



BOSTON
ANNUAL CONFERENCE



March 23 – 26, 2017
Hilton Boston Back Bay • Boston, MA

THURSDAY, March 23

8:30am Executive Committee Meeting Copley

PRE-CONFERENCE SESSIONS

(Requires separate registration)

8:00am-1:00pm Pre-Conference Registration Adams A

Pre-Conference #1 (8:30am-12:15pm) – Adams A
Market Research, Consumer Insight, and Creativity

Chairs: Seounmi Youn and Thomas Vogel, Emerson College

8:30-8:45am Welcome Remarks, Coffee and Introduction

8:45-10:00am
Session 1: The Market Research Industry

Trends in the Market Research Industry
Julie Ruiz, C Space

Challenges and Opportunities in the Market Research Industry
and Skills Students Need to Learn from Research Methods
Courses
Luke Hansford, MaPS Millward Brown

10:00-11:15am
Session 2: Research's Integrative Role in Creativity and the
Problem-Solving Process, and What Professionals Expect
from Graduating Students

Moderators: Seounmi Youn and Thomas Vogel, Emerson
College

Panelists: Ben Jones, Google, Unskippable Lab
Ilya Verdrashko, Hill Holiday
Kenneth R. Cabell, Hill Holiday

11:15am-12:15pm

Session 3: Pedagogical Directions for Marketing Research Education

Panelists: Doug Quintal, Emerson College
Sun-Young Park, U of Massachusetts - Boston

Pre-Conference #2 (1-5:30pm) – Adams B
Toward a New Discipline of Computational Advertising

Chair & Moderator: Hairong Li, Michigan State University

1:00-1:15pm Welcome Remarks, Coffee and Introduction
Sponsored by Michigan State University

1:15-3:30pm

Session 1: Conceptualization of Computational Advertising

Historical Perspective of Computational Advertising
Martin Block, Northwestern University

Getting from There to Here
Don E. Schultz, Northwestern University

Dexter, Meet Sinister: Using Data to Create Engaging Messages
that Drive Business Growth
Kartik Pashupati, Epsilon

Beyond Targeting: Teaching Dynamic Ad Creative at Iowa State
Jay Newell, Iowa State

Applying Computational Advertising Tools in the Classroom
Brad Best, Missouri

3:30-3:45pm Coffee Break
Sponsored by Michigan State University

3:45-5:00pm

Session 2: Computational Advertising and Digital Analytics

The Illinois Story of Social Media Listening and Analytics
Joseph T Yun, Illinois

Measuring Digital Display Advertising Effectiveness: The Case
for Incrementality
Natalie Brown Devlin, Texas

Social Media Text Mining and Advertising Research
Jooyoung Kim, Georgia

X-Screen Digital Advertising Measurement and ROI Optimization
Peking Tan, Xinsight & Miaozen

The Use of Analytics to Drive Advertising for Mobile
Engagement
Marci Troutman, SiteMinis

Pre-Conference #3 (1-5:30pm) – Adams A
The AAA/EAA Joint Doctoral Colloquium
Sponsored by the University of Georgia

Chairs: Sara Rosengren, EAA and Charles R. Taylor, AAA

12:45-1:00pm Pre-Session Coffee Break
Sponsored by Villanova University

1:00-1:15pm Greetings and Introduction

1:15-2:15pm
Session 1: Multi-Methods Research in Advertising

Moderators: Sara Rosengren, EAA
Charles R. Taylor, Villanova University
Panelists: Jeremy Kees, Villanova University
Martin Eisend, European University Viadrina
Patrick De Pelsmacker, University of Antwerp
Kim Sheehan, University of Oregon

2:15-3:30pm
**Session 2: Career Planning and Research Networking
Across Borders**

Moderators: Sara Rosengren, EAA
Charles R. Taylor, Villanova University
Panelists: Edith Smit, Universitat von Amsterdam
Jooyoung Kim, University of Georgia
Patrick Vargas, University of Illinois

