

AAA SAMPLE TABLES AND REFERENCES FOR THE PROCEEDINGS
(Last Updated Fall 2013)

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.

Note: it is very important that you format your table so it will not break across pages.

SAMPLE TABLE #1

TABLE 1
Factor 3 – Significant Positive and Negative Ad Selections Ranked by Z-Scores

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

SAMPLE TABLE #2

TABLE 2
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.

SAMPLE TABLE #3

TABLE 3
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
	Male	22	2:46	3:03			

SAMPLE REFERENCES (JA Style)
(Formatting starts below)

References

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