in support of social justice, amid a global health pandemic that further undraped our public consciousness regarding social, political, economic, and health disparities. Despite continued efforts, brands are in midst of a “branding crisis” (Wong, 2020), as they navigate spaces where they are expected to take public stances of solidarity as well as become part and parcel of the process of social justice. While some brands have mastered the art of matching their brand personality and values with their stances and actions, others still lack in authentic commitment to advancing social issues as they replicate messages of buzzword activism (Bonaparte, 2020).



Saleem Alhabash

While there is currently a stronger than ever push for DEI, it is critical to assess the efficacy of the strategies programs and industries have previously implemented to foster and embrace DEI in the workplace, at the university, and in the research team. To this end, the goal of this pre-conference is to engage in an honest dialogue about the reality of DEI and representation within our programs – in terms of faculty and students – as well as the quality of our training for DEI in advertising. To do so, we have assembled a group of scholars, educators, students, and advertising professionals with varied experiences and expertise in relation to DEI in advertising. In addition to interactive sessions, the pre-conference is allocating time and space for audience

members to furthermore engage in the conversation and shape the discussion moving forward.

The pre-conference is divided into four main sessions. The **first session** offers a general and theoretical overview of DEI, and by default, stereotyping and discrimination in advertising as a discipline and practice. The purpose of the first session is to set the stage with an evolving foundation for the day’s dialogue about DEI. It’s theory-heavy, yet with deep practical grounds and implications. The **second session** focuses on DEI in curriculum and training within advertising programs, agencies, and organizations. Panelists will share best practices, pitfalls, and challenges regarding teaching and training students, faculty, and employees about DEI. The **third session** tackles the issue of implementing policies and strategies for greater DEI in academia and industry. Panelists will share case studies, research, and experiences related to diversifying programs and workplaces through both recruitment and engineered cultural change within organizations. The **fourth session** is an open-dialogue session. Call it an “un-conference.” This is where a few speakers will briefly share their own experiences of discrimination and injustice, and how they overcame and/or cope with those incidents, yet most of the session will be dedicated to facilitating a dialogue among participants about the day’s focus and beyond. This session will follow the Sustained Dialogue® format to engage the audience with the objective of envisioning change within our current system to enhance DEI in advertising.

The overarching purpose of this pre-conference is to start the conversation – a dialogue – about DEI in our field with a careful eye toward realizing action, change, and prosperity in this domain. The pre-conference is structured in a way to lead the dialogue and translate experiences, challenges, and opportunities to strategies that we can all implement in our own lives, work, and organizations. It’s not just about ‘talking,’ but also about ‘doing!’

Preconference Organizers:

Saleem Alhabash, Teresa Mastin, & Gordon Miracle |
Michigan State University

Karen Mallia | *University of South Carolina*

Cynthia Frisby | *University of Missouri - Columbia*

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

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Continued from page 1 by Harsha Gangadharbatla.

Looking Forward

Our organization is in great hands with our new president, president-elect, and the newly elected executive committee. I have newfound respect for all the work that happens behind the scenes to keep this all-volunteer organization thriving and our annual conference successfully running year after year. I am happy to report that Sela Sar is continuing the work Eric Haley and I started last year with our two ad hoc committees—graduate student and DEI. The virtual grad student symposium will be an annual event and the EC is working on establishing an award that recognizes DEI work that moves our field and organization forward. I will continue to work with Sela on both these issues during my last year on the EC.

In closing, as a Gen-Xer, I should note that our organization is in the midst of a major transition much like Higher Ed in general. As one generation slowly moves out of workforce, there will be a desperate need for leaders who care deeply about our organization and its future. This is a clarion call to all our young members to step up and lead us into the future while still keeping the essence of the academy intact. AA

Continued from page 7 by Sun Joo (Grace) Ahn.

