



Call for Papers

Let's Be Social! Navigating Modern Social Dynamics in Advertising

German Communication Association DGPuK, Advertising Communication Division

27 – 29 November 2024 Amsterdam School of Communication Research, The Netherlands

The annual conference of the DGPuK's Advertising Communication Division invites scholars and researchers to unravel the multifaceted dimensions of contemporary social dynamics in advertising within the overarching theme of "Let's Be Social". It will be hosted by the Amsterdam School of Communication Research in Amsterdam, The Netherlands.

Conference Focus:

Understanding and critically examining the nuances of modern social engagement in our interconnected world constitute the primary objectives of this conference. Building upon the diverse perspectives of social interaction, this conference aims to explore various dimensions of social connectivity and their intersections with communication and advertising dynamics. We welcome empirical contributions and submissions that focus on conceptual, theoretical, or methodological aspects.

The conference welcomes submissions exploring diverse topics related to social aspects in advertising, including, but not limited to:

- **Integration of Social Theories in Advertising:** Analyzing the practical application of social theories (e.g., social comparison theory, parasocial relationships) within advertising frameworks and examining their impact on audience engagement and brand communication strategies.
- **Social Media and Advertising Dynamics:** Unraveling the influence of social media, social media influencers, and emerging paradigms like the metaverse on advertising strategies, audience engagement, and the interactions between brands and consumers.
- **Social Impact of User-Generated Content (UGC):** Analyzing the influence of user-generated content on brand perception, audience trust, and engagement strategies in the era of participatory culture.
- **Social Technologies Shaping Advertising:** Assessing how emerging technologies, such as AI-driven personalization, digital humans, and (social) virtual reality experiences, influence social dynamics in advertising spaces.
- **Social Advocacy and Ethical Advertising:** Examining advertising's role in advocating for social causes, encompassing prosocial behaviors, Corporate Social Responsibility (CSR) initiatives, NGO advertisements, and the ethical considerations inherent in socially conscious advertising. This also covers interventions addressing unethical advertising practices (e.g., greenwashing).
- **Inclusivity and Representation in Advertising:** Examining the impact of diverse and inclusive representation in advertising on audience perceptions, social attitudes, and brand authenticity.

- **Cultural Perspectives in Social Advertising:** Exploring how cultural nuances and diversity influence advertising strategies, message reception, and audience engagement in a globalized social landscape.

Additional Open Call: Submissions that do not focus on the conference theme are also invited. Depending on the number and quality of received contributions, one or more panels will be designed as open panels. Submissions for the open panels should be clearly marked as such on the title page and follow the same guidelines as the extended abstracts described below regarding length and submission date.

Submissions:

Contributions should be submitted as an anonymized "Extended Abstract" (maximum 1,000 words excluding references, appendices, tables, and figures) between March 15 and July 15, 2024 via ConFTool (<https://www.conftool.net/advertisingconference2024>). The submission must not have been previously published or presented at a scientific conference in this form. This should be explicitly stated on the cover page. However, contributions that extract an aspect from a previously published or presented study are acceptable if this aspect was not the main focus of the publication or presentation. Considering the international character of this conference, both submissions and presentations during the event are expected to be conducted in English.

Proposals will undergo an anonymized review process. Therefore, we kindly request that the Extended Abstracts have a detachable cover page containing the title of the contribution, as well as the name and contact details of the submitter(s). Additionally, please indicate on the cover page whether the submission is for the "Open Call."

Submissions will be evaluated in the review process based on five criteria: contribution to the conference theme (not applicable for submissions to the open call), plausibility of the theoretical foundation, appropriateness of the methodology/approach, clarity and conciseness of presentation, and contribution to the research field (relevance/originality). Results of the review process will be communicated by August 15, 2024.

Structure of the conference

The conference starts on Wednesday, November 27, 2023, in the evening with a Get-Together and concludes on Friday, November 29, 2024, in the afternoon (no later than 4:00 PM). More detailed information regarding the conference venues, accommodations, etc., will be provided in due course.

Contact: If you have any questions, please feel free to contact the chairs of the Advertising Communication Division Alice Binder (alice.binder@univie.ac.at) and Ariadne Neureiter (ariadne.neureiter@univie.ac.at). Please direct questions regarding the conference location, travel, and accommodations to Priska Breves (p.l.breves@uva.nl).