

**AMERICAN ACADEMY OF ADVERTISING
Hyatt Regency Hotel
Cincinnati, Ohio
March 26-29, 2009
CONFERENCE PROGRAM**

**PRE-CONFERENCE SESSION: The Future of
Advertising Education
Bluegrass AB**

THURSDAY March 26

8:15-8:30 AM

Opening Remarks: Margaret Morrison,
University of Tennessee; Dean Krugman,
University of Georgia

**8:30-9:45: “Enduring Themes: What We Predict
About the Future of Advertising
Education by Studying Past Trends”**

Ron Faber, University of Minnesota
Pat Rose, Florida International University
Jan Slater, University of Illinois

9:45-10:00 Coffee Break

**10:00-11:15 “The Future of Media, Research and
Account Planning”**

Eric Haley, University of Tennessee
Hairong Li, Michigan State University
Karen King and Mariko Morimoto,
University of Georgia

11:15-12:30 Lunch - On Your Own

**12:30-1:45 “The Future of Creative Strategy and
Tactics”**

Patty Alvey, Southern Methodist
University
Lisa Duke, University of Florida
Bruce Vandenberg, Michigan State
University

**1:45-3:15 “The Future of Advertising and Society,
International Advertising and
Advertising Law”**

Carrie LaFerle, Southern Methodist
University
Michael Hoefges, University of North
Carolina
Roxanne Hovland, University of
Tennessee
Peggy Kreshel University of Georgia
Wei-Na Lee, University of Texas

3:15-3:30 Coffee Break

3:30-5:00 **“The Future of Advertising Education:
The Administrative Picture”**
Courtney Bosworth, Radford University
Carol Pardun, University of South
Carolina
Charles Patti, Denver University
Ron Taylor, University of Tennessee

5:00 **Closing Remarks**
Margaret Morrison, University of
Tennessee

AAA CONFERENCE BEGINS

THURSDAY **March 26**

8:00–5:00 **Executive Committee**
Board of Directors’ Room

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

5:30-7:30 **Opening Reception**
Regency FG
sponsored by Hyatt Regency Hotel.

FRIDAY **March 27**

7:30-9:00 AM **First Timers’ Breakfast**
Sungarden Room

8:30-10:00
**Session 1.1: Attitudes and Perceptions toward
Advertising**
Buckeye AB

The Effects of Schemas on Consumers' Perceptions of Advertisers' Intention

Yoon-Joo Lee, University of Southern Indiana
Eric Haley, University of Tennessee

The Effects of Mood on Ads in Context: Assimilation and Contrast Effects

Sela Sar, Iowa State University
Brittany Duff, University of Minnesota

How does Advertising Appeal affect Attitudinal and Behavioral Brand Loyalty

Nam-Hyun Um, University of Texas

Predicting the Use of Online Video Advertising: Using the Theory of Reasoned Action

Joonghwa Lee, University of Missouri
Mira Lee, Michigan State University

Moderator: Wendy Maxian, Texas Tech University

Session 1.2: The Effects and Effectiveness of Internet Advertising and Messaging Strategies

Bluegrass AB

The Ineffectiveness of Keyword Search Advertising

Chunsik Lee, University of Florida
Chang-Hoan Cho, University of Florida

Consumer Response to Search Engine Advertising and the Moderating Role of Product Knowledge and Product Involvement

Sungmi Lee, Michigan State University
Nora Rifon, Michigan State University

The Effects of Persuasion Knowledge on Click-Through of Keyword Search Ads: Moderating Role of Search Task and Perceived Fairness

Chan Yoo, University of Kentucky

Effects of Congruity, Sponsor Type and News Story Valence on Psychological Processing of E-sponsors

Petya Eckler, University of Missouri
Kyle Helm, University of Missouri
Shelly Rodgers, University of Missouri

