



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

**THURSDAY, March 22**

**4:00-6:30pm Conference Registration**

**6:30 – 8:00pm**

**Opening Reception**

**FRIDAY, March 23**

**8:30 – 10:00 am**

**Session 1.1:  
Information Processing**

**Location: TBD**

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:

**Session 1.2:  
WOM and Viral Advertising**

**TBD**

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,

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,

Stefan Bernritter ,

Edwin Rietberg ,

Rens Vliegenthart ,

Moderator:

**Session 1.3:  
Gender Issues in Advertising**

**TBD**

"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

Melika Kordrostami, California state university, San Bernardino  
Russell Laczniak, Iowa State University

The Role of LGBTQ Images on Brand Resonance:  
Comparing LGBTQ+ and Non-LGBTQ+ Video Game Consumers

Sindy Chapa, College of Communication, FSU  
Samantha Sumler ,

Moderator:

**Session 1.4:**

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

**TBD**

Anna R. McAlister, Endicott College  
Elizabeth Quilliam ,  
Patricia Huddleston, Michigan State University  
Dawn Pysarchik ,  
Juan Mundel, DePaul University  
Ken Walker ,

10:00 – 10:30 am

**Coffee Break**  
*Sponsored by*

**TBD**

10:30 – 12:00 pm

**Session 2.1:**

**The Creative Mystique**

**TBD**

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 ,

The Role of Consumer Insight in Creative Advertising  
Development: Essential Aid or Cognitive Bias?  
John Parker ,  
Scott Koslow, Macquarie University  
Lawrence Ang, Macquarie University  
Alex Tevi ,

Implicit Theories of Creatives  
Katharine Hubbard, State University of New York  
College at Buffalo

Moderator:

**Session 2.2:  
Social Media**

**TBD**

Social Media Advertising Research during 2006-2016:  
Literature Review through the Lens of Communication  
Process Model  
Jing Yang, Michigan State University

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, Amsterdam School of  
Communication Research, University of Amsterdam  
Claire Segijn, University of Minnesota - Twin Cities  
Theo Araujo ,  
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, The University of Georgia

Moderator:

**Session 2.3:  
Cause-Related Advertising**

**TBD**

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

Iulia Nitu,  
Jean Moulin, Lyon 3 University  
Sonia Capelli, Lyon 3 University

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 at Urbana-Champaign  
Brittany Duff, University of Illinois at Urbana-Champaign  
Patrick Vargas, University of Illinois at Urbana-  
Champaign

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, Fayetteville State University  
Jih-Syuan ,  
Elaine Lin ,  
Hyejin Kim, University of Minnesota-Twin Cities

Moderator:

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

**TBD**

Jooyoung Kim, University of Georgia  
Sharon Hudson, AEF

12:30 – 1:30pm

**Lunch**  
*Sponsored by*

**TBD**

2:00 – 3:30 pm

**Session 3.1:**  
**Practitioner-Oriented Research      TBD**

Explaining Turnover Intention in Advertising Agency: 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 ,  
Tara Walker, University of Colorado Boulder

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

Moderator:

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

Reactance to Personalization: Understanding the Drivers Behind the Growth of Ad Blocking  
Nancy Howell Brinson, University of Alabama  
Matthew S. Eastin, The University of Texas at 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 ,  
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 ,  
Xiaoyu Chen ,

**Session 3.3:**  
**Augmented and Virtual Reality                    TBD**

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

Yanyun Wang, The University of Illinois at Urbana  
Champaign  
Jie Shen, University of Illinois at Urbana-Champaign  
Rachel Yang, University of Illinois at Urbana  
Champaign  
Chen Chen ,  
Mike Yao, University of Illinois at Urbana-Champaign  
Michelle Nelson, University of Illinois at Urbana-  
Champaign

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

Kwangho Park, Troy University  
Lee Jaejin ,  
Kim Minkil ,  
Kim Sanghoon ,

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, The University of Georgia

Moderator:

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

**TBD**

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

**3:30 – 3:45 pm**

**Coffee Break**  
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**Room TBD**

**3:45 – 5:15 pm**

**Session 4.1:**  
**Social Media Part Deux**

**TBD**

A Consumer Socialization Approach to Understanding  
Advertising Avoidance on Social Media

Federico de Gregorio, University of Akron  
Sydney Chinchachokchai, 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 ,

Moderator:

**Session 4.2:**  
**Brand Placements**

**TBD**

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 ,  
Patrick De Pelsmacker ,

The Impact of Prosocial Advergaming on Consumer Response

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

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

Yang Feng, San Diego State University

Moderator:

**Session 4.3:  
Green Advertising**

**TBD**

Subtle Green Advertising: How Downplaying Product Greenness Impacts on Performance Evaluations

Aris Theotokis, University of Leeds  
Bryan Usrey, University of East Anglia  
Charalampos Saridakis ,  
Dayananda Palihawadana ,

