PERSPECTIVES ON ADVERTISING RESEARCH

Views from Winners of the American Academy of Advertising Outstanding Contribution to Research Award

Les Carlson, Stephen J. Grove, and Marla Royne Stafford

ABSTRACT: To gather insights about the current state and future directions of advertising research, as well as to obtain a glimpse of its evolvement over time, testimony was compiled from experts in the field. The experts were selected from individuals who have won the American Academy of Advertising Outstanding Contribution to Research Award. Their responses provide a chronicle of advertising research that is marked by thoughtful observation, personal introspection, and careful speculation. This paper represents a snapshot of advertising research that is panoramic and clear due to the diversity and contemporaneous comments of the participants. Summary comments are offered that bring attention to general themes that emerge from the contributors' thoughts. It is hoped that this paper will serve as a signpost and catalyst for advertising research both now and in the years to come.

Advertising across traditional and new media continues to contribute significantly to the marketing activities of most goods and services. In 2003, overall advertising expenditures in the United States reached over $245 billion (Newspaper Association of America 2004), an increase of 3.6% from 2002. To support this ongoing growth, advertising research continues to flourish as advertisers seek the most effective and efficient means of promoting their goods and services. To disseminate new knowledge, a number of advertising journals continue to publish up-to-date rigorous research on relevant advertising topics. These journals include the *Journal of Advertising, Journal of Advertising Research, Journal of Current Issues and Research in Advertising*, *International Journal of Advertising,* and the *Journal of Interactive Advertising.* In addition, hundreds of papers on advertising are presented each year at conferences devoted to advertising research, such as the American Academy of Advertising (AAA), or within sessions sponsored by divisions or special interest groups dedicated specifically to advertising, such as those found at the American Marketing Association and the Association for Education in Journalism and Mass Communication conferences. It is clear that the field of advertising is an established one.

Arguably, the advertising discipline has reached a mature stage, even as a proliferation of new digital media exists. When an area of study reaches such a point, it seems to be a prudent time to assess the field and engage in self-examination. Such an effort can help identify the domain and boundaries of a field of study, as well as bring attention to trends and gaps of knowledge that may exist. In addition, the direction in which a discipline may be heading and an understanding of the relationship between theory and application that characterize a field can be uncovered. The goal of this paper is to provide insights regarding these issues as they pertain to the advertising discipline, and to provide a forum for the reflections of some of its leading contributors.

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THE RESEARCH CONTEXT

To offer an overview of the advertising discipline, a panel of advertising experts was assembled and surveyed. Our belief was that as a group, leading advertising scholars could produce a unique and compelling perspective regarding the discipline. Similar efforts that rely on esteemed authorities in their respective fields have been conducted in areas such as sociology (e.g., Horowitz 1969) and services marketing (Fisk, Grove, and John 2000). Narratives provided by such panels are a common means of discovery across a wide array of fields of study (Stebbins 2001). In general, gathering responses from a panel of experts falls loosely within a broad classification of qualitative research identified as "biographical study," which may include the problem-centered interview and autobiographical sources of information, such as those found here (cf. Cresswell 1998; Flick 1998).

The panel of experts to whom a number of questions were

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asked were recent recipients of the Outstanding Contribution to Research Award that is presented at the American Academy of Advertising Conference. The award is bestowed on individuals who are at least 20 years beyond their Ph.D. and have made substantial and sustained contributions to the advertising discipline. According to the *American Academy of Advertising Directory* (2004–2005), a total of 14 individuals have received this award since 1992; while all were given the opportunity to participate in the study, responses were provided by 13. Those among our panel included (in alphabetical order): Thomas E. Barry, Hugh M. Cannon, Dean M. Krugman, John D. Leckenby, James H. Leigh, Ivan L. Preston, Leonard N. Reid, Herbert J. Rotfeld, Roland T. Rust, Terence A. Shimp, Barbara B. Stern, David W. Stewart, and George M. Zinkhan. It was our belief that this set of esteemed scholars was in the best position to offer perspectives on the field of advertising, including perceptions of their own research and contributions. Their insights, as well as their opinions regarding the future direction of advertising research, may help to shape the direction the discipline takes in the years to come.

To gather the panelists' responses that provide an assessment of the current and future state of the advertising field, as well as information pertaining to each one's perceived contributions, six questions were asked. The set of questions included the following:

1. What do you consider to be the most uniquely defining characteristics of your approach to advertising research?
2. What is your view of the current relationship between advertising theory and application?
3. Which advertising academics or practitioners are you either influenced by or do you most respect? Are they the same now as in your formative years?
4. Which of your writings do you like best and why?
5. What impact would you say your advertising research efforts have had on shaping the field?
6. What directions would you like the field of advertising research to take in the future?

The questions were modeled after those used by Horowitz (1969) in his book titled *Sociological Self-Images: A Collective Portrait.* Each panelist was given the freedom to answer all of the questions as briefly or as extensively as he or she desired. Following an initial round of panelist responses, the entire set of answers across all panelists was shared with every contributor, and the opportunity was granted to each respondent to add to, reduce, or change any or all of their individual answers. This iterative process resulted in the responses that appear below, but because not all panelists felt comfortable assessing their own impact on advertising research and because of manuscript length considerations, we decided to eliminate question five. As can be seen, the panelists' answers varied in length as well as content. Their responses follow.

THOMAS E. BARRY

Southern Methodist University

1. What do you consider to be the most uniquely defining characteristics of your approach to advertising research?

In reality, it might be easier to state what does not uniquely define my work. If one were to read all of my work, he or she might conclude that I do not do innovative methodologies; rarely do my articles contain sophisticated quantitative analyses, and rarely do they contain elaborate and complex theories. Finally, my work has not focused on only one stream of research. In fact, I tend to be very eclectic in life, in general, and that transfers to the issues I like to write about in the advertising and marketing fields.

I consider myself to be one who writes (maybe an essayist) on contemporary issues that seem to be of significant interest to both marketing and advertising practitioners and researchers. I like to consider myself somewhat of a synthesizer, although I make no claim to be a Leon Walras (the noted Austrian economist and synthesizer of great economic works). My work tends to be survey and descriptive in nature. I enjoy dealing with issues that are early in their emergence. I did that with children's television advertising in the early 1970s, and in comparative advertising in the mid 1970s as well. I continued my work in comparative advertising in the late 1980s, when it again became important. In short, if there is at all anything unique about my work, I like to think that it is in putting together a body of literature that will be valuable to other researchers with good research skills who can advance the discipline forward.

2. What is your view of the current relationship between advertising theory and application?

This is an interesting question. I have a lot of practitioner and academic friends in marketing and advertising. My practitioner friends consistently tell me that the marketing and advertising fields are way too esoteric and theoretical. On the other hand, my academic colleagues in marketing and advertising contend that there is a need for much more advanced theory in these fields.

My perception is that there is a pretty good balance between advertising theory and applied advertising research. In fact, I believe that the advertising journals historically have been tipped toward application rather than theory and method. This is beginning to change to some extent.

In general, I believe that there is a reasonable balance between advertising application and theory. My personal preference is to do applied research rather than theoretical research, but someone must do theoretical research. A theory of human flying began in China around 400 B.C., after the discovery of the kite. That was long before the application of human flight by the Wright brothers in the United States on December 17, 1903. There is little question that good theory advances disciplines. There is also little question that applications and practice should be based on well-founded theory. There is no reason for these two approaches to be in conflict. However, theory should be presented to our practitioner colleagues in layman's terms. Good theory should be steeped in good logic. Good practice should be steeped in good logic. Hence, good theory and good practice are compatible.

3. Which advertising academics or practitioners are you either influenced by or do you most respect? Are they the same now as in your formative years?

Some of the people who had significant impacts on my career are not well known in our industry. The first academic was a man named Jimmy Moore, who was a marketing professor at Southern Illinois University. I had Jimmy for my first course in marketing when I had already spent a year as an accounting major. After a couple of weeks in that class, I decided marketing was my preferred field of study from that point forward.

The next major influence in my academic life was a man named Chuck Hindersman, a marketing professor who specialized in advertising. I couldn't get enough of the advertising courses that were offered in the business school, beginning with the basic course and ending with the policy course at the master's level.

The single most significant person in my professional life was a communications professor who taught business-letter writing and business-report writing. His name was David Bateman; he had just earned his Ph.D. in communications and was writing a basic book in business communications and consulting for several major corporations. He convinced me to get a master's degree and to go on for a Ph.D. He was an outstanding mentor.

More well-known people who have influenced my thinking in marketing and advertising include David Aaker in the areas of advertising management and branding, Steve Greyser in advertising policy, Scott Ward in children's television advertising, and Phil Kotler and Jerome McCarthy in marketing fundamentals and marketing management. Lavidge and Steiner's "Hierarchy of Effects" article made a significant impact on me because of the logic of their model. More currently, Jag Sheth and George Day persuade me to think beyond traditional boundaries when it comes to strategic thinking. The single practitioner who affected the way I think about advertising teaching and research was David Ogilvy.

In reality, I respect the work of almost everyone who writes in the journals that I read. I don't necessarily like or agree with what they say, and I might not even consider all the work very valuable, but I do respect the thought and effort it takes to get articles published in quality advertising and marketing journals today. Having said that, there are a lot of young advertising researchers today who are advancing advertising thought in the top advertising and marketing journals and who will earn our respect in the years to come.

4. Which of your writings do you like the best and why?

It is interesting to me that when I initially submit my work, I never really am very satisfied with it. I always feel there is so much more to do to make a more significant contribution. However, when I read my published work a year or two later, I appreciate it much more.

My favorite works include *Marketing: An Integrated Approach,* published in 1986 by Dryden Press. The book received excellent reviews from colleagues all over the country. I feel that my integrated approach was ahead of its time and believe that, even today, it remains a very relevant framework for thinking about marketing.