3:30-4:00pm Coffee Break
Sponsored by Villanova University

4:00-5:30pm
Session 3: Meet the Editors Unplugged

Moderator: Sara Rosengren, EAA
Panelists: Shintaro Okazaki, Editor, *Journal of Advertising*
Charles R. Taylor, Editor, *IJA*
John Ford, Editor, *Journal of Advertising Research*
Eric Haley, Editor, *JCIRA*
Terry Daugherty, Editor, *JIAD*

AAA 2017 CONFERENCE BEGINS

4:00-6:30pm Conference Registration Hotel Lobby

**6:30-7:30pm Opening Reception Pre-Assembly and
Westminster**

*Sponsored by Michigan State University and the University
of Georgia*

FRIDAY, March 24

7:30 – 8:30am

First Timers' & Mentors' Breakfast Belvidere, Salon B

If this is your first AAA Conference, please join us for a complimentary continental breakfast to meet some of your colleagues and learn more about the association.

Sponsored by the University of Florida

8:30am – 5:00pm

Exhibits & Registration

Pre-Assembly

Publications Committee Meeting
(For Committee Members Only)

Copley

8:30 – 10:00am

Session 1.1:

Out-of-Home Advertising

Adams A

Advertising to the Masses: The Effects of Crowding on the Attention to Place-based Advertising

Rick T. Wilson, Texas State University

Taewon Suh, Texas State University

Won-Seop Shim, Dovetorabbit

Hyeong-In Gim, Dovetorabbit

Brand Implications for Where Outdoor Advertising is Placed: A Replication and Extension in Iran

Mirahmad Amirshahi, Alzahra University

Samira Jafari, Alzahra University

Rick T. Wilson, Texas State University

Outdoor Advertising and Visual Search

Brittany Duff, University of Illinois, Urbana-Champaign

Zongyuan Wang, University of Illinois, Urbana-Champaign

Demystify Novelty Effects: An Analysis of Consumer Responses to Augmented Reality Out-of-home Advertising

Yang Feng, San Diego State University

Quan Xie, Bradley University

Moderator: Chang-Dae Ham, University of Illinois, Urbana-Champaign

Session 1.2:

Message Appeals

Adams B

Saving Behavior Messaging in the United States: Gain-Loss Framing, Self-Family Orientations, and Individual Differences in Collectivism

Hye Jin Yoon, Southern Methodist University

Carrie La Ferle, Southern Methodist University

How Does Authentic or Hubristic Pride Induced by Flattery Advertising Shape Consumers' Responses at Different Construal Levels (Feasibility/ Desirability)?

Ji Mi Hong, University of Texas at Austin

Yongwoog Jeon, University of Texas at Austin

Calandra Lindstadt, University of Texas at Austin

Attribute and Benefit Claims in Food Advertising: A Content Analysis of Major Women's Magazines, 2013-2015

Jung Min Hahm, University of Georgia

Bartosz Wojdowski, University of Georgia

Un Chae Chung, University of Georgia

The Joint Impact of Mood and Message Appeal on Elaboration Types and Evaluation: The Moderating Role of Need for Affect

Jing (Taylor) Wen, University of Florida

Moderator: Leonard Reid, University of Georgia

Session 1.3:

Body-Image Content and Effects

Jefferson

A Myth of "Thinness Sells": A Direct Effect Moderation Model of the Model-Viewer Body Gap

A-Reum Jung, Louisiana State University

Jun Heo, Louisiana State University

Visual Representation of Latina and Asian Women in Beauty Magazine Advertising

Katy Snell, University of Miami

Mixing Sex with Politics: Sexy Stimuli Shift Political Ideology

Eugene Chan, University of Technology Sydney

The Role of Perceived Authenticity of a Model's Image in Social Media Ad Campaign on Body Image, Social Media Engagement

Heather Shoenberger, University of Oregon

Nicole Dahmen, University of Oregon

Moderator: Sun Joo (Grace) Ahn, University of Georgia

Session 1.4:

