

**CONFERENCE PROGRAM**  
**AMERICAN ACADEMY OF ADVERTISING**  
**50<sup>th</sup> Anniversary Annual Conference**  
**San Mateo Marriott Hotel**  
**San Mateo, California**  
**March 27 - 30, 2008**

**AAA 50<sup>th</sup> Anniversary 2008 Pre-Conference Begins**

**THURSDAY    March 27**

**2008 Pre-Conference Session – Emerging Scholar Symposium**

Registration:    Separate Registration Required  
Room:            Synergy 4

**8:30 AM    Pre-Conference Session Begins**

Welcome:        Jef Richards, The University of Texas at Austin

**8:40-9:00    Introduction to the Emerging Scholar Symposium**

Speaker:        Kim Sheehan, University of Oregon

**9:00-9:30    Keynote Address**

Speaker:        Michael Belch, San Diego State University

**9:30-10:15**

**Session 1:    All Journals Are Not Created Equal**

Moderator:     Eric Haley, University of Tennessee

Panelists:      Marla Royne, University of Memphis  
Charles R. Taylor, Villanova University  
Herbert Jack Rotfeld, Auburn University

**10:30-10:45    BREAK**

**10:45-11:30**

**Session 2:    What Do I Do With This Review?**

Moderator:     Kim Sheehan, University of Oregon

Panelists:      Margie Morrison, University of Tennessee  
Eric Haley, University of Tennessee  
Marla Royne, University of Memphis  
Charles R. Taylor, Villanova University

**11:30-12:15**

**Session 3:    Setting a Research Agenda**

Moderator:     Margie Morrison, University of Tennessee

Panelists:      Hairong Li, Michigan State University  
Wei-Na Lee, The University of Texas at Austin  
Samuel Bradley, Texas Tech University  
Tom Reichert, University of Georgia

**12:15-1:45 LUNCH (On Your Own)-SCHOLAR MENTOR PARTNERSHIPS**

**1:45-3:15**

**Session 4: Career Breakout Sessions**

A: Scholars with two or less years of graduate school experience

Moderator: Margie Morrison, University of Tennessee

B: Scholars transitioning from graduate school to a tenure-track job

Moderator: Kim Sheehan, University of Oregon

C: Scholars looking forward to tenure and promotion

Moderator: Eric Haley, University of Tennessee

**3:15-3:30 BREAK**

**3:30-4:45**

**Session 5: The Future of Research and Your Career**

Moderator: Marla Royne, University of Memphis

Panelists: Michael Belch, San Diego State University  
Hairong Li, Michigan State University  
Wei-Na Lee, The University of Texas at Austin  
Samuel Bradley, Texas Tech University  
Tom Reichert, University of Georgia  
Eric Haley, University of Tennessee

**4:45 Closing Remarks**

Kim Sheehan, University of Oregon

## **AAA 50<sup>th</sup> Anniversary 2008 Conference Begins**

**4:00-6:30 PM CONFERENCE REGISTRATION**

**5:00-6:30 PM OPENING RECEPTION**

Room: Engage

Sponsored by: San Mateo Marriott Hotel

## **FRIDAY March 28**

**7:30-8:30 AM FIRST TIMERS' BREAKFAST**

Room: Synergy 2

Sponsored by: BRAINCO

**8:30-10:00**

**Session 1.1: Advertising Issues in China**

Room: Synergy 1

Moderator: Laura R. Oswald, University of Illinois, Urbana-Champaign

*Passive-Active Advertising Avoidance in China*

Douglas West, University of Birmingham

Gerard Prendergast, Hong Kong Baptist University

Wah-leung Cheung, Hong Kong Baptist University

*The Effect of Language on Brand Attitude—A Wine Label Test in China*

Fang Liu, University of Western Australia

Jianyao Li, University of Western Australia

Jamie Murphy, University of Western Australia

*Internet Advertising Strategy of Multinationals in China: A Cross-Cultural Analysis*

Hairong Li, Michigan State University

Ang Li, Michigan State University

Shuguang Zhao, Tsinghua University, China

*A Revised Model of Animosity: The Impact of Anti-Japanese Sentiment on Consumer Behavior in China*