Moderator: Tom Weir, University of South Carolina

Session 1.3: Innovations in Advertising and Marketing Communication Media

Regency E

Delivering Stereoscopic 3-D Technology to Advertising: An Exploratory Study

Mark YiCheon Yim, University of Texas-Austin

Terry Daugherty, University of Texas-Austin

Introducing Digital Billboards

Lance Kinney, University of Alabama

Cynthia Nichols, University of Alabama

William Gonzenbach, University of Alabama

How Online User Generated Advertising Works: An Empirical Investigation

Kuen-Hee Ju-Pak, California State University Fullerton

Kyung Yui Lee, Hanyang University

Effectiveness of In-store Video Advertising: An Exploratory Field Study

Mark Yi-Cheon Yim, University of Texas-Austin

Seung Chul Yoo, University of Texas-Austin

Brian Till, St. Louis University

Matthew Eastin, University of Texas-Austin

Hyun Hong Kim, C J Media

Moderator: Karen King, University of Georgia

10:00-10:30 Coffee Break – Regency FG
sponsored by The Creative Circus

10:30-12:00

Session 2.1: Educating, Reaching and Impacting Generation “Y”

Buckeye AB

Graduate-level Research Methods Courses: What are we Learning?

Lawrence Soley, Marquette University
Robert Craig, St. Thomas University

Connecting with College-student Generation Y: A
Qualitative Study of Advertising Preferences and
Receptivity

Huan Chen, University of Tennessee
Eric Haley, University of Tennessee

A Multi-year Analysis of College Student Cell Phone
Usage and Advertising Acceptance

Michael Hanley, Ball State University
Michael Becker, Ball State University

Recruiting Generation Y: The Role of Authority in
Higher Education Advertising

Trish McBeath, Oklahoma State University

Are College Students Army Strong? College Students'
Perceptions of a Military Career's Potential Rewards
and Obstacles

Elizabeth Crawford, University of Wisconsin-
Oshkosh
Sarah DeArmond, University of Wisconsin-
Oshkosh

Moderator: Jay Newell, Iowa State University

**Session 2.2: Consumers' Trust and Use of Direct-to-
Consumer Pharmaceutical Advertising**

Bluegrass AB

Direct-to-Consumer Advertising Skepticism and the
Use and Perceived Usefulness of Prescription Drug
Information Sources

Denise DeLorme, Central Florida University
Jisu Huh, University of Minnesota
Leonard Reid, University of Georgia

The Antecedents of Trust in Direct-to-Consumer
Pharmaceutical Advertising

Jennifer Ball, University of Texas-Austin
Patricia Stout, University of Texas-Austin
Danae Manika, University of Texas-Austin

Consumer Comprehension of Direct-to-Consumer TV
Drug Advertisements

Wendy Macias, University of Georgia

Liza Lewis, University of Texas-Austin

Consumer Trust of Direct-to-Consumer Rx Drug
Websites and its Influence on Consumers' Responses to
the Websites

Jisu Huh, University of Minnesota

Wonson Shin, University of Minnesota

Moderator: Richard Beltramini, Wayne State

**Session 2.3: Special Topics – Advertising as a
Socially Responsible Institution**

Regency E

Chairs: Hye-Jin Paek, Michigan State University

Thomas Hove, Michigan State University

Interaction of Advertising Law and Ethics in Matters of
Responsibility

Ivan Preston, University of Wisconsin

Trick or Treat: Children, Advertising and Social
Responsibility

Elizabeth Taylor Quilliam, Michigan State

Nora Rifon, Michigan State University

“Doing Good” with Advertising: Building Awareness,
Branding and Generating Revenue for Social Causes
and Non-Profit Organizations”

Michelle R. Nelson, University of Illinois

Alexandra M. Vilela, Towson University

Advertising, Ethics, and the Citizen-Consumer

Thomas Hove, Michigan State University

12:00-1:30 Luncheon and Awards Ceremony

Regency A

1:30-3:00

Session 3.1: Impacting Alcohol and Tobacco Use

Buckeye AB

The Influence of Message Framing, Involvement and
Nicotine Dependence on Effectiveness of Anti-Smoking
Public Service Announcements

