

224 Tracking Back-Talk in Consumer-Generated Advertising: An Analysis of Two Interpretative Approaches

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- The problem: As consumers rush to place their own ads for the brands they love and hate on video hosting sites such as YouTube, advertising is no longer strictly under the control of firms and their ad agencies. Many of the tried and trusted tools of advertising research do not work all that well in the age of consumer-generated content.
- Rather than data collected by means of formal structured survey, much of the feedback on consumer-generated advertising is in the form of thousands of words, consisting of ad hoc comments and discussions on video hosting sites. Yet it is still critical for those who manage advertising and brands to try to make sense of it.
- This article introduces and demonstrates two approaches that may be used to make sense of the conversations that surround consumer-generated advertising.
- The first uses correspondence analysis of the word structure in consumer comments. In doing so, it produces perceptual maps of the conversations surrounding brands and the ads that praise or spoof them, so that the user can map concepts or dimensions of constructs against ads and brands.
- The second uses a new form of Bayesian machine learning-based content analysis that iteratively “learns” concepts and their relationships. It produces conceptual maps of large bodies of textual conversations so that the main themes and concepts that occur can be compared and contrasted. Many hundreds of thousands of words of dialog can be condensed to, and summarized in, simple maps.

239 Online Persuasion: How the Written Word Drives WOM—Evidence from Consumer-Generated Product Reviews

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- Helpful online product reviews are comprehensive and easy to read and contain supporting evidence for arguments.
- Review readers like product reviews provided by those who have usage experience with the product.
- Review readers with positive prior attitudes toward the product like positive reviews.
- Presence of strong emotions generally weakens source credibility and reduces perceived helpfulness of a review.
- Presence of strong emotions does not affect helpfulness of a positive review when review readers are highly involved.

258 Friends, Fans, and Followers: Do Ads Work on Social Networks? How Gender and Age Shape Receptivity

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- To increase acceptance of advertising on social networking sites such as Facebook, MySpace, or Twitter—and to reduce consumer resistance to ads in these media—advertisers should take into account the motivations of users.
- When social-networking advertising delivers content that provides entertainment or informational value or offers social value, consumers are more likely to respond favorably toward the ad.
- Consumers derive “social capital” from social-networking site ads that reinforce their identity when the brand is congruent with their self-image or from content that closely conforms to the norms of peers or reference groups that focal users hold out as important.
- Advertisers should create messages that provide some sort of explicit value to users of social-networking sites and, by a wide margin, entertainment is most valued, followed by information.
- Advertisers must straddle a thin line between personalizing ads and invading users’ privacy; the former increases positive attitudes toward the ad, whereas the latter increases negative attitudes.

276 Hulu.com or NBC? Streaming Video versus Traditional TV: A Study of an Industry in Its Infancy

KELTY LOGAN

- Young adults use online television to augment their traditional television use.
- Choice of program type does not vary between online and traditional television, although there are indications that online television is regarded as a more economical alternative.
- While traditional television remains their primary medium, young adult viewers are less likely to avoid advertising while watching online television.
- Advertisers should consider extending all television buys to incorporate an online component.

288 The Appeal of Reality Television For Teen and Pre-Teen Audiences: The Power of “Connectedness” And Psycho-Demographics

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- Limited research has been completed in understanding television connectedness among preteens and teens and across genre.
- Psycho-demographic variables are important variables to identify as predictors of television connectedness, which can assist advertisers in target marketing, media buying and product placement.
- The results show that young people who strive for popularity and physical attractiveness are more likely to feel connected to reality television programs.

- The difference in reality television connectedness between those who value popularity and those who do not is greater for teens than among preteens.
- Teens who crave excitement are less likely to be connected to reality programming.
- Gender differences in reality television connectedness were not identified among preteens and teens.

298 The Bluetooth Enigma: Practicalities Impair Potential—Awareness is High. Can Usage Be Higher?

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- Young people's awareness and knowledge of Bluetooth proximity marketing is very high, but the majority of young people prefer to switch off the Bluetooth function on their phones.
- Key barriers to use appear to be that Bluetooth uses up battery power too quickly, and consumers distrust the technology due to privacy concerns.
- The future intention to use is strongly influenced by peer influence and "fun and excitement," therefore links to and with the social networks of young people may be a fruitful way forward for marketers.
- Women are more distrustful of Bluetooth marketing than men: they have more safety and privacy concerns. Targeted campaigns aimed at women might be necessary to overcome these issues.
- The verdict on whether Bluetooth is an effective marketing tool is still out. It offers an inexpensive way of reaching either a mass audience or a highly targeted audience, it is highly flexible and the message can be changed almost instantaneously, but currently young consumers are not yet readily using this technology.

313 Following the Fashionable Friend: The Power of Social Media—Weighing Publicity Effectiveness Of Blogs versus Online Magazines

JONAS COLLIANDER and MICAEL DAHLÉN

- The publicity effectiveness of blogs is higher than that of online magazines. The same positive text leads to higher brand attitude and purchase intention when it is published on blogs compared to when it is published in online magazines.
- This is due to the greater parasocial interaction generated by blogs. Bloggers are perceived as friends of their readers and their recommendations will therefore have a greater impact.
- The superior publicity effectiveness of blogs hinges upon the fact that the blogger is perceived as credible and that their relationship with the endorsed brand is perceived as genuine and unbiased by their readers.

321 Pitting the Mall Against the Internet In Advertising-Research Completion: Internet Panels Are More Popular. Are They More Effective?

THOMAS MARONICK

- Internet panels for advertising research are growing at almost 14% a year.
- Internet panels are cost- and time-effective for all types of advertising research.
- Internet panels produce results comparable to mall studies, particularly for closed-end questions.
- Differences between internet and mall results appear due to the influence of the interviewer in the mall survey environment.