Song Tian, University of Alabama

Yorgo Pasadeos, University of Alabama

**Session 1.2: Insights into Key Audiences**

Room: Synergy 4

Moderator: Jay Newell, Iowa State University

*Straight Eye for the Queer Ad: Stop, Look, and Dislike*

James Angelini, University of Delaware

Samuel Bradley, Texas Tech University

*Understanding Cosmopolitan Consumers: A Four-Country Study*

Hugh Cannon, Wayne State University

Attila Yaprak, Wayne State University

Sung-Joon Yoon, Kyonggi University

*Generation X Revisited: An Exploratory Cross-Cultural Case Study*

Frauke Hachtmann, University of Nebraska-Lincoln

*Comparing the Persuasiveness of Individualistic and Collectivistic Advertising Appeals between Chinese X-Generation and Older Consumers*

Jing Zhang, University of Wisconsin-Milwaukee

**Session 1.3: Regulation of Advertising and Public Policy toward Advertising**

Room: Inspire 1

Moderator: Richard Beltramini, Wayne State University

*China and U.S. Advertising Law Restrictions: More Alike than Divergent?*

Fengru Li, University of Montana

David Aronofsky, University of Montana

Brian West, University of Montana

*Effects of Brand Familiarity on Puffery Claims*

Sang Lee, West Virginia University

Yong Suk Cho, Chungwoon University

*Vilifying Women, Making Comparisons, Disturbing Citizens: Issues Arising from Advertising Self-Regulation in Germany*

Ron Taylor, University of Tennessee

Tina Mendzigall, Mediaplus, Germany

*Parent-Child Conflicts: A Study of the Ethics of Food Advertising that Target Children*

Hyunjae (Jay) Yu, University of Georgia  
Karen Whitehill King, University of Georgia

*Smoke and Mirrors? An Exploratory Content Analysis of Television Ads for Online Gambling Websites*

Yoojung Kim, The University of Texas at Austin  
Jong-Hyuok Jung, The University of Texas at Austin  
Wei-Na Lee, The University of Texas at Austin

**Session 1.4: Special Topics - How the Consumer's Brain Functions: Where Marketing Meets Neuroscience**

Room: Inspire 2  
Moderators: Milica Milosavljevic, California Institute of Technology  
Baba Shiv, Stanford University, USA

*TV Commercial Second by Second: Applying EEG and EMG to Track Down Consumers' Emotions and Attention*

Rafal Ohme, Laboratory, Polish Academy of Sciences, Poland

*How Can MRI Be Applied for Questions in Marketing Research?*

Hilke Plassmann, California Institute of Technology, USA

*Computational Modeling of Attention in Advertising Context*

Milica Milosavljevic, University of Miami, USA

**10:00-10:30 BREAK**

Room: Convene 2  
Sponsored by: M. E. Sharpe, Inc.

**10:30-12:00**

**Session 2.1: Gender Portrayals and Responses**

Room: Synergy 1  
Moderator: Courtney Childers, University of Tennessee

*Psychoanalysis and Advertising: Positioning the Consumer*

Laura R. Oswald, University of Illinois, Urbana-Champaign

*Women's Perceptions of Female Body Shapes and Celebrity Models: The Dove Firming Cream Advertising Revisited*

Michael Hanley, Ball State University  
Bob Gustafson, Ball State University  
Mark Popovich, Ball State University

*Differences in the Ways Males and Females Engage with and Perceive Internet Advertising*

Carolynn McMahan, University of North Florida  
Roxanne Hovland, University of Tennessee  
Sally McMillan, University of Tennessee

*Advertising's Creative Boys Club: Does Gender Affect Students' Decision when Choosing a CD?*

Kasey Windels, The University of Texas at Austin  
Yi-Hsin Yeh, The University of Texas at Austin  
Wei-Na Lee, The University of Texas at Austin

**Session 2.2: Physiological and Psychological Responses to Advertising**

Room: Synergy 4  
Moderator: Bob Meeds, Kansas State University

*Love is in the Heart: Physiological Responding to Preferred Brands*

Wendy Maxian, Texas Tech University  
Nikki Siegrist, Texas Tech University  
Wes Wise, Texas Tech University  
Jessica Freeman, Texas Tech University  
Kayla Altman, Texas Tech University  
Samuel Bradley, Texas Tech University

