

Conference Program

Annual conference of the DGPuK's Advertising

Communication Division

27 – 29 November 2024

Conference Theme: Let's Be Social! Navigating Modern Social Dynamics in
Advertising

Hosted by the Amsterdam School of Communication Research ASCoR at the
University of Amsterdam

Conference Committee members:

Priska Breves, Eva van Reijmersdal, Zeph van Berlo, Ivana Bušljeta Banks, Alexander Pfeuffer, & Alain Starke

Venues:

Get-Together: De Brabantse Aap, Spui 30, 1012 XA Amsterdam

Conference Venue: Doelenzaal, Universiteitsbibliotheek, Singel 425, 1012 WP Amsterdam

Cruise Departure: Herengracht, 1016 CJ Amsterdam (Grachtenmuseum)

Conference Dinner: I-Dock Restaurant, IJdok 4, 1013 MM Amsterdam

Wednesday, November 27th

Starting 19:30

Get-Together

De Brabantse Aap

Thursday, November 28th

Starting 08:15

Conference Registration

Doelenzaal

09:00 – 09:15

Conference Opening

Doelenzaal

By Theo Araujo (Scientific Director of the Amsterdam School of Communication Research)

09:15 – 10:00

Keynote

Doelenzaal

By Boris Nihom (CEO of Dentsu Creative Amsterdam)

10:00 – 10:30

Coffee break

Doelenzaal

10:30 – 12:00

Panel 1: Sponsored Online Content

Doelenzaal

Advergaming and Social Media Influencers

Chair: Nils Borchers

“Don’t Buy It!” Influencers’ Negative Product Reviews and Its Effects on Young Adults

Darian Harff, (University of Vienna, Austria & KU Leuven, Belgium) & Doan Phuong Nhi Le (KU Leuven, Belgium)

How Influencers’ Addressing Style and Recipients’ Parasocial Relationship with Them Affect Parasocial Interaction, Perceived Psychological Distance to Environmental Problems and Persuasive Impact

Fabian Mayer, Michelle Heilig, & Holger Schramm (University of Würzburg, Germany)

It’s Groundhog Day! An Explorative Study into the Effectiveness of Brand Routine Videos on YouTube

Charlotte Lamerz, Steffen Prior, & Tobias Langner (University of Wuppertal, Germany)

Leveraging Cultural Engagement and Gamification in Google Doodles: A Study of Human-Centered Brand Image Creation Through Digital Games

Laura Cañete Sanz (University of Murcia, Spain) & Salvador Gómez García (Universidad Complutense de Madrid, Spain)

12:00 – 13:00

Lunch

Doelenzaal

13:00 – 14:30

Panel 2: Social and Political Issues

Doelenzaal

Rainbowwashing, Regulations, and Political Campaigns

Chair: Brigitte Naderer

Rainbowwashing or Genuine Support? The Role of Imagery and Journalistic Assessments in Shaping Consumer Perceptions

Tim Wulf (RTL Deutschland GmbH, Germany) & Brigitte Naderer (Medical University of Vienna, Austria)

Greenwashing, Green Confusion and Support for Advertising Regulations: A Multi-Country Study
Ariadne Neureiter & Jörg Matthes (University of Vienna, Austria)

Great Potential, Great Trouble? How Political Marketers from Finland, Germany, and Romania Perceive Collaborating with Social Media Influencers

Nils S Borchers (University of Tübingen, Germany), Hanna Reinikainen (University of Helsinki, Finland), Meda Mucundorfeanu (Babeş-Bolyai University, Cluj-Napoca, Romania), & Delia Balaban (Babeş-Bolyai University, Cluj-Napoca, Romania)

More Than Meets the Eye: Understanding Political Microtargeting Processing with Gaze-Cued Retrospective Think-Aloud Methodology

Selina Noetzel, Alice Binder, & Jörg Matthes (University of Vienna, Austria)

14:30 – 15:00

Coffee break

Doelenzaal

15:00 – 16:30

Panel 3: Greenwashing and Sustainability

Doelenzaal

Chair: Ariadne Neureiter

The Good, the Bad, the Norm: Promoting Digital Sustainable Practices using Conflicting Social Norm Appeals

Anna Schorn (University of Zurich, Switzerland)

The Prevalence and Severity of Greenwashed Advertisements by Social Media Greenfluencers: A Content Analysis

Sweeney Li, Priska Breves, Edith Smit, & Eva A. van Reijmersdal (University of Amsterdam, the Netherlands)

Social Media Influencers as Saviors in Need? Impact of Interpersonal Involvement with Social Media Influencers on the Perception of Brand Image after a Corporate Greenwashing Crisis

Zoe Olbermann & Holger Schramm (University of Würzburg, Germany)

A Light Shade of Green: An Exploratory Analysis of German Stock Index Listed Companies' Inclusion of Sustainability Communication on X and Instagram

Marc Jungblut (Ludwig-Maximilians-University Munich, Germany) & Brigitte Naderer (Medical University of Vienna, Austria)

16:30 – 17:30

Meeting of the DGPK, Advertising Division (Members only)

Doelenzaal

18:00 – 19:30

Light Festival Cruise

Starting at Herengracht

Starting 19:30

Conference Dinner

I-Dock

Friday, November 29th

Starting 09:30

Conference Registration/Walk-In

Doelenzaal

10:00 – 11:00

Panel 4: Field Research

Doelenzaal

Chair: Hilde Voorveld

Advertising Research in the Wild: An Observational Eye-Tracking Study on Attention Allocation in Real-Life Media Consumption at Consumers' Homes

Julian Felix Kopta, Lennart Borgmann, & Tobias Langner (University of Wuppertal, Germany)

The Development and Effects of Parasocial Relationships with Virtual vs. Human Influencers: An Experience Sampling Study

Priska Breves & Zeph van Berlo (University of Amsterdam, the Netherlands)

Persuading Young People for Social Vocations: The Role of Happiness Benefit and Endorser Type

Bastian Blomberg, Tobias Langner, & Daniel Bruns (University of Wuppertal, Germany)

11:00 – 11:30

Coffee break

Doelenzaal

11:30 – 13:00

Panel 5: Ad Literacy and Disclosures

Doelenzaal

Chair: Eva van Reijmersdal

Detecting Promotional and Persuasive Efforts in the Digital Age- Evidence from a Systematic Review of Advertising Literacy

Isabell Koinig (University of Klagenfurt, Austria)

“When I See Many Ads on a Topic, I Assess Why it is Important to Me”: The Impact of Personalization on Self-Perception and Behavior

Carolina Sáez Linero (Pompeu Fabra University, Barcelona, Spain) & Joanna Strycharz (University of Amsterdam, the Netherlands)

Sponsored Satire, Do Advertising Disclosures in Satire Impact Evaluations of Advertised Brands and Satirical Sources?

Britta C. Brugman & Christian Burgers (University of Amsterdam, the Netherlands)

Exploring the Role of Digitally Enhanced Pictures of SMIs on Users’ Body Dissatisfaction. The Moderating Role of Self-Photo Manipulation

Meda Mucundorfeanu, Marius Mauer, & Delia Balaban (Babes-Bolyai University, Cluj-Napoca, Romania)

13:00 – 15:00

Match-Making Lunch

Doelenzaal