Wan Seop Jung, University of Florida

Jorge Villegas, University of Florida

Student-related Conversations and Tasks as Causes of
Assimilation and Contrast Effects in the Evaluation of
Anti-binge Drinking Ads

John Wirtz, University of Minnesota

The Persuasive Effects of Anti-binge Drinking Public
Service Advertising on College Students' Binge
Drinking: The Effectiveness of Message Sources,
Message Appeals and their Interactions

Hoyoung (Anthony) Ahn, University of
Tennessee

Hye-Jin Paek, Michigan State University

Spencer Tinkham, University of Georgia

Understanding Beer Brand Choice and Consumption
Behaviors among College Students

Dave Ritter, University of Florida

Hyojim Kim, University of Florida

Moderator: Wendy Macias, University of Georgia

Session 3.2: Advertising, Culture, and Consumer Behavior

Bluegrass AB

A Cause for Concern? The Portrayals of Anglo and
African-Americans in Food Commercials

Shu-Chuan Chu, University of Texas-Austin

Sara Kamal, University of Texas-Austin

Wei-Na Lee, University of Texas-Austin

A Brand's Ability to Communicate: Ethnography of
Self-Extension through Brand Use

Heather Schulz, University of Texas-Austin

Advertising and the Patriotic Consumer

Sunny Tsai, University of Miami

Does Advertising Reflect Consumers' Values?

Michelle Nelson, University of Illinois
Marianne Stein

Moderator: Patricia Stout, University of Texas at Austin

Session 3.3: Special Topics – Direct-to-Consumer Advertising: A Business Ethics Perspective on Current Research

Regency E

Chairs: Karen Hood, University of Tennessee

Panelists: David Schumann, University of Tennessee
Susan Powell Mantel, Indiana University
Denis G. Arnold, University of North Carolina at Charlotte
Karen Hood, University of Tennessee

3:00-3:30 Coffee Break - Regency FG

3:30-5:00

Session 4.1: Global and International Perspectives on Consumers and Advertising

Buckeye AB

Positive and Negative Publicity with Advertising: Applications of the Synergy Effect on the Country Brand and the Country of Origin Products”

Chang Dae Ham, University of Missouri
Chang-Hoan Cho, University of Florida
Jong Woo Jun, Dankook University, Seoul, South Korea

Comparing Unrealistic Optimism and Positive Self View in the Health Domain: A Cross-Cultural Analysis

Sukki Yoon, Bryant University
Ashok Lalwani, University of Texas at San Antonio
Patrick Vargas, University of Illinois

Investigating the Relationship between Target Audience Fractionalization and the Informativeness Level of Advertisements: Content Analysis of Television

Advertisements in Ghana, Nigeria and South Africa
Oyedele Adesegun, University of Texas-Pan American

Michael Minor, University of Texas- Pan
American
Salma Ghanem, University of Texas-Pan
American

Dimensions of Chinese Brand Personality: Implications
for International Advertising Strategies in China
Shu-Chuan Chu, University of Texas-Austin
Yongjun Sung, University of Texas-Austin

Moderator: Sunny Tsai, University of Miami

Session 4.2: Creativity and Creative Matters
Bluegrass AB

Opening a Magical Box: A Case Study of Creative
Conventions within an Advertising Agency
Mark Stuhlfaut, University of Kentucky

Creativity in U.S.-based Advertising Agencies:
Exploring the Role of the 4 P's- Person, Place, Process
and Product
Thomas Vogel, Emerson College
Joanne Montepare, Emerson College

Creative Strategies and Commercial Likeability:
Evidences from the Super Bowl Commercials
Kihan Kim, Middle Tennessee State University
Yunjae Cheong, University of Alabama

