Journal of Advertising Research



June 2020 | Volume 60 | Issue 2



Gender and Diversity

Feminism and Advertising: Responses to Sexual Ads Featuring Women—How the Differential Influence of Feminist Perspectives Can Inform Targeting Strategies Hojoon Choi, Kyunga Yoo, Tom Reichert, Temple Northup

Effects of Nonstereotyped Occupational Gender Role Portrayal: How Showing Women in Male-Stereotyped Job Roles Sends Positive Signals about Brands

Karina T. Liljedal, Hanna Berg, Micael Dahlen

#BeingReal about Instagram Ad Models: How Image Modification of Female Body Size Alters Advertising Attitude and Buying Intention

Heather Shoenberger, Eunjin (Anna) Kim, Erika K. Johnson

Does Depicting Gay Couples in Ads Influence Behavioral Intentions?

Bradley J. Bond, Justine Rapp Farrell

LGBTQ Imagery in Advertising: Viewers' Political Ideology Shapes Emotional Response to Gender and Sexuality

Gavin Northey, Rebecca Dolan, Jane Etheridge, Felix Septianto, Patrick van Esch

Editor's Desk

What Do We Know About Gender And Diversity?

Why Do People
Watch So Much
Television and Video?
Implications for the
Future of Viewing
and Advertising

Patrick Barwise, Steven Bellman, Virginia Beal

Do Billboard
Advertisements Drive
Customer Retention?
Expanding the
"AIDA" Model
To "AIDAR"

John L. Fortenberry, Jr., Peter J. McGoldrick

How Intensity of
Cause-Related Marketing
Guilt Appeals Influences
Consumers: The Roles of
Company Motive and
Consumer Identification
With the Brand

Jaywant Singh, Benedetta Crisafulli, La Toya Quamina