

**AMERICAN ACADEMY OF ADVERTISING**  
**March 15 - 18**  
**Myrtle Beach Marriott Resort & Spa**  
**Myrtle Beach, SC**

**PRELIMINARY SCHEDULE**

**Thursday March 15: PRE-CONFERENCE SESSIONS**  
(Separate registration)

**Pre-Conference 1: THE ADVERTISING CURRICULUM FOR 2012  
AND BEYOND**

**Atlantic 1**

8:30           **Introduction**  
John Sweeney, University of North Carolina, Chapel Hill

8:40—9:10   **Reflection 1**  
Hiring Versus Teaching. Observations from a CEO Professor  
Brian Sheehan, Syracuse University

9:15—9:55   **The Media Class**  
Laura Bright, Texas Christian University

10:00—10:40 **The Creative Class**  
Douglas McKinlay, Brigham Young University, Adlab

10:45           **Break**

11:00—11:25 **Reflection #2**  
How Technology Changed the World  
Lisa Duke Cornell, University of Florida  
Sabrina Habib, University of Florida

11:30—12:10 **The Campaigns Class**  
Lance Porter, Louisiana State University

12:15—1:30   **Lunch**  
**Tides 1**  
Sponsored by the University of North Carolina,  
Chapel Hill

1:30—2:30   **The Workshop**  
The Advertising Curriculum for 2012 and Beyond  
Groups will work to develop a new curriculum from  
scratch.

2:30—3:00   **Group Reports**

3:00—3:15   **Break**

3:15—4:00   **Two Fascinating Classes**  
The Workroom Experiment

Dana McMahan, University of North Carolina, Chapel Hill

NSAC National Championship winner and course  
Alyse Lancaster, University of Miami

4:00—4:15 **Conclusions**  
John Sweeney, University of North Carolina, Chapel Hill

**Pre-Conference 2: ADVERTISING ETHICS: TEACHING, RESEARCH, AND CURRENT CHALLENGES**

Sponsored by the Institute for Advertising Ethics, a partnership among the American Advertising Federation, the Reynolds Journalism Institute, and the Strategic Communication Department at the University of Missouri. Special thanks to Wally Snyder, Director of the Institute for Advertising Ethics and David Bell of the Institute's Advisory Board for their intellectual and financial contributions to the pre-conference

**Atlantic 3**

8:30 **Coffee**

9:00-9:15 **Introduction**  
Esther Thorson, University of Missouri  
Margaret Duffy, University of Missouri

9:15- 10:00 **Challenges to Advertising Ethics in the Digital Realm**  
Chair: Wally Snyder, University of Missouri  
Panelists:

Lee Peeler, National Advertising Review Council  
Robert Burnside, Chief Learning Officer, Ketchum, Inc.  
Sheryl Oliver, Howard University

10:00-11:30 **New Advertising Ethics Research**  
America's Self-Regulatory Program for Online Behavioral Advertising: Success or Failure?  
Jef Richards, Michigan State University

Invasive or Helpful?: Consumer Perceptions of Behavioral Targeting

Heather Shoenberger, University of Missouri,  
Mark Sableman (partner at the law firm Thompson Colburn LLP , St Louis, MO)  
Esther Thorson, University of Missouri

Update on the Current State of Advertising Ethics Theory  
Minette Drumwright, University of Texas, Austin  
Patrick Murphy, University of Notre Dame

Intrusiveness in Advertising  
Steve Edwards, Southern Methodist University

11:45-1:15 **Luncheon: "Inspiration for Advertising Ethics: An Interview with David Bell"**  
**Tides 2**

Mr. Bell is the former CEO, Interpublic Group and Current Member, Advisory Council, Institute for Advertising Ethics

1:30-3:15: **Teaching Advertising Ethics**  
Integrating Advertising into All Advertising Classes  
Jan Slater, University of Illinois

Teaching Advertising Ethics with the Future Practitioner in Mind

Gregory Pabst, San Francisco University  
David Koranda, University of Oregon

Top 10 Teaching Tools for Advertising Ethics Courses  
Carrie La Ferle, Southern Methodist University

