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Advances in Advertising Research VIII

Challenges in an Age of Dis-Engagement
Ljubljana, the European Green Capital 2016, was the venue for the 15th ICORIA conference, hosted by the University of Ljubljana, Faculty of Economics, in June/July, 2016. The conference was the annual meeting of the European Advertising Academy that gathered academics from more than 20 countries to exchange ideas and insights into present-day advertising topics. More than 120 papers were organized into 32 parallel sections. Based on a double blind reviewing process, best papers from the conference were invited to be developed further and submitted to Advances in Advertising Research Vol. VIII: Challenges in an Age of Dis-Engagement, the book you hold in your hands.

The twenty-one chapters in the book represent a wide variety of topics that relate to the latest research on advertising. In line with the conference theme, the authors address challenges in research and management that pertain to media, contents, and audiences. These challenges refer to evidence of increasing/decreasing interactions between actors in social, cultural, and economic systems we live in.

A special focus of the conference was on the concept of dis-engagement. There is a variety of interpretations of engagement: it can be described as either an emotional involvement, as connection and/or participation, as behavioral participation in activities beyond transactions or as a psychological state of being involved or interested in a certain issue. Authors of book chapters addressed emotional involvement, behavioral participation or other interactions between actors in various research topics.

The chapters are listed in alphabetical order by chapter titles. We start with a typology of minimalism in advertising, look into readers’ recognition and evaluation of native advertising on online news websites, reflect on name-letter and birthday-number effects in advertising, explore children’s advertising literacy related to website advertising, elaborate on importance of online reviews which are actually read, and look into promotional messages in sacred contexts. We examine effects of brand placement disclosure and effects of an ad-medium congruency on ads’ effectiveness, analyse the influence of physical spaces in measuring emotions through facial expressions, explore the impact of metaphor-ic associations on perceptions of the nutritional content of food products, and compare consumers’ response to language choices in product advertisements. Furthermore, we set foundations for creativity research in rhetoric theory, look
into integrative logos for co-product evaluation, research specific aspects of higher education advertising (musical congruity), explore media multitasking in background advertising processing, relate print ads evaluation to consumer testing signs, and look also into advertising agencies’ roles and their clients’ loyalty. Finally, we reflect on inconsistencies in cultural values and practices in advertising, explore effective message strategies in breast-cancer prevention advertising, learn about efficient poses of testimonials for food products and tastiness evaluations, and conclude with the role of assertiveness for compliance intention in risk communication messages. The chapters also provide innovative ideas for future research in advertising, underlining again that this is a fast-evolving field of study.

We would like to take this opportunity to thank the EAA, the organizing committee of the 15th ICORIA, and all the authors who have contributed to this book. We hope that you find the contents of this volume thought-provoking and helpful in shaping your future research ideas.
The objective of the association is to provide a professional association to academics and practitioners interested in advertising and its applications that will promote, disseminate and stimulate high quality research in the field.

The association particularly serves as a meeting and communication forum for its members. It offers a network for the exchange of knowledge on an international level and constitutes a framework allowing for a better dissemination of information on research and teaching.

The association also aims at the development of relations with all other professional and research-oriented associations which are active in the field, as well as with European or international committees and authorities concerned with political decision making, active in this field.

The EAA is closely related to the yearly International Conference on Research in Advertising (ICORIA). The purpose of the conference is to create a forum where people studying advertising in the academic world could exchange ideas, and where they could meet with practitioners who have experience with advertising in the commercial world.

Every natural person that is professionally concerned with or interested in research or teaching in the field of advertising is, irrespective of nationality, eligible to become a full member of the association.

For further information please visit our website: www.icoria.org
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