Metaverse Academics

- Dr. Sun Joo (Grace) Ahn | *University of Georgia*
- Dr. Carolina Cruz-Neira | *University of Central Florida*
- Dr. Jooyoung Kim | *University of Georgia*
- Dr. Nahal Norouzi | *University of Central Florida*
- Dr. Daniel Pimentel | *University of Oregon*
- Dr. Valerie Jones Taylor | *Lehigh University*
- Dr. Gregory Welch | *University of Central Florida* AA



Graduate Student Spotlight

Joy Shields (Pepperdine University)

The Journey of the Scholar-Practitioner

For years, walking down the streets of downtown Chicago commuting to and from work, I was fascinated by people's behavior. I had a keen interest in understanding the motivations and inherent traits that affect decision-making. Round and round, the questions went: Why do some commuters keep walking even when the streetlight clearly said, "Stop"? Could there be a connection to their level of success? Are there specific inherent traits that could be identified? A plethora of questions, continuously expanding my curiosity.



Joy Shields

I have always considered myself a life-long learner and immensely enjoyed being in the classroom as both a student and lecturer. So, working toward my doctorate was a logical step in the progression of my career. As an executive with years of marketing and advertising experience, I sought a program that was designed for the working practitioner. The perfect solution came when I learned about the Executive Doctorate of Business (EDBA) program at Pepperdine University and was accepted as part of the Graziadio Business School's 2020 cohort.

The doctoral journey has been a wonderful experience, and it was one of the best decisions I have made for my personal, academic, and professional growth. I have the ability to work in a space where I can embrace and utilize my experience as a practitioner with the insights and rigor required in peer-reviewed academic research, a perfect blend of practical and theoretical applications. As I am

currently examining the effects of COVID-19 on the shopping experience with an emphasis on touch, it was important to gather data to explore the phenomenon as it unfolds.

My work experience, coupled with the advanced learnings of the EDBA program, has garnered excellent results. Each course has been impactful as I deepen and expand my knowledge into academic research. I quickly realized the similarities and differences between the academic and practitioner research process. One of my favorite courses was Research Design, facilitated by Dr. Cristina Gibson; she was instrumental in helping me to hone and define my study design and understand the rigor required to produce quality research in top journals.

The road of the scholar-practitioner is an elaborate balancing act.

- 1) The Right Fit: Identifying an advisor is an important aspect of selecting a doctoral program. Ensure that your personalities align and there is mutual respect within the advisor-advisee dynamic. As a mentor and dissertation supervisor, Dr. Cristel Russell has been a guiding force in my research.
- 2) Take Time to Recharge: We all know the work/life balance is paramount to our overall health. Working toward an advanced degree is a tremendous undertaking, so finding time for activities that bring joy can help you recharge with a renewed conviction to your research.
- 3) Think Big: We've all heard adages like, "Go big or go home" or "Big risks lead to big rewards." Dr. Joann Peck, lead researcher, and creator of the Need for Touch measure, is an authority in non-verbal communications and haptics. As I began to explore my research topic, a course assignment mandated we interview an expert in the space. Not only did Dr. Peck accept the invitation to be interviewed,

Continued on page 12...

Joy Shields Bio:

Joy Shields (joy.shields@pepperdine.edu) is a second-year doctoral student at the Pepperdine Graziadio Business School in Malibu, California. Her research interests are sensory marketing, consumer behavior, and consumer decision-making processes. Her current research focuses on consumer haptic product engagement (touch) in the COVID-19 environment. As a practitioner, Joy is a subject matter expert in omnichannel marketing campaigns, with extensive experience planning, executing, and delivering world-class strategies and results for international brands. As a university lecturer, Joy trains EMBA and undergraduate students domestically and internationally with in-depth and rigorous marketing coursework, bridging theoretical frameworks with practical applications. Joy holds a BA in Film Production from Columbia College, an MBA in Marketing from Saint Xavier University, and an MS in Project Management from Saint Mary's University of Minnesota. Upon graduating in 2023, Joy hopes to explore consumer behavior and non-verbal senses in the metaverse while teaching and empowering the next generation of marketing professionals.

