



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
Sponsored by .

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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