



March 22 – 25, 2018  
Downtown Marriott • New York, New York

**AAA 2018 PRE-CONFERENCE**

**THURSDAY, March 22**

**Executive Committee Meeting**

**Capital**

**Pre-Conference 1 (Separate Registration Required)**

8:30 am – 5:30 pm

**DIGITAL ADVERTISING & ETHICS: RESEARCH, TEACHING, AND PRACTICE**

**Chairs:**

Saleem Alhabash & Kjerstin Thorson, Michigan State University  
Minette (Meme) Drumwright & Kathryn Pounders, University of Texas-Austin

**8:00 – 8:45 am Pre-Conference**      **Financial Ballroom Foyer**  
**Registration and Coffee**

**8:45 – 9:00 am Welcome and Introductions**      **Treasury**  
Saleem Alhabash, Michigan State University

**9:00 – 10:30 am**      **Treasury**  
**Advertising Ethics: From Theory to Practice**

Moderator: Esther Thorson, Michigan State University

The News About Fake Advertising: Advertising Ethics in the Digital Landscape  
Margaret Duffy, University of Missouri

Key Principles in Avoiding 'Moral Myopia' in Advertising  
Patrick Lee Plaisance, Colorado State University  
Transparency Builds Trust  
Wally Snyder, Institute for Advertising Ethics

Behavioral Ethics and Digital Advertising  
Minette (Meme) Drumwright, University of Texas-Austin

Have the Ethics in Advertising Changed?  
Erin Schauster, University of Colorado Boulder

**10:30 – 10:45 am Coffee Break      Financial Ballroom Foyer**

**10:45 – 12:00 pm      Treasury**  
**Data, Privacy, and the Changing Face of Advertising**

Moderator: Kjerstin Thorson, Michigan State University

Digital Darkness? Ethical Considerations in Digital (as  
Compared to TV) Political Advertising  
Erika Franklin Fowler, Wesleyan University

The End of Persuasion  
Kip Cassino, Borrell Associates

Algorithms and Data Do Not Understand Love  
Elizabeth Ross, Periscope

**12:15 – 1:00 pm Lunch for Participants      Bill's Restaurant**

**1:00 – 2:30 pm      Treasury**  
**From Dislikes to Likes: The Future of Digital Advertising**

Moderator: Hairong Li, Michigan State University

Paying Attention: Ethical Implications for Strategizing Attention  
Brittany Duff, University of Illinois

Bridging the Divide: Policy and Industry Related Ethical  
Considerations for Native Advertising  
Nathaniel Evans, University of Georgia

Ethics of Artificial Intelligence: Lessons from the Front Line  
Jason Jercinovic, Havas

Are AR Services Benefiting Consumers or Marketers? For a  
More Ethical Development of AR Applications  
Stéphanie Gauttier, University of Twente

Unlocking Networks  
Marcus Collins, Doner

**2:30 – 2:45 pm Coffee Break      Financial Ballroom Lobby**

**2:45 – 4:15 pm      Treasury**  
**Teaching Ethics to Future Advertisers**

Moderator: Minette (Meme) Drumwright, University of Texas, Austin

Not an Oxymoron: Advertising Ethics & Vulnerable Populations  
for Undergraduates  
Elizabeth Taylor Quilliam, Michigan State University

Digital Advertising Ethics Across Cultures & Countries  
Carrie La Ferle, Southern Methodist University

Teaching about Malpractice in Advertising: The U.S. Context  
Jef I. Richards, Michigan State University

Tips and Resources for Teaching Advertising Ethics in a Digital Environment  
Kathryn Pounders, University of Texas-Austin

Sharing Experiences  
Open Discussion

**4:15 – 4:30 pm**  
**Closing Remarks and Future Plans**

**Treasury**

Pre-Conference Organizers

Pre-Conference 3 (Separate Registration Required)

1:00 – 4:30 pm

**IMC IN TRANSMEDIA ERA: VOICES FROM INDUSTRY**

Location: Publicis Media, 375 Hudson St., New York, NY 10014

**12:30 pm Meet in Hotel Lobby. We will share Uber rides to Publicis.**

Moderators: Jooyoung Kim, University of Georgia  
Lori DePace, Publicis Health, NYC

Opening Welcome  
JD Cassidy, Managing Director of Saatchi & Saatchi  
Wellness

Tour of Agency

Panel Presentations

“Current Views on IMC and Its Future Direction in Digital Age”  
David Paragamian, Managing Director, Razorfish Health

“Right Mix of Touch Points in Digital Age: Traditional and New Media”  
Isabel Nie, VP/Global Search Director, Blue449

“Creative in Digital Era: What Matters”  
Jon Hackett, SVP, Director, Emerging Technology of  
Publicis North America

“How the Digital Revolution Changed the Ad Planning Process”  
TBA

**3:30 – 4:30 pm Post-session interaction with panelists**

# AAA 2018 CONFERENCE

## Celebrating 60 Years (1958-2018)

4:00 – 6:30 pm

Conference Registration

Financial Ballroom Foyer

6:00 – 7:00 pm

Opening Reception

Financial Ballroom

*Sponsored by: University of Colorado; University of Georgia; University of Texas - Austin*

## FRIDAY, March 23

7:30 – 8:30 am

**First Timers' & Mentors' Breakfast**

Financial I

If this is your first AAA Conference, please join us for a complimentary continental breakfast to meet some of your colleagues and learn more about the association.