Yuan Sun (Pennsylvania State University)

What drives me back to school after working 5+ years in the industry

Returning to school to seek a Ph.D. degree was not an easy decision for me, especially after spending several years as a marketing practitioner in the high-tech industry. My real-world experience was thrilling and fulfilling, but I began to formulate more “research questions” after resolving practical problems. I've witnessed the rapid growth of technology through the marketing campaigns I've worked on: tablets began to include a split-screen feature that enables users to read an article on one side while sending an email on the other, wearable devices began tracking users' daily activities and biometric data to provide personalized health advice, and smart speakers started chatting with users rather than simply taking commands. Other than the key performance indicators (KPIs) to evaluate the success of campaigns, what are the influences of these technologies on consumer experience? How do consumers perceive, evaluate, and adjust trust toward them? With the development of artificial intelligence (AI), what are the effects of AI-enabled applications on consumers' responses? Intrigued by these questions, I decided to return to academia to search for answers for these questions, and Dr. Shyam Sundar provided me with the best training, guidance, and unconditional support.




Yuan Sun

What helps me grow during my PhD life

It's never too late to learn. My PhD journey started with me striving to master some basic but crucial research skills, such as how to do a literature review and identify a research gap, how to write scientific articles and make my writing flow, how to construct stimuli using various platforms, and so on. New

challenges emerge every day, but I always embrace them and treat them as opportunities to grow. I enjoyed my time learning how to build a chatbot and embed it on Facebook Messenger, and many other skills that I've gained along my PhD journey. Looking back, I can see myself getting better at proud of myself having the growth mindset, and *becoming* a better version of myself.

Develop a support system. We want a network of people who can provide practical and/or emotional support, particularly during the pandemic. I was fortunate to have Dr. Sundar as my advisor and mentor, who was always kind and willing to help me with the questions I have for my research. My study also benefits from my college's incredible research labs, particularly the Psychology of Communication Technology research group in the Media Effects Research Laboratory, where I always receive inspirational questions and constructive comments to help me refine study designs and develop new research ideas. I love the discussions sparked by lab presentations, which often inspire new research ideas. It is also important to take care of physical and mental health. Although the pandemic makes it difficult to meet friends and families, I find it quite helpful to find a workout buddy for virtual yoga classes and form a writing group where you can catch up with friends.

Stay hungry for research. Curiosity may spark research ideas, but it is not easy to form *good* research questions. Also, the process of turning a research idea into a decent scientific paper demands perseverance, and only the research ideas that piqued my interest could keep me going. So, staying hungry for your research instead of publication is what my advisor and former lab group members always emphasized, which I find to be one of the most valuable tips that I've ever received. 

Yuan Sun Bio:

Yuan Sun is a third-year doctoral candidate in the Donald P. Bellisario College of Communications at Pennsylvania State University. She serves as the current coordinator of the Psychology of Communication Technology research group in the Media Effects Research Laboratory. Her research interests focus on the psychological effects of media technology. Funded by Arthur W. Page Center, her current research is investigating the impact of artificial intelligence-powered digital platforms on customer experiences and brand relationships. Yuan's research has been published in the *Journal of Advertising*, *Health Communication*, *Social Media + Society* and ACM/IEEE International Conference on Human-Robot Interaction. Yuan has worked in China's leading high-tech companies as the senior manager of advertising and public relations. She also has working experience in the New York Times Beijing Bureau and interned at the CNN Beijing office. Yuan earned her Bachelor's degree from Peking University with a double major in journalism and international relations, and her Master's degree from Penn State University in Media Studies.

Fernanda Da Silva (University of Miami)

After being taboo for so long, I think people are finally starting to openly talk about their mental health, yet it still feels wrong to feel anxious or depressed in graduate school, especially when you are at the end of your program at a prestigious school – you have everything going for you!