*Measuring Approach and Aversion using EEG*

Joel Geske, Iowa State University

*Revisiting the Effect of Model's Race with Explicit and Implicit Attitude Measures*

Eunsun Lee, Michigan State University  
Steven Edwards, Southern Methodist University  
Carrie La Ferle, Southern Methodist University

*Physiological Responses as a Measure of Effectiveness of Brand Placements in Video Games*

Harsha Gangadharbatla, Texas Tech University  
Samuel Bradley, Texas Tech University  
Wes Wise, Texas Tech University  
Brandon Nutting, Texas Tech University  
Kelli Brown, Texas Tech University  
Wendy Maxian, Texas Tech University  
Nikki Siegrist, Texas Tech University  
Lakshmi Tirumala, Texas Tech University

**Session 2.3: Creating Effective Advertising: Appeals and Personality**

Room: Inspire 1

Moderator: Padmini Patwardhan, Winthrop University

*Consumer Response to Advertising Appeals: Value Congruence or Cultural Paradox?*

Yeo Jung Kim, The University of Texas at Austin  
Wei-Na Lee, The University of Texas at Austin

*Appeals and Physician Portrayals in Cosmetic Surgery Ads Placed in Ten City Magazines, 1985-2004*

Heidi Hennink-Kaminski, University of North Carolina–Chapel Hill

*Putting Personality into Advertising Strategy: The Complex Relationships among Self-Monitoring, Product Function, and Advertising Appeals*

Hye-Jin Paek, University of Georgia  
Hojoon Choi, University of Georgia  
Michelle Nelson, University of Wisconsin–Madison

*The Impact of Advertising Music on Perceived Brand Personality*

Kelly Burke Ellis, Coleman Insights  
Spencer Tinkham, University of Georgia  
Karen Whitehill King, University of Georgia

**Session 2.4: Special Topics - Fellows Reflect: The Past and Future of Advertising**

Room: Inspire 2

Moderator: Ron Faber, University of Minnesota

Panelists: John Leckenby, The University of Texas at Austin  
Ivan Preston, University of Wisconsin  
Len Reid, University of Georgia

Esther Thorson, University of Missouri  
Ron Faber, University of Minnesota

**12:00-1:30 LUNCHEON AND AWARDS CEREMONY**  
Room: Convene

**1:30-3:00**  
**Session 3.1: Information Processing Issues in Advertising**  
Room: Synergy 1  
Moderator: Darrel D. Muehling, Washington State University

*Gender, Arousal, and Presence as Predictors of Recall of Brands Placed in Videogames*  
Harsha Gangadharbatla, Texas Tech University

*Heroes and Villains: Fan Involvement and the Pursuit of the "Elusive Fan"*  
Thomas Mueller, University of Florida  
John Sutherland, University of Florida

*If You are Happy Now, Does it Matter Next Week? Mood Effects on Brand Extension Evaluation Over Time*  
Brittany Duff, University of Minnesota  
Sela Sar, Iowa State University  
Poong Oh, Iowa State University

*How Guilt Level Affects Green Advertising Effectiveness*  
Marissa Jimenez, The University of Texas at El Paso  
Kenneth C. C. Yang, The University of Texas at El Paso

**Session 3.2: Advertising Trends and Reviews**  
Room: Synergy 4  
Moderator: Marla Royne, University of Memphis

*Understanding Schema Incongruity as a Process in Advertising: Review and Future Recommendations*  
Hyejin Yoon, University of Georgia

*Trends of and Contributions to Consumer-Behavior Research in Advertising and Marketing*  
Mark Yi-Cheon Yim, The University of Texas at Austin  
Ho-Bin Kyung, The University of Texas at Austin  
Sun-Young Park, The University of Texas at Austin  
Jung Lim, The University of Texas at Austin

*Is there Global Inclusion in Publishing in the Five Leading Advertising Journals and Does this Relate to General Publishing Performance: A Regional Comparison*  
Michael Polonsky, Victoria University, Australia  
Les Carlson, Clemson University

*Joint Function of Four Different Types of Involvement: Moderation and Mediation*  
Taiwoong Yun, North Dakota State University  
Wei-Na Lee, The University of Texas at Austin