*Sponsored by: University of Florida*

8:30 am – 5:00 pm

Exhibits and Registration

Grand Ballroom Foyer

**Publications Committee Meeting**  
(For Committee Members Only)

Capital

8:30 – 10:00 am

**Session 1.1:**  
**Information Processing**

Salon A

Consumer Responses to Time-Restriction: Role of Construal Level and Advertising Appeal

Hyuksoo Kim, Ball State University

Yunjae Cheong, Hankuk University of Foreign Studies

Kihan Kim, Seoul National University

Understanding the Interplay between Control and Regulatory Focus on Advertising Effectiveness

Naa Amponsah Dodoo, Emerson College

Linwan Wu, University of South Carolina

Effects of Construal Level and Need for Cognition on Consumers' Responses to Temporally Framed Benefits

Seounmi Youn, Emerson College

Hyuksoo Kim, Ball State University

Exploring the Influence of Future Time Perspective on the Effectiveness of Process- and Outcome-Focus Mental Simulation in Advertisements

Linwan Wu, University of South Carolina

Sun-Young Park, University of Massachusetts-Boston

Ilyoung Ju, Bowling Green State University

Moderator: Herbert Jack Rotfeld, Auburn University

**Session 1.2:  
WOM and Viral Advertising**

**Salon B**

A Network Approach to Viral Advertising: The Role of Traditional Influencers, New Influencers and Low-influencers

Itai Himelboim, University of Georgia

Guy Golan, University of South Florida

Brand Feedback's Effects on Purchase Intentions and Word-Of-Mouth Recommendations: Mediating Roles of Justice Perception and Satisfaction

Manu Bhandari, Arkansas State University

Shelly Rodgers, University of Missouri

Viet Nguyen, Arkansas State University

Discourse Analysis of Online Product Reviews in Online Shopping Websites in the Aspect of Digital Consumerism and Culture

Haseon Park, University of North Dakota

Joonghwa Lee, University of North Dakota

Offline Advertising as a Driver of Consumers' Online Brand Engagement on Social Media

Hilde Voorveld, University of Amsterdam

Theo Araujo, University of Amsterdam

Stefan Bernritter, University of Amsterdam

Edwin Rietberg, Dentsu

Rens Vliegthart, University of Amsterdam

Moderator: Shu-Chuan (Kelly) Chu, DePaul University

**Session 1.3:  
Gender Issues in Advertising**

**Empire**

"I Owe My Life to the Kind Individual Who Called the Helpline, Else, I wouldn't Be Here Telling My Story": Exploring the Interplay of Self-Views and Social Distance in Narrative Advertising on Domestic Violence Prevention in India and the United States

Sidharth Muralidharan, Southern Methodist University

Eunjin (Anna) Kim, Southern Methodist University

Gender Differences in Arousal Prime Effects on Humor Advertising

Hye Jin Yoon, Southern Methodist University

Yoon-Joo Lee, Washington State University

Female Power Portrayals in Ads, Underlying Dimensions  
Elika Kordrostami, Humboldt State University  
Russell Laczniaik, Iowa State University

The Role of LGBTQ Images on Brand Resonance: Comparing  
LGBTQ+ and Non-LGBTQ+ Video Game Consumers  
Sindy Chapa, Florida State University  
Samantha Sumler, Florida State University

Moderator: Peggy J. Kreshel, University of Georgia

**Session 1.4:** **Salon C**

**Special Topic:**  
**Preparing Undergraduate Students for Industry by  
Enhancing Research and Communication Skills**

Chair: Patricia Huddleston, Michigan State University

Panelists:

Anna R. McAlister, Endicott College  
Elizabeth Quilliam, Michigan State University  
Dawn Pysarchik, Michigan State University  
Juan Mundel, DePaul University  
Ken Walker, Campbell Ewald  
Brittany Thomas, Michigan State University  
Shannon Harris, Endicott College

10:00 – 10:30 am

**Coffee Break** **Grand Ballroom Foyer**  
*Sponsored by: Southern Methodist University*

10:00 – 10:30 am

**Journal of Advertising Editors' Meeting** **Seaport**  
*Journal of Advertising* Editor-in-Chief and Associate Editors only

10:30 – 12:00 pm

**Session 2.1:** **Salon A**  
**The Creative Mystique**

Creative Thinking: Insights from Advertising Educators and  
Practitioners

Sabrina Habib, Winthrop University  
Thomas Vogel, Emerson College  
Jorge Villegas, University of Illinois at Springfield

Five Years and Little Change: Tracking Advertising Creative  
Women in the United States

Jean Grow, Marquette University  
Tao Deng, Michigan State University

The Role of Consumer Insight in Creative Advertising  
Development: Essential Aid or Cognitive Bias?