Teaching Advertising Design in the Traditional University

Setting: Goals, Obstacles, and Opportunities Washington

Chair: Eric Haley, University of Tennessee

Panelists: Ross Chowels, Michigan State University

Robyn Blakeman, University of Tennessee

Robyn Goodman, University of Florida

Glenn Griffin, University of Alabama

Kim Sheehan, University of Oregon

Willie Baronet, Southern Methodist University

10:00 – 10:30am

Coffee Break **Pre-Assembly**
Sponsored by Routledge, Taylor & Francis Group

10:00 – 11:00am

Journal of Advertising Editors' Meeting **Lincoln**
Journal of Advertising Editor-in-Chief and Associate Editors only

10:30am – 12:00pm

Session 1.5:
Corporate Social Responsibility **Adams A**

Effect of Value Orientations on Consumer Responses to CSR Advertising across Generations

Yoon-Joo Lee, Washington State University
Eric Haley, University of Tennessee

Enhancing CSR Advertising Effectiveness: The Role of Fit between Regulatory Focus Frame and Construal Levels in the Persuasiveness of CSR Advertising

Xinyu Lu, University of Minnesota, Twin Cities

Social Exclusion and Consumer Boycotting

Xiaoqi Han, Western Connecticut State University
Wanhsiu Sunny Tsai, University of Miami

The Effect of Brand-issue Fit on Corporate Health-promotion Campaigns: A Comparison of Elaborational and Relational Advertising Strategy

Hanyoung Kim, University of Georgia
Jooyoung Kim, University of Georgia

Moderator: Ilwoo Ju, Saint Louis University

Session 1.6:
Creativity, the Profession & the Academy **Adams B**

Exploring the Curiosity-Creativity Connection

Kim Sheehan, University of Oregon

The Advertising Industry as a Dynamic Environment: The Historiography of the Israeli Advertising Industry

Osnat Roth-Cohen, Ariel University
Yehiel Limor, Bar Ilan University

Toward Bridging the Advertising Academician-Practitioner Gap

Nancy Howell Brinson, University of Texas at Austin
Melissa Adams, North Carolina State University

The Economic Value of Launching a Twitter Channel: An Event Study Analysis

Chan Yun Yoo, University of Kentucky
Tae Hyun Baek, University of Kentucky

Moderator: Robyn Blakeman, University of Tennessee

Session 1.7:

Food and Health Advertising

Jefferson

How Health Consciousness Moderates Consumer Reactions to Nutrient-content Claimed Food Advertising Featuring Benefit-Seeking and Risk-Avoidance Appeals

Hojoon Choi, University of Houston

Leonard Reid, University of Georgia

Consumer Responses Toward Cosmeceutical Advertising: Roles of Regulatory Fit and Implications for Skin Cancer Prevention

Jhih-Syuan Lin, University of Georgia

Jooyoung Kim, University of Georgia

Juan Meng, University of Georgia

Hanyoung Kim, University of Georgia

How the Use of Health and Nutrition-Related Claims in Magazine Food Advertising Has Changed over Time: A Longitudinal Content Analysis

Jung Min Hahm, University of Georgia

Hojoon Choi, University of Houston

Un Chae Chung, University of Georgia

Content Marketing and E-WOM: The New Prescription for Pharmaceutical Advertisers?

Marjorie Delbaere, University of Saskatchewan

Erin Willis, University of Colorado

Moderator: Jeong Yeob Han, University of Georgia

Session 1.8:

Why We Need Data: The Importance, the Access, and the Barriers to Marketing Data in a Digital World **Washington**

Chair: Adam Wagler, University of Nebraska-Lincoln

Panelists: Valerie Jones, University of Nebraska-Lincoln

Jen Grygiel, Syracuse University

Rishad Tobaccowala, Publicis Groupe

Leo Morejon, Sysmos

12:00 – 1:30pm

Industry Luncheon

Belvidere & Pre-Function

Keynote Speaker: Rishad Tobaccowala

Strategy and Growth Officer

Member of Directoire + at Publicis Groupe

1:30 – 3:00pm

Session 1.9:

Mobile and Social Advertising

Adams A

Why Do Consumers Use Branded Mobile Apps? A Structural Equation Model Examining Motivations and Concerns

Influencing Consumers' Branded Mobile App Usage

Jihoon (Jay) Kim, University of Georgia

Joe Phua, University of Georgia

Branded App Usability: Conceptualization, Measurement, and Prediction of Consumer Loyalty