**Session 3.3: Creativity and Creative Matters**  
Room: Inspire 1  
Moderator: Glenn Griffin, Southern Methodist University

*Where Have All the Mad Men Gone: Why is Highly Creative Advertising Rejected?*

Sheila Sasser, Eastern Michigan University  
Scott Koslow, University of Waikato

*Out-of-Home but Not Out-of-Mind: Advertising Creativity and Recall*

Rick Wilson, Hofstra University  
Daniel Baack, Ball State University  
Brian Till, Saint Louis University

*How Advertising Creatives Define Excellent Planning*

Eric Haley, University of Tennessee  
Ron Taylor, University of Tennessee  
Margie Morrison, University of Tennessee

*Joined at the Adversarial Hip: Understanding the Relationship between Account Service and Creative*

Robyn Blakeman, University of Tennessee - Knoxville  
Daniel Haygood, University of Tennessee - Knoxville  
Cheryl Ann Lambert, University of Tennessee - Knoxville

**Session 3.4: Special Topics - Branding China: Social, Political and Business Implications of Advertising for the 'New' China**

Room: Inspire 2

Moderator: Laura R. Oswald, University of Illinois, Urbana-Champaign

*Patriotic Shoppers and Treasonous Merchants: Advertising Nationalism in 1930s' Shanghai*

Xin Zhao, University of Hawaii at Manoa  
Russell W. Belk, York University

*Sociolinguistic Dimensions of Global Branding in China*

Shengdong Lin, Sun Yat-Sen University, China  
Qinling Wang, Southwest University, China  
Qiuju Tao, Sun Yat-Sen University, China

*When in China...Advertise as the Chinese Think!*

Nan Zhou, City University of Hong Kong  
Wenyu Dou, City University of Hong Kong

**3:00-3:30 BREAK**

Room: Convene 2

Sponsored by: The Creative Circus

**3:30-5:00**

**Session 4.1: Food and Diet Advertising**

Room: Synergy 1

Moderator: Samuel Bradley, Texas Tech University

*The Missing Link: Giving Parents a Voice in the Ongoing Childhood Obesity Debate*

Courtney Childers, University of Tennessee  
Mariae Hoy, University of Tennessee

*Oh Boy, Am I Hungry! An Analysis of Food Advertising in Boys' Life Magazine Relative to CARU's Self-Regulatory Program for Children's Advertising*

Tina Mendzigall, Mediaplus, Germany  
Margie Morrison, University of Tennessee

*Happy Meals, Happy Parents: Food Marketing Strategies and Corporate Social Responsibility*

Elizabeth Taylor Quilliam, West Virginia University  
Nora Rifon, Michigan State University

*How Much are Health Websites Influenced by Culture? Content Analysis of Online Diet Programs in the US, the UK, and Korea*

Hyunjae (Jay) Yu, University of Georgia  
Karen Whitehill King, University of Georgia

*Are Food Ads Healthy? Examination of Television Food Advertising on Claims and Persuasion Strategies*

Hyejin Yoon, University of Georgia  
Hye-Jin Paek, University of Georgia  
Ahn Hoyoung, University of Georgia  
Hojoon Choi, University of Georgia

**Session 4.2: Mobile Advertising**

Room: Synergy 4

Moderator: Hairong Li, Michigan State University

*Consumers' Attitude toward Mobile Advertising and Behavioral Intention*

Jong-Hyuok Jung, The University of Texas at Austin  
Wei-Na Lee, The University of Texas at Austin  
Yongjun Sung, The University of Texas at Austin  
John Leckenby, The University of Texas at Austin

*Consumer Justifications for Accepting Cell Phone Advertising: A Field Study*

Jay Newell, Iowa State University  
Michael Hanley, Ball State University  
Morgan Meier, Iowa State University

*Browse Your Mobile and Spread the Word to Your Friends: A Brand Promotion Campaign*  
Shintaro Okazaki, Universidad Autonoma de Madrid

*A Case Study of Mobile Advertising in South Korea: Personalization and Digital Multimedia Broadcasting (DMB)*

Mi Jung Kim, University of Florida  
Jong Woo Jun, Dankook University, South Korea