John Parker, Macquarie University  
Scott Koslow, Macquarie University

Lawrence Ang, Macquarie University  
Alex Tevi, Macquarie University

Implicit Theories of Creatives

Katharine Hubbard, State University of New York College at  
Buffalo

Moderator: Glenn Griffin, University of Colorado-Boulder

**Session 2.2:  
Social Media**

**Salon B**

Social Media Advertising Research during 2006-2016: Literature  
Review through the Lens of Communication Process Model

Jing Yang, Loyola University Chicago

An Eye-Tracking Study to Examine the Visual Attention of Ads  
on Social media

Yongick Jeong, Louisiana State University

Gawon Kim, Louisiana State University

Consumers' Engagement with TV Events: The Iterative  
Relationship Between Viewing Ratings and Engagement  
Behaviors on Twitter

Ewa Maslowska, University of Amsterdam

Claire Segijn, University of Minnesota-Twin Cities

Theo Araujo, University of Amsterdam

Vijay Viswanathan, Northwestern University

Starring in Your Own Snapchat Advertisement: Influence of Self-  
Brand Congruity, Self-Referencing and Perceived Humor on  
Brand Attitude and Purchase Intention of Advertised Brands

Joe Phua, University of Georgia

Jihoon (Jay) Kim, University of Georgia

Moderator: Yolanda Cal, Lynn University

**Session 2.3:  
Cause-Related Advertising**

**Empire**

I'm Stigmatized and I Know it: Stigmatizing Appeals  
Effectiveness in Social Marketing

Iulia Nitu, Université Jean Moulin Lyon 3

Sonia Capelli, Université Jean Moulin Lyon 3

The Positive Side of Guilt Appeals: When Effort Enhances  
Compliance Toward Negative Induced Emotions in Advertising

Sigal Segev, Florida International University

Juliana Fernandes, University of Miami

Can We Find the Right Balance in Cause-related Marketing?  
Analyzing the Boundaries of Balance Theory in Evaluating  
Brand-cause Partnerships

Joseph Yun, University of Illinois

Brittany Duff, University of Illinois

Patrick Vargas, University of Illinois

The Effects of Cause Proximity and Message Strategy in Cause-related Marketing Advertising on Attitude toward the Ad: The Mediating Role of Advertising Believability

Taemin Kim, Incheon National University

Jhieh-Syuan (Elaine) Lin, National Chengchi University

Hyejin Kim, University of Minnesota-Twin Cities

Moderator: Kasey Windels, Louisiana State University

**Session 2.4:** **Salon C**  
**Special Topic:**  
**Technology Innovation and Advertising: Implications for Education and Research**

Moderators:

Jooyoung Kim, University of Georgia

Sharon Hudson, Advertising Educational Foundation

Panelists:

Barry Wacksman, R/GA

Alison Demos, Ogilvy & Mather

Preeya Vyas, Saatchi & Saatchi

Charles Ray Taylor, Villanova University

Karen King, University of Georgia

Grace Ahn, University of Georgia

12:00 – 2:00 pm

**12:15 pm** **Financial Ballroom**  
**Academic-Industry Panel & Luncheon**

**Will Advertising and Marketing be Replaced by Robots?**

Moderators:

Michelle Nelson, AAA President & University of Illinois

Gordon McLean, President & CEO, Advertising Educational Foundation

Panelists:

Tara Deveaux, Chief Marketing Officer, BBDO New York

Brian Fetherstonhaugh, Worldwide Chief Talent Officer, The Ogilvy Group

Jef I. Richards, J.D., Ph.D., Professor, Department of Advertising & Public Relations, Michigan State University

2:00 – 3:30 pm

**Session 3.1:** **Salon A**  
**Practitioner-Oriented Research**

Explaining Turnover Intention in Advertising Agencies: The Roles of Job Satisfaction and Organizational Commitment

Jun Heo, Louisiana State University

A-Reum Jung, Louisiana State University



Achieving Strategic Digital Integration: Views from Experienced  
New York City Advertising Agency Professionals  
Courtney Carpenter Childers, University of Tennessee  
Eric Haley, University of Tennessee  
Sally McMillan, University of Tennessee