Where will Life Take You? Louis Vuitton and
Spirituality in Advertising
Galit Marmor-Lavie, University of Texas-
Austin
Patricia Stout, University of Texas-Austin

Moderator: Lawrence Soley, Marquette University

**Session 4.3: Special Topics – How
Neurophysiological Research Contributes to
Advertising Research**
Regency E

Chair: Rafal Ohme, Polish Academy of Sciences

Brain Responses to Music and Advertising Soundtracks
Rafal Ohme, Polish Academy of Sciences
Katarzyna Lopaciuk, LABORatory & Co
Adrian Pusz, I'ENS, Paris, France

Advanced Analytical Perspectives on Current
Neuromarketing Research
Gary Singer, Buyology INC
Duncan Berry, Applied Iconology

Brain Imaging through Steady State Topography in
Advertising Research
Richard Silberstein, Brain Sciences Institute
and Swinburne University of Technology and
Neuro-Insight

Neurophysiology of Mental Responses to Negative
Stimuli in Advertising
Anna Choromanska, LABORatory & Co
Dorota Reykowska, LABORatory & Co
Dawid Weiner, University of Poznan

Summary and Future Recommendations: Integration of
Traditional and Neuro Pre-Tests
Rafal Ohme, Polish Academy of Sciences

5:00 **AAA Members' Meeting**
Buckeye AB

6:00-9:00 **Reception & Dinner**
Regency A
Reception sponsored by the Department of
Advertising & Public Relations, Grady
College, University of Georgia

SATURDAY **March 28**

7:30 AM **Past-Presidents' Breakfast**
hotel restaurant

8:30-10:00
Session 5.1: Gender Portrayals and Responses
Buckeye AB

Mona Lisa with a Gucci Purse: How Fashion Images

are Consumed

Barbara Phillips, University of Saskatchewan
Edward McQuarrie, Santa Clara University

Does Gender Impact the Perception of Negative
Information Related to Celebrity Endorsers?

Steve Edwards, Southern Methodist University
Carrie LaFerle, Southern Methodist University

How Gay Men Make Sense of Advertising in Gay-
targeted Magazines: Understanding Diversity in
Responses

Eric Haley, University of Tennessee

Are You a Gay or Lesbian? Are these Ads for You or
Somebody Else?

Nam-Hyun Um, University of Texas
Min-Woo Kwon, University of Texas

Moderator: Karen Lancendorfer, Western Michigan

Session 5.2: Online and Interactive Advertising and Messages

Bluegrass AB

Widgets as a Branding Tool: An Empirical Study

Sungmi Lee, Michigan State University
Hairong Li, Michigan State University

The Effect of Presence on Gamers' Evaluations and
Purchase Intentions of Video games

Harsha Gangadharbatla, University of Oregon

Cultural Values, Emotions and Information: A
Comparison of Webpages of the U.S. and China

Ye Wang, University of Missouri
Shelly Rodgers, University of Missouri

Credibility Cues in Online Shopping: An Examination
of Retailer Reputation, Corporate Credibility and
Product Review Credibility

Sojung Kim, University of Texas-Austin
Sejung Marina Choi, University of Texas-
Austin

Moderator: Mira Lee, Michigan State University

Session 5.3: Special Topics – The Future of Account Planning: Where are we headed in Practice, Training and Scholarship?

Regency E

Chair: Padmini Patwardhan, Winthrop University

Industry Insights on Planning
Leigh Bachman, Interbrand

Account Planning- New Challenges
Neal Burns, University of Texas-Austin

A View from the Classroom
Alice Kendrick, Southern Methodist University

The Value of Planning Research
Margie Morrison, University of Tennessee

10:00-10:30 Coffee Break – Regency FG
Sponsored by M. E. Sharpe, Inc.