My next favorite piece, "The Development of the Hierarchy of Effects: An Historical Perspective," was published in 1987 in *Current Issues in Research and Advertising.* Several advertising faculty have commented to me at AAA meetings that they require their graduate students to read this work because it is (was) an excellent synthesis of the hierarchy of effects.

In 1990, I wrote "A Review and Critique of the Hierarchy of Effects" for the *International Journal of Advertising.* This manuscript had been through four reviews in the *Journal of Marketing* and was ultimately rejected there. A couple of years ago I received a copy of a book entitled *Marketing Communications Classics.* As I perused the book, I found my piece critiquing the hierarchy of effects from the *International Journal of Advertising* included as one of the classics. That was very surprising and gratifying.

In 1993, I had two pieces appear on comparative advertising. One was entitled "Twenty Years of Comparative Advertising in the U.S.," and was published in the *International Journal of Advertising.* I continue to get requests from students all over the world about this article. I also wrote an article entitled "Comparative Advertising: What Have We Learned in Two Decades?" in the *Journal of Advertising Research.* The article was eventually reprinted in two different German journals. Now and then, I continue to receive e-mails from people in the corporate world asking if I have done anything further in this arena.

5. What directions would you like the field of advertising research to take in the future?

I think the following things should be done in future advertising research, by me as well as by my research colleagues:

First, there should be a good balance between theory and application. As I stated earlier, good advertising theory is healthy for our discipline. Application of that theory is healthy for good business practice. Second, we must do better sampling. We have to rely less on convenience sampling and do more true random sampling. Third, we must use fewer student subjects in our research. I know that some authors have strongly supported the use of student subjects, but students simply are not representative of the general population, irrespective of whether or not they use the products that are framed in the research projects in which they are used. Fourth, advertising researchers must conduct more longitudinal work. Given continuously increasing rigorous parameters for tenure, I know that it is difficult for junior people to engage in longitudinal work, but they can collaborate with senior people on a few projects that look beyond short-term, cross-sectional time perspectives. They should engage in research that extends beyond 5, or even 10 years. Fifth, I believe that to truly advance theory, we should have a much greater acceptance of the replication of outstanding research work. We have this notion that for research to make a contribution, it must be something new or different. This philosophy only gets us into trouble with respect to the standardization of definitions and the conceptualization of constructs. Finally, then, there must be tighter conceptualizing of constructs, and more standardized definitions of those constructs, such as loyalty, brand equity, satisfaction, comparative advertising, and so on.

All in all, the future of advertising research is in good hands. Our Ph.D. students are leaving programs with better research skills than the majority of their predecessors. That can only bode well for the advancement of advertising theory and practice in the decades to come!

HUGH CANNON

Wayne State University

1. What do you consider to be the most uniquely defining characteristics of your approach to advertising research?

In my Ph.D. program, my colleagues used to joke about "Cannon's theory of everything." For instance, I could not accept that Freudian psychology and behaviorism were separate theories. Obviously—or, so it seemed to me—both contain elements of truth, presumably reflecting a small portion of some larger theory. So, what was this larger theory, and how did it apply? I almost flunked my qualifying exams, because, when asked, I proceeded to explain my emerging theory. Retrospectively, I was foolish. I should have begun by explaining the accepted views, and then shown where a broader set of principles could link them all together.

Nevertheless, I think my approach was correct. Each conflicting theory makes different assumptions, the validity of which tends to depend on the situation. As long as observations are made in situations where the assumptions tend to hold, the theories garner a measure of support (albeit seldom with high proportions of explained variance). Researchers instinctively sense what kinds of situations are appropriate, and limit their observations to the appropriate settings. This produces "science."

The problem, of course, is that the evidence supporting this "science" is not valid without controlling for possible situational effects. These effects cannot be controlled unless they can be identified, and their identification comes from understanding the deeper theory that governs the conflicting schools. Alas, we often miss the theory, because we are too busy arguing about which school is correct, and too busy trying to amass evidence to support our view.

We are, then, like the proverbial men trying to describe an elephant. One sees the tail, another the leg, another the trunk, concluding, in turn, that the elephant is like a rope, a tree, or a great snake. I have seen many friends get involved in heated debates regarding the metaphoric elephant, each offering his or her own "scientific evidence" to support a limited view. While I do not disparage scientific evidence, and certainly not schools of thought, I have little interest in their blind application. As a scientist, I think it is just as important to reconcile conflicting evidence as it is to find it in the first place. I am interested in the whole elephant, the larger picture—shall we call it a "unified field theory of reality"?

So, what does this all mean? For me, it means that my most satisfying work has been on what might be called the "creative" side of research, the discovery more than the testing of why advertising works the way it does. Both are important. But I find that I am more interested in early stages of the scientific process, where I think the most important questions have yet to be asked. In the later stages, I think studies should be relatively short—or perhaps not so short when addressing apparently conflicting results—and we should use this as a prod to develop deeper, more integrative theoretical principles.

2. What is your view of the current relationship between advertising theory and application?

I am always sad to see "theory" set in opposition to "application." Given my view—that the world of advertising is governed by a "unified field theory" that ties together a host of different, often apparently conflicting theoretical principles—"application" can be seen as the art of selecting which principle works in which situation. While the practitioners who must apply advertising theory do not usually see themselves as applying theory, they are certainly aware of using principles to evaluate the alternatives available in any given decision situation. And what is theory if not a set of principles that explain the consequences of one set of actions versus another?

The real villain is the difference in process. Advertising (academic) researchers, who see themselves as the guardians of knowledge, seek to build a body of theoretical knowledge through the scientific method. In the stage of hypothesis testing, they must necessarily control for extraneous variables that might confound their tests. Practitioners live in a world where typically no such controls exist, and where the "interaction effects" render any "scientific" study impractical, or, to draw a statistical analogy, where problems are typically characterized by negative degrees of freedom. Thus, while researchers seek for statistically convincing results, practitioners are constrained to use a host of judgmental shortcuts that researchers would find anathema.

Regardless of how they come to it, we can see a practitioner's ability to evaluate which theory works in which situation—if such ability actually exists—as a grasp of the "unified field theory of advertising." But this puts us on the horns of a dilemma: Either we must reject the notion that practitioners are able to grasp the unified field theory, or we must see them as greater theorists than the researchers who are supposedly the guardians of knowledge!

I resolve this dilemma by accepting a little bit of each position. In my observation, many practitioners are more driven by courage than common sense, much less an intuitive grasp of the illusive unified field theory. But others truly have a deep understanding of how advertising really works. The majority, of course, fall somewhere on a continuum between these two extremes.

The notion that anyone might actually begin to grasp a unified field theory of advertising profoundly shakes my faith in the traditions by which the (academic) research establishment is currently governed. If we formulated such a theory, could it ever be published? Again, it would undoubtedly fall prey to the negative-degrees-of-freedom syndrome.

I am not arguing against traditional academic research, but only its emerging exclusivity. For instance, I think that we might gain enormously by allocating more research effort to the study of successful practitioners, what decisions they make, and why. This would constitute a rebirth of the clinical case research approach. I do not mean the descriptive variety we find in academic teaching cases. I would envision a tradition that would enable us to compare and contrast classic decisions, evaluating them against the apparent exigencies of the situations they addressed, much as legal cases or clinical studies do today.

3. Which advertising academics or practitioners are you either influenced by or do you most respect? Are they the same now as in your formative years?

If I were to pick out authors whose writings really touched me, perhaps Herbert Krugman would top the list. Reading his articles was like eating brain candy. They simply made sense. They described things I had seen or experienced, and wove them into a fabric of theoretical understanding regarding whatever topic he was addressing.

I think Krugman is an interesting example, because he did empirical research. But it was not his research that touched me. It was his intuitive understanding of its implications. I think this is typical of those who have had a major influence on the discipline in general. As I look at textbooks, or simply think about the seminal concepts that have really influenced my own thinking, most of them have been "thought pieces"—concepts such as DAGMAR (Defining Advertising Goals for Measured Advertising Results), benefit segmentation, low-involvement advertising, informational versus transformational advertising, even the ELM model (Elaboration Likelihood Model). This is not to say that they have not generated empirical research traditions, but the concepts themselves involved brilliant insights regarding the organization and function of advertising phenomena.

By contrast, I can't think of an article emphasizing the "testing" stage of the scientific process that had a similar effect. Again, testing is absolutely essential to science, but it isn't the most important thing we do, particularly in the behavioral and social sciences, of which advertising is a part. The greatest contributions are about profound human insight!

4. Which of your writings do you like the best and why?

When I first confronted this question, I was shocked by my response. I have written a number of articles of which I am proud. For instance, I like my work on linking data sets to improve media planning. I am particularly pleased with my work demonstrating the feasibility of combining selectivity indices from survey-based product-media research with television rating services to synthesize single-source data. However, when I honestly answered the question, most of the writings I like best have not been published yet, or have been published in proceedings, but not in academic journals.

To illustrate, I developed a creative strategy framework that I have found very useful, based on Katz's functional attitude theory. It was particularly well received at an Academy of Advertising conference, but the constructs were very difficult to operationalize, and the empirical support did not appear strong enough to justify journal publication. Another example is a paper presenting the concept of "frequency value planning," an operational method for using frequency distributions in media planning. In my judgment, it is far superior to the widely accepted "effective reach and frequency," and yet it is very easy to apply. It languished in the review process for several years.

These are just examples. For me, the shock is that so many of the writings I like best are not the ones that have been published. Given the fact that I have published a reasonable amount of research, this tends to reinforce my earlier concerns about the system governing our academic publications in advertising. If many of my favorite writings have never found their way to journals, I wonder how many other researchers have had the same experience.