Fernanda Da Silva

Don't get me wrong: the people I am surrounded by at my School of Communication are beyond incredible, but burnout, Zoom fatigue, and imposter syndrome are all real. I think outsiders like family and friends who are not in academia don't really understand what graduate studies entail, which is a concurrent mix of writing, reading, teaching, learning, networking, conferencing, job seeking, maintaining a social life, and pretty much just surviving. It involves a delicate balance that entails some combination of responsibility, organization, dedication, sensitivity, and passion.

I am sure many of my graduate cohorts can agree it is not easy being a graduate student, but being a graduate student during a pandemic has been like playing a video game on hard mode – possible yet so difficult at times that you consider giving up. I, for one, have questioned myself countless times since 2020 on whether I am on the right path and even what the right path is. Many of these moments of reflection came amidst hearing how much more competitive the job market has become or that another conference I was scheduled to go to for the first time had been canceled. So. Much. Frustration.

Instead of absorbing the failures and disappointments, I try to give attention to the small victories. Even with social distancing, technology ensured I could still network and meet amazing mentors that sat for hours staring at me on a screen to provide guidance, feedback, and an ear to listen to all sorts of doubts. It gave me an opportunity to meet folks from across the globe while wearing pajamas, attend workshops

conducted in different time zones, and virtually meet so many fur children, the latter of which I have learned is a scholar's best friend. I became more sensitive to people's limits, such as observing more efficiently how everyone deals with constant hand sanitizing or with social distancing. I relearned discipline upon being forced to work so closely to multiple, constant distractions. I began paying more attention to my own time management and organization to ensure a healthy work-life balance.

I think graduate school is tough because of all the pressure it inherently comes with, and I feel that the pandemic worsened some of the difficulties we were already facing. However, like everything in life, it's about balance, and when we try to see beyond the bad things to find some positivity, life feels more okay, more pleasant. I'm so happy we, as scholars, are starting to talk about the struggles, being more humane and transparent, but let's also talk about the victories, how we overcome the bad things. Positive vibes, thoughts, and energy attract more positivity, and we surely need it in our current chaotic times! *AA*

Continued from page 10 by Joy Shields.

but she is also now part of my dissertation committee. Be courageous; take a leap; you never know where it may lead you.

4)B Times 3: Be reliable. Be flexible. Be humble.

5)Enjoy the Journey: The road to a doctorate is riddled with highs and lows, peaks and valleys, failures and successes. As you travel the road, remember to enjoy the journey. *AA*

Fernanda Da Silva Bio:

Fernanda Da Silva is a Brazilian-American Ph.D. candidate in the School of Communication at the University of Miami, where she is part of the first cohort of Distinguished Graduate Fellows in Global Communication. She received her M.S. in Global Strategic Communication from Florida International University and her B.A. in Social Communication from Pontifícia Universidade Católica do Rio de Janeiro. She is also a graduate from Miami Ad School's art direction program and has won several advertising awards. She teaches in UM's Department of Strategic Communication and is currently offering her first special topics course on diversity and social media. Her research interests include transnational culture, intercultural communication, social media influencers, cultural mediation, pan-ethnicity, and Latinx and immigrant communities.

Kibum Youn (University of Tennessee)

Given the opportunity to write a column for a Graduate Student Spotlight feature, I would like to share several insights that I have learned from my Ph.D. journey so far. I hope my thoughts can inspire others to have fun and find success on their graduate school journey.



Kibum Youn

1. Enjoy your Ph.D. journey

As a Ph.D. student, I acknowledge that my graduate life doesn't always seem to be going in the desired direction. I'm guessing this happens to many other graduate students as well. However, we cannot be discouraged by unexpected events. Who can perfectly predict and navigate their graduate school experience? I firmly recommend that if you cannot avoid the adverse events that happen, you should learn to enjoy the moments along the way. It might be a unique opportunity for you to have experienced your grad journey that will be your sharable story in the future. Every professor I talk to looks back fondly on their grad school experience, even if things seemed crazy at the time.

