

AAA SAMPLE TABLES AND REFERENCES FOR THE PROCEEDINGS
(Last Updated November 26, 2008)

Instructions:

Here are sample tables and references (in Journal of Advertising style) to be used in preparing your abstract, extended abstract, pre-conference session, special topics session or full-length paper for publication to the AAA Proceedings.

Please use these samples as templates and follow the formatting precisely. Submissions that do not follow the formatting will be returned to the author(s) to be revised and resubmitted.

Submit all questions to the Vice President.

SAMPLE TABLE #1

Table 4. Factor 3 – Significant Positive and Negative Ad Selections Ranked by Z-Scores

<u>No. of Advertisement</u>	<u>Body Shape</u>	<u>z-Score</u>
Strongly Liked Visual		
32 JMS	Woman dressed in underwear	2.34*
09 JMS	Woman dressed in casual wear	1.37*
31 Dove	Woman in black dress	1.32*
07 Secret	Girl and guy playing football	1.29*
28 Eliz. Arden	Celebrity in fashion dress: C Zeta-Jones	1.29
19 Satin Care	Nude lying on flower petals	1.09
39 Dove	Four women in underwear	1.01*
Strongly Disliked Visual		
01 Twinlab	Woman working out with boxing gloves	-1.05*
12 Bayer	Older woman working in garden	-1.17*
10 Smart Zone	Woman in tights holding nutrition bar	-1.21*
24 Avandia	Older woman smiling and walking	-1.37
11 Motions	High fashion woman out on the town	-1.40*
02 Flex-a-min	Older woman exercising	-1.52
15 Enbrel	Girl in swimsuit jumping into lake	-1.64
36 Elidel	Cartoon character cutting sleeves off dress	-1.80

SAMPLE TABLE #2

Table 1. Items used to measure *presence* elicited by the videogame.

1.	While driving the car in the videogame, I felt I was in the world the game created.
2.	While playing the videogame, I forgot I was in the middle of an experiment.
3.	While driving the car, my body was in the room, but my mind was inside the world created by the videogame.
4.	The computer-generated racing environment seemed to me “somewhere I visited” rather than “something I saw.”
5.	I felt I was more in the “computer world” than the “real world” around me when I was going

through the exercise.

6. I forgot about my immediate surroundings when I was driving the car in the videogame.
 7. When the game ended, I felt like I came back to the “real-world” after a journey.
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SAMPLE TABLE #3

Table 4. Independent Samples T-Test

	Gender	N	Mean	SD	t-value	Df	p-level																																																								
Recall	Female	33	1.7	1.5	2.23	53	<0.05																																																								
	Male	22	0.7	1.4				Gaming Expertise	Female	33	3.0	1.4	-6.80	53	<0.001	Male	22	5.4	1.0	Familiarity with car-racing games	Female	33	3.0	1.66	-3.56	53	<0.001	Male	33	4.8	2.00	Attitude toward video games	Female	33	4.2	1.11	-4.2	53	<0.001	Male	22	5.4	0.93	Time spent playing videogames/weekday (hh:mm)	Female	33	0:20	0:43	-3.90	53	<0.001	Male	22	1:33	1:33	Time spent playing videogames/weekend (hh:mm)	Female	33	0:26	0:50	-4.16	53	<0.001
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SAMPLE REFERENCES (JA Style)
(Formatting starts below)

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