3:15-3:30 **Break**

3:30-5:00: **Advertising Ethics Compared to Other Professional Approaches to Ethics**

Why Credibility Is the Key to Both Advertising and News Ethics  
Mike Fancher, University of Nevada, Reno

Advertising Ethics and Marketing Ethics  
Richard Beltrami, Wayne State University

5:00 **Adjournment**

### **AAA CONFERENCE BEGINS**

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

5:00-6:30 **Opening Reception**  
Sponsored by the Myrtle Beach Marriott Resort & Spa

### **FRIDAY, March 16**

7:30 AM **First Timers' Breakfast**

8:30 AM **Publications Committee Meeting**

8:30-10:00  
**Session 1.1: (Just Be)Cause Related Marketing**  
**Atlantic 1**

The Ability of Cause-Brand Alliance to Enhance CBBE and WOM Intention  
Hyejoon Rim, University of Florida  
Jaejin Lee, University of Florida

Sylvia M. Chan-Olmsted, University of Florida

Functional Matching Effect in CRM: Moderating Roles of Perceived  
Message Quality and Skepticism

Eleonora Manuel, Cogent Research  
Seounmi Youn, Emerson College  
Doyle Yoon, University of Oklahoma

Consumer Evaluation of Cause-Related Marketing: The Role of  
Familiarity and Personal Relevance

Jaejin Lee, University of Florida  
Hyejoon Rim, University of Florida  
Sylvia M. Chan-Olmsted, University of Florida

Cause Exhaustion in Cause-Related Marketing: Are Causes Losing Their  
Emotional Potency?

Melanie Buford, University of Missouri  
Gwendolyn Daniels, University of Missouri  
Paul Bolls, University of Missouri  
Glenn Leshner, University of Missouri

Moderator: Brittany Duff, University of Illinois, Urbana-  
Champaign

**Session 1.2: Of Theories and Methods  
Atlantic 2**

An Integrative Framework for Understanding Counter-Attitudinal  
Messages in Advertising

Ho-Young (Anthony) Ahn, University of Tennessee  
David Schumann, University of Tennessee

Balancing “We” and “I”: Self-construal and an Alternative Approach to  
Seeking Uniqueness

Doori Song, University of Florida

A Look at Two Theoretical Approaches When Investigating Internet  
Brand Advertising and News Synergies

Anca Cristina Micu, Sacred Heart University  
Iryna Pentina, University of Toledo

Advertising Credibility: A Validation of the Scale

Jaejin Lee, University of Florida  
John Sutherland, University of Florida

Moderator: Jang-Sun Hwang, Chung-Ang University,  
Seoul, Korea

**Session 1.3: The Future of Advertising is as Solid as a BRIC  
Atlantic 3**

Chair: Harsha Gangadharbatla, University of Oregon  
Panelists: Charles R. Taylor, Villanova University  
Gracieli Scremin, University of Tampa  
Katerina Tsetsura, University of Oklahoma  
Padmini Patwardhan, Winthrop University  
Fengru Li, University of Montana

Shu-Chuan (Kelly) Chu, DePaul University

10:00-10:30 **Coffee Break**  
Sponsored by the Routledge, Taylor & Francis Group

10:30-12:00  
**Session 1.4: Adventures in Academe**  
**Atlantic 1**

The Math Problem: Advertising Students' Attitudes Toward Statistics  
Jami Fullerton, Oklahoma State University  
Alice Kendrick, Southern Methodist University

A Longitudinal Analysis of Advertising Research from 1980 to 2010: The  
Architecture of the Field  
Kyongseok Kim, University of Georgia  
Jameson Hayes, University of Georgia  
Adam Avant, University of Georgia

Use of Statistical Techniques in Major Advertising and Public Relations  
Journals, 1980-2010  
Kyunga Yoo, University of Georgia  
Eunsin Joo, University of Georgia  
Hojoon Choi, University of Georgia  
Leonard Reid, University of Georgia