**Session 4.3: Traditional and In-Store Advertising**

Room: Inspire 1

Moderator: Lawrence Soley, Marquette University

*Background Influences for Outdoor Advertising: Brand Attitude, Beliefs, and Purchase Intent Effects*

Rick Wilson, Hofstra University  
Brian Till, Saint Louis University

*The Relative Role of Impact and Resonance in Determining the Effectiveness of Radio Advertising*

Flemming Hansen, Copenhagen School of Business  
Steen Lundsteen, Copenhagen School of Business  
Lars Grønholdt, Copenhagen School of Business  
Karsten Lange, Radio 100 FM, Denmark

*Collective Impact of Repetition and Position on Advertising Effectiveness in Multi-Segment Broadcast*

Hai Tran, UNC-Chapel Hill

Yongick Jeong, University of North Carolina-Chapel Hill

*Point of Purchase Engagement Boosts Perception and Purchase*  
Martha Russell, Stanford University

**Session 4.4: Special Topics - The Big Picture - Advertising Today a Social Institution**

Room: Inspire 2

Moderator: Christine Wright-Isak, Florida Gulf Coast University

Panelists: Thomas O'Guinn, University of Wisconsin  
Ron Faber, University of Minnesota  
Eric Haley, University of Tennessee  
Carrie La Ferle, Southern Methodist University  
Steven Edwards, Southern Methodist University

**5:00 PM AAA MEMBERS' MEETING**

Room: Inspire 2

**6:30 PM RECEPTION**

Room: Convene

Sponsored by: The University of Texas Advertising Department

**7:30 PM "SNEAKER BALL" DINNER**

Room: Convene

## **SATURDAY March 29**

**7:30-9:00 AM PAST-PRESIDENTS' BREAKFAST**

Room: Belmont (in Grill)

**8:00-9:30**

**Session 5.1: Consumer Behavior and Endorser Issues**

Room: Synergy 1

Moderator: Brian Till, Saint Louis University

*Advertisements for Food: Examining the Popular Types of Claims and Their Effectiveness in Different Product Categories*

Kihan Kim, University of Hartford  
Yunjae Cheong, University of Alabama  
Lu Zheng, University of Alabama

*Spokes-Character Influence on Brand Relationship Quality Factors*

Jennifer Mize, Lewis Communications, Birmingham, Alabama  
Lance Kinney, University of Alabama

*Communicating Price Cuts: A Prospect Theory of Sales*

Feng Shen, University of Florida

*Diggers, Beavers, Bees, Monsters and Moths: An Examination of Animated Spokes-Characters in DTC Ads*

Kartik Pashupati, Southern Methodist University

**Session 5.2: Source and Brand Credibility**

Room: Synergy 4

Moderator: David Fortin, University of Canterbury

*Consequences of Brand Credibility in Services*

Tae Hyun Baek, University of Georgia

Karen Whitehill King, University of Georgia

*Examining the Dual Effects of Brand Credibility and Brand Prestige on Purchase Intention*

Tae Hyun Baek, University of Georgia

Jooyoung Kim, University of Georgia

Hyunjae (Jay) Yu, University of Georgia

*Acculturation and In-Group Bias as Cultural Indicators of Source Credibility*

Mariko Morimoto, University of Georgia

*Affective and Cognitive Appeals: Impact of Cognitive Load and Source Credibility on Ad Attitudes*

Jennifer Lemanski, University of Florida

Jorge Villegas, University of Florida

**Session 5.3: Brand and Product Placements**

Room: Inspire 1

Moderator: Barbara J. Phillips, University of Saskatchewan

*Product Placement in Movies: The Role of Involvement in Brand Recall*

Jim Pokrywczynski, Marquette University

Xiaoqi Han, University of Cincinnati

*Attitudes toward Product Placement: A Consumer Socialization Framework*

Federico de Gregorio, University of Alabama

Yongjun Sung, The University of Texas at Austin

Jong-Hyuok Jung, The University of Texas at Austin

*"Fit" and Effectiveness: Investigating Game Genre-Brand Congruence for Brand Placements*