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 ,

Signalling Sustainability: Approaches to on- pack advertising and consumer responses

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

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 at Austin  
Rachel Lim, University of Texas at Austin  
Lucy Atkinson, University of Texas at Austin

Moderator:

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

**TBD**

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 ,  
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 ,  
Chris Noland, University of South Carolina  
Anan Wan ,

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:

5:30 – 7:00 pm

**Presidential Reception**

**TBD**

**SATURDAY, March 24**

8:30 – 10:00am

**Session 5.1:  
Issues Related to Privacy and Regulation**

**TBD**

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 Kruikemeier ,  
Frederik Zuiderveen Borgesius ,

“Do I have a reason to worry?”: Knowledge-based affective  
elements of attitude towards personalized marketing  
communication

Joanna Strycharz, University of Amsterdam

Moderator:

**Session 5.2:  
Health Communication**

**TBD**

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

Persuasion and Resisting Counter Persuasion: 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 at Urbana  
Champaign  
John Wirtz, University of Illinois at Urbana-Champaign

Celebrity Endorsement in OTC Drug Advertising in Japan:  
The Relationship between Congruency and Perceived  
Endorser Credibility

Mariko Morimoto, Waseda University

Moderator:

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

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

10:00 -10:30 am

**Coffee Break** **TBD**  
*Sponsored by*

10:30 – 12:00 pm

**Session 6.1:**  
**Special Topics: Consumer Anti-Brand Activism and Advertising Implications**  
**TBD**

Jisu Huh, University of Minnesota  
Joon Soo Lim ,

**Session 6.2:**  
**Food and Drugs** **TBD**

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 at Austin

Effects of Endorser Type and Testimonials in Direct-to-  
Consumer Prescription Drug Advertising ,DTCA  
Jisu Huh, University of Minnesota  
Nilesh Bhutada ,  
Brent Rollins, Philadelphia College of Osteopathic  
Medicine  
Matthew Perri ,

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:

**Session 6.3:  
Media Planning**

**TBD**

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 at Urbana

Champaign

Weather and Television Advertising Effectiveness: A Field  
Study

Felix Weißmüller, Ludwig-Maximilians-Universität

München

Sebastian Fetz,

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

Claire Segijn, University of Minnesota

Theo Araujo ,

Hilde Voorveld, University of Amsterdam

Edith Smit, University of Amsterdam

Moderator:

12:30 pm – 2:00 pm

**Awards Lunch**  
*Sponsored by*

**TBD**

2:00 – 3:30 pm

**Session 7.1:  
Special Topics: The Unintended Consequences of the  
Digital Revolution**

**TBD**

Cynthia Morton, University of Florida

Jon Morris, University of Florida

Jef Richards, Michigan State University

Marla Royne Stafford, University of Memphis

Caryl Cooper ,

**Session 7.2:  
Native Advertising**

**TBD**

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 ,

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:

**Session 7.3:  
Children and Advertising**

**TBD**

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 ,  
Alice Binder ,  
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 ,  
Zeph van Berlo ,

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:

3:30 – 7:00pm: Off Site Events

*Sponsored by*

**SUNDAY, March 25**

8:30 – 10:00am

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

**TBD**

Iconic and Symbolic Religious Cues in Print Advertising:  
Impact on Brand Evaluation and Purchase Intention

Ridhi Agarwala, Indian Institute of Management  
Calcutta

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 at 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:

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

**TBD**

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 ,  
Jhih-Syuan ,  
Elaine Lin ,

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  
Seunga Jin ,

Moderator:

**Session 8.3:  
Corporate Social Responsibility**

**TBD**

A Double-Edged Sword? The Role of Corporate Social  
Responsibility in Corporate Crises: Applications of  
Assimilation-Contrast Effects and Attribution Theory  
Akua Nyarko, The University of Illinois at Urbana  
Champaign  
Chang Dae Ham, University of Illinois at Urbana-  
Champaign  
Joonghwa Lee, University of North Dakota  
Sojung 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 at Austin  
Hyunsang Son, The University of Texas at Austin  
So Young Lee, University of Texas at Austin



Wei-Na Lee, University of Texas at Austin

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

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

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

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

Moderator:

10:15 – 11:45 am

**Session 9.1:  
Message Effects**

**TBD**

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 Leila, Old Dominion University  
Elika Kordrostami ,

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

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

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

Yilin Ren, The University of Illinois at Urbana  
Champaign  
Kevin Wise, University of Illinois at Urbana-  
Champaign

Moderator:

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

**TBD**

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

Yu Liu, Florida International University  
Wanhsiu Sunny Tsai, University of Miami  
Weiting Tao ,

Why are you avoiding me? A cross-cultural comparison of  
advertising avoidance in social media advertising

Sujin Kim, University of Texas at Austin  
Lucy Atkinson, University of Texas at 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 ,  
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:

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

**TBD**

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, The University of Georgia  
Joe Phua, University of Georgia  
Spencer Tinkham ,

Moderator:

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