

**EDITORIAL**

**385 Word of Mouth —  
A New Advertising  
Discipline?**

by Joseph T. Plummer

**387 Reconsidering Models  
of Influence: The  
Relationship between  
Consumer Social  
Networks and Word-of-  
Mouth Effectiveness**

by Ted Smith, James R. Coyle,  
Elizabeth Lightfoot, and  
Amy Scott

In this article, we explore the nature of social networks, the role they play in influence, and characteristics of the most influential individuals. Our findings suggest that the majority of people are moderately connected and are as influential as the highly connected.

**398 Word-of-Mouth  
Research: Principles  
and Applications**

by Dee T. Allsop,  
Bryce R. Bassett, and  
James A. Hoskins

Before marketers can hope to influence word of mouth, they must first understand how it operates in their market category. A narrow, simplistic market research approach is inadequate to describe the complex and dynamic operation of word of mouth in the real world.

**412 Visibility versus  
Surprise: Which  
Drives the Greatest  
Discussion of Super  
Bowl Advertisements?**

by Jim Nail

The most effective Super Bowl advertisers in 2007 began building brand visibility long before the game began. This article shows that an aggressive promotion strategy before the game is the most effective way to generate postgame consumer discussion.

**420 The Origin and Impact  
of CPG New-Product  
Buzz: Emerging Trends  
and Implications**

by Kate Niederhoffer,  
Rob Mooth, David Wiesenfeld,  
and Jonathon Gordon

An in-depth analysis of new product buzz considering blog buzz, marketing spending, pre-market purchase intentions and in-market sales, which revealed five key themes.

**427 Finding the “Missing  
Link”: Advertising’s  
Impact on Word of  
Mouth, Web Searches,  
and Site Visits**

by Jeffrey Graham and  
William Havlena

A landmark study uncovering, for the first time, the relationship between brand advertising and positive word of mouth about brands. Results call for more online/offline marketing integration.

**436 Word of Mouth on the Web: The Impact of Web 2.0 on Consumer Purchase Decisions**

by Cate Riegner

Based on a study of over 4,000 broadband users in the United States, this article examines consumer adoption of Web 2.0 and the impact those rants, raves, comments, and reviews are having on purchase decisions today.

**448 Unleashing the Power of Word of Mouth: Creating Brand Advocacy to Drive Growth**

by Ed Keller

As marketers increasingly recognize the power of word of mouth, the need for insightful and actionable research has become paramount. This article provides marketers with a clear picture of the WOM landscape and insights into how WOM “really” works.

**453 Self-Generated Advertisements: Testimonials and the Perils of Consumer Exaggeration**

by Terence A. Shimp, Stacy L. Wood, and Laura Smarandescu

This research explores testimonial writing as a path to enhance brand evaluations and focuses on whether consumers’ natural tendencies to exaggerate their testimonials might mitigate these evaluations.

**462 Word of Mouth and the Viewing of Television Programs**

by Jenni Romaniuk

This research examines the incidence and impact of the positive and negative word of mouth received by the potential viewers of new season television programs.

**472 Bloggers’ Motivations and Behaviors: A Model**

by Chun-Yao Huang, Yong-Zheng Shen, Hong-Xiang Lin, and Shin-Shin Chang

This article presents a model that addresses the relationships among blogging motivations and behaviors, and reports the empirical validation of the model.

**485 The Influence of eWOM on Virtual Consumer Communities: Social Capital, Consumer Learning, and Behavioral Outcomes**

by Kineta H. Hung and Stella Yiyan Li

This study proposes a model of eWOM that includes (1) sources of social capital, (2) brand choice facilitation, (3) persuasion knowledge development, and (4) consumer reflexivity. A set of postulates is offered.

coming up

- Multicultural Segmentation
- Ethics

**496 More than the Words: Using Stance-Shift Analysis to Identify Crucial Opinions and Attitudes in Online Focus Groups**

by Peyton R. Mason and Boyd H. Davis

Stance-shift analysis is a type of quantitative content analysis that maximizes understanding of online communication through its identification of key language patterns that highlight consumer evaluation, attitudes, and attribution of behaviors or opinions.

**507 News and Advertisements: How Negative News May Reverse Advertising Effects**

by May-May Meijer and Jan Kleinnijenhuis

This study establishes the effects on corporate reputation of both advertising expenditures and tone of the news about the company. Advertising expenditure does not always have a positive effect on company reputation as it can magnify the effect on negative news about the company.

**518 A Status Report on Podcast Advertising**

by Daniel M. Haygood

This report examines the landscape of podcast advertising, providing an overview of podcasting's development and current usage. New research explores current podcast advertising practices such as quantity, type, and placement, and the future direction of podcast advertising is anticipated.

**524 The Determinants of Email Receivers' Disseminating Behaviors on the Internet**

by Hung-Chang Chiu, Yi-Ching Hsieh, Ya-Hui Kao, and Monle Lee

This study explores the determinants of message receivers' disseminating behaviors on the internet. The classical framework of a persuasive communication is employed. The theories of consumer value, personality, word-of-mouth communication, and source credibility are considered.

**535 Book Review**

by Stephen D. Rappaport

*Why We Talk: The Truth Behind Word-of-Mouth — Seven Reasons Your Customers Will or Will Not Talk About Your Brand*  
by Bolivar J. Bueno

**539 Management Slant**

