

JOURNAL OF Advertising Research

March 2013 Volume 53, No.1

CONTENTS

EDITORIAL	What We Know About TV Today (and Tomorrow) Geoffrey Precourt	3
	Business Focus at a Glance	5
	Management Slant	6
MIND OVER METRICS	The Dark Corners Where Research Strategies Hide: Throwing Light at the Intersection of the New and the Old Pat LaPointe.	9
MARKETING MATTERS	How Healthy is Your Brand-Health Tracker? A Five-Point Checklist to Build Returns on a Critical Research Investment Jenni Romaniuk	11
ARTICLES	For Better, for Worse? What to Do when Celebrity Endorsements Go Bad François A. Carrillat, Alain d'Astous, and Josianne Lazure	15
	Are You In Good Hands? Slogan Recall: What Really Matters Chiranjeev Kohli, Sunil Thomas, and Rajneesh Suri.	31
	The Word of Mouth Dynamic: How Positive (and Negative) WOM Drives Purchase Probability: An Analysis of Interpersonal and Non-Interpersonal Factors Rodolfo Vázquez-Casielles, Leticia Suárez-Álvarez, and Ana-Belén del Río-Lanza	43
	Judging a Magazine by Its Advertising: Exploring the Effects of Advertising Content on Perceptions of a Media Vehicle Sara Rosengren and Micael Dahlén	61
<hr/>		
	FEATURE: WHAT WE KNOW ABOUT TV TODAY (AND TOMORROW)	
	Do Online Video Platforms Cannibalize Television? How Viewers are Moving from Old Screens to New Ones Jiyoung Cha	71
	The Good News About Television: Attitudes Aren't Getting Worse. Tracking Public Attitudes toward TV Advertising Michael T. Ewing.	83
	Second-by-Second Analysis of Advertising Exposure in TV Pods: The Dynamics of Position, Length, and Timing Srinivasan Swaminathan and Robert Kent	91
	Understanding the Invisibility of the Asian-American Television Audience: Why Marketers Often Overlook an Audience of "Model" Consumers Amy Jo Coffey	101