What Do We Know about Social-Media Marketing?
John B. Ford

The Accountability Crisis in Advertising and Marketing: Self-Regulation and Deeper Metrics Are Needed to Survive the Digital Age
David W. Stewart

The Impact of Airing Super Bowl Television Ads Early on Social Media: Benefits and Drivers of Watching, Liking, and Sharing Advertisements on Social Media
Jennifer Lee Burton, Kristen M. Mueller, Jan Gollins, and Danielle M. Walls

Taemin Kim, Hyejin Kim, and Yunhwan Kim

Consumers’ Responses to Facebook Advertising across PCs and Mobile Phones: A Model for Assessing the Drivers of Approach and Avoidance of Facebook Ads
Caroline Lancelot Miltgen, Anne-Sophie Cases, and Cristel Antonia Russell

How Measuring Consumer Conversations Can Reveal Advertising Performance
Brad Fay, Ed Keller, and Rick Larkin

The Perceived Fit between Instagram Influencers and the Endorsed Brand: How Influencer–Brand Fit Affects Source Credibility and Persuasive Effectiveness
Priska Linda Breves, Nicole Liebers, Marina Abt, and Annika Kunze

Dynamic Asymmetric Effects of Cross-Media Exposures over the Purchase Cycle: In China, TV Ads Benefit from Prior Online Exposure, but Not Vice-Versa
June Soo Lee and Demetrios Vakratsas

Assessing Scientific Claims in Print Ads that Promote Cosmetics: How Consumers Perceive Cosmeceutical Claims
Jie G. Fowler, Les Carlson, and Himadri Roy Chaudhuri