2. Study hard and play harder!

Thankfully, many mentors advised me that the Ph.D. journey might not be a sprint race, but a long-term marathon. Therefore, it might be challenging to stay focused on work and pace ourselves. One needs to set up their hobbies as pace-setters, considering a healthy work-life balance during this journey. For example, my favorite hobby is playing tennis. So, when I feel mentally tired, I do not hesitate to stop working and then play tennis, which helps me recharge my batteries with a feeling of delight and focus more on my work efficiently. So, think about something to release your stress and help you find a healthy work-life balance.

3. We are graduate "STUDENTS"!

Kibum Youn Bio:

Kibum Youn is a Ph.D. student in the School of Advertising and Public Relations at the University of Tennessee, Knoxville. He is originally from South Korea, and earned his M.S. in Journalism and Media Communication (Public Communication and Technology) at Colorado State University, his M.A. in Communication Studies at Sungkyunkwan University, a B.A. in Communication, and a B.A. in Business Administration as a double major at Myongji University. Kibum's goal for graduate school is to further hone his research and teaching skills which he believes will play a vital role in his growth as a researcher and an academic. Kibum is interested in reducing consumers' negative responses to advertising in new media settings, including Artificial Intelligence (AI), Virtual Reality (VR), Augmented Reality (AR), and social media to cause positive behavior changes.

During your graduate journey, we would have several identities, such as teaching assistants, research assistants, instructors, administrators, and so on. However, due to the other duties of several identities to which we are assigned, we, at some points, might forget that we are graduate "students." We need to learn many things, such as teaching and research skills, from our classmates, mentors, and professors to grow as academics and researchers. Do not be afraid to ask questions; even the ones you perceive as silly. Open up your senses and do not forget you are still a student in your graduate program.

4. Do not hesitate!

It might seem simple advice, but everything in your journey can be related to this simple phrase: We cannot stop the time of our grad journey, and our hesitation will make us waste our time. We all know careful thoughts must be a prerequisite for our upcoming activities. After this stage, then we should be deliberate and decisive. It does not matter the results of our choices; some might be better, but others might be worse than we think. However, if we do our best with responsibilities, all results will result in precious experiences with minimal regret compared to the regrets following inaction. Remember that hesitation might hinder realizing opportunities. *AA*

Have Items for the Newsletter?

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

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

AAA Notes

Awards and Honors



Jim Pokrywczynski

Dr. Jim Pokrywczynski (Marquette University) has received a Fulbright Specialist grant to study sports marketing in Poland, spring 2023.



Carolyn Lin

Dr. Carolyn Lin (University of Connecticut) has been ranked among the Top 2% most cited scientists in the world, according to a study published by the Information Science faculty from Stanford University in 2020.



Kara Chan

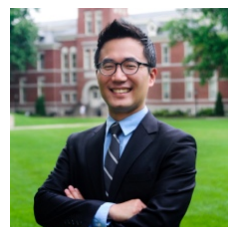
Professor Kara Chan of Hong Kong Baptist University won the Grand Prize of the International Contest of Blended Teaching and Learning (ICBTL) 2021 organized by Peking University.

Grants and Fellowships



Soojung Kim

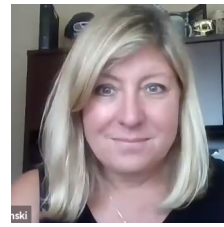
Dr. Soojung Kim (University of North Dakota) has received a \$55,600 grant from the National Institutes of Health (NIH) and a \$100,000 grant from the Prevent Cancer Foundation on her research initiative on radon smartphone application. She also received a \$15,000 grant from Grand Forks Public Health Department to better understand COVID-19 vaccine hesitancy among unvaccinated individuals in their 20s.



Joonghwa Lee

Dr. Joonghwa Lee (University of North Dakota) has received the Undergraduate Research/Creative Activity Fund (\$5,705) from the College of Arts and Sciences at the University of North Dakota.

Job Changes, New Hires, and P&T



Heidi Hennink-Kaminski

Dr. Heidi Hennink-Kaminski has been appointed the Interim Dean of the Hussman School of Journalism and Media at University of North Carolina-Chapel Hill.



