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# Advertising Research

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## RESEARCH QUALITY

### ● Lessons from the 2016 U.S. Pre-Election Polls

How survey researchers can fine-tune methods and restore credibility. G. Terhanian (The NPD Group) P182

## INCENTIVES EFFECTIVENESS

### ● Rethinking Short-Term Persuasion for Brands

A robust analysis leads to an approach for selecting the most effective purchase triggers for a particular shopper and product category. C. Foley, D. Kuhn, and E. Harris (Leo Burnett) P190

## MEDIA PLANNING

### ● The Dilution Effects of Media Strategy on Brands' Copromotion Efficiency

Comparing the effects of media use (concentrated vs. extended) and scheduling (pulsing vs. continuous) toward improving the efficiency of brand and product copromotion. K.-A. Byun (University of Texas at Tyler), D. Song (Youngstown State University), and M. Kim (Hongik University) P207

## YOUNG AUDIENCES

### ● The Emergence of Generation Z and Its Impact in Advertising

Long-term implications for media planning and creative development. D. Southgate (Kantar Millward Brown, Frankfurt, Germany) P227



## WORD OF MOUTH: RISKS AND REWARDS

### The Downside of Digital Word of Mouth and the Pursuit of Media Quality: How Social Sharing Is Disrupting Digital Advertising Models and Metrics

Advertisers are grappling with identifying the right metrics amid programmatic pressures and an environment darkened by "fake news" and other corruptive practices. G. M. Fulgoni and A. Lipsman (comScore, Inc.) P127

### Why Online Word-of-Mouth Measures Cannot Predict Brand Outcomes Offline: Volume, Sentiment, Sharing, and Influence Metrics Yield Scant Online-Offline WOM Correlations

B. Fay's and R. Larkin's (Engagement Labs) research and findings suggest the need for marketers to develop separate digital and offline social-influence strategies. P132

### The Impact of Word of Mouth via Twitter on Moviegoers' Decisions and Film Revenues: How WOM about Movies Drives Loss-Aversion and Reference-Dependence Behaviors

In this study drawing from prospect theory, Y. Yoon and Y. J. Park (Peking University) and C. Polpanumas (Lazada.com) warn that intensively advertising a movie before its release could backfire. P144

### Conditions in Prerelease Movie Trailers for Stimulating Positive Word of Mouth: The Importance of Understanding as a Factor for Engagement

The greater viewers' understanding of a movie through watching a trailer, the greater their intent to spread the word and to pay to see the film. C. Archer-Brown and J. Kampani (University of Bath); B. Marder (University of Edinburgh), A. S. Bal (Babson College), and J. Kietzmann (Simon Fraser University) P159

### What Makes Online Promotional Games Go Viral? Comparing the Impact Of Player Skills versus Incentive Rewards on Game Recommendation

"Advergaming" used in viral-marketing campaigns more likely will attract players by calling on skillsets than by using incentives. D. Renard (Université Catholique de Louvain) and D. Darpy (Université Paris-Dauphine) P173



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