Using Qualitative Content Analysis Methods to Study Online  
Advertisements  
Christine Hanlon, University of Central Florida  
Lisa Duke Cornell, University of Florida

Moderator: George Anghelcev, Pennsylvania State  
University

**Session 1.5: Media New and Old**  
**Atlantic 2**

More Complex Than Meets the Eye: A Look at Print Ad Performance  
Marc Weinberger, University of Massachusetts  
Harlan Spotts, Western New England University

Media Guiding Consumers across Different Stages of the Purchase  
Process  
Hilde Voorveld, Amsterdam School of Communication Research  
Edith Smit, University of Amsterdam  
Peter Neijens, University of Amsterdam  
Fred Bronner, Amsterdam School of Communication Research

How Media Novelty and Presence Affect Consumer Evaluations: The  
Case of Stereoscopic 3-D Advertising  
Mark Yi-Cheon Yim, Canisius College  
Minette Drumwright, University of Texas, Austin  
Vincent Cicchirillo, University of Texas, Austin

Advertising Affinity: An Analysis of Reader Engagement of  
Advertisements in Print and Online News Media  
Yoon Y. Cho, University of Oregon

Randall Livingstone, University of Oregon  
Arthur Santana, University of Oregon

Moderator: Karen Lancendorfer, Western Michigan University

**Session 1.6: Synchronized Branding and Constructed Intuition:  
Atlantic 3 Message Consistency and the Subconscious in  
Developing and Maintaining Consumer Relationships**

Chair: Carson B. Wagner, Ohio University  
Panelists: Megan Kent, J. Walter Thompson  
Deborah Morrison, University of Oregon  
Jef I. Richards, Michigan State University

12:00-1:30 **Luncheon and Awards Ceremony**

1:30-3:00

**Session 1.7: Product Placement: Reese's Pieces Modernized  
Atlantic 1**

Driving in Reverse - An Initial Assessment of the Potential Benefits of Reverse Product Placements

Hemant Patwardhan, Winthrop University  
Padmini Patwardhan, Winthrop University

Are Advertisers The Biggest Losers? An Examination of Product Placement, Fast-forwarded Commercials

Brandon Nutting, Texas Tech University  
Kelli Lyons, Texas Tech University  
Ann Rodriguez, Texas Tech University

See Me or Not, I am There

Huan Chen, Penn State Erie, Behrand College  
En-Ying Lin, China University of Technology  
Fang Liu, Qingdao University  
Tingting Dai, Wuhan Textile University

From Apple to Omega: Brand Placement in 2010 Top-earning Films

Michael Devlin, University of Alabama  
Justin Combs, University of Alabama

Moderator: Jami Fullerton, Oklahoma State University

**Session 1.8: Brand on the Run  
Atlantic 2**

The Face of the Brand: Toward a Theory of Visual Brand Identity (VBI)

Glenn Griffin, University of Alabama  
Barbara Phillips, University of Saskatchewan  
Edward McQuarrie, Santa Clara University

The Impact of Comparative Valence Frame on Brand Extension Acceptance

Tae Hyun Baek, Indiana University Southeast

Karen King, University of Georgia

Motivations for Following Brands and Attitudes toward Brand Communications on Twitter

Eun Sook Kwon, University of Georgia  
Eunice Kim, University of Texas, Austin  
Yongjun Sung, University of Texas, Austin  
Chan Yoo, University of Kentucky

Effect of 3D TV Advertising on Brand Attitudes: Roles of Human Factors, Involvement, Presence, and Flow

Jong Jun, Dankook University  
Chang Dae Ham, University of Illinois, Urbana-Champaign  
Yong Seok Cheon, Dankook University

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

**Session 1.9    Conducting Meaningful Research through Non-Atlantic 3    Traditional Methodologies**

Chair: Tom Weir, University of South Carolina  
Panelists: Andrew T. Duchowski, Clemson University  
A. Mark Mento, SensoMotoric Instruments  
Geah Presgrove, University of South Carolina  
Lauren Tucker, The Martin Agency

3:00-3:30    **Coffee Break**  
Sponsored by M.E. Sharpe, Inc.