5. What directions would you like the field of advertising research to take in the future?

Let me introduce my comments by saying that I see the knowledge-development process proceeding in four general stages, corresponding to what we generally refer to as the "scientific method": (1) observation, (2) theory development, (3) testing, and (4) reformulation. Rarely does it make sense for a singe article to address all four stages in appropriate depth. I believe that, as we have sought to be more "rigorous" in our scientific process, we have tended to place relatively more emphasis on the "testing" stage. This has shifted research attention away from the early stages of "observation" and "theory development," and the final stage of "reformulation." Without detracting from the importance of empirical research, I think this situation needs to be corrected.

I also see a tendency to "institutionalize" the research process. Each journal is struggling to emerge as more prestigious than the next; each researcher wants to publish in the most prestigious journal. In the process, we find ourselves becoming increasingly locked into the institutionalized structure, regardless of whether it serves our real interests.

Now, having made these two introductory comments, let me offer some specific suggestions regarding the direction I would like advertising research to take in the future.

Focusing on "Observation" and "Theory Development." I have already alluded to what I see as a need for realigning our research priorities. Most of the truly seminal concepts in advertising have come from the "observation" and "theory development" stages of the scientific process, not from testing. By emphasizing "testing," I believe that a lot of useful ideas do not get published because the authors can't "prove them." To stimulate the growth of knowledge, I think we need to encourage the publication of more "observation" and "theory development" articles. Specifically, I would like to see more comprehensive and insightful review articles, taxonomical articles, and articles that provide new and more powerful frameworks for organizing advertising knowledge, more managerial decision frameworks and models, articles that identify paradoxes in the literature, offering new insights to resolve them. As I noted earlier, I would also like to see more "clinical" or "case" analyses—analyses of actual decisions or campaigns, perhaps comparing them with others to identify and explain various patterns in the way advertising managers or prototypical customers think.

Addressing "Testing" and "Reformulation." I think my views regarding the empirical "testing" stage of the scientific process follow commonly accepted norms. Without testing, we have no assurance that our theories, however profound they may sound, are truly representative of reality. However, I would like to see more, shorter studies, much as we find in the physical sciences. I would also like to see more "testing" involving solid, and perhaps innovative, designs to evaluate the creative theories and propositions identified in earlier "observation" and "theory development" research. I would like a special emphasis on research seeking "convergent validity" by using dramatically different approaches to address a given theory. This failing, I would at least like to see more articles begin with clear discussions of theoretical schools of thought, thus providing a conceptual anchor for the theories being tested. My experience as a manuscript reviewer is that this—the articulation of the theory being tested—is the place where manuscripts most often need work. Of course, to the extent that there is truly value added in the theory portion of the article, I would not mind having the length increase to accommodate it.

I include the "reformulation" stage of research with the "testing" stage, because I think it should generally be addressed in the same article. The "Discussion" and "Conclusions" section should typically address any findings that appear not to support the theory, and suggest possible explanations [for that]. This should provide other researchers with a stimulus for future research.

The Role of the Literature. I'm sure I'm stating the obvious when I say that the literature plays a critical role in advertising research. I don't believe in gratuitous "padding" of literature reviews. However, I believe that scientific research plays a role in "weaving the fabric of knowledge" in our discipline. Part of this weaving is linking current research to prior results. The literature should provide the intellectual genesis of the theories being formulated and/or tested to ensure that we don't "reinvent the wheel." Equally important, it should increase the efficiency of future research by enabling researchers to build on the latest contribution without having to totally redo the background literature review.

Increasing Research Efficiency. One of the key steps in increasing the quality of research is to increase its efficiency. I tend to look at this from an economic perspective. If a key article takes five minutes to locate, and we reduce that to two and one half, the difference may seem insignificant. But it isn't. We have reduced the (time) cost of the search by 50%. We have doubled the efficiency! Multiply this by the amount of time spent in finding and retrieving literature, whether by the researchers themselves or their assistants, and we have made an enormous contribution! This lowers the cost and increases the quantity of research.

I envision a time when all our major research tools will be available to each of us in a number of different formats, depending on the demands of our personal lifestyle and research needs. To illustrate, for a nominal increase in the cost of our membership to the Academy of Advertising (about $10 per year), we would be able to publish a complete archive of the *Journal of Advertising* and all past *Proceedings* on a CD-ROM and on the Internet, in word-searchable form. With time and some additional effort, we could include other key advertising and marketing journals as well. People who work from a notebook computer (as I do) could carry their library with them anywhere they wished to go. (Right now, I am writing this in my apartment in Munich, Germany.) Others, of course, prefer to work in a conventional library, on their university's periodicals database, or with paperbound journals in their office. There is no one best way. The key to increased productivity is to provide the tools that our researchers need for them to work most efficiently.

Changing Models of Publication. Perhaps my most radical, but to my mind compelling, suggestion for the future of advertising research is an increased focus on new models of publication. Our current approach is what we might call the "exclusionary" model. Researchers prepare their work, submit it to a review process, it is revised, and then it is published or not, depending on the outcome of the editorial process. Although this has served us well in many respects, it has also excluded a lot of potentially useful research. Often, this is because of imperfections in the review process. Other times, it is because researchers simply do not have the time or energy to push their work through the process.

Of course, the review process plays an important role. On the whole, our research is a lot stronger because of it. However, I believe that there is room for a supplementary approach—what we might call a "post hoc review" or "evaluative" model. Here, publication would be much easier, perhaps with some editorial guidance, but with a much less rigorous review and revision procedure. This would enable researchers to make their work available much more quickly, at much lower cost, both to themselves and to the publishing organization. With the advent of the Internet and other low-cost forms of electronic publishing, the lower average quality of the research would be offset by the lower cost to access and search the manuscripts to discover what is really useful. For instance, I could see "working paper" journals sponsored by the Academy of Advertising and/or by individual schools and departments. Search engines would enable researchers to find and access these papers without having to go through licensed university servers or otherwise pay extra fees.

The term "post hoc review" model suggests that some form of review would be available after the research is published. Developing a practical model for doing this, of course, would not be a trivial task. But we have examples to work from, as illustrated by the peer review processes now in place on commercial sites such as Amazon.com and eBay.

DEAN KRUGMAN

University of Georgia

1. What do you consider to be the most uniquely defining characteristics of your approach to advertising research?

- **Focus:** Working on problems that are interrelated and in-series studies, rather than doing one study in an area and moving on.
- **Interest:** I have been, and still am, interested in answering questions about audiences.
- **Question First, Method Second:** I have tried to frame the question, and then figure out how to answer the question. This has led to a number of different social science empirical methods that I might not have otherwise employed.

2. What is your view of the current relationship between advertising theory and application?

I take a fairly traditional view, "theory ought to invent the capacity to explain." Theory helps us answer the question of "why."

In many cases, good theory should beget good practice, either in terms of actually doing something or explaining an aspect of the field. However, not all of our work needs to be professionally oriented in terms of solving application-based issues. It would be unwise to only frame and solve questions that are application oriented for at least two reasons: (1) It limits the scope of the question, and (2) you never really know when a solution or explanation to an issue will emerge from a broader study.

3. Which advertising academics or practitioners are you either influenced by or do you most respect? Are they the same now as in your formative years?

The influences change.

1. Arnold Barban: Arnold helped formulate my thinking about how to approach a problem and how to be a member of the academic community.

2. Thomas Robertson: Robertson's work in the diffusion of marketing and communication ideas provided excellent insight regarding how products are consumed.
3. Herbert Krugman: Krugman's (no relation) work on involvement, beginning with his 1965 presidential address to AAPOR (American Association for Public Opinion Research) argued for an alternative in the way messages are processed. The heuristic value is extremely important, particularly in 1965. He followed the low-involvement/high-involvement concept in a number of scholarly articles. He is extremely well cited, and in some cases, misinterpreted or overcited. Krugman is a first-rate theorist in terms of arguing how behavioral change works in the absence of attitude change. The notion of "bridging connections" between the audience and the message provided insight into future work.
4. James Carey: Carey is a seminal thinker in terms of framing broad-based communication issues. He offers an alternative explanation to the transmission view of communication.

4. What writings of yours do you like best and why?

[The first four represent portions of the same research stream.]

"Evaluating the Audiences of the New Media," *Journal of Advertising,* 14 (4) (1985). This article laid out how audiences would respond to new offerings and did a fairly good job of predicting future consumption experiences. Just as important, the article set forth a theoretical model on new media that I was able to follow.

"Differences in the Consumption of Traditional Broadcast and VCR Movie Rentals," *Journal of Broadcasting and Electronic Media,* 35 (2) (1991). This is a good measurement piece in terms of empirically validating the 1985 model.

"The Impact of Cable and VCR Penetration on Network Viewing: Assessing the Decade," *Journal of Advertising Research,* 33 (1) (1993). This is an interesting piece that examines macro issues of new media. I was fortunate to work with Roland Rust and learned a great deal from him on both this article and its 1987 predecessor.

"Visual Attention to Programming and Commercials: The Use of In-Home Observations," *Journal of Advertising,* 24 (1) (1995). This article allowed me to examine specific viewing issues used in conjunction with earlier work. I am particularly proud that this article was recognized by the publications committee as the best piece in 1995.

"Do Adolescents Attend to Warnings in Cigarette Advertising?" *Journal of Advertising Research,* 36 (6) (1994). This article had a good impact on public policy.

5. What directions would you like the field of advertising research to take in the future?

Good question. In terms of mass media and computer-mediated communication, our field is primarily focused on microissues of change and influence. More work needs to be done with respect to understanding the broader aspects of mass and computer-mediated communication. It is important to consider the ramifications of delivering messages in a larger environment. Consequently, we need a much better understanding of the environment itself.

JOHN D. LECKENBY

University of Texas–Austin

1. What do you consider to be the most uniquely defining characteristics of your approach to advertising research?

The advertising research that I am interested in focuses on what could be called "method development" versus "specific managerial answers" as the goal of research. And so I view method development research as a hybrid in the middle between basic research that has no managerial applicability and totally applied research, which does have direct, specific answers for managerial questions.

