

## Literature Review on a Research Topic

AAD630 Research Methods

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For this assignment, the Literature Review on a Research Topic, I think it can help me be more specific way about my interested topic, but when I did this assignment, I have no idea how to make the topic narrow . I read some journal articles and books and search the different direction to get some inspiration.

The first article I search from Journal of Consumer Research which named: *How Childhood Advertising Exposure Can Create Biased Product Evaluations That Persist into Adulthood*(2014). Written by Paul Connell, Merrie Brucks, Jesper Nielsen.

Authors according to the exists of widespread phenomenon in today's society, do the four research to study.

The authors thinks that people gain an array of skills and knowledge gradually, throughout childhood and adolescence that increasingly enhances their ability to cope with advertising. Before fully developing such knowledge (approximately age 13), children are likely to develop “affect-laden knowledge structures” for advertised products without doubt processing(p.119). At the same time, the associations they made earlier in life will be more easily accessible in adulthood than those learned later. Thus, the authors expects that a child's extant abilities at the time of advertising into memory affect how he or she deals with this advertising throughout the lifetime. They make up that at least some of these memory structures persist over time, so they can make specific predictions about beliefs and

attitudes for adults and consequences for judgment processes regarding products endorsed by the advertising(p.119).

The whole research included four studies. The study1 they want to gain the evidence of their basic proposition— that adults make biased produce evaluations when associated advertising exposure occurred in childhood which the age is around 13 years old. They used the methods of the research are design and stimuli. They selected one set of stimuli that was present in advertising when all participants were children(p.122). Another set of stimuli that was widely used in childhood advertising for some of our participants but was not extant until adulthood for other participants. Moreover, all the participants were from United Kingdom, and the researchers chosen the brand called Tony the Tiger, which is a famous brand since 1952. The result of the study1 are: Health Evaluation and Positive Affect toward Advertising Character.

In study2, the primary goal was to untangle effects of childhood exposure to advertising from fond memories of product consumption on biased evaluation. About the method, they used the same method with study1, the researchers want to demonstrated between-group differences in resulting biased product evaluations from childhood advertising exposure. The results are analyzed from four perspectives which are: Manipulation Check; Affect Measure Standardization; Dependent Variable Validation and Standardization; Biased Health Evaluation(p.124). Study 2 provides additional evidence that exposure to advertising in childhood leads to biased product evaluations in adulthood by ruling out affect toward consumption as the source of this effect.

In study3, the researchers examine the resiliency of the biased product evaluation observed in studies 1 and 2 by employing known correction techniques. The researchers

propose that when the source of the bias is made salient and motivation to be healthy is activated, people will be more likely to adjust their evaluations to more accurately reflect an objective judgment of the product(p.126). Study 3 shows that biased product evaluations based on positive affect toward childhood advertising stimuli can be difficult to correct.

Study4, they replicate and extend study3 in four ways. First, provide convergent evidence for the finding; Second, introduce a cognitive defense; Third, introduce a measure to determine whether participants' motivation to attend to their biases enhances correction; Fourth, they examine whether product evaluations transfer to line extensions represented by the same advertising stimulus(p.129). The method they used participants, this experiment employs a between-subjects design with one manipulated and two measured independent variables.

The second article I read named: *Exploring the Viability of Using Online Social Media Advertising as a Recruitment Method for Smoking Cessation Clinical Trials*(2014). Authors belongs to school of Pharmacy, University of Tasmania: Mai Frandsen, Julia Walters, Stuart Ferguson This research aim of the present study was to explore the viability of using social media as a recruitment tool in a clinical research trial. Sociodemographic data and smoking characteristics were assessed in 266 participants recruited to investigate the effectiveness of a behavioral support program for smoking cessation(p.33).

Researchers are recruiting a representative sample to ensure generalizability of results. They also made a requirements about the participants which will selected with the research: 266 participants were recruited to take part in a randomized trial of a

smoking cessation behavioral support program. To be eligible, interested smokers needed to: being  $\geq 18$  years old, smoking  $\geq 10$  cigarettes per day for at least the last 3 years, not be enrolled in a smoking cessation trial within the last 3 months, and be highly motivated to quit smoking(p.57).