Michelle Nelson, University of Illinois at Urbana-Champaign

J. Jenny Yang, University of Illinois at Urbana-Champaign

Ronald Yaros, University of Utah

*Consumers' Perceptions of Product Placement in Movies and Television: Korea and the United States*

David (Taejun) Lee, University of Tennessee

Yongjun Sung, The University of Texas at Austin

Sejung Marina Choi, The University of Texas at Austin

**Session 5.4: Special Topics - The View from Europe: Insights on Cutting Edge Issues in Advertising**

Room: Inspire 2

Moderator: Charles R. Taylor, Villanova University, USA

Panelists: Sandra Diehl, Saarland University, Germany  
Shintaro Okazaki, Autonomous University of Madrid  
Peter Neijens, University of Amsterdam, Netherlands  
Manfred Schwaiger, Munich School of Management, Germany  
Edith Smit, University of Amsterdam, Netherlands  
Ralf Terlutter, University of Klagenfurt, Austria

**9:30-10:00 BREAK**

Room: Convene 2

Sponsored by: Pearson Business Publishing

**10:00-11:30**

**Session 6.1: Pharmaceutical Advertising**

Room: Synergy 1

Moderator: Hye-Jin Paek, University of Georgia

*Pharmaceutical Companies as a Source of Health Information: The Effects of Source, Involvement and, Interactivity of the Website*  
Hyojin Kim, University of Florida

*Auditory Effects of Technical Language on Consumer Perceptions of DTC Pharmaceutical Commercials*

J. Jenny Yang, Kansas State University

Bob Meeds, Kansas State University

*Does DTC Advertising Raise the Price of Sleeping Pills? The Impact of Pharmaceutical Advertising on Price Sensitivity*

Michael Capella, Villanova University

Charles R. Taylor, Villanova University

Randall Campbell, Mississippi State University

*Exploring the Informational and Educational Nature of Over-the-Counter Drug Television Commercials*

Lu Zheng, University of Alabama

Joe Phelps, University of Alabama

**Session 6.2: International and Cross-Cultural Advertising**

Room: Synergy 4

Moderator: Rick T. Wilson, Hofstra University

*A Cross-Cultural Comparison of Interactivity on Weight-Loss Websites in the US and South Korea*  
Hyunjae (Jay) Yu, University of Georgia

Tae Hyun Baek, University of Georgia

*"Selling Sin" Across Cultures: A Comparison of Ukrainian and American Alcohol Advertising Strategies*

Joyce Wolburg, Marquette University

Olesya Venger, Marquette University

*Cultural Influence on Global Corporate Websites: A Comparative Study of Corporate Websites between Companies in the US and Korea*

Jisu Huh, University of Minnesota

Wonsun Shin, University of Minnesota

*The Case of KAS Prize-Winning Advertising: Strategy and Creative*  
Changjo Yoo, President, Korea Advertising Society

*Insights on Account Planning: A View from the Indian Ad Industry*

Padmini Patwardhan, Winthrop University

Hemant Patwardhan, Winthrop University

Falguni Vasavada-Oza, Mudra Institute of Communications, India

**Session 6.3: Online Motives and Online Activities**

Room: Inspire 1

Moderator: Chang-Hoan Cho, University of Florida

*Motivations of Watching Online Video Advertising: From a Perspective of Uses and Gratifications*

Joonghwa Lee, Michigan State University  
Mira Lee, Michigan State University

*Understanding Motives for Using Social Network Site*

Yoojung Kim, The University of Texas at Austin  
Sejung Marina Choi, The University of Texas at Austin  
Dongyoung Sohn, University of South Florida

*Effects of Teen Internet Motivations and Leisure Activities on Trust, Attitude and Use of Advertising*

Sara Steffes-Hansen, University of Wisconsin-Madison  
James Tsao, University of Wisconsin-Oshkosh

*Engaging in Risk-Involved Online Activities: Recognizing the Impact of Knowledge and Experience*

Hyejin Yoon, University of Georgia

**Session 6.4: Special Topics - Marketing Communications Research in the Push-Pull Marketplace**

Room: Inspire 2

Moderator: Don E. Schultz, Ph D, Professor Emeritus-in-Service Northwestern University