3:30-5:00  
**Session 1.10: Advergaming. Because Life Should Be Fun. Atlantic 1**

Coddling our Kids: Can Parenting Style Affect Attitudes toward Advergaming?

Nathaniel Evans, University of Tennessee  
Les Carlson, University of Nebraska  
Mariea Hoy, University of Tennessee

Ad Breaks for Online Advergaming: Format, Content, and Characteristics

Soontae An, Ewha Womans University  
Hannah Kang, University of Florida

The Effects of In-Game Product Performance on Recall of and Attitudes toward the Real-World Brand

Frank Dardis, Pennsylvania State University  
Mike Schmierbach, Pennsylvania State University  
Lee Ahern, Pennsylvania State University  
Julia Fraustino, Pennsylvania State University  
Saras Bellur, Pennsylvania State University  
Sean Brooks, Pennsylvania State University  
Jared Johnson, Pennsylvania State University

Paths to Persuasion in Advertising to Young Children  
Danielle Bargh, University of Queensland

Anna McAlister, Michigan State University  
T. Bettina Cornwell, University of Oregon

Moderator: Elizabeth Taylor Quilliam, Michigan State University

**Session 1.11: What's the Message Frequency, Kenneth?  
Atlantic 2**

The Effects of Numerical Information of DTC Advertising: The Moderating Role of Message Framing

Ilwoo Ju, University of Tennessee  
Jin Seong Park, University of Tennessee

Message Framing in the Ads for Health-Related Products: Verbal and Visual Information for Prevention versus Promotion Products

Alicja Grochowska, Warsaw School of Social Sciences  
Andrzej Falkowski, Warsaw School of Social Sciences and Humanities

The Effects on Heterosexuals of Advertising Targeting Homosexuals: the Moderate Effects of Gender, Culture and Personality Traits

Andreia Pinho, University of Minho  
Sandra Loureiro, University of Aveiro  
Elisabeth Kastenholzs, University of Aveiro

Political Advertising and the Hierarchy of Political Socialization in Teens

Esther Thorson, University of Missouri  
Eunjin Kim, University of Missouri  
Margaret Duffy, University of Missouri

Moderator: Gayle Kerr, Queensland University of Technology

**Session 1.12: Account Planning in Academia and Practice: The Need to Bridge the Divide  
Atlantic 3**

Chair: Luis Lopez-Preciado, University of Texas, Arlington  
Panelists: Padmini Patwardhan, Winthrop University  
Cristina Sanchez Blanco, Universidad de Navarra  
Sheetal Patel, University of Texas, Arlington  
Isaac Munoz, University of Texas, Austin  
Christie Abshire Butcher, brand strategy consultant

5:15-6:15 **AAA Members' Meeting**  
**Atlantic 1**

6:30-8:30 **Reception and Dinner**  
Reception sponsored by the University of Florida

**SATURDAY, March 17**

7:30 AM **Past-Presidents' Long Term Strategic Planning Committee**

8:30-10:00

**Session 2.1: Things that Have to Do With How We Live on Earth:  
A Group of Fine Miscellaneous Papers**

**Atlantic 1**

When the Good Face a Crisis

Yoojung Kim, City University of Hong Kong

Sejung Marina Choi, University of Texas, Austin

Communicating Sustainability: Do People Really Care how Green  
Products Benefit the Environment?

Sangdo Oh, University of Illinois, Urbana-Champaign

Sukki Yoon, Bryant University

Patrick Vargas, University of Illinois, Urbana-Champaign

Soft Skills: The Difference between Leading and Leaving the Advertising  
Industry

Kasey Windels, DePaul University

Karen Mallia, University of South Carolina

Sheri Broyles, University of North Texas

Investigating the Effectiveness of Post-Crisis Corporate Advertising

Sojung Kim, University of Texas, Austin

Sejung Marina Choi, University of Texas, Austin

Moderator: Jin Seong Park, University of Tennessee

**Session 2.2: Social Media: Getting Busy Online**

**Atlantic 2**

Top Brands' Creative Strategies in Social Media

Christy Ashley, East Carolina University

Tracy Tuten, East Carolina University

Culture, Social Media Intensity, and Materialism: A Comparative Study of  
Social Networking, Microblogging, and Video Sharing in China and the  
United States

Shu-Chuan (Kelly) Chu, DePaul University

Sara Kamal, American Universtiy in Dubai

Why Are Social Media Users Willing to Share Information on Social  
Networking Sites?