What is "method development research"? Here would be my definition of this hybrid of applied and basic research: Method development research in advertising aims to provide knowledge about the generalizable management procedure, which plans to utilize the results of such research to help answer the specific questions related to core areas in the management of advertising—the "4Ms" (*market,* that is, target marketing; *money,* budgeting or appropriation; *media,* media planning; and creative, the *message* function). What I mean by method development research is not finding out which of two ads is more effective; I would call that applied research. In method development research, we want to know what *method* should be used to find out which of two ads would be better—copy research, for example. So, my main interests over the years have been in three of those 4Ms, that is, budgeting, particularly media reach/frequency models, and copy research.

2. What is your view of the current relationship between advertising theory and application?

The first thing that comes to my mind was the person who influenced me, Dr. C. H. Sandage, the founder of advertising education. I had the good fortune to be his last teaching assistant, and that forever marked my professional life and my personal life.

I think about what he would say, or what he did say to me, and one thing he repeated over and over was that educators should be leaders, not followers. We should be advertising architects, not bricklayers.

Dr. Sandage was a fairly simple man in some respects, but he had great wisdom. He was interested in big issues in advertising. In advertising research, because we are an applied field, there is this constant grappling with the issue of applied versus basic research.

I believe Dr. Sandage would say (since we know the title of his book that went on to many editions, *Advertising Theory and Practice*) that a field such as advertising has to be connected to practice. Research, in some way, should be connected to practice. And so, what we need is generalizability, but with applicability, and that leads me to my answer to this question.

3. Which advertising academics or practitioners are you either influenced by or do you most respect? Are they the same now as in your formative years?

Dr. Sandage has definitely been the academician who most influenced my professional career. It is because of him that I went on to obtain a Ph.D. He was so persuasive in his personal interaction with people that he often reminded me of a religious leader—a religious leader for advertising education and research. Indeed, in graduate seminars, he would often ask students to ponder the similarities between advertising and religion. His use of the Socratic method in his teaching is legendary. He engendered respect. He had the vision for an "advertising laboratory" where ideas for advertising development could be tested in an ongoing panel, which is just now, some 60 years after his vision of advertising research, being realized in an online panel developed by my colleague, Dr. Wei-Na Lee of the Department of Advertising at the University of Texas at Austin.

[Another important influence was] Dr. Joseph T. Plummer, with whom I was fortunate enough to get connected through the efforts of my then department chair, another advertising educator with whom I was privileged to work, Professor S. Watson Dunn, a person who is very important to founding the American Academy of Advertising. He suggested I visit the Leo Burnett Company in Chicago and meet this young person then running their research department, Joe Plummer. I am truly grateful that happened because Joe is a very practical guy, yet, he has a Ph.D. in communication from Ohio State University, and he understands academic life. He has been in many 3A meetings over the years and has contributed to the organization in many ways. But, nonetheless, his life deals with the practical realities of the everyday problems in the advertising world.

It is fortunate for my work that I was able to be influenced by an important person in education, as well as one from practice, to provide a balanced perspective on important issues facing the field.

4. Which of your writings do you like the best and why?

The article on reach/frequency models in the *Journal of Marketing Research*—John D. Leckenby and Shizue Kishi, "The Dirichlet Multinomial Distribution as a Magazine Exposure Model," *Journal of Marketing Research,* 21 (1) (1984), 100–106. This article stands out in my mind, as it was the culmination of several years of thought and hard work on media modeling of a particular variety with one of my first doctoral students, Dr. Shizue Kishi, who is now a famous professor in Japan. The article was the result of a genuine collegiality between student and professor, which was most satisfying. It also applied a probability model, which some experts in this part of the field had previously suggested in written articles could not be applied to media modeling. It was quite interesting to find the opposite in this work.

5. What directions would you like the field of advertising research to take in the future?

In preparation for this question, I asked three of our doctoral students in the Department of Advertising at the University of Texas at Austin—Mr. Hyo-Gyoo Kim, Mr. Chan-Yun Yoo, and Mr. DongYoung Sohn—to review two time periods in important journals in our field and obtain all of the titles of articles published during those periods. I asked them to do this so we could get some idea of the areas of content that were studied between 1975 and 1980 versus 1995 and 2000. The journals selected for this brief study were the *Journal of Marketing Research,* the *Journal of Consumer Research,* the *Journal of Advertising,* and the *Journal of Advertising Research.* (I had a subjective sense that in the 1970s there was more advertising research being conducted in the areas of the 3Ms of most interest to me [money, message, and media] than is the case today in the 2000s.)

We then conducted a content analysis of the 2,041 titles published during the early time period and late time period to see how many of them dealt with method development research in the budgeting area, media area, and copy research area.

In the budgeting area, during the time period from 1975 to 1980, out of 828 articles we looked at, 22 of them dealt with budgeting, which is fewer than 3% of the 828 articles. From 1995 to 2000, 2 out of 822 articles dealt with budgeting, that is, just .2%. This leads to the unmistakable conclusion that few of our colleagues are now dealing with the unresolved issues of advertising budgeting and the appropriation questions.

In the media planning area, there were 17 out of 828 articles for the period from 1975 to 1980, or 2% of the total. By the period from 1995 to 2000, that remained at 17 articles, or 2.1%. Most of these articles were in the *Journal of Advertising Research.* In contrast, nearly all the early budgeting articles were in the *Journal of Marketing Research.* In recent years, that journal has contained very little on this topic.

Finally, in the copy research area, there were six articles from 1975 to 1980, and four between 1995 and 2000. There is not much of a drop here. It is also true not much has ever appeared in this area relative to the other two above. Keep in mind we were not considering articles that describe the effectiveness of a particular message or ad, but rather were focused on developing copy research methods, developing budgeting methods, and developing media planning methods.

From this informal study, it can be observed that there has never been a huge volume of research dealing with budgeting, media, and message. But, especially in the budgeting appropriation area, there is hardly any work between 1995 and 2000.

I do not believe that we have succeeded in answering the question of how you decide how much to spend on advertising in a given time period. I think that is the major problem that is not yet resolved. Yet only two people conducted research on that question between 1995 and 2000 in those journals noted above. Similar conclusions can be drawn about media planning and modeling, and development of copy research methodologies. We need to do more.

JAMES H. LEIGH

Texas A&M University

1. What do you consider to be the most uniquely defining characteristics of your approach to advertising research?

My approach to the research conducted on advertising topics is not at all unique, at least not in my mind. Much like the many advertising scholars who preceded me in time, and whose work served as exemplary guides of how I should proceed in my own research, the approach used for a research project is quite standard. That is, once a problem of interest has been identified, effort is then placed on locating relevant theoretical domains for the problem at hand and deriving testable hypotheses to guide the design of the study.

One thing that I do see as somewhat unique about my research derives from my background and training. In my doctoral program in marketing, I was fortunate to take a number of courses in psychology and research methods, and was able to develop a specialization in both consumer information processing and research. All of the articles I have done on advertising topics have focused on an issue based on consumer information processing, research, or both.

2. What is your view of the current relationship between advertising theory and application?

The 1983 article by McGrath and Brinberg in the *Journal of Consumer Research* provided an excellent overview of the many different approaches and perspectives that are needed for a discipline's core theoretical base to be advanced. They forcefully make the point that no one perspective is better or worse than another; all are needed to accomplish the mission of the discipline. In that the field of advertising encompasses both an academic discipline and a business practice, the academic discipline should assume multiple roles in developing and refining the theoretical base of advertising.

First, academic research in advertising should be encouraged to develop and test theoretical propositions that might possibly be applicable to the practice of advertising, either in terms of being avenues for eventual use by the advertising community or in terms of being possible refinements or alterations to advertising practice. Such activities should not be driven by an inherent or immediate relevance to advertising practice, for one study could stimulate subsequent research efforts that will eventually have an impact on theory and practice.

Second, an important activity of academic advertising research and theory development is a detailed examination of what is being done in advertising practice, with emphasis placed on description of the incidence of particular activities at particular points in time. That may, in turn, stimulate research efforts and theory development of what is and is not working, as well as lead to the derivation of hypotheses to be tested in future work.

3. Which advertising academics or practitioners are you either influenced by or do you most respect? Are they the same now as in your formative years?

There are a number of advertising scholars for whom I hold great respect and admiration and whose work has influenced my own research efforts. As my training and research focus is in the area of the processing of advertising information by consumers, my heroes tend to be individuals whose work I have referenced.

Without question, I hold the work of Bill Wells and Herb Krugman with great respect. They both have made many contributions to modern-day research and theorizing in advertising.

I also have benefited greatly from the work of Larry Percy and John Rossiter, Anthony Greenwald and Clark Leavitt, Richard Petty and John Cacioppo, Morris Holbrook, Esther Thorson, Julie Edell, and George Zinkhan. Both Ivan Preston and Len Reid are true champions of advertising, and I look to each of them with respect.

As my research interests have been expanded to also include literary properties of advertising stimuli, today I would add Ed McQuarrie and Barbara Stern, as well.

4. Which of your writings do you like the best and why?

My sole-authored 1984 *Journal of Advertising* (*JA*) article on the information processing of umbrella advertisements (as well as the 1986 *JA* article on recognition measurement and the 1987 *JA* article on audience involvement authored with Anil Menon) are particularly memorable. These articles were made possible by my being the first recipient of the AAA Research Grant, which enabled me to begin doing work in advertising. The articles are certainly not my best work by any stretch of the imagination, but they will always have a special significance to me personally.

The 1991 *JA* comment article and the 1992 reply to the 1991 article and rejoinder by Bucholz and Smith were carefully and thoughtfully crafted pieces of work intended to avoid offending the authors or discount the importance of their work. Rather, the objectives of each article were to resolve the discrepant findings in research studies, including [in the work of] Bucholz and Smith, that had investigated intermedia comparisons between radio and television advertising, and to provide a comprehensive framework for doing research on the subject in the future.