Panelists: Robert Passikoff, President, Brand Keys, New York  
Don E. Schultz, Professor Emeritus-in-Service, Northwestern University  
Martin Block, Professor, Northwestern University  
Brad Berens, Chief Content Officer and Editor at Large, Ad:Tech and iMedia, Culver City, CA

**11:30-1:00 LUNCHEON**

Room: Convene

Keynote: Keith Reinhard, Chairman Emeritus, DDB Worldwide, Founder, Business for Diplomatic Action

**1:00-2:30**

**Session 7.1: Social Networking and Relationship Building**

Room: Synergy 1

Moderator: Sally McMillan, University of Tennessee

*Corporate Blogs as a Form of eWOM Advertising*

Soyoen Cho, University of Minnesota  
Jisu Huh, University of Minnesota

*From MySpace to BrandSpace*

Andrea Kuhn, University of South Florida  
Kelli Burns, University of South Florida

*Who Wins Online Customers? Relationship Building of Click Only vs. Click and Mortar Retailers*

Doyle Yoon, University of Oklahoma  
Sejung Marina Choi, The University of Texas at Austin  
Dongyoung Sohn, University of South Florida

*Psychological Characteristics of Internet Dating Service Users*

Mikyoung Kim, Michigan State University  
Kyoung-Nan Kwon, Michigan State University  
Mira Lee, Michigan State University

**Session 7.2: Audience Responses to Internet Advertising**

Room: Synergy 4  
Moderator: Hugh Cannon, Wayne State University

*Website Trust Evaluation as Cognitive Information Processing and the Moderating Role of Involvement*

Chunsik Lee, University of Minnesota  
Jisu Huh, University of Minnesota

*Ignored Ads=Liked Brands? Advertising Avoidance and the Affective Devaluation of Brands*

Brittany Duff, University of Minnesota  
Ron Faber, University of Minnesota

*Message Complexity and Children's Responses to Online Banner Ads: The Use of Multiple Methods*

Seounmi Youn, Emerson College  
Thomas Vogel, Emerson College

*Effects of Advertised Pricing on Brand Image for an Online Retailer*

David Fortin, University of Canterbury  
Anna Jenkins, University of Canterbury  
Sarah Cleland, University of Canterbury

**Session 7.3: Advertising and Publicity**

Room: Inspire 1  
Moderator: Lance Kinney, University of Alabama

*Integrating Advertising and Publicity*

Jooyoung Kim, University of Georgia  
Hyejin Yoon, University of Georgia  
Sunyoung Lee, University of North Carolina

*Dual Benefits of Advertising and Publicity – Corporate Reputation and Sales Revenue: Assessing Effectiveness and Synergy*

Kyung-ran Kim, The University of Texas at Austin

*Using Advertising and Public Relations Related Initiatives to Increase Circulation*

Elizabeth Crisp Crawford, University of Tennessee

*The Effects of Advertising and Publicity on Sales Revenue: 1985-2005*

Kyung-ran Kim, The University of Texas at Austin  
Gary Wilcox, The University of Texas at Austin  
Minette Drumwright, The University of Texas at Austin

**Session 7.4: Special Topics – Electronic Word-of-Mouth: Brand Communication in Online Communities**

Room: Inspire 2  
Chair: Wei-Na Lee, The University of Texas  
Moderator: Steven Edwards, Southern Methodist University

*Electronic Word-of-Mouth (eWOM) of Online Brand Community Members*

Yi-Hsin Yeh, The University of Texas at Austin  
Sejung Marina Choi, The University of Texas at Austin

*So You Are Hot, But Can I Trust You? Examining the Perceived Credibility of Social Networking Websites*

Yeo Jung Kim, The University of Texas at Austin  
Kasey Windels, The University of Texas at Austin

*To Play or Not to Play? Brands in Online Social Networking*  
Jie Zhang, The University of Texas at Austin

*Building Consumer-Brand Relationships: Consumer vs. Marketer Generated Brand Community in Online Social Networking Websites*  
Yongjun Sung, The University of Texas at Austin  
Yoojung Kim, The University of Texas at Austin  
Jang Ho Moon, The University of Texas at Austin