10:30-12:00

Session 6.1: Achieving and Extending Advertising Effectiveness

Buckeye AB

Reassessing Projective Techniques
Lawrence Soley, Marquette University

Effect of Emotional Attachment to a Brand of Credibility of Information Sources
Yeuseung Kim, University of North Carolina
Jorge Villegas, University of Florida

Linking Retail Behavior with Fundamentals of Advertising Processing and Media Use
Esther Thorson, University of Missouri
Joonghwa Lee, University of Missouri
Chang Dae Ham, University of Missouri

Branded Entertainment in TV Programs: The Practitioners' Perspective
Nam-Hyun Um, University of Texas-Austin
Sojung Kim, University of Texas-Austin

Moderator: - Carrie LaFerle, Southern Methodist University

Session 6.2: Corporate Communication, Advertising and Messaging

Bluegrass AB

Celebrity Endorsement for Nonprofit Organization: The Role of Experience-based Fit between Celebrity and Cause

Sun-Young Park, University of Florida
Sejung Marina Choi, University of Texas-Austin

Primary Consequences of Corporate Communication Strategy on Consumer Responses

Sora Kim, DePaul University
Eric Haley, University of Tennessee
David Schumann, University of Tennessee

Sailing with the Pilot: The Brand and Advertising that helped make the Atlantic Coast Conference one of the Premier College Basketball Conferences in the Nation

Daniel Haygood, University of Tennessee

Congruence Effects in Corporate Social Responsibility (CSR) Activities: The Case of Companies with Bad Reputations

Yoojung Kim, University of Texas-Austin
Sejung Marina Choi, University of Texas-Austin

Moderator: Lance Kinney, University of Alabama

Session 6.3: Special Topics – The Six-Segment Message Strategy Wheel: A Ten-Year Perspective on Research

Regency E

Chair: Joyce Wolburg, Marquette University

Panelists: Ronald Taylor, University of Tennessee
Anne Osborne, Louisiana State University
Elizabeth Crawford, University of Wisconsin-Oshkosh

Margaret Morrison, University of
Tennessee

12:00-2:00 Luncheon

Regency A

Key Note Speaker:

Dr. Richard T. Watson, J. Rex Fuqua
Distinguished Chair for Internet Strategy
Terry College, University of Georgia
*“An Information Systems Perspective on
Advertising”*

2:00-3:30

Session 7.1: Advertising Information Processing

Buckeye AB

The Impact of the Individual’s Locus of Control on
Advertising Message Persuasiveness

Ying Kong, Towson University

Fuyuan Shen, Penn State University

Immediacy and Effectiveness of Advertising Message
Priming

Tom Weir, University of South Carolina

Not all Comparative Nutrient Claims are Perceived
Equal: Consequences of Anchoring Effects and
Moderating Mechanisms in Food Advertising

Hye-Jin Paek, Michigan State University

Hye Jin Yoon, University of Georgia

Are Nutrient Content Claims Always Effective? Match-
up between Product Type and Claim Type in Food
Advertising

Hoojoon Choi, University of Georgia

Hye-Jin Paek, Michigan State University

Moderator: Jorge Villegas, University of Florida

Session 7.2: Political and Issue-related Advertising

Bluegrass AB

The Old and New in Political Communication: Are
Young Voters Receptive to Either?

Rebecca Hayes, Michigan State University

Fighting Back: Can a Response to an Attack Ad
Persuade Swing Voters?
Kelty Logan, University of Texas-Austin

The Influence of Repeated Exposure to Negative
Political Advertising on the Evaluations of Candidates
and Vote Intention
Juliana Fernandes, University of Florida
Lynda Kaid, University of Florida

Pet Food Panic: Procter and Gamble's Use of Issues
Advertising in Recall Crisis
Karen Lancendorfer, Western Michigan
University

Moderator: Spencer Tinkham, University of Georgia

**Session 7.3: Special Topics – Advertising as a
Unique Field: Overview and Connections among
Advertising Topics and Theories**
Regency E