Laura Bright

Dr. Laura Bright has been promoted to be the Associate Director of the School of Advertising and Public Relations in the Moody College of Communication at the University of Texas at Austin.

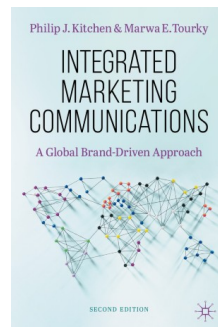



Kacy Kim

Dr. Kacy Kim received Tenure and Promotion to Associate Professor of Marketing at the College of Business at Bryant University.

Dr. Joseph T. Yun started as a research professor in the Swanson School of Engineering (ECE) and the artificial intelligence and innovation architect for campus at the University of Pittsburgh in Winter 2021.

Book Releases



Dr. Phil Kitchen (ICN School of Business) and Dr. Marwa Tourky (Cranfield University) have recently published (2022) a second edition of [*Integrated Marketing Communications – A Global Brand-Driven Approach*](#) with Palgrave-Macmillan. The new book applies the principles of IMC to the global marketplace/space, thereby meeting growing demand for information and analyses from students and practitioners. The new edition updates, expands, and brings new knowledge, critiques, and commentary relative to this essential subject. It also includes many case studies on IMC and related matters. 



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Announcements (Call for Editor)

Call for Editor(s) ***Journal of Advertising Education***

Nomination Deadline: May 1, 2022

The AEJMC Advertising Division invites applications and nominations for editor or co-editors of the *Journal of Advertising Education*. The three-year appointment begins August 1, 2022 and ends July 31, 2025 with an option for extension for another term.

The *Journal of Advertising Education* is a biannual peer-reviewed academic journal dedicated to research and commentary on instruction, curriculum, and leadership in advertising education. In addition to traditional research, the journal publishes articles and opinion pieces, teaching innovations and outcomes, reports, and resource reviews.


JAE is published by SAGE, a global academic publisher of books, journals, and a growing suite of library products and services. SAGE publishes *JMC Quarterly*, *JMC Monographs*, and the *JMC Educator*.

The editor(s) will be responsible for timely processing, review and editing of manuscript submissions and other content for the journal. The editor will work with the AEJMC Central Office, the Advertising Division, and with the publisher's production and promotion representatives at SAGE. The editor is expected to attend the annual AEJMC conference. The position is accompanied by an annual stipend.

Applicants should be or will agree to become members in good standing of the Ad Division. They should be able to write and edit clearly and concisely, understand and appreciate a broad range of research methods, and have an extensive knowledge of the literature of advertising, education and mass communication research.

The editor will be recommended to SAGE by a committee chaired by *JMC Educator* editor Jami Fullerton. To maintain a fair and open process, the Committee seeks both applications from those interested and nominations. Nominees will be contacted and asked to submit applications, and all who apply will be considered.

The editor selected will be housed in a department or school that is able and eager to cooperate with this publishing venture in terms of office space, use of equipment, and graduate student or staff assistance.

Nominations must be received no later than May 1, 2022. Complete applications should be received by May 15, 2022. Nomination letters should be sent to Jay Newell at newelljj@iastate.edu. A complete application will include a letter outlining the candidate's qualifications and interest, a letter of support from the applicant's department head and/or dean, and contact information for three professional references. All material should be combined in a single pdf and sent by the deadline to Jay Newell at newelljj@iastate.edu. Initial inquiries may be made to Jay Newell (current editor) or Jami Fullerton, chair of the editor search recommendation committee, at jami.fullerton@okstate.edu. 

Announcements (Call for Papers)

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

Guest Editors

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

Submission Deadline: April 30, 2022

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

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

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

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

Submission Deadline: April 30, 2022.

Publication Schedule: Accepted articles for this Special Issue Article Collection will be published in JIA's first available regular issue (i.e., rolling publication); the articles will also be added to a Special Issue Article Collection page upon publication, along with an introduction and editorial from the guest editors.