Even though I am proud of each of these pieces for their own intrinsic value, like most researchers and writers, there is no one best piece of work, except for the Holy Grail, that still remains to be done.

5. What directions would you like the field of advertising research to take in the future?

The directions I would like to see the field take are many and varied. There is a great need for greater use of television and radio commercial executions, and for studies to be conducted in real-life exposure settings. Print ads and forced exposures are often used in experimental work, and at times, the ads themselves are extremely rough productions and it is sometimes a stretch of the imagination that the experimental treatments are really advertisements. In all fairness to others who fall into this camp, I readily confess that I am equally guilty. Nevertheless, researchers should strive to not take the easy route and "satisfice" when the study design is being developed.

A number of research considerations and directions were provided in my 1991 comment article pertaining to study manipulations and outcome measures that are applicable to most advertising topics that might be under investigation.

A second research direction I would like to see implemented is actually a reiteration of what was communicated in a 2000 paper on shortages and abundances in academic advertising research that appeared in the American Marketing Association SIG compendium on Advertising Research edited by George Zinkhan. A number of areas were outlined where there has been a great deal of research conducted, sometimes to the point of splitting hairs over very minor differences. At the same time, a number of other extremely important research topics and issues were identified that remain virtually unexplored. It was suggested that the field should move in two directions by performing meta-analyses of the overresearched topics and proceeding with vigor investigating unexplored topics. The reason they remain largely unexplored is because they are not as straightforward and easy to investigate. The potential benefits to the discipline are enormous.

IVAN L. PRESTON

University of Wisconsin

1. What do you consider to be the most uniquely defining characteristics of your approach to advertising research?

I have both an orthodox and an unorthodox way of answering this. The first is that my defining characteristic is that of studying advertising law. More specifically, it's the use of consumer perception research in considerations of deceptiveness; thus [it is] an interdisciplinary approach.

Most specifically of all, I have concentrated on drawing a contrast between law cases where research is used to determine consumer perceptions and those where it is not. The latter involve puffery and other claims that I collectively call "loophole claims" because the law's unwillingness to determine consumers' actual perceptions of them, using mere assumptions and legal conclusions instead, has resulted in allowing deceptiveness to occur when these claims are taken by consumers to see additional claims being implied by the message that may be false but that the consumers may accept as true.

Thus, I have not merely studied research as it occurs in law cases, but have put considerable effort into advocating its use.

The unorthodox way of describing the defining characteristic is that I have chosen to do research that fits my abilities as I see them, specifically my enthusiasm for analytical thinking and my despair over a lack of memory. I can remember something when I know at the time that I want to remember it, and immediately work on doing so. But I lack the sort of casual memory that I see in many colleagues that enables them to remember knowledge they have encountered even when not having that immediate interest.

Work in advertising law has given me maximum opportunity for analytical thinking, that is, searching for similarities and differences and other relationships in the content being studied, ordering such things, creating and naming categories and typologies, detecting changes in these things over time or from one source to another, and so forth. Meanwhile, such work has not penalized me for failing to remember content, because the materials are collected in a highly structured way in law libraries, readily available for examination and reexamination.

I consider the unorthodox answer more significant for researchers who may read these remarks, because while few of them may be interested in the specific content area of advertising law, most should be interested in issues of tailoring one's work to one's particular abilities.

2. What is your view of the current relationship between advertising theory and application?

My general observation on this topic is that ad people, who are the ones who might apply advertising theory, generally are not very much interested in it. They are certainly interested in facts—for example, about such things as lifestyle and other ways of identifying different types of consumers. However, I see that interest as involving not why certain things are the case but merely *that* they are.

It may be the proper approach for them to take, pragmatically, but it pushes this question near to being moot. Professors are interested in theory, but this question is about application, with which professors are less closely involved.

Thus, my view of the relationship is that I am very dubious about it.

3. Which advertising academics or practitioners are you either influenced by or do you most respect? Are they the same now as in your formative years?

It's surprising to me to realize, upon thinking about this question, that my incidence of exposure to such contacts has been quite low. I certainly regard it as ideal for advertising researchers to have contacts with advertising academics or practitioners who can be strongly influential in their work, but I have not been able to share very much in that experience.

I did not study advertising in college. I was exposed to practitioners at an ad agency, but they showed little interest in research. I was exposed to academics in grad school and as a professor, but while showing interest in research, they had little interest in advertising. The academic person most influential for me was my advisor at Michigan State, David Berlo. But my studies with him of people's responses to messages involved communication generally, with no attention to advertising.

The factors that have been most influential in shaping my work are (1) Professor Berlo and his colleagues' stress on the need for collecting facts directly from targets of messages when attempting to determine the response[s] they make to those messages, and (2) a fact I learned shortly after grad school—that advertising law too often determines consumer response by reasoning from assumptions based largely on prior cases, with no input from actual knowledge of consumer response.

Meanwhile, those advertising academics or practitioners who have influenced me have done so for the most part from afar, that is, as the authors of books and articles. Such influences come and go as one shifts from one source to another. None has been as important as the two factors cited above.

4. Which of your writings do you like the best and why?

I have always liked best the piece I am working on at the time. That is the source of the greatest satisfaction.

As to more long-lasting impact, I would pick two items. The first is my first book *The Great American Blow-Up* (1975), because it created the most widespread interest in my work. The second is my report to the FTC (Federal Trade Commission) of a survey of consumer response that I introduced in 1972 in its case against the deceptive advertising of Sun Oil. The survey was done at my suggestion, and was the first to be commissioned by the FTC for such a purpose. My choice of it reflects the fact that it was a step in persuading the FTC to use evidence of consumer response that is obtained directly from consumers. The report is cited but not published in the case decision; however, I have described it in *The Great American Blow-Up,* and also in my second book, *The Tangled Web They Weave* (1994).

5. What directions would you like the field of advertising research to take in the future?

I was impressed when David Ogilvy, interviewed by *Advertising Age* some time ago at his retirement castle in the French chateau country, said, "I have a diminishing interest in the future." He was 80. I have a while to go to reach that point, but in retirement, I can see that viewpoint beginning to creep in.

In addition, I perceive any and all research as reflecting the idiosyncrasies of the persons doing it. Thus, while the question seems to imply that someone might be influential in determining the directions of the entire field, I am more inclined to feel that the research that is done will be what individual researchers choose it to be. However, notwithstanding these impediments I see in the value of answering this question, I will say that I hope for more research on the impact of advertising as a social force—that is, not its impact simply on sales (or votes, etc.) but, rather, on the value to society of its impact on sales. That is something I think academics are well positioned to do.

LEONARD N. REID

University of Georgia

1. What do you consider to be the most uniquely defining characteristics of your approach to advertising research?

I don't think there is anything uniquely remarkable about how I approach advertising research. Ever since my junior year in college, I've been interested in advertising and related subjects. That interest led me to graduate work, which redirected my career aspirations from the professional world to the academic world, and equipped me with the proper analytical and methodological tools to address questions about advertising. I look upon advertising research as what I do.

I find pure enjoyment—with a sprinkling of editor- or reviewer-produced agony—in the research process. If pushed, I would say that I'm driven by intellectual curiosity about advertising, and I'm motivated to act upon that curiosity to sustain a productive research career.

In my world, there are two types of advertising researchers—those who research advertising and those who use advertising as a research vehicle. I place myself squarely in the first camp; I study advertising.

2. What is your view of the current relationship between advertising theory and application?

I believe by definition all advertising research is applied, though not necessarily practical. Advertising as a discipline is grounded in the practice of managing, creating, placing, and studying the specific (campaign) or institutional (social/cultural) effects of created messages. To me, the question is not one of theory and application; rather, it is one of which questions the researcher selects to act upon. Advertising research is about the advancement of knowledge about advertising, which, in effect, moves theory and practice forward.

One problem with the theory/application duality is that it forces an either/or choice. Researchers should select subjects that interest them; they shouldn't be slaves to either industry- or theory-inspired "flavors of the month." In the end, I would leave the question of applicability of research findings up to those who do advertising. Whether deemed practical or not, research advances what we know about advertising, and that's a worthwhile end in itself. After all, we are scholars/critics, not agents of the advertising industry.

To paraphrase Charles Sandage, advertising research, like advertising education, should be about advertising, not about ads. Advertising researchers should concern themselves with critically studying the institutional structures, processes, and effects, not with obsessing about what practitioners think and do.

3. Which advertising academics or practitioners are you either influenced by or do you most respect? Are they the same now as in your formative years?

Many individuals have influenced my thoughts about and approaches to advertising. During my early years as a student, I was influenced by the writing of many, including Wilbur Schramm, George Gerbner, Raymond Bauer, David Manning White, Charles Sandage, Neil Borden, Rosser Reeves, Leo Burnett, David Ogilvy, Daniel Boorstin, Hal Kassarjian, Thomas Robertson, Scott Ward, Vince Norris, Arnold Barban, and S. Watson Dunn. Later, during my graduate studies, those individuals were joined by the sociologists of the Chicago School of Sociology and by Norman Denzin, James Carey, Al Kreiling, Nugent Wedding, Kim Rotzoll, John Leckenby, Seymour Banks, and Gordon White. Most recently, my research has been informed by a number of colleagues, coauthors, and friends, including Bruce Vanden Bergh, Larry Soley, Dean Krugman, Karen Whitehill King, George Zinkhan, Denise DeLorme, and Jisu Huh.

4. Which of your writings do you like the best and why?

Based on journal reviews, I suspect there is a wide gap between my self-defined and other-defined "best work." Regardless, I'm still proud of my early research on children's TV advertising using the symbolic interactionist perspective, ad informativeness, the replication tradition in advertising, decorative/sexy models in ads, and empirical investigations of advertising creativity. I also like my more recent work on Rx drug advertising, which is just beginning to appear in the research literature.