Tae Hyun Baek, University of Kentucky

Chan Yun Yoo, University of Kentucky

Weather-Dependent Framings Make Advertising Messages More Effective

Felix Weißmüller, Ludwig-Maximilians-Universität München

Culture vs. Media Usage: The Impact of Psychological Distance on Ad Effectiveness on Social Networking Sites (SNSs)

Yoon Hi Sung, University of Texas at Austin

Dong Hoo Kim, University of North Carolina at Chapel Hill

Dongwon Choi, University of Georgia

Soyoung Lee, University of Texas at Austin

Moderator: Jhieh-Syuan (Elaine) Lin, University of Georgia

Session 1.10:

Celebrity Effects

Adams B

Bidirectional Effects of Celebrity Endorsement Advertising

Chunshik Lee, University of North Florida

Hyojin Kim, University of Florida

The “Rich and Famous” of Social Media: Understanding Social Media Celebrities as Brand Endorsers

Jin-A Choi, University of Texas

Wei-Na Lee, University of Texas

Wanhsiu Sunny Tsai, University of Miami

Electronic Cigarette Brand Posts on Instagram: Influence of Endorser Type, Perceived Source Credibility, and Social Identification on Young Adults' Attitudes towards E-Cigarettes and E-Cigarette Smoking Intentions

Joe Phua, University of Georgia

Jung Min Hahm, University of Georgia

Rumor Transmission in the Twittersphere: Effects of Source Type and Hedging Communication Style

Hyegyoo Lee, Handong University

Nora J. Rifon, Michigan State University

Moderator: Jim Pokrywczynski, Marquette University

Session 1.11:

Agency & Practice

Jefferson

New Advertising Agency Roles in the Ever Expanding Media Landscape

Kasey Windels, Louisiana State University

Mark Stuhlfaut, University of Kentucky

What Creative Teams Want Account Service to Know About the Creative Process: Voices from the Agency

Robyn Blakeman, University of Tennessee

Maureen Taylor, University of Tennessee

Insights in Account Planning - A Creative Process Overlooked
John Parker, Macquarie University
Scott Koslow, Macquarie University
Lawrence Ang, Macquarie University

Professional Perspectives on the Integration of Advertising and
Public Relations: A Qualitative Approach to the Relationship
between the Fields
Dustin Supa, Boston University
Tobe Berkovitz, Boston University

Moderator: Dawn Pysarchik, Michigan State University

Session 1.12:
**Big Plans and Small Tweaks: Planning, Executing and
Sustaining Academic Assessment of Curricula in
Advertising** **Washington**

Chair: Tom Kelleher, University of Florida
Panelists: Michael Weigold, University of Florida
Harsha Gangadharbatla, University of Colorado
Jef Richards, Michigan State University
Sela Sar, University of Illinois, Urbana-Champaign
Maureen Taylor, University of Tennessee

3:00 – 3:30pm

Coffee Break **Pre-Assembly**
Sponsored by the University of Texas at Austin

3:30 – 5:00pm

Session 1.13:
Affect & Emotion **Adams A**

The Underlying Mechanisms of Sequential Mixed Emotions:
Matching Regulatory Focus and Goal-Oriented Processing
Jing (Taylor) Wen, University of Florida
Naa Amponsah Doodoo, University of Florida
Linwan Wu, University of South Carolina

Understanding the Influence of Context-Induced Affect on
Effectiveness of Comparative Advertisements
Linwan Wu, University of South Carolina
Jing (Taylor) Wen, University of Florida

Self-threat Magnifies the Choice of Prevention Hope
Tae Rang Choi, University of Texas at Austin
Yongjun Sung, Korea University

Unintended Negative Effects of the Warmth Advertising Appeal
on Brand Competence and Perceived Product Quality: A
Compensation Effect between Brand Warmth and Competence
Taemin Kim, Fayetteville State University
Jennifer Ball, Temple University

Moderator: Kacy Kim, Elon

**Session 1.14:
Children & Young Adults**

Adams B

Mom, Can I Read This Star Wars Book? Exploration of How Parents Mediate Preschool Children's "Adverbook" Reading
Regina Ahn, University of Illinois, Urbana-Champaign

