Journal of Advertising Research

June 2020 | Volume 60 | Issue 2

EDITOR'S DESK	What Do We Know about Gender and Diversity? John B. Ford	. 119
ARTICLES	Why Do People Watch So Much Television and Video? Implications for the Future of Viewing and Advertising Patrick Barwise, Steven Bellman, and Virginia Beal	. 121
	Do Billboard Advertisements Drive Customer Retention? Expanding the "AIDA" Model to "AIDAR" John L. Fortenberry, Jr. and Peter J. McGoldrick	. 135
	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, and La Toya Quamina	. 148
	WHAT WE KNOW ABOUT 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, and Temple Northup Effects of Nonstereotyped Occupational Gender Role Portrayal in Advertising: How Showing Women in Male-Stereotyped Job Roles Sends Positive Signals about Brands	
	#BeingReal about Instagram Ad Models: The Effects of Perceived Authenticity—How Image Modification of Female Body Size Alters Advertising Attitude and Buying Intention Heather Shoenberger, Eunjin (Anna) Kim, and Erika K. Johnson	
	Does Depicting Gay Couples in Ads Influence Behavioral Intentions? How Appeal for Ads with Gay Models Can Drive Intentions to Purchase and Recommend Bradley J. Bond and Justine Rapp Farrell	
	LGBTQ Imagery in Advertising: How Viewers' Political Ideology Shapes their Emotional Response to Gender and Sexuality in Advertisements Gavin Northey, Rebecca Dolan, Jane Etheridge, Felix Septianto, and Patrick van Esch	. 222

For JAR articles published Digital First, visit www.journalofadvertisingresearch.com