Advertising Primed: How Professional Identity Affects Moral  
Reasoning  
Erin Schauster, University of Colorado-Boulder  
Patrick Ferrucci, University of Colorado-Boulder  
Edson Tandoc, Nanyang Technological University  
Tara Walker, University of Colorado-Boulder

The Relationship Between Persuasion Knowledge and  
Advertising Investment: What Drives What?  
Martin Eisend, European University Viadrina  
Farid Tarrahi, European University Viadrina

Moderator: Scott R. Hamula, Ithaca College

**Session 3.2:**  
**Big Data Methods in Advertising Research**

**Salon B**

Reactance to Personalization: Understanding the Drivers Behind  
the Growth of Ad Blocking  
Nancy Howell Brinson, University of Alabama  
Matthew S. Eastin, University of Texas- Austin

Two Decades of Scholarly Research in Advertising: Beyond the  
Leading Journals  
Joe Bob Hester, University of North Carolina at Chapel Hill

You Reap Where You Sow and Trust Is the Key to Successful  
Seeding: Computational Research Applying the Trust Scores in  
Social Media (TSM) Algorithm  
Jisu Huh, University of Minnesota  
Hyejin Kim, University of Minnesota  
Bhavtosh Rath, University of Minnesota  
Xinyu Lu, University of Minnesota  
Jaideep Srivastava, University of Minnesota

Mining Influencer Marketing Messages: Investigating Consumer  
Responses to Brand- vs. Influencer-Generated Ads  
Chen Lou, Nanyang Technological University  
Sang-Sang Tan, Nanyang Technological University  
Xiaoyu Chen, Nanyang Technological University

Moderator: Valerie Jones, University of Nebraska-Lincoln

**Session 3.3:  
Augmented and Virtual Reality**

**Empire**

Does Device Matter in VR Advertising? Perception and Memory of Virtual Reality Branded Content

Yanyun Wang, University of Illinois

Jie Shen, University of Illinois

Rachel Yang, University of Illinois

Chen Chen, University of Illinois

Mike Yao, University of

Michelle Nelson, University of Illinois

Corporate Social Responsibility in Virtual Reality: A Walk in Their Shoes

Kwangho Park, Troy University

Jaejin Lee, Florida State University

Kim Minkil, Troy University

Kim Sanghoon, Florida State University

Using Augmented Reality to Overlay Branded Content on the Face: To What Extent Do Type of Augmentation (Self/Other) and Use Experience (Active/Passive) Affect Brand Responses?

Anne Roos Smink, University of Amsterdam

Enhancing Destination Image through Virtual Tours: The Mediating Role of Spatial Presence

Jihoon (Jay) Kim, University of Georgia

Moderator: Steven Edwards, Southern Methodist University

**Session 3.4:  
Special Topic:  
Creativity, Data, and Artificial Intelligence: The New Team**

**Salon C**

Moderators:

Jorge Villegas, University of Illinois at Springfield

Thomas Vogel, Emerson College

Sabrina Habib, Winthrop University

Jeff Williams, University of South Carolina

Panelists:

Darren "Daz" McColl, Chief Brand Strategy Officer of SapientNitro

Marianna Dutra, Associate Creative Director, Publicis NY

Peter Karlson, Owner, Your Majesty

James Widegren, Chief Design Officer and Founder of Your Majesty and editor-in-chief of NEW INDUSTRY ARTS

Roman Tuskerman, Creative Director, Publicis NY

Bia Castro, Art Director and Designer, Uber

Sonya Matejko, Communications Manager, Digital-First

3:30 – 3:45 pm

**Coffee Break**

**Grand Ballroom Foyer**

**Sponsored by: Routledge Taylor & Francis Group**

3:45 – 5:15 pm

**Session 4.1:  
Social Media Part Deux**

**Salon A**

A Consumer Socialization Approach to Understanding Advertising Avoidance on Social Media

Federico de Gregorio, University of Akron  
Sydney Chinchanchokchai, University of Akron  
Karen Lancendorfer, Western Michigan University

A Trip Down Memory Lane: Antecedents and Outcomes of Ad-Evoked Nostalgia on Facebook

Seounmi Youn, Emerson College

The Effects of Personality Traits and Tailored Messages on Advertising Avoidance on Social Networking Sites

Naa Amponsah Dodoo, Emerson College  
Jing (Taylor) Wen, University of South Carolina

#Authenticity In Ads: Exploring Effects of Perceived Authenticity of Instagram Models on Aad, Buying Intentions

Heather Shoenberger, University of Oregon  
Eunjin (Anna) Kim, Southern Methodist University  
Erika Johnson, East Carolina University

Moderator: Sela Sar, University of Illinois

**Session 4.2:  
Brand Placements**

**Salon B**

Examining the Influence of Media Usage on Product Placement Effectiveness

Kazuhiro Kishiya, Kansai-University

Brand Placement in Fiction: The Role of Stylistic Devices in Placement Effects on Attitude Towards Familiar and Unfamiliar Brands