How and Why Parents Talk to Children about Television, Internet, and Mobile Advertising
Wonsun Shin, University of Melbourne

Parental Mediation in the Digital Era: Increasing Children's Critical Thinking toward Pro-Alcohol Messages May Help Decrease Alcohol-Related Behaviors
Marie Louise Radanielina-Hita, HEC Montreal
Ioannis Kareklas, SUNY Albany
Bruce Pinkleton, Washington State University

The Role of Matching Construal Level and Social Distance in Young Drivers' Changes of Attitude and Behavior toward Texting While Driving
Dong Jae Lim, University of Georgia
Jhih-Syuan Lin, University of Georgia
Un Chae Chung, University of Georgia

Moderator: Anna McAlister, Endicott College

**Session 1.15:
Branded Content & Social Viewing**

Jefferson

An Application of Brand Personality to Advergaming: The Effect of Company Attributes on Advergame Personality
Heejun Lee, Yonsei University
Chang-Hoan Cho, Yonsei University

Mobile Game Users' Evaluations of In-Game Advertising: Role of Multitasking and Persuasion Knowledge
Yoori Hwang, Myongji University
Joonghwa Lee, University of North Dakota
Soojung Kim, University of North Dakota
Se-Hoon Jeong, Korea University

Resurrecting Zombie Brands: Lessons from Analyses of "The Walking Dead" Social TV Conversation
Jameson Hayes, University of South Florida
Geoffrey Graybeal, Texas Tech University
Alon Friedman, University of South Florida

Dialogic Engagement with Product Placement in Virtual Reality Films: Qualitative Insights
Huan Chen, University of Florida
Ye Wang, University of Missouri-Kansas City

Moderator: Joe Phua, University of Georgia

**Session 1.16:
Using Virtual Reality to Tell Brand Stories: The State of the
Art and Future Directions Washington**

Chair: Karen Whitehill King, University of Georgia
Panelists: Sun Joo (Grace) Ahn, University of Georgia
Michael Hanus, University of Nebraska-Lincoln
John Rich, Moxie
Jessica Lauretti, RYOT Studio

4:00 – 5:00pm

Journal of Advertising ERB Meeting Lincoln

5:00 – 6:00pm

AAA Members' Meeting Washington

6:00 – 8:00pm

President's Reception Westminster, Pre-Function
Sponsored by the University of Illinois, Urbana-Champaign
Dessert Table sponsored by the University of Colorado

SATURDAY, March 25

7:30 – 8:30am

Past-Presidents' Advisory Board Jefferson
Sponsored by the University of Minnesota

8:30am – 1:00pm

Exhibits & Registration Pre-Assembly

8:30 – 10:00am

**Session 2.1:
Visual Elements & Construal Adams A**

The Interplay between Visual Metaphor and Verbal Message in Advertising

Yuhosua Ryoo, University of Texas at Austin
Yongwoog Jeon, University of Texas at Austin
Tae Rang Choi, University of Texas at Austin

The Moderating Role of Consumers' Accessible Self-Construal on the Impact of Goal Framing

Seungae Lee, Oakland University
Kate Pounders, University of Texas at Austin

Slow versus Fast: How Speed-Induced Construal Affects the Perception of Advertising Messages

Sukki Yoon, Bryant University
Hyejin Bang, University of Georgia
Dongwon Choi, University of Georgia
Kacy Kim, Elon

Understanding of Time-Restriction: The Role of Construal Level and Countdown Timer

Hyuksoo Kim, Ball State University
Jee Young Chung, University of Arkansas
Michael Lee, Ball State University

Moderator: Linwan Wu, University of South Carolina

Session 2.2:
Social Media

Adams B

#Hashtag: Attention Seeking and Self-expression in Social Media

Jung Hwa Choi, University of Texas at Austin
Eunji Lee, Korea University
Tae Rang Choi, University of Texas at Austin

Exploring the Impact of Individuals' Image-Sharing Social Network Sites Uses on their Self-Monitoring Levels and Advertising Effectiveness