Table 1. Demographic and Smoking Characteristics by Recruitment Strategy and Overall

	Online	Traditional	Total sample
<i>N</i> (%)	138 (51.9%)	125 (47.0%)	266
Demographic characteristics			
Gender (% female)	52.9%	48.8%	51.1%
Age— <i>M</i> ( <i>SD</i> )	38.8 (12.11)	45.6 (13.54)*	42.1 (13.3)
Ethnicity (% Caucasian)	92.0%	99.0%	94.0%
Education			
Year 12 or less	45.7%	52.0%	48.5%
Some university	32.1%	20.8%	26.3%
Graduated university	21.0%	26.4%	23.7%
Income			
Less than \$20,000	18.8%	17.6%	18.0%
\$20,000–\$44,999	26.8%	31.2%	28.9%
\$45,000–\$74,999	29.0%	23.2%	26.3%
\$75,000+	19.6%	21.6%	20.7%
Smoking characteristics			
CPD— <i>M</i> ( <i>SD</i> )	18.1 (7.6)	18.4 (7.1)	18.3 (7.3)
No. past quit attempts— <i>M</i> ( <i>SD</i> )	4.0 (8.6)	4.7 (3.9)	4.3 (6.7)
FTND— <i>M</i> ( <i>SD</i> )	4.7 (2.1)	4.9 (2.0)	4.8 (2.0)
TTFC (% $\leq 30$ min)	80.4%	79.2%	80.1%

*Note.* Row percentages may not add to 100%; Online: includes participants recruited via social media; Traditional: includes participants recruited via newspaper, flyer, and word of mouth; CPD = cigarettes per day; FTND = Fagerstrom test of nicotine dependence; [Heatherton, Kozlowski, Frecker, & Fagerström, 1991](#); TTFC = time to first cigarette; Asterisk indicate significant differences between the online and traditional groups—\* $p < .001$ .

Table 1 presents demographics and smoking characteristics of participants stratified by recruitment methods. For analysis, participants recruited via online social media advertisements were compared to those recruited via all traditional strategies.

The third journal article I searched in International Journal of Design. It was same with my assignment 3, maned: *Impact of Product Pictures and Brand Names on Memory of Chinese Metaphorical Advertisements*(2010). Written by two person: Pinchang Lin and

Chaoming Yan. Researchers hypotheses are based on the associative network model of memory proposed. Three kinds of metaphors and two types of message cues were used as the independent variables. About the research method, they used the participants, researcher according to a criteria to selected which require that all the participants received professional training in design.

The results of the study indicate that the type of metaphorical rhetoric in Chinese-language print advertisements, as well as the differences in message cues, will influence a customer's memory of those advertisements. Particularly, advertisements used symbol-resembling metaphors and appearance-resembling metaphors, along with message cues consisting primarily of product pictures, yield relatively good advertisement memory. In addition to these findings, this study also shows that advertisements containing both relation-resembling metaphors and message cues consisting primarily of brand names yield relatively good advertisement memory(p.60).

I read Gender Issues which is a journal interdisciplinary and cross-national in scope focusing on gender and gender equity. The journal article named: *Women and the Wild: Gender Socialization in Wilderness Recreation Advertising*. Author included three person: Jamie N. McNiel, Deborah A. Harris, Kristi M. Fondren. Researcher focus on the women who fears of victimization and concerns over retaining femininity to their lack of participation(p.39). Researchers through analyzing advertisements from the 42 issues of Backpacker and Outsider magazine to explore that the media representations of wilderness recreation as a possible agent in the gender socialization process that dissuades women from participation(p.42).

The researchers choose two method to study this topic. First one is sample, they focus on the 2 years of Backpacker and Outsider magazines that two publications aimed at the outdoors community and both with a large circulation base. The second method is analysis, the researcher created creating a spreadsheet for coding how women were depicted in wilderness recreation advertisements. In their analysis, they focus mainly on the representation of women and limit discussion of men's portrayals to discussing how they compare to women shown in similar ads(p.47).

*Educational Studies in Mathematics* presents new ideas and developments of major importance to practitioners working in the field of mathematical education. The journal emphasizes high-level articles that I read: Mathematical images in advertising: *Constructing Difference and Shaping Identity, In Global Consumer Culture*. Author also included three person: Jeff Evans, Anna Tsatsaroni, Barbara Czarnecka.

According to the mathematic educators emphasized that the impertinence of attitudes, beliefs, and feelings towards mathematics, as crucial in motivating (or not) its learning and use, and as influenced in turn by its social images(p.3). The paper is about images of mathematics. Our search for advertisements containing such images in UK daily newspapers, during 2006–2008, found editions included a “mathematical” advertisement.

In order to address their research questions, they choose use the Sample method to do the research. They sampled: four of the five “quality” papers & two mid-market papers & three “popular” papers. And they selected two 3-month time periods, Sept–Nov 2006 and Jan–March 2008. This generated between 150 and 185 editions including Sunday editions (where appropriate), for each paper. These sampling will help researchers gets more comprehensive analysis of the results.

I did this assignment on Monday, after I taken the research method on Tuesday, and talked to my advisor, I know that I should focus on the art organization how to use the advertising to developing themselves or promoting their one activity or show.

## **Reference:**

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