5. What directions would you like the field of advertising research to take in the future?

I am troubled by the demise of advertising's definitional boundary and the tendency of contemporary advertising scholars to blur the distinction between advertising and other forms of marketing communication. Advertising is a distinct and separate social activity, even though it works in concert (or integration) with other forms of marketing communication/promotion.

Advertising research should be about advertising per se, and scholars should resist those who would define advertising as any form of commercial communication. When advertising becomes every sort of "commercial communication," it becomes nothing. Future advertising scholars, I believe, should make a stand and protect advertising as a discipline that resides at the intersection of marketing and communication thought.

I would also like to see future scholarly efforts devoted to larger questions on advertising's social, cultural, and economic contributions. Advertising scholars should function as critics, not apologists or industry cheerleaders. More work should be directed at understanding advertising's role in society. Advertising is more than one tool in the promotion element of the "4 Ps" (product, price, place, promotion) of marketing.

HERBERT JACK ROTFELD

Auburn University

1. What do you consider to be the most uniquely defining characteristics of your approach to advertising research?

When attending seminars with faculty discussing their career paths or their own work histories, they usually talk of topics they have been particularly noted for studying, or they list the papers they published. Others will talk of the research methods they apply or "championed." But I find myself groping around with difficulty trying to pin down what I have done over the years.

Working with various colleagues, my work has applied all sorts of research methods and addressed a rather broad set of issues. It is hard to define my work by the usual guides. I spent some time in law school, and possibly because of that, I have studied some issues of advertising regulation. Yet none of my work involved extensive use of legal research methods as I reviewed an underlying philosophy of the law or how the regulations formed a pragmatic context for business decisions. Other times I conducted data-based assessments of things that were legally presumed as true. Similar to how Ivan Preston has published several papers comparing how marketing people make frequent errors in conducting legal analysis, I have made some minor extensions of his efforts, dealing with lawyers' (mis)perceptions of communications theory and research, also looking at how persuasion scholars misunderstand the law and publish all sorts of legal nonsense in mass communications and business journals. I have studied business practices, sometimes from surveys of professionals, and sometimes using the methods of an anthropologist, looking to understand the context for the decisions.

But none of this really defines my work or summarizes what I see myself as doing. To define my research and writing, I must go back to its origins.

When I reported to Kim Rotzoll as his new graduate student assistant, he outlined the various jobs he wanted me to do on a day-to-day basis over the semester, and as a final item, handed me a card with a citation for an article written in 1952. He told me that the article was commonly cited as authoritative evidence or "proof" of something often discussed in classes or studies of advertising in contemporary society. As my assignment, he told me to see if I could update the data. I discovered that the article did not really study what people apparently credit it for having assessed—a state of affairs I have come to discover is quite common in the advertising literature—and in this case, the particular issue was really a side-note in the original article, a statement of probabilities or intuitive guesses by the author generated from some mostly unrelated data. To actually evaluate the issue, you would have to gather and compare different data.

I was then directed to collect and analyze the necessary data, and once started, the project had a tendency to expand. What originally seemed to be a simple question grew increasingly complicated once you reviewed the related literature and available data. As the article eventually grew into a journal publication, the manuscript went beyond the data to review what people often said, and to critically assess what was often cited, since citations to authority did not seem to always match the content of the original articles.

This was my first lesson in the inherent limitations of advertising research. As the late Stephen Jay Gould wrote in *The Flamingo's Smile: Reflections in Natural History* (NewYork: W.W. Norton, 1985, essay no. 9): "We often think, naively, that missing data are the primary impediments to intellectual progress—just find the right facts and all problems will dissipate. But barriers are often deeper and more abstract in thought. We must have access to the right metaphor, not only the requisite information. Revolutionary thinkers are not, primarily, gatherers of facts, but weavers of new intellectual structures."

In many nonbusiness social science journals, method and data sections seem to be considered very minor parts of the report since they are printed in a much smaller font than the rest of the article. Of greater focus, the literature reviews provide the conceptualization for research, a survey of what is known about the area, a statement about the relevant theories that might apply, and an assessment of the unanswered questions that the study reported attempted to address. The final discussion section tries to say what the data indicate relative to the questions raised in the conceptualization.

To my continuing dismay, many advertising research articles in business journals often look as if the data were collected and the literature review written around it. Relevant literature is often listed but not integrated, and then apparently ignored in planning the research or interpreting its meaning. All too often I see manuscript submissions as a double-blind referee (or now as an editor), or I even come across published articles, that can best be described as research "by the numbers." They cite a list of other articles on the same subject and then generate some new data piles, not once asking any real new or interesting questions of note, and not even stating why their common often-repeated method is best to provide any answers. Way too often, the ineluctable impression is that the availability of a particular sample drove the choice of a research method instead of the research questions deciding the method, which, in turn, should give a basis for finding what sample should be used. There are tons of advertising data published, but as periodic surveys of important research questions noted in *Journal of Advertising Research* repeatedly conclude, few answers.

Till recently, I had never been asked when reviewing articles for journals or conferences, "What did this study add to our knowledge and understanding about an interesting question?" Yet this should be a basic concern for deciding which articles are published. Research is not merely data collection—or so I think. Fortunately, more and more manuscript referees are asking this question of the authors, yet there remain a plethora of manuscript submissions for which the authors did not see this as an important item to address. Or worse, they feel that data collections should become important just because no one has done it or that it is inherently interesting just because there exists a plethora of citations of those who also studied it. Maybe no one has done it because it isn't interesting; prior studies could have mined the area unto death.

This personal critique of many published studies, in turn, gives a basis for how I would like to define my work. As the late Milton Friedman supposedly asked everyone whenever the person stated what he or she believed to be an unarguable truth, "How do you know that?" That is the driving point of my research, because I keep coming across statements in textbooks or in the literature, and I wonder what the basis is behind what I read.

In this sense, my essays and commentary in both academic journals and in some popular press outlets are an important aspect of my intellectual work. In many ways, they are an extension of my writing for academic journals. This nonrefereed publishing, or even the commentary columns that are refereed and published in academic journals, are not without their body of critics. It once came back to me that someone told a friend of mine that he disliked that I was using my valuable time as a scholar to publish opinions or commentaries. My friend responded by saying the critic should look back to my earliest journal articles—I was always writing like that, but now I was finding new readers and new outlets for presenting my ideas. Kim Rotzoll once said to me: "Essay writers put themselves on a limb. They are, after all, expressing thoughtful opinions, often in short supply among data heads."

If I want to be recalled at all for the work, it is as a scholar, not a "researcher." In theory, it should be the same thing, though it all too often is not. None of the conference presentations I have made have ever started by reviewing literature of what other people said or wrote; instead, I have started with a personal story of why I might have discovered what seemed to be an interesting question to study, and what I found that most people "believe."

I do scholarship, I come up with questions, and the questions I find most interesting are often under the heading of things restated to the point of dogma. At the very least, I want to be provocative. That is why I printed a set of business cards on which above my job title as a professor of marketing, there is another line of my true job: "Scholar, Educator and Iconoclast."

2. What is your view of the current relationship between advertising theory and application?

This question itself is born of the usual criticism of the academy among respected businesspeople. They consider our work without real value, as would be said by the *Star Trek* series' alien race of the Ferengi, our work in academic journals is "without profit."

It is easy to get defensive on this point. The practitioners who attend academic meetings such as [those of] the American Academy of Advertising are rare, and usually they come to lecture the professors on business practices. If *Advertising Age* or another trade publication would have a reporter at a meeting, the news story would be about the commentary by a business leader who made a speech. Some rare academic journals such as *Journal of Advertising Research* might have a high percentage of practitioner readers, but more commonly, they consider our work irrelevant, and they do not read the more academic-oriented publications such as the *Journal of Advertising.*

As you might guess, I feel that the question about the theory and practice relationship indicates a mistaken view of the role of academic research when the subject is advertising.

I am in a marketing department, though I frequently hear faculty say they are "marketers" or that they are "in marketing." And, in turn, all worth of what they call marketing scholarship is stated in terms of its pragmatic utility for business. An advertising department head pronounced to his conference dinner companions, "The only worthwhile research uses the scientific method and helps managers make decisions." Stated in the guidelines for many *academic* journals, research must have direct business applications, or so the manuscript must assert. Repeatedly, the implication is that research wastes paper if practitioners don't like it or understand it. On the other hand, most reviews of common business practices often are forced to conclude some type of inverse relationship between the theoretically optimal approach for doing a job and the number of firms that do it. A survey of businesses' activities would rarely yield a statement of best practices.

This is not just an issue of whether practitioners read academic journals, or whether they care. Many advertising teachers lament the lack of respect they receive, both from business practitioners and from colleagues in other departments on campus. But these educators have only themselves to blame, because many teachers like to think of themselves as a type of advertising professional. Too many faculty fawn over practitioners, acting as supplicants. Begging industry groups for guidance or advice, the faculty are conveying a sense of inferiority. In turn, all research papers are expected to possess pragmatic applications, and undergraduate programs are assessed in terms of their delivery of job training, despite the limitations of doing either.

This is something I have lamented many times. It weakens the value of our scholarship when many faculty possess a self-image as advertising professionals who happen to work in a classroom instead of in a business. They do not detach themselves; they empathize. If a business practice is criticized, too many educators complain, "I'm not like that." Ethnocentrism becomes a virtue.

Practitioners will never respect teachers-as-supplicants. And since these teachers tend to be the businesses' cheerleaders, they lack credibility as objective observers, impelling people to turn to psychology, English, or history faculty for insight into marketing's role in a modern economy. The late adman Howard Luck Gossage said, "We don't know who discovered water, but we know it wasn't a fish." It is hard to study the business if the researcher thinks he or she is a part of it.