Chair: Esther Thorson, University of Missouri

Advertising as a Unique Discipline
Esther Thorson, University of Missouri
Ron Faber, University of Minnesota
Darrel Muehling, Washington State University

Advertising as a Phenomenon
Dean Krugman, University of Georgia
Steve Edwards, Southern Methodist University
Carrie Laferle, Southern Methodist University
Hugh Cannon, Wayne State University
Russ Laczniaik, Iowa State University

The Content of Advertising
Sandy Moriarty, University of Colorado
Barbara Stern, Rutgers University
Jef Richards, University of Texas-Austin

What Happens when Advertising goes Online?
Hairong Li, Michigan State University

**4:30 Departure for “Oktoberfest in March”
Dinner, Cruise and Music Event**
Reception sponsored by Temerlin Advertising
Institute, Southern Methodist University

SUNDAY March 29

8:00-9:30 AM
**Session 8.1: Advertising, Social Networks and
Networking**
Buckeye AB

Getting Paid to Blog about Products: The Effects of
Disclosure and Amount of Monetary Compensation on
Brand Attitude

Mira Lee, Michigan State University
Ming-Ching Liang, Michigan State University
Eunduk Kang, DongSeo University, Korea

Electronic Word-of-Mouth in Social Networking Sites:
A Cross-Cultural Comparison between American and
Chinese Young Generations

Shu-Chuan Chu, University of Texas-Austin
Sejung Marina Choi, University of Texas-
Austin

The Effect of Advertising-evoked Surprise on Word-of-
Mouth Behaviors

Soyoen Cho, University of Minnesota

Philanthropy via Social Network Sites: Application of
the Theory of Reasoned Action to Donation in Social
Network Sites

Yoojung Kim, University of Texas-Austin
Wei-Na Lee, University of Texas-Austin

Moderator: Sally McMillan, University of Tennessee

**Session 8.2: Children and Adolescents: Issues and
Perspectives**

Bluegrass AB

Parents’ Attitudes toward TV Snack/Fast-Food Ads to
Children and their Perceptions about Governmental
Regulations

Hyunjae (Jay) Yu, Louisiana State University

Karen King, University of Georgia

Preschool Children's Persuasion Knowledge: The
Contribution of Theory of Mind and Siblings

Anna McAlister, University of Queensland,
Australia

T. Bettina Cornwell, University of Michigan

Come Join Us, Come Join Us: An Analysis of CFBA
Initiative vs. Non-initiative members in CARU Cases,
2000-2006

Mariea Hoy, University of Tennessee

Courtney Childers, University of Tennessee

Margie Morrison, University of Tennessee

Content Analysis of Antismoking Video Clips on
YouTube: Message Sensation Value (MSV), Message
Appeals, and Their Relationships with Viewer
Responses

Hye-Jin Paek, Michigan State University

Kyongseok Kim, University of Georgia

Thomas Hove, Michigan State University

Moderator: Elizabeth Taylor Quilliam, Michigan State
University

**Session 8.3 Special Topics: Trends in European
Advertising: Cross Media Campaigns, Advertising
during Events, Brand Placement, Advertising
Strategies in the New EU Member States and
Emotional Brand Experiences**

Regency E

Chairs: Charles Taylor, Villanova University
Peter Neijens, University of Amsterdam,
Netherlands

Is 2 Better than 1? Cross Media, Print and Internet
Advertising in Germany

Manfred Schwaiger, Ludwig-Maximilians-
Universität Munich, Germany

Siegfried Numberger, Simon Kucher &
Partner AG, Germany

Causes and Effects of Program Involvement on
Commercial Recall and In-Program Ad Recall during a
Broadcasted Sporting Event in the Netherlands

Marjolein Moorman, University of
Amsterdam, Netherlands

Peter Neijens, University of Amsterdam,
Netherlands

Edith Smit, University of Amsterdam,
Netherlands

Lotte Willemsen, University of Amsterdam,
Netherlands

Brand Placement on Belgian Television

Marijke Wouters, University of Antwerp,
Belgium

Patrick de Pelsmacker, University of
Antwerp, Belgium

Exploring Advertising Strategy in the New EU Member
States: The Grounded Theory Approach

