What We Know About Social Media
Geoffrey Precourt

Mind Over Metrics
The Dog Ate My Analysis: The Hitchhiker’s Guide to Marketing Analytics
Pat LaPointe

Marketing Matters
Are You Ready for the Next Big Thing? New Media Is Dead! Long Live New Media?
Jenni Romanik

The Role of Visual Attention in Internet Advertising: Eleven Questions and a Score of Answers
Adam S. Greenberg, Carnegie Mellon University

The Power of Citizen-Group Public-Policy Advertising: Messages Don’t Need Third-Party Validation to Increase Salience among Pockets of Voters
Daniel Bergan and Genevieve Rimer, Michigan State University

The Big Picture for Large-Screen Television Viewing: For both Programming and Advertising, Audiences Are More Attentive, More Absorbed, and Less Critical
Michael D. McNiven, Cumberland Advisors, Dean Krugman, and Spencer F. Tinkham, University of Georgia

The Power of Evil: The Damage of Negative Social Media Strongly Outweigh Positive Contributions
Marcel Corstjens, INSEAD, and Andris Umblijs, McKinsey, prove positive, neutral and negative social media have a significant effect on brand sales. Be warned, a negative post has five times the effect of a positive comment.

The Relative Effectiveness of Skippable Video Advertisements on YouTube
What happened when Google, Inc. researchers Max Pashkevich, Sundar Dorai-Raj, Melanie Kellar, and Dan Zigmond allowed YouTube users to skip directly to the desired video content after five seconds of viewing?

Word-of-Mouth Advocacy: A New Key to Advertising Effectiveness
Ed Keller and Brad Fay, Keller Fay Group, argue that most “social media” occurs face-to-face, rather than online, and advocate developing advertising to foster conversation rather than digital sharing.

Seeding Viral Content: The Role of Message and Network Factors
Online viral campaigns require a seeding strategy, but what works most effectively? Yuping Liu-Thompkins, Old Dominion University, helps advertisers spread the message.

Digital and Social Media in the Purchase-Decision Process
Findings from an Advertising Research Foundation taskforce of research companies, advertisers and academics to explore changes in the purchase process brought about by digital and social media.

WHAT WE KNOW ABOUT SOCIAL MEDIA
Leading Insights into the Future: Tools for Transformation
Tuesday, January 15, 2013
8:30am – 6:00pm
Bently Reserve
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