Somehow, seeking a direct relationship between theory and direct applications weakens the value of our research. A large amount of scholarly work would never have any applications, but that does not make it any less interesting or intellectually valuable. Scholarly research uses a variety of approaches to understand and explain the nature of advertising practice, not just to provide data for future decision makers. Many common and current advertising practices can best be understood in terms of how they evolved, yet many teachers prefer to ignore the historical perspective. (Look at how most texts treat a business's history.)

Of course, this is not to say that we don't want our work to be read or seen as having some influence outside the narrow realm of the academy. But as an academic discipline, business impact is not the sole basis for reviewing work; as we review our work and its potential impact outside of the academy, the review should go beyond advertising practitioners.

Several years ago, Ivan Preston told me that he was shifting from writing in business journals to seeking publication in law reviews. He wanted to influence the law and regulatory practices, so he wanted to write where the work would be read by lawyers. Some of my own work has been picked up by people at the Federal Trade Commission or some consumer protection groups—a couple of my papers have been reprinted in the hearing reports of Congressional committees—but any real impact from that research came not from the writing, but rather, from later presentations to the groups. The *Journal of Consumer Affairs* and some other consumer protection or public policy journals often carry articles by public interest groups or people working at government agencies, and the articles, in turn, are applied in background work for those organizations' plans.

At some level, colleges of business and communications deans must be in conflict over this. As Larry Soley pointed out in a presentation at an American Academy of Advertising conference several years ago, if the desire is to influence practice, then educators should be encouraged to write more articles in business magazines and trade publications that practitioners read. Yet a single article in a purely academic journal is seen as more valuable in the academic community than an extensive body of work in the trade press that reports the same materials.

Advertising is an academic discipline that studies a pervasive aspect of American society. Much of American history and institutions are closely intertwined with the organizations of the business world. But the first step should be to stop assessing scholarship in terms of business's needs. The research should be more than just business aids. To the extent that the educators become preoccupied with serving practice as the sole basis of assessing their work, they fail to qualify as scholars.

A student of history is a historian, and a scholar of economic questions is an economist. But people who study advertising questions use the same terms as businesspeople. Maybe we need an academic name. How's "advertologist?" At least it says that an advertising scholar is not synonymous with "practitioner," and that our goal is not to serve practice.

3. Which advertising educators or practitioners are you either influenced by or do you most respect? Are they the same now as in your formative years?

The two primary influences on my work and academic life from the start have been and remain Kim Rotzoll of the University of Illinois at Urbana–Champaign and Ivan Preston of the University of Wisconsin. Though they were at two different schools, and I only enrolled at the campus of the former, they both honor me by allowing me to say I was their student.

My relationship with Kim is longer, going back to when I was a student in one of his first classes when he was a new faculty member in Urbana. (At one point, my new puppy relieved itself on his lecture notes!) After graduation when I was a law student on that campus, I would wander down to his office every week or so when some article or item in the news had triggered a series of questions in my mind for which I wanted a sounding board or a discussion. As an M.S. student, he allowed me to increasingly get immersed in the ever-expanding research project described above as part of my answer to the first question, guiding me as we eventually published it in an academic journal. Kim encouraged me as I started to look at doctoral programs, and after I was accepted by the Illinois Institute of Communications Research, I became his second doctoral advisee, the first being Eric Zanot (who is now at the University of Maryland).

In our profession, for personal ego and support, it is easiest to look toward research. Articles we can count. Citations we can read, and faculty point to the research records of their former students as a testament of their contribution and legacy. But Kim's influence does more than that. He gave me an ethical compass, a sense of perspective on how to treat colleagues and how to respect work. And he knew he could, since, as I applied to doctoral programs, he said I needed to grow up, to get some seasoning, and he felt I could do it best where he could keep an eye on me. In the end, and to this day, he has served as my academic father figure, and the type of advisor role model I fervently wish was guiding more of our modern doctoral students. As his graduate assistant, I knew who wrote each portion of his publications during that period, and I was a tad bothered when I read a tribute to one of the coauthors that quoted from Kim's contributions as typical of the other person's writing. I asked him, "Didn't *you* write that?" He said I was correct, but seemed bothered that I asked, and I knew never to repeat it to anyone else. Memories of such confidence, patience, and perspective are always needed, helping me deal with the common pressures of a modern educator's day-to-day work.

Ivan was also a role model in how to view academic questions. Over the years, we have discussed research questions that have caught our interests, and I recall his story of how he came to write *The Great American Blow-Up.* An interesting curiosity defined his research and forced him to learn a new method for conducting research.

People familiar with Ivan's research and writing are usually surprised to learn that he was originally educated in a highly quantitative media studies doctoral program of Michigan State University. When someone told him that it is legally "established" that no one believes advertising puffery, he became curious as to what data supported that conclusion. While he knew that it fit with the often-repeated beliefs of many advertising practitioners, it didn't make logical sense, especially as such an absolute statement. So he wanted to know what data the courts used to conclude that no one believed puffery. As he looked at the court cases, the research expanded. The court decisions didn't note any research data, but rather, a citation to another court decision that came to that conclusion. Not being an attorney, he had to train himself in how to conduct legal research and how to use the legal library resource to backtrack legal citations. (Remember, this was in the days before we could click through legal data sources on the Internet.) After extensive painstaking research, he finally found that the "proof" that no one believes puffery was really just a British court pronouncement to that effect made several centuries ago. And as part of the common law, such a legal conclusion was held binding into modern times.

How I came to be Ivan's student is another story. Ivan and Kim had been friends for several years when I started graduate school, and Kim encouraged me to call Ivan to discuss some of my early dissertation ideas. That long phone call led to several more, and I eventually decided to do my dissertation on some research questions raised in Ivan's writings. As I finished a draft of the proposal, and later, of each chapter, I sent him a copy as I passed them to the Illinois committee members. To my pleasure, Ivan sent me more commentary, criticisms, and directions than four of the five committee members combined. Only Kim provided as many comments and directions.

Eventually, I got a phone call from Ivan:

> "Herb, Kim just told me that you are defending your dissertation next month."
>
> "The end is now in sight—3 P.M., four weeks from Friday," I said with relief.
>
> "When are you coming here?" he asked. "Before you defend, there are some points we need to discuss."

Before I defended the dissertation to the committee, I spent an afternoon defending it at the offices of Ivan Preston. Since that time, there are many articles I have written that started as a discussion with Ivan. One paper started as a series of letters exchanged in which we disagreed.

Years later, I acquired what proved to be another long-lasting influence with the experience of working at Pennsylvania State University (PSU) and having Vince Norris as a colleague. It is an understatement to say that Vince was an unusual advertising educator. As one of the earliest graduates of the same advertising and communications programs I attended two decades later, he started as an assistant professor of advertising at PSU. However, as soon as he had tenure, he had his title changed from the advertising designation to associate professor of journalism. As he later put it, he wanted the title of "anti-advertising," but the administration wouldn't allow it. And for many years, he would argue with me about many things. I didn't realize his actual influence till years later when someone saw an article of mine and asked if Vince had helped. He hadn't, but the other person said, "It looks like something Vince would write."

Finally, I must note a small influence from another graduate-school teacher. We have never worked in the same areas, and most of our encounters at the time were more properly described as battles. Yet John Leckenby made a crucial comment at a crucial time that I still recall decades later. The graduate program was led by some people who were advocates of their own approaches to various research methods, with a large number of people I now realize could have been considered postmodernists well before we even had such a label. At the time, their views were in a minority among communications scholars, and they have never had much following among advertising scholars, but their courses aimed at student indoctrination to their methods and lines of inquiry. My fellow students felt it quite logical to ask John and another advertising teacher, "Do you really feel you are accomplishing anything with your quantitative methods?" At the tail end of one of our more intense arguments, John finally said, "What answers the question?" He made me realize that, contrary to the doctrinaire beliefs of several of my fellow students at the time, he wanted us all to believe that the method is not so important *per se* as whether the method is appropriate to help you understand an issue or concern.

To this day, and with memories of these, I am influenced by every student who has the temerity and wisdom to start a logical argument or to ask a new question.

4. Which of your writings do you like the best and why?

This is not a new question for anyone at my stage of career. We've already answered it many times before, since we are professionally required to answer this for promotion, tenure, and meeting notes. Yet I consider it akin to asking, "Which of your children do you like the best?" They are a lot like children, especially with work like mine, which is often a pain to get published. J. Scott Armstrong wrote that the two ways to reduce the likelihood of a paper being accepted for publication in a scientific journal is to study an important topic and obtain surprising results. His satiric formula for the shortest path to publication is to apply complex methods to trivial problems, generate only predictable results, and write in such a manner that few people would understand. Since I often write about the unusual questions, criticize the usual approaches, say the unexpected, and try to write in an interesting style, I am asking for difficulty. And I am disappointed when what I see as a valuable piece of work is overlooked by others.

My favorite work as of today must be my book *Adventures in Misplaced Marketing* (2001). It combines so much of what I have thought, discussed, and argued with friends, in articles and in classes over the years; it is a detailed statement on many topics on which I have written. My strongest regret about it is that I have an academic publisher whose pricing and promotion practices means it won't get as widely read as I would like. Academic publishers give prestige to the publication, but they also end up meaning a potentially more limited readership. To make matters worse, the company was bought twice and reorganized in the months just before and after publication, resulting in my main contact editor leaving the company and, in turn, leaving the book as a de facto orphan. Not that I wanted sales income, but I wish more people would read it.

Among the research articles, I am particularly proud of the times I directly attack the conventional wisdom or philosophy of particular works. The most favored articles were the culmination of long studies, such as the 1988 paper assessing the literature on appeals to audience fears or the 1992 article that assessed the limitations of advertising self-regulation. In 1982, I published an article about legal philosophies that many people thought were in conflict: advertising regulation and the First Amendment. While I did not state any possible legal tests for where the lines should be drawn, several lawyers have recently told me that my analysis gave a pretty good basis for predicting court decisions and which regulations would ultimately be upheld.