Shintaro Okazaki, Universidad Autónoma
de Madrid, Spain

Andras Bauer, Corvinus University of
Budapest, Hungary

Radoslav Škapa, Masaryk University in
Brno, Czech Republic

Rafal Ohme, Polish Academy of Sciences,
Poland

The Influence of Emotional Brand Experiences on
Women's Satisfaction with Cosmetic Brands --
Empirical Evidence from Spain

Vanessa Apaolaza-Ibáñez, University of the
Basque Country, Spain

Patrick Hartmann, University of the Basque
Country, Spain

Sandra Diehl, Alpen-Adria University
Klagenfurt, Austria

Ralf Terlutter, Alpen-Adria University
Klagenfurt, Austria

9:30-10:00 Coffee Break – Hallway between Bluegrass
and Buckeye

10:00-11:30

Session 9.1: Media Strategy and Planning

Buckeye AB

A 20-year Examination of Consumer Magazine Circulation: Have Magazines really been displaced as an Advertising Medium?

Alyse Lancaster, University of Miami

Kent Lancaster, University of Miami

Magazine Advertising Rates: Are there Explanatory Variables beyond Circulation and Readership?

Kartik Pashupati, Southern Methodist University

The State of Media Planning Research: 1992-2007

Yunjae Cheong, University of Alabama

Kihan Kim, Middle Tennessee State University

Media Directors' Medium Evaluation Criteria and Perceptions of Reach and Frequency Estimation Models

Yunjae Cheong, University of Alabama

Frederico de Gregorio, University of Akron

Kihan Kim, Middle Tennessee State University

Moderator: Hugh Cannon, Wayne State University

Session 9.2: Persuasion in the Internet World

Bluegrass AB

Scarcity as Heuristic Cues in e-Commerce: Does it Increase Buying Intentions?

Hyun Ju Jeong, Michigan State University

How do we talk about Global Brands in Cyberspace? A Cross Cultural Study of U.S. and Korea Brand Community Websites

Hongmin Ahn, University of Texas-Austin

Min-Woo Kwon, University of Texas-Austin.

The Influence of Sales and Peer Avatars on Virtual Consumer Behavior: The Mediating Role of Social Presence

Jangho Moon, University of Texas-Austin

Yongjun Sung, University of Texas-Austin

Sejung Marina Choi, University of Texas-Austin

Antecedents and Consequences of Cross-Media Usage:
A Study of a TV Program's Official Website
Jhih-Syuan Lin, University of Florida
Chang-Hoan Cho, University of Florida

Moderator: Hye-Jin Paek, Michigan State University

**Session 9.3: Sex and Gender-based Creative
Strategies and Advertising Effectiveness**
Regency E

Marianismo and Machismo: The Portrayal of Females
in Mexican TV Commercials

Jorge Villegas, University of Florida
Jennifer Lemanski, University of Texas-Pan
American
Carlos Valdez, Keiser University (USA) / Tec
de Monterrey (Mexico)

The Impact of Models' Body Sizes on Advertising
Effectiveness: Moderating Roles of Product-body
Image Congruence and Ad Skepticism

Steve Sohn, University of Louisville
Seounmi Youn, Emerson College

How is Sex Used to Sell Surgery? A Content Analysis
of Sexual Appeals in Cosmetic Surgery Ads

Heidi Hennink-Kaminski, University of North
Carolina- Chapel Hill
Tom Reichert, University of Georgia

Moderator: Barbara Phillips, University of
Saskatchewan

CONFERENCE ENDS

**See you next year March 18-21, at AAA's 2010
Annual Conference at the Marriott City Center
Hotel in Minneapolis, Minnesota!**