Nathalie Dens, University of Antwerp  
Yana Avramova, University of Antwerp  
Patrick De Pelsmacker, University of Antwerp

The Impact of Prosocial Advergaming on Consumer Response

Yoon Hi Sung, University of Texas-Austin  
Wei-Na Lee, University of Texas-Austin

360-Degree Videos and Immersive Brand Storytelling: The Role of Perceived Ease-of-Navigation

Yang Feng, San Diego State University

Moderator: Jay Newell, Iowa State University

**Session 4.3:  
Green Advertising**

**Empire**

So Cute it Hurts!: The Interplay Between Animal Cuteness and Message Framing in Environmental Advertising

Daniel Pimentel, University of Florida  
Sri Kalyanaraman, University of Florida  
Shiva Halan, University of Florida

Signaling Sustainability: Approaches to On-pack Advertising and Consumer Responses

Panayiota Alevizou, University of Sheffield  
Caroline Oates, University of Sheffield  
Seonaidh McDonald, Robert Gordon University  
Claudia Henninger, University of Manchester

I Am a Green Consumer “Do a Good” Vs. “I Am Good”: The Interplay Between Pride Appeals and Regulatory-Focused Messages in Green Advertising

Ji Mi Hong, University of Texas-Austin  
Rachel Lim, University of Texas-Austin  
Lucy Atkinson, University of Texas-Austin

Moderator: John Wirtz, University of Illinois

**Session 4.4:  
Online Video and Mobile Advertising**

**Salon C**

Forced Exposure to Online Video Ads: The Role of Perceived Control and Desire for Control

Dongwon Choi, University of Georgia  
Jooyoung Kim, University of Georgia

Five Seconds to the Ad: How Program-Induced Mood Affects Ad Countdown Effects

Tiffany Venmahavong, Bryant University  
Sukki Yoon, Bryant University  
Kacy Kim, Elon University  
Chan Yoo, Saint Joseph's University

Understanding the Influence of Customization on Brand Evaluation among Consumers with Different Levels of Uncertainty and Uncertainty Avoidance

Linwan Wu, University of South Carolina  
Nanlan Zhang, University of South Carolina  
Chris Noland, University of South Carolina  
Anan Wan, University of South Carolina

Advertising in a Mobile App? The Moderating Role of Brand Attitude and Location

Mototaka Sakashita, Keio University  
Khadija Ali Vakeel, Northwestern University  
Vijay Viswanathan, Northwestern University

Moderator: Qimei Chen, University of Hawaii-Manoa

4:00 – 5:00 pm

**Journal of Advertising ERB Meeting**

**Seaport**

5:15 – 6:15 pm

**AAA Members' Meeting**

**Salon C**

6:30 – 7:30 pm

**President's Reception**

**Financial Ballroom**

**Sponsored by: University of South Carolina**

**Sweets by: Creative Circus**

## **SATURDAY, March 24**

7:30 – 8:30 am

**Past Presidents' Advisory Board**

**Capital**

**Sponsored by: University of Illinois**

8:30 am – 1:00 pm

**Exhibits & Registration**

**Grand Ballroom Foyer**

8:30 – 10:00 am

**Session 5.1:**

**Salon A**

**Issues Related to Privacy and Regulation**

The Legal Status of Commodity Promotion Programs

Ronald Taylor, University of Tennessee

Green Consumers Are More Vulnerable to Greenwashing: The Role of Green Knowledge and Environmental Consciousness

DongJae (Jay) Lim, University of Georgia

Taeyeon Kim, University of Georgia

Blocking Ads and Deleting Cookies: A Longitudinal Study

Examining Online Privacy Protection Behavior

Sophie Boerman, University of Amsterdam

Sanne Kruijkemeier, University of Amsterdam

Frederik Zuiderveen Borgesius, University of Amsterdam

“Do I Have a Reason to Worry?": Knowledge-based Affective Elements of Attitude Towards Personalized Marketing Communication

Joanna Strycharz, University of Amsterdam

Moderator: Jim Pokrywczynski, Marquette University

**Session 5.2:  
Health Communication**

**Salon B**

Narratives and Public Service Advertising (PSA) in Cancer Organizations' Social Media

Shelly Rodgers, University of Missouri  
Jon Stemmler, University of Missouri  
Maddie Stanze, University of Missouri

Fostering Resistance to Competing Messages: Impact of Narratives and Trait Reactance in Health Public Service Advertising

Yan Huang, Southern Methodist University

Advertising that Comforts: The Effects of Person-centeredness and Motivation to Process in Health Promotion Advertising

Giang Pham, University of Illinois  
John Wirtz, University of Illinois

Effects of Endorser Type and Testimonials in Direct-to-Consumer Prescription Drug Advertising (DTCA)