Dong Hoo Kim, University of North Carolina at Chapel Hill
Natalee Seely, University of North Carolina at Chapel Hill
Jong-Hyuok Jung, Texas Christian University

The Impact of Twitter Social Marketing and Advertising Communications (SMACs) on Users' Emotional Responses, Relevance, Source Credibility, and Intrusiveness

Yunmi Choi, University of Florida
Jon Morris, University of Florida
Ilyoung Ju, University of Florida
Wonseok Jang, University of Florida

Attracting Comments: A Knock-on Effect of Electronic Word-of-Mouth in Facebook on Firm Revenues

Gunwoo Yoon, University of Miami
Cong Li, University of Miami
Michael North, Central Connecticut State University
Yi Ji, University of Miami
Cheng Hong, University of Miami
Jiangmeng Liu, University of Miami

Moderator: Itai Himelboim, University of Georgia

Session 2.3:
**Heaven Sent or the Devil's Candy? An Examination of
Amazon's Mechanical Turk for Advertising Research**
Washington

Chair: Kim Sheehan, University of Oregon
Panelists: John Ford, Old Dominion University
Ioannis Kareklas, SUNY Albany
Eric Haley, University of Tennessee
Matthew Pittman, University of Oregon

10:00 – 11:00am

Coffee Break

Pre-Assembly

Committee Meetings

Awards	Adams A
Communication	Adams B
Finance	Lobby
International Advertising Education	Washington
Membership	Jefferson
Research	Madison
Strategic Planning	Board Room

(All meetings for both incoming and outgoing members)

11:00am – 12:30pm

Session 2.4:

Native Advertising

Adams A

Going Native (or not): Antecedents of Consumer Avoidance of
Native Advertising on Social Networking Sites

Yoo Jin Chung, University of Florida
Eunice Kim, University of Florida
Hongmin Ahn, West Virginia University

Are Native Ads on Online News Media Effective? Examining
Advertising's Dual Mediation Hypothesis in Contexts of Native
Ads

Rahnuma Ahmed, University of Oklahoma
Doyle Yoon, University of Oklahoma
Seunghyun Kim, University of Oklahoma
Nazmul Rony, University of Oklahoma

Product Type and Spokespersons in Native Advertising - The
Mediating Role of Acceptance of Native Advertising

Jihye Kim, University of Florida
Jaejin Lee, Florida State University
Yoo Jin Chung, University of Florida

Native Advertising Acceptance or Avoidance: The Effects of
Personalization and Trust

Karen Han, Ball State University
Minette Drumwright, University of Texas at Austin

Moderator: Nathaniel Evans, University of Georgia

Session 2.5:
Video Advertising: Online and TV **Adams B**

Psychological Reactance to Online Video Ads and Potential
Mitigating Effects of the Ad Skip Option

Soojung Kim, University of North Dakota
Jisu Huh, University of Minnesota

Fast Forward It for You: How Ad Incompleteness Reduces Ad
Intrusiveness

Dongwon Choi, University of Georgia
Hyejin Bang, University of Georgia
Kacy Kim, Elon
Sukki Yoon, Bryant University

Certain Effects of Uncertain Duration of In-Stream Commercials:
Interactive Effects of Ad Length, Timer, and Skip Button on
Viewer Irritation

Yongwoog Jeon, University of Texas at Austin
Hyunsang Son, University of Texas at Austin
Arnold Chung, University of Texas at Austin

Advertising-Driven Interpersonal Influence: An Exploration

Jose Domingo Mora, University of Massachusetts Dartmouth

Moderator: Sally McMillan, University of Tennessee

Session 2.6:
**Using Advertising Theory and Practice to Improve
Healthcare Delivery and Quality of Life** **Washington**

Chair: Joyce Wolburg, Marquette University

Panelists: Glen Nowak, University of Georgia
Ronald Taylor, University of Tennessee
Marli Mesibov, Mad*Pow

12:30 – 2:00pm

Awards Luncheon **Belvidere & Pre-Function**

2:30 – 3:30pm

Session 2.7:
Content, News, and Reviews **Adams A**

Sponsorship Transparency as a Mediator of Negative Effects of
Covert Ad Recognition