**3:00 PM DEPARTURE FOR TOUR AND DINNER EVENT**

## **SUNDAY March 30**

**8:00-9:30 AM**

**Session 8.1: Attitudes and Perceptions toward Advertisers and Advertising**

Room: Synergy 1  
Moderator: Mira Lee, Michigan State University

*Muslims' Perceptions of Advertising: The Males' Perspective*  
Ziad Ghanimi, University of Florida

*Perceived Advertiser Motives in the Case of "Drink Responsibly" Alcohol Messages*  
JoAnn Atkin, Western Michigan University  
Mike McCardle, Western Michigan University  
Steve Newell, Western Michigan University

*Understanding Consumer Perceptions of Advertising*  
Terry Daugherty, The University of Texas at Austin  
Kelty Logan, The University of Texas at Austin  
Shu-Chuan Chu, The University of Texas at Austin  
Szu-Chi Huang, The University of Texas at Austin

*Consumer Attitude toward Global Brands: The Case of College-Educated Chinese Youth*  
Shu-Chuan Chu, The University of Texas at Austin  
Szu-Chi Huang, The University of Texas at Austin

**Session 8.2: Media Usage and Exposure**

Room: Synergy 4  
Moderator: Patricia Stout, The University of Texas at Austin

*Multivariate Beta Distribution Model as a Media Exposure Model*  
Yunjae Cheong, University of Alabama  
John Leckenby, The University of Texas at Austin

*Estimating Message Exposure Probability of Magazine Advertising*  
Kent Lancaster, University of Miami  
Alyse Lancaster, University of Miami

*What Are They Really Doing? Assessing Media Usage Among Young Men*  
Kelty Logan, The University of Texas at Austin

*Media Usage Segmentation in the Multi-Media Environment: An Exploratory Study*  
Jun Heo, University of Florida  
Chang-Hoan Cho, University of Florida

**Session 8.3: Special Topics – Industry Relations**

Room: Inspire 1

Moderator: Bruce Bendinger, The Copy Workshop

Panelists: Curtis Clarkson, CMYK Magazine  
Rick Boyko, Virginia Commonwealth University

**9:30-10:00 BREAK**

Room: Inspire Lobby

**10:00-11:30**

**Session 9.1: Direct-to-Consumer Internet Advertising**

Room: Synergy 1

Moderator: John Leckenby, The University of Texas at Austin

*The Effects of Recommendation Systems on Perception and Attitude: Focusing on Types of Recommendation*

Hyun Ju Jeong, Michigan State University

Mira Lee, Michigan State University

*Generating eReferrals: The Effects of Incentives, Incentive Magnitude and eReferral Mechanisms*

Jan Ahrens, Golden Gate University

Michal Ann Strahilevitz, Golden Gate University

*Factors Affect Click-Throughs of Keyword Search Advertising*

Chan Yoo, University of Kentucky

*Exploring the Drivers of Building Web Equity: A Conceptual Framework*

Serena Yi-Jun Lin, California State University–Fullerton

Kuen-Hee Ju-Pak, California State University–Fullerton

Mark Wu, California State University–Fullerton

**Session 9.2: Political and Politicized Advertising**

Room: Synergy 4

Moderator: Ziad Ghanimi, University of Florida

*Political Parties as Brands: Developing a Conceptual Framework for Understanding Party Equity*

Gracieli Scremin, The University of Texas at Austin

Patricia Stout, The University of Texas at Austin

*Information Content of Televised Political Advertising: More Stuff than Puff?*

Rebecca Hayes, Michigan State University

Bonnie Reece, Michigan State University

*The Effect of Narratives on Perceptions of Parasocial Relation and Candidate Trust in Political Ads*

Scott Dunn, University of North Carolina–Chapel Hill

Janas Sinclair, University of North Carolina–Chapel Hill

*Out-of-Closet Advertising and the Politicized Gay Consumer Culture*

Sunny Tsai, University of Miami

**Session 9.3: Special Topics - Valid Experiments and Valid Measures for Advertising Research**

Room: Inspire 1

Presenter: John R. Rossiter, University of Wollongong, Australia

**AAA 50<sup>th</sup> Anniversary 2008 Conference Ends**

**See you next year, March 26-29, at AAA's 2009 Annual Conference at the Hyatt Regency Hotel in Cincinnati, Ohio!**