Jisu Huh, University of Minnesota  
Nilesh Bhutada, Takeda Pharmaceuticals  
Brent Rollins, Philadelphia College of Osteopathic Medicine  
Matthew Perri, University of Georgia

Moderator: Erin Willis, University of Colorado-Boulder

**Session 5.3:  
Special Topics:  
Disclosing Paid Influencers: Self-Regulatory and Industry Perspectives**

**Salon C**

Moderators:

Mariea Hoy, University of Tennessee  
Courtney Carpenter Childers, University of Tennessee

Panelists:

Laura Brett, National Advertising Division (NAD)  
Dylan Collins, SuperAwesome  
Dona Fraser, Children's Advertising Review Unit (CARU)  
Amanda Gillentine, Harper's Bazaar USA  
Lynne Jansons, Digital Lens

**Session 5.4:  
Meet the Journal Editors**

**Empire**

Moderator:

Debbie Treise, University of Florida

Editors:

Shintaro Okazaki, Journal of Advertising, King's College  
London  
John Ford, Journal of Advertising Research, Old Dominion  
University  
Terry Daugherty, Journal of Interactive Advertising, University  
of Akron  
Eric Haley, Journal of Current Issues and Research in  
Advertising, University of Tennessee  
Charles R. Taylor, International Journal of Advertising,  
Villanova University  
Don Schultz, Journal of Marketing Communications,  
Northwestern University

10:00 -11:00 am

**Coffee Break** **Grand Ballroom Foyer**  
**Sponsored by: DePaul University**

**Invited Special Session** **Salon A**

"Development of Advertising in China and 2019 Beijing Global  
Conference"

Prof. Gang Chen, Peking University, Chair of the China  
Advertising Association Academic Commission (CAAAC)

**Committee Meetings**

Awards	<b>Hotel Lobby</b>
Communication	<b>Salon B</b>
Finance	<b>Hotel Lobby</b>
International Advertising Education	<b>Salon C</b>
Membership	<b>Ellis</b>
Research	<b>Empire</b>

(All meetings for both incoming and outgoing members)

11:00 – 12:30 pm

**Session 6.1:** **Salon C**  
**Special Topics:**  
**The Unintended Consequences of the Digital Revolution**

**Moderator:** Cynthia Morton, University of Florida

Panelists:

Jon Morris, University of Florida  
Jef I. Richards, Michigan State University  
Marla Royne Stafford, University of Memphis  
Caryl Cooper, University of Alabama

**Session 6.2:** **Salon B**  
**Food and Drugs**

How Consumers Process Information in Menu Books: Food  
Marketing Communications in Food Retail Contexts  
Mark Y. Yim, University of Massachusetts-Lowell

Impact of Preceding Anti-Obesity PSAs on Processing of Food  
Commercials and Desire for High-Calorie Foods  
Yongwoog Jeon, University of Texas-Austin

Celebrity Endorsement in OTC Drug Advertising in Japan: The  
Relationship between Congruency and Perceived Endorser  
Credibility  
Mariko Morimoto, Waseda University

The Intermingling of Narrative and Expository Styles within  
Direct-to-Consumer Prescription Drug Commercials  
Jennifer Ball, Temple University  
Janelle Applequist, University of South Florida

Moderator: Yan Huang, Southern Methodist University

**Session 6.3:** **Salon A**  
**Media Planning**

The Effect of Program-Induced Engagement on Media  
Multitasking and the Moderating Role of Brand Familiarity  
Hyejin Bang, University of Kansas  
Karen King, University of Georgia

Double Jeopardy In The Long Tail: Audience Behavior In the  
Age of Media Fragmentation

Harsh Taneja, University of Illinois

Weather and Television Advertising Effectiveness: A Field Study

Felix Weißmüller, Ludwig-Maximilians-Universität München  
Sebastian Fetz, Dymatrix Consulting Group

The Positive Effect of Related Tweeting During a Live Television  
Show on Advertising Effectiveness

Claire Segijn, University of Minnesota

Theo Araujo, University of Amsterdam

Hilde Voorveld, University of Amsterdam

Edith Smit, University of Amsterdam

Moderator: Laura Bright, Texas Christian University

12:30 pm – 2:00 pm

**Awards Lunch**

**Financial Ballroom**

**Best Conference Paper Awards**

*Sponsored by Southern Methodist University*

2:00 – 3:30 pm

**Session 7.1:** **Salon C**  
**Special Topics:**  
**Consumer Anti-Brand Activism and Advertising Implications**

Moderators:

Jisu Huh, University of Minnesota



Panelists:

Shreya Mukherjee, Deutsch New York  
Candice Hollenbeck, University of Georgia  
Jameson Hayes, University of Alabama  
Kineta Hung, Hong Kong Baptist University  
Joon Soo Lim, Syracuse University