Nathaniel Evans, University of Georgia
Bartosz Wojdyski, University of Georgia
Mariea Hoy, University of Tennessee

Wait, It's Not Relevant! How the Probability of Seeing Congruent vs. Incongruent Ads in Paginated Online Stories Affects Brand Recognition and Ad Clicking Intentions

Anastasia Kononova, Michigan State University
Eunsin Joo, Michigan State University
Kristen Lynch, Michigan State University
Wonkyung Kim, Michigan State University

Consumer Responses to Facebook Newsfeed Ads:
Psychological Reactance and Ad Avoidance

Seunghyun Kim, University of Oklahoma
Seounmi Youn, Emerson College

Suspiciously Positive: Consumer Reactions to Exceedingly Positive Reviews

Ismail Karabas, Washington State University
Ioannis Kareklas, SUNY Albany
Darrel Muehling, Washington State University
TJ Weber, Washington State University

Moderator: Minette Drumwright, University of Texas at Austin

**Session 2.8:
Persuasion**

Adams B

Skepticism as Status Quo: Philosophical Considerations on Why Consumers Suspend Judgment

Astrid Van den Bossche, University of Oxford

I See Myself in Use: Measuring the Strength of Consumption Vision (CV)

Mark Y. Yim, University of Massachusetts Lowell
Paul Sauer, Canisius College
Tae Hyun Baek, University of Kentucky

Is Competitive Interference Harmful? The Role of Brand Familiarity in a Cluttered Ad Environment

A-Reum Jung, Louisiana State University

Revisiting an Advertising Theory: The FCB Grid in the 21st Century

Hyuk Jun Cheong, University of Scranton

Moderator: Jooyoung Kim, University of Georgia

**Session 2.9:
Programmatic Everything: Is This the Future of Advertising?
Washington**

Chair: Harsha Gangadharbatla, University of Colorado

Panelists: Heather Prince, Cadreon
Dan Ligon, University of Colorado
Senthil Govindan, Datawrkz
Alex Paramithiotti, Magnetic Media

4:30 – 7:00pm: Off Site Events

4:30 Meet in Lobby

5:00-7:00 Cheers at Faneuil Hall
Sponsored by Emerson College, Southern Methodist University, University of Minnesota, and University of South Florida
Dessert Table Sponsored by the Creative Circus

SUNDAY, March 26

8:15 – 10:15am

Morning Coffee

Third Floor Foyer

8:30 – 10:00am

Session 3.1:

Green & Environmental Advertising

Adams A

Learning to Spot Deception in Green Advertising: Testing a Literacy Intervention to Combat Greenwashing

Juliana Fernandes, University of Miami

Sigal Segev, Florida International University

Joy Kathleen Leopold, University of Miami

The Influence of Presumed Influence on Consumer Responses to Green Advertising on Facebook

Yang Feng, San Diego State University

Jiwoo Park, Northwood University

The Effect of Animal Spokescharacters and Attribute Framing on Green Product Evaluations

Jiyoon An, University of Rhode Island

The Congruence Effect of Environmental Issue and Product Category and the Moderation Effect of Green Reputation of a Product Category on Green Advertising Effectiveness

Sumin Shin, University of Alabama

Eyun-Jung Ki, University of Alabama

Moderator: Tom Reichert, University of Georgia

Session 3.2:

International Advertising: China

Adams B

Corporate Social Responsibility (CSR) Communication in Social Media in China: The Role of Identification with the Company and Brand Trust

Shu-Chuan (Kelly) Chu, DePaul University

Hsuan-Ting Chen, Chinese University of Hong Kong

Americanized or Localized: A Qualitative Study on Chinese Advertising Professionals' Perceptions on Creativity and Strategy in the Digital Era

Huan Chen, University of Florida
Xuan Liang, University of Florida
Rang Wang, University of Florida

"Like Ad, Like Content?": The Use of Content-based Advertising in China's Social Media - A Content Analytic Study