Junga Kim, University of Florida

Chunsik Lee, University of North Florida

Troy Elias, University of Florida

The Antecedents of Attitude Toward Marketing Message in Social Media:  
Electronic Word-Of-Mouth (eWOM)

Hyunsang Son, University of Florida

Sylvia M. Chan-Olmsted, University of Florida

Young Eun Park, University of Florida

Moderator: Hairong Li, Michigan State University

**Session 2.3: Advertising Sprung from the Arab Spring:  
Atlantic 3 Messages, Strategies and Implications Resulting  
from 2011 Revolutions and Activities in the Middle  
East and North Africa**

Chair: Kevin Keenan, American University in Cairo  
Panelists: Ashraf Foda, Advantage Marketing and Advertising  
James Pokrywczynski, Marquette University  
Marilyn Roberts, Zayed University

10:00:-10:30 **Coffee Break**  
Sponsored by

10:30-12:00  
**Session 2.4: Doing Drugs**  
**Atlantic 1**

Use and Evaluation of Online Advertising Sources vs. Non-Advertising Sources for Prescription Drug Information: Differences between Korean and White Americans

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

Refining the Informational Scale for Over-the-Counter (OTC) Drug Commercials

Elmie Nekmat, University of Alabama  
Lu Zheng, University of Florida  
Joe Phelps, University of Alabama

Direct-to-Consumer Advertising of Predictive Genetic Tests: A Health Belief Model Based Examination

Brent Rollins, PCOM - GA Campus School of Pharmacy  
Sharavanan Ramakrishnan, Medical Marketing Economics  
Matthew Perri, University of Georgia

DTC Advertising and Consumer Misperceptions about the Chemical Imbalance Theory of Depression

Jin Seong Park, University of Tennessee  
Ho-Young (Anthony) Ahn, University of Tennessee

Moderator: Sheila Sasser, Eastern Michigan University

**Session 2.5: Methods and Responses**  
**Atlantic 2**

Get Real: How Current Behavior Influences Perceptions of Realism and Behavioral Intent for Public Service Announcements

Michelle Nelson, University of Illinois, Urbana-Champaign  
Xuan Zhu, University of Illinois, Urbana-Champaign  
Yingying Li, University of Illinois, Urbana-Champaign  
Yuzhou Guo, University of Illinois, Urbana-Champaign  
Barbara H. Fiese, University of Illinois, Urbana-Champaign  
Brenda D. Koester, University of Illinois, Urbana-Champaign

Analysis of Relationship between Brand Advertising and Most Loved Brands by Children

Jerome Williams, University of Texas, Austin  
KyungOk Kim, University of Texas, Austin  
Gary Wilcox, University of Texas, Austin

Responses to Graphic Sexual Appeals in Advertising: Examining the Interaction of Sexual Self Schema

Hoon Choi, University of Georgia  
Tom Reichert, University of Georgia  
Kyunga Yoo, University of Georgia  
Michael S. LaTour, University of Nevada Las Vegas

Read Responsibly: The Processing of Warning Messages by Young Adults in Differing Message Conditions

Yongick Jeong, Louisiana State University

Moderator: Kevin Keenan, American University in Cairo

**Session 2.6: A Creative Brief That Breathes: Separating the Atlantic 3 Living from the Dead**

Chair: Glenn Griffin, University of Alabama  
Panelists: Isabelle Albanese, Consumer Truth, Ltd.  
Regina Lewis, University of Alabama  
Jim Mountjoy, Loeffler Ketchum Mountjoy