**Session 7.2:  
Native Advertising**

**Salon B**

Exploring Readers' Evaluations of Native Advertisements in a  
Mobile News App

Simone Krouwer, University of Antwerp  
Karolien Poels, University of Antwerp  
Steve Paulussen, University of Antwerp

Information or Deception? Effects of Disclosure Language and  
Prominence on Consumers' Vigilance about Native Advertising  
Disclosure

Ilwoo Ju, Saint Louis University  
Hyunmin Lee, Drexel University

Native Advertising: How Attitude Toward Online News Media  
and Content Relevance are Linked to the Brand Evaluation and  
Behavioral Intentions

Rahnuma Ahmed, University of Oklahoma  
Doyle Yoon, University of Oklahoma  
Nazmul Rony, University of Oklahoma  
Seunghyun Kim, University of Oklahoma

Can Advertising Students Recognize an Ad in Editorial's  
Clothing? Scores from the Stanford "Evaluating Information" Test

Alice Kendrick, Southern Methodist University  
Jami Fullerton, Oklahoma State University

Moderator: Guy Golan, University of South Florida

**Session 7.3:  
Children and Advertising**

**Salon A**

Healthy, Sweet, Brightly Colored, and Full of Vitamins: Affective  
and Cognitive Persuasive Strategies of Food Placements and  
Children's Healthy Eating Behavior

Brigitte Naderer, University of Vienna  
Joerg Matthes, University of Vienna  
Alice Binder, University of Vienna  
Mira Mayrhofer, University of Vienna

This Video is Sponsored! An Eye Tracking Study on the Effects  
of Disclosure Timing on Children's Persuasion Knowledge

Eva A. Van Reijmersdal, University of Amsterdam  
Esther Rozendaal, Radboud University  
Liselot Hudders, University of Ghent  
Verolien Cauberghe, University of Ghent  
Zeph van Berlo, University of Amsterdam

Unboxing Parents' Understanding of Sponsored Child Influencer Videos

Mariea Hoy, University of Tennessee  
Courtney Carpenter Childers, University of Tennessee  
Nathaniel Evans, University of Georgia

Chinese Parents' Mediation of Children's Responses to Advertising

Sangruo Huang, Zhejiang University  
Jijin Lu, University of Warwick

Moderator: Michelle Nelson, University of Illinois

3:30 – 7:00 pm: Off Site Event

**60<sup>th</sup> Anniversary Champagne Toast for AAA and MSU**  
***Sponsored by: Michigan State University***

**3:30:** Meet in the 2<sup>nd</sup> Floor Lobby, Grand Ballroom

**One World Observatory** **World Trade Center**  
***Sponsored by: University of Illinois; University of Minnesota***

Get your ticket at the Champagne Toast before walking to OWO

**SUNDAY, March 25**

8:15 – 10:15 am

**Morning Coffee**

**Grand Ballroom Foyer**

8:30 – 10:00 am

**Session 8.1:** **Salon A**  
**Religion, Morality, and Mortality**

Walk the talk! Insights into employees' evaluation of the authenticity of their company's corporate social responsibility (CSR) engagement and communication.

Sarah Schaefer, Alpen-Adria Universitaet Klagenfurt  
Ralf Terlutter, Alpen-Adria Universitaet Klagenfurt  
Sandra Diehl, Alpen-Adria Universitaet Klagenfurt

How do Ultra-Orthodox Shop Online? Advertising and Purchase Behavior among Religious Communities

Sabina Lissitsa, Ariel University  
Osnat Roth-Cohen, Ariel University

When and Why Do Consumers Liberate Brand Transgressions?: From the Moral Licensing Perspective

Yuhosua Ryoo, University of Texas-Austin  
Jung Hwa Choi, University of Texas-Austin

Virtual Near-Death Experiences: The Impact of Mortality Salience on Brand Preferences

Sun Joo (Grace) Ahn, University of Georgia

Jung Min Hahm, University of Georgia

Moderator: Harsha Gangadharbatla, University of Colorado-Boulder

**Session 8.2:  
The Power of the Celebrity**

**Salon B**

Do Celebrity Endorsements Benefit for Luxury Branding?  
Sun-Young Park, University of Massachusetts Boston  
Mark Y. Yim, University of Massachusetts-Lowell  
Paul Sauer, Canisius College

When Social Media Influencers Endorse Brands: The Effects of Self-Influencer Congruence, Parasocial Identification, and Perceived Endorser Motives  
Yan Shan, California Polytechnic State University  
Kuan-Ju Chen, National Central University  
Jhih-Syuan (Elaine) Lin, National Chengchi University

Understanding Social Media Influencer Marketing and Its Influence on Consumer Behavior: A Theoretical Framework and Empirical Evidence  
Chen Lou, Nanyang Technological University  
Shupei Yuan, Northern Illinois University