Qixing Li, City University of Hong Kong
Wenyu Dou, City University of Hong Kong

First- and Third-Person Effects of Alcohol Advertising on Chinese College Students

Scott Liu, University of South Florida
Dong Xue, University of South Florida
Yan Tang, University of South Florida

Moderator: Seounmi Youn, Emerson College

Session 3.3:

Corporate Communication

Washington

Surviving a Crisis: How Crisis Type and Psychological Distance Can Inform Corporate Crisis Responses

Soyoung Lee, University of Texas at Austin
Yoon Hi Sung, University of Texas at Austin
Dongwon Choi, University of Georgia
Dong Hoo Kim, University of North Carolina

The Effects of CEOs' Self-Disclosure on Consumer-Brand Relationships

Taeyeon Kim, University of Georgia
Yongjun Sung, Korea University

Hybrid Happening: The Role of Dual Corporate Reputations in Time of Corporate Crisis

Soyoung Lee, University of Texas at Austin
Rachel Lim, University of Texas at Austin
Minette Drumwright, University of Texas at Austin

Ruby-Red with Banana-Yellow Stripes: Semantic Precision, Attitudes, and Conversation Cooperativeness in Advertising

Ann Kronrod, Boston University
Vincent Xie, University of Massachusetts at Boston

Moderator: Jun Heo, Louisiana State University

10:15 – 11:45am

Session 3.4:

Visual Elements & Effects

Adams A

Using Hindu Religious Symbol in Print Advertising: Impact on Brand Affect and Brand Trust

Ridhi Agarwala, Indian Institute of Management Calcutta

The Influence of Package Design and Image Quality on Brand Attitudes: Mediating Effects of Perceived Product Quality and Seller Credibility

Sann Ryu, University of Illinois, Urbana-Champaign
Patrick Vargas, University of Illinois, Urbana-Champaign
Sang Ryu, University of Edinburgh

Validating a Modified Typology of Visual Metaphor Structure through Elaboration and Attitude toward the Ad
Ying Huang, University of West Florida

Role of Color Hues in Signaling Healthiness
Aparna Sundar, University of Oregon
Flavia Gonsales, Universidade de Sao Paulo
Sung-Hee Wendy Paik, University of Oregon

Moderator: Carie Cunningham, Duquesne University

Session 3.5:

Cause-Related Advertising & CSR

Adams B

Comparing For-Profits' and Nonprofits' Sustainability Development Communication: The Role of Expectancy Violation and Attribution Process

Sun-Young Park, University of Massachusetts, Boston
Moonhee Cho, University of Tennessee
Soojin Kim, Louisiana State University

Effects of Message Objectivity and Focus on Green CSR Communication: The Strategy Development for a Hotel's Green CSR Message

Eun Yeon Kang, Kutztown University of Pennsylvania
Lucy Atkinson, University of Texas at Austin

The Effect of Media-Bound Factors on Cause-Related Marketing (CRM) Audience's Attitudes and Behavioral Intention

Seul Lee, Baylor University
Cynthia Morton, University of Florida

If It Feels Right: The Interplay between Regulatory-Fit and Image-Message Congruence in Fundraising Messages

Ji Mi Hong, University of Texas at Austin
Wei-Na Lee, University of Texas at Austin

Moderator: Sukki Yoon, Bryant University

Session 3.6:

Luxury & Hedonism

Washington

The Effects of Using Homosexual Presenters in Luxurious Product Advertising

Sydney Chinchachokchai, University of Akron

The Height of Luxury: Vertical Location Matters in Advertisements for High Status Items

Eugene Chan, University of Technology Sydney

Consumers' Social Media Advocacy Behavior of Luxury Brands:
An Explanatory Framework
Eunseon (Penny) Kwon, Texas Christian University
S. (Ratti) Ratneshwar, University of Missouri
Esther Thorson, Michigan State University

Examining Advertising Intrusiveness on Instagram: Hedonic
and Utilitarian Attributes of Brand and Sponsored Content
Xiaoyu Zhao, Michigan State University
Jing Yang, Michigan State University
Tong Xie, Michigan State University
Zhibin Wang, Michigan State University

Moderator: Tom Reichert, University of Georgia

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