12:00 **Luncheon**

1:30-3:00  
**Session 2.7: The Sporting News Atlantic 1**

Measuring the Advertising Efficiency of the Top U.S. Sports Advertisers  
Natalie Brown, University of Alabama  
Yunjae Cheong, Hankuk University of Foreign Studies

Skating on Thin Ice: How Negative Sport Incidents Affect Sponsor Image

Daniël G. Muntinga, University of Amsterdam  
Marjolein Moorman, University of Amsterdam  
Edith Smit, University of Amsterdam

The Pairing Effects of the Personality of Sporting Events and Brands on Consumer Responses  
Hyung-Seok Lee, University of North Florida  
Chunsik Lee, University of North Florida  
Jae Park, University of North Florida

Event Marketing Sponsorship Impact: A Test of Congruency and Engagement in an Ethnic Festival Context

James Pokrywczynski, Marquette University  
David Brinker, Marquette University

Measuring the Advertising Efficiency of the Top U.S. Sports Advertisers

Moderator: Sally J. McMillan, University of Tennessee

**Session 2.8: In the Realm of Influence Atlantic 2**

Interplay of Regulatory Focus and Brand Personality on Persuasion in Advertising

Dong Hoo Kim, University of Texas Austin  
Yongjun Sung, University of Texas Austin

Consumers' Response to Negative Information about A Celebrity Endorser: A Cross-cultural Study

Nam-Hyun Um, University of Texas Austin  
Wei-Na Lee, University of Texas Austin

The Effects of Corporate Social Responsibility (CSR) Campaigns on Consumer Responses to Brands in Social Media

Hyun Ju Jeong, University of Kentucky  
Hye-Jin Paek, Michigan State University  
Mira Lee, Chung-Ang University

A Week without My Brand: Brand Deprivation and the Effects of Consumers' Interpersonal Relationship Traits

Christopher Long, Ouachita Baptist University  
Sukki Yoon, Bryant University

Moderator: Olan Farnall, Texas Tech University

**Session 2.9: Medium and Message: A 21<sup>st</sup> Century Approach  
Atlantic 3**

Moderator: Wei-Na Lee  
Chair: Helen Katz, Starcom Mediavest Group  
Panelists: T. Bettina Cornwell, University of Oregon  
Michelle Nelson, University of Illinois  
Janet Rose, Saatchi & Saatchi

5:00: **Reception/Dinner/Karaoke**  
**Meet in lobby for departure to Barefoot Princess Riverboat**  
Reception sponsored by Temerlin Advertising Institute, Southern Methodist University

**SUNDAY, March 18**

8:30-10:00  
**Session 3.1: Viral Vixens**  
**Atlantic 1**

Understanding Viral Video Mavens  
Devon Hennig, University of Saskatchewan  
Barbara Phillips, University of Saskatchewan

To Help You, to Serve Myself, or to Prove "I am Better"? Exploring the Psychological Tendencies of eMavens as Well as the Moderating Effects

Jie Zhang, University of Evansville  
Wei-Na Lee, University of Texas Austin

Share It on Facebook: Examining Viral Marketing and Motives to Pass along Electronic Content on Social Networking Sites

Xie Qinwei, University of Florida

The Influence of Sender Trust and Advertiser Trust on Multi-Stage Effects of Viral Advertising

Soyoen Cho, University of Minnesota

Jisu Huh, University of Minnesota

Ron Faber, University of Minnesota

Moderator: Sela Sar, Iowa State University

**Session 3.2: Category Idiosyncratic Advertising  
Atlantic 2**

Advertising and Moral Heuristics: An Exploration of the Term “Cruelty Free”

Kim Sheehan, University of Oregon

Joonghwa Lee, University of Missouri

Assessing Beauty-Care Brands Advertising Efficiency

Lan Ye, University of Alabama

Yunjae Cheong, Hankuk University of Foreign Studies

An Empirical Investigation of the Effects of Financial Services Advertising on Investors’ Decisions