Are the Influencers More Trustworthy than Mainstream Celebrities?: The Mediating Effect of Social Presence with Instagram Influencers on Consumers' Attitude Towards Luxury Brands  
Abdulaziz A. Muqaddam, Michigan State University  
SeungAe Jin, Oakland University

Moderator: Tom Reichert, University of South Carolina

**Session 8.3:  
Corporate Social Responsibility**

**Salon C**

A Double-Edged Sword? The Role of Corporate Social Responsibility in Corporate Crises: Applications of Assimilation-Contrast Effects and Attribution Theory  
Akua Nyarko, University of Illinois  
Chang Dae Ham, University of Illinois  
Joonghwa Lee, University of North Dakota  
Soojung Kim, University of North Dakota

Does the Congruence between Motivational Direction and Facial Expression in Ads Impact Fundraising Persuasion?  
Ji Mi Hong, University of Texas-Austin  
Hyunsang Son, University of Texas-Austin  
So Young Lee, University of Texas-Austin  
Wei-Na Lee, University of Texas-Austin

The Lonely Samaritan: Social Exclusion Influences on the Effectiveness of Self-Benefit versus Other-Benefit Appeals in Charitable Advertising

Yeonshin Kim, Myongji University  
Tae Hyun Baek, University of Kentucky  
Sukki Yoon, Bryant University  
Seeun Kim, Auburn University  
Yung Kyun Choi, Dongguk University

Industry Credibility Matters in CSR Communication: Examining the Interplay of Industry Credibility and CSR Message Type

Rachel Lim, University of Texas-Austin  
So Young Lee, University of Texas-Austin

Moderator: Jacqueline Hitchon, University of Illinois

10:15 – 11:45 am

**Session 9.1:  
Message Effects**

**Salon A**

The Effects of Visual Hyperbole and Hyperbolic Headline: Examining the Mediating Role of Perceived Humor and Perceived Deception

Ying Huang, University of West Florida

The Power of Music in Advertisement: Exploring the Moderating Role of Personality on The Effectiveness of Music-Evoked Nostalgia

Leila Khoshghadam, Old Dominion University  
Melika Kordrostami, California State University-San Bernardino.

Emotional Transfer: How Ad Processing and Evaluations are Affected by Preceding Content

Kristen Lynch, Michigan State University  
Tao Deng, Michigan State University  
Saleem Alhabash, Michigan State University  
Olivia JuYoung Lee, Michigan State University  
Syed Ali Hussain, Michigan State University  
Alexandra Torres, Michigan State University  
Emily Clark, Michigan State University

Exploring the Distractor Devaluation Effect for Both External (Advertisement) and Internal (Mind Wandering) Distractors, and Other Related Traits

Yilin Ren, University of Illinois  
Kevin Wise, University of Illinois

Moderator: Soojin Kim, Louisiana State University

**Session 9.2:  
International and Cross-Cultural Issues**

**Salon B**

The Interplay Between Brand Globalness and Localness for Iconic Global and Local Brands

Yu Liu, Florida International University

Wanhshiu (Sunny) Tsai, University of Miami  
Weiting Tao, University of Miami

Why are you Avoiding Me? A Cross-Cultural Comparison of Advertising Avoidance in Social Media Advertising

Sujin Kim, University of Texas-Austin  
Lucy Atkinson, University of Texas-Austin

What to Click: Exploring Clicking Behavior of Students During Online Shopping from a Cross-Cultural Perspective

Zhao Peng, Michigan State University  
Paphajree Vajrapana, Michigan State University  
Xueyiting Li, Michigan State University  
Anastasia Kononova, Michigan State University

Attracting Foreign Direct Investment: Using Brand Signals to Overcome Information Asymmetry and Imperfect Information

Rick T. Wilson, Texas State University

Moderator: Dana Alden, University of Hawaii-Manoa

**Session 9.3:  
Fear, Sex, and Politics**

**Salon C**

Facing Anger Versus Fear: How Individuals Regulate Level of Control in Risk Communication

Jing (Taylor) Wen, University of South Carolina  
Jon Morris, University of Florida

The Priming Effects of Sexual Editorial Content on Advertising

Nah Ray Han, University of Georgia  
Hojoon Choi, University of Houston

Attention to Political Advertising During High-Salience Political News Events

Esther Thorson, Michigan State University  
Samuel M. Tham, Michigan State University  
Weiyue Chen, Michigan State University

The Effect of Political Candidate Authenticity and Source Credibility on Voting Behavior in the 2016 U.S. Presidential Election: Message, Media, and Targeting Implications for Advertising Practice

Kristen Cameron, University of Georgia  
Joe Phua, University of Georgia  
Spencer Tinkham, University of Georgia

Moderator: Harsha Gangadharbatla, University of Colorado-Boulder

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