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Announcements (Call for Papers)

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

Guest Editors

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

Submission Deadline: December 31, 2022

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

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

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


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

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

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

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

Publication Schedule: Accepted articles for this Special Issue Article Collection will be published in JIA's first available regular issue (i.e., rolling publication); the articles will also be added to a Special Issue Article Collection page upon publication, along with an introduction and editorial from the guest editors.

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

Announcements (Call for Papers)



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Announcements (Call for Papers)

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

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

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

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

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

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

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

Guest Editors:

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

Manuscript submission information:

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

Important dates

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

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Announcements (Journal of Advertising)



Journal of Advertising Special Section on Social Media Influencer Advertising

The Journal of Advertising recently published a Special Section on Social Media Influencer Advertising co-edited by Colin Campbell (University of San Diego) and Sara Rosengren (Stockholm School of Economics). The issue contains five articles that drive understanding of why and how influencers operate. This special section shows that there is more to influencers than might meet the eye and calls for more influencer-specific theorizing, more ecologically-valid influencer studies, and continued examination of a wider range of influencer topics.

Special Section: Social Media Influencer Advertising

[Navigating the Future of Influencer Advertising: Consolidating What Is Known and Identifying New Research Directions](#) [Editorial]
Sara Rosengren & Colin Campbell

[How Consumers Consume Social Media Influence](#)

Joachim Scholz

[Influencer Celebrification: How Social Media Influencers Acquire Celebrity Capital](#)

Gillian Brooks, Jenna Drenten & Mikolaj Jan Piskorski

[Multifaceted Influencers: Toward a New Typology for Influencer Roles in Advertising](#)

Ksenia Rundin & Jonas Colliander

[Speaking Up on Black Lives Matter: A Comparative Study of Consumer Reactions toward Brand and Influencer-Generated Corporate Social Responsibility Messages](#)

Jeongwon Yang, Ploypin Chuentarawong & Krittaphat Pugdeethosapol

[David and Goliath: When and Why Micro-Influencers Are More Persuasive Than Mega-Influencers](#)

Jiwoon Park, Ji Min Lee, Vikki Yiqi Xiong, Felix Septianto & Yuri Seo 

Announcements (ANA Educational Foundation)



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Announcements (Job)



University of Missouri-Kansas City

Inaugural Dean of the School of Humanities and Social Sciences

University of Missouri-Kansas City has begun the search of an inaugural dean of the School of Humanities and Social Sciences. This new school will include the Department of Communication and Journalism, the Department of History, the Department of Foreign Language, the Department of English Language and Literature, the Department of Sociology, the Department of Political Sciences, the Department of Criminal Justice, the Department of Economics, and the Department of Media, Art and Design.

The finalized position profile (<https://umurl.us/umkcdean>) of the dean search is live on the dean's [search website](#) and the national advertisements have been placed. ~~AA~~

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

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

- ACCI – American Council on Consumer Interests
- ACR – Association for Consumer Research
- Ad Division, AEJMC (Association for Education in Journalism and Mass Communication)
- AEF – ANA Educational Foundation
- AEJ – Association of European Journalists
- AMS – Academy of Marketing Science
- AMA – American Marketing Association
- AMA SIGS – Relevant Special Interest Groups (SIGS): Advertising, Consumer Behavior, Marketing Research, Marketing and Public Policy
- APA – (Division 23 – Consumer Psychology - see SCP below);
- APA – (Division 46 - Media Psychology)
- Amer. Agri. Econ. Assoc
- EAA – European Advertising Academy
- ICA – International Communication Association
- IJA – International Journal of Advertising
- NCA – National Communication Association
- SCP – Society for Consumer Psychology (APA Division 23)
- SMA – Society for Marketing Advances

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

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

Deadline for submitting ads to the AAA Newsletter

- AAA Newsletter Published on: March 1, June 1, September 1, December 1
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