Taejun (David) Lee, Bradley University

TaiWoong Yun, Hongik University

Eric Haley, University of Tennessee

Road Kill: The Impact of Aversive Highway Safety Videos on Message Processing

Anthony Almond, University of Missouri

Susan Visscher, University of Missouri

Marcia Howell, Alaska Injury Prevention Center

Meredith Hayford, University of Missouri

James Schaperkotter, University of Missouri

Paul Bolls, University of Missouri

Moderator: Dan Shaver, Jönköping International Business School

**Session 3.3: Crafting the Creative Message  
Atlantic 3**

The Effects of Feature and Benefit Sentences on Memory and Attitudes for Print Advertising

Robert Meeds, Qatar University

Olan Farnall, Texas Tech University

Samuel Bradley, Texas Tech University

When We Don’t Stereotype: Effects of Stereotype Reduction on Processing and Effects of Advertising

Saleem Alhabash, Michigan State University

Kevin Wise, University of Missouri

Symbols or Icons in Gay-Themed Ads: How to Target Gay Audiences

Nam-Hyun Um, University of Texas, Austin

KyungOk Kim, University of Texas, Austin

Eun Sook Kwon, University of Georgia

Exploring Consumer's Analytic-Holistic Thinking Style, Self-Construal and their Moderating Effects on Visual Metaphors in Advertising  
Jun Myers, California State Polytechnic University  
Jae Min Jung, California State Polytechnic University

Moderator: Brian Parker, Florida State University

10:00-11:30

**Session 3.4: Media (Just New This Time)**  
**Atlantic 1**

Advertising in Blogs: Effects of Ad-context Congruence, Product Involvement and Issue Involvement on Responses to Banner Ads  
Sigal Segev, Florida International University  
Juliana Fernandes, Florida International University  
Weirui Wang, Florida International University

How Fortune 500 Companies Communicate with Consumers Using Twitter

Kyung Jung Han, University of Georgia  
Chang-Hoan Cho, Yonsei University

Psychographic Predictors of Web 2.0 Use among Baby Boomers  
Seounmi Youn, Emerson College  
Mira Lee, Chung-Ang University  
Steven Marzocchi, Emerson College

To App or Not To App: Engaging Consumers via Branded Mobile Apps  
Eunice Kim, University of Texas, Austin  
Jhih-Syuan Lin, University of Texas, Austin  
Yongjun Sung, University of Texas, Austin

Moderator: Yeuseung Kim, DePaul University

**Session 3.5: When Culture Matters**  
**Atlantic 2**

Perceived "Hispanicness" Versus Perceived "Americanness": A Study of Brand Ethnicity

Cong Li, University of Miami  
Wan-Hsiu Sunny Tsai, University of Miami  
Gonzalo Soruco, University of Miami

Green Intentions: Advertising and the Environmental Movement  
Tanya Ryan, University of Minnesota

Culture, Development, and Advertising Content: An Exploratory Replication and Extension

Daniel Baack, University of Denver  
Rick Wilson, Hofstra University  
Brian Till, Loyola University, Chicago

Consumer Ethnocentrism in Times of Economic Crisis  
Wan-Hsiu Sunny Tsai, University of Miami  
Young-A Song, University of Texas, Austin  
Wei-Na Lee, University of Texas, Austin

Moderator: Robert Meeds, Qatar University

**Session 3.6: Can Online Education Beat the Classroom? The  
Atlantic 3 Latest Methods, Programs and Curriculum Design**

Chairs: Keith Quesenberry, Johns Hopkins University  
Kristen Wilkerson, West Virginia University

Panelists: Michael Coolson, Shippensburg University  
Heidi Hennink-Kaminski, University of North Carolina  
Ruth E. Brown, University of Nebraska, Lincoln  
Shelly Rodgers, University of Missouri  
Erin Schauster, University of Missouri  
Margaret Duffy, University of Missouri  
Sarah Smith-Frigerio, University of Missouri  
Erin Willis, University of Memphis

**CONFERENCE ENDS**

**MARK YOUR CALENDAR NOW:**

**2013 Annual Conference, April 4 -7  
Hyatt Regency Albuquerque (New Mexico)**

**2014 Annual Conference, March 27-30  
Crowne Plaza, Atlanta Perimeter (Georgia)**