The work on appeals to audience fears started in a fashion akin to how Ivan Preston started work on *The Great American Blow-Up.* Hearing a man at FTC hearings assert that advertising people know how to target an optimal level of fear for persuasion, I wondered if or how they might know such things. Going back through four decades of psychology literature, finding that many business journal articles appear to have only been citing other people's citations off the work in their literature lists, I found that any assertions of an optimal "level" of fear was a myth generated mostly by researchers confusing literal content of stimulus materials and presumptions of ubiquitous psychological reactions to that content. The work on self-regulation started after hearing many assertions that it is such a powerful force in business decisions. I wondered how a trade association of any kind could possess any real power over its members and still be legally acceptable under our antitrust laws. This, in turn, led to assessments and reviews of media vehicle's decisions on acceptable advertising, after hearing President Reagan's first appointee as FTC chair saying such strong activities make FTC advertising regulation almost unnecessary. The First Amendment article grew out of a series of letters with Ivan Preston arguing about something he said in an article on that same topic—not that he was incorrect (he wasn't), but never having been to law school, Ivan overlooked the way that lawyers mentally compartmentalize different areas of legal work.

Yet beyond these research articles, the essays and commentaries in academic journals and business magazines are the most fun to write. I get more reactions to a commentary in a journal than to several refereed articles combined. These papers have generated some degree of international reputation; they are reprinted and cited. While a now-departed dean denigrated them as "worthless," I find people repeatedly coming up to me at conferences to tell me how they have read them, like them, or how I raised important issues that they found themselves discussing in later works. When I applied for a job several years ago, I heard that some members of the search committee were negative on my vita because I was spending time writing commentaries, but telling me that they were a topic for discussion at their meetings because these papers were read by everyone on the committee.

But I also have to note how I am most proud of a number of publications that do not carry my name. Over the years, I have commented on works in progress, or gave suggestions to people doing work, and I am proud to see someone finally developing it into a contribution to the literature. In the past few years, a few of my M.B.A. students from Auburn and from a course I taught at University of Canterbury in Christchurch, New Zealand, converted their term papers into articles that were submitted and published in academic journals. I did not claim coauthorship for these papers; I was only an advisor. But these are publications of which I am also proud.

5. What directions would you like the field of advertising research to take in the future?

Several years ago, the polytechnic schools in Australia were summarily converted into universities. The faculty had to get doctorates and start academic research programs. I was invited to give a seminar for some faculty on academic publishing, and started by saying, "What journals are you interested in reading?" The problem was that they were looking to write and publish, and [wanted to learn] how to draw citations, but no one had said that the first step was to read academic literature on a regular basis.

I would be happy to see more actual scholarship. Sadly, I do not see it often enough.

Too many articles clearly seem like a data set in search of a theory: The related publications are presented in a near checklist form of who said something-or-other on a related topic; both the method and sample are more available than appropriate; research limitations are a couple of paragraphs tacked onto the end that are readily ignored by both authors and readers; and the conclusions are that "more research is needed," knowing full well that neither the authors nor anyone else will do it. With the proliferation of journals and the Internet database to find materials, people gather literature like gathering a harvest, and a reference list is generated even though the articles often are not read. Citations are made of other citations, complete with incorrect spellings of names, and people are afraid that a journal referee might not see his or her favorite article listed in the references.

Of course, this problem is not new, nor is it created by the Internet (though it could be credited with exacerbating the problem). When going into the literature of appeals to audience fears, one article kept popping up in the reference lists, though finding the article from a non-U.S. publication was proving difficult. Finally obtaining a copy, I found that it was written in French with an English abstract. After getting someone to provide an adequate translation, I discovered that all citations were a literal (though often without quotation marks) repeat from the abstract—a speculation, a statement of "maybe" in the paper that was not directly addressed by the data. Obviously, no one providing these citations had read the article.

As Page Smith derides most academic research of every discipline in *Killing the Spirit* (1990), so many articles are written by people seeking to "do research," rather than [being motivated by] any scholarly or academic drive. That is unfortunate, but probably true. J. Scott Armstrong has concluded that few research articles are valuable. People at teaching schools are told they must "do research" with the people giving the directives, losing sight of why the research could or should be conducted in the first place.

In theory, faculty are paid to publish research because it feeds into their teaching—not necessarily that it makes a person a better teacher per se (because that entails all sorts of things having to do with presentations, style, and so on), but because it keeps them current and involved with the "cutting edge" of the work. Many universities encourage research because of the prestige involved with certain researchers, but for most, research stands as little more than a force to keep the faculty from having their knowledge of the material drift into the ether while their minds slowly churn into the dendrite capability of cottage cheese. The job of a professor once meant "thinking for a living," but with the pressures for output and measurements of "productivity" and other ways of counting what research has been done, there is no longer time at a research university to simply discuss things or for faculty to have intellectual discussions that do not lead to published research articles. Ideas are too abstract and no one can measure what is thought.

A man who had been teaching for almost 30 years at the university stuck his head into a young colleague's office and asked, "Have time for an intellectual discussion?" They killed almost two hours. They weren't at a major research university, but that didn't stop many faculty from thinking and discussing ideas. In Allegra Goodman's novel *The Family Markowitz* (1996), one brother worked for a U.S. university and the other sold antiques in Britain. Both were scholars, but being a scholar was an important part of life of the brother working in England. At the American-based university, the work had become drudgery—a burdensome job, and no one talked with the man about anything. There is too much to do. There are research seminars, but they are narrow, few, and like those we know in our field, more set for showing off than discussion.

Truman Capote once denigrated another author's new book by saying, "This isn't writing, it's typing." Just because it is in an academic journal doesn't make it scholarship; just because it appears in a popular magazine doesn't mean it isn't. Faculty are to be researchers and teachers. But at too many modern schools, there's no time for scholars. But you don't create scholars with directives for the faculty to publish articles.

I'd like to see more thinking and less writing.

ROLAND T. RUST

University of Maryland

1. What do you consider to be the most uniquely defining characteristics of your approach to advertising research?

My advertising research is involved with quantitative models of media exposure, and the related issues of advertising media scheduling and optimal program scheduling. I like to think of my research as being engineering rather than science, because I try to give managers practical tools that they can use to make decisions. Typically, my research has involved building models and then testing them against the best alternatives.

2. What is your view of the current relationship between advertising theory and application?

Advertising theory too often gets away from the real world to such an extent that the practitioners can't find the connection to their practical problems. There may be such a connection, but the theoreticians don't really try to fill the gap, and the practitioners don't have time to do the translation themselves. Part of this is the science versus engineering idea again. Advertising practitioners care about science only to the extent that it leads them to better decisions, and the clearer the link, the better. In my view, advertising researchers would be well served to start with practical problems, and then pursue research that solves them. I don't see very much advertising research that looks like this, but it is what I always try to do.

3. Which advertising academics or practitioners are you either influenced by or do you most respect? Are they the same now as in your formative years?

In my earliest years as an advertising researcher, there were a number of people who had great influence on my work. First, I have to mention my Ph.D. mentors, Jay Klompmaker and Bob Headen, at the University of North Carolina. They got me started in media modeling. Outside my university, I was most influenced by John Little of MIT, with his MEDIAC model; Jean-Louis Chandon from France, who wrote an amazing doctoral dissertation (largely unpublished, I believe) that served as the standard reference for media modelers for perhaps 10 years; and Andrew Ehrenberg from the U.K., who started me thinking about audience duplication models. It is notable that none of them came from the advertising academia. These days, the standard bearer in the field is Peter Danaher from New Zealand, with whom I have had the pleasure of writing some papers. He has a Ph.D. in statistics, and started in a mathematics department.

4. Which of your writings do you like the best and why?

There are several that I especially like. The paper with Mark Alpert on audience flow ("An Audience Flow Model of Television Viewing," *Marketing Science,* 3 [Spring1984]) was perhaps the first paper to model TV channel switching in a Markov switching context, and quite a few other researchers have built off the idea over the years. The book chapter with Pam Henderson ("An Integrative Physiological Model of Advertising Response," in *Research and Marketing* [1987], Jagdish N. Sheth, ed.) looked at brain wiring as a hint as to how advertising models should be constructed. The idea was so far out that the paper had no chance in the journals, but it was ahead of its time. I still think researchers can benefit from that paper.

Maybe my most fun paper ever was a paper with Dean Krugman on cable TV penetration ("The Impact of Cable Penetration on Network Viewing," *Journal of Advertising Research,* 27 [5] [1987]). We presented it at a conference in New York City in about 1984 or 1985, and several prominent network executives were in the audience. Our conclusion, based on a mathematical model, was that network viewing share was going to shrink dramatically in the next few years. The network executives strongly and dramatically protested our conclusions, speaking with great anger and red faces. Of course we were right. A follow-up study a few years later showed that our projections of network viewing share were correct within about 1%.

Another controversial paper was my paper with Rick Oliver on the impact of the Internet on advertising ("The Death of Advertising," *Journal of Advertising,* 23 [4] [1994]). In that paper, we argue that advertising effectiveness will decline dramatically in the Internet age, which it has actually done. Considering that the paper was probably actually written in 1993, before the World Wide Web and before a browser existed, I am quite proud of our ability to foresee some of the Internet's effects.

5. What directions would you like the field of advertising research to take in the future?

The word "advertising" is a problem, because it implies messages sent through mass media. As networked media such as the Internet evolve and expand, one-way mass advertising will be less and less what companies want to do. This means to me that the advertising field needs to expand its boundaries to include more complex, two-way communications, with much more attention to one-to-one communication, and to customizing the marketing message in real time, based on customer responses. If I were a new Ph.D. now, I would be working on that. I wouldn't go anywhere near traditional mass advertising. That extra one tenth of one percent knowledge that we gain from yet another magazine ad copy study is not worth doing, given that we have a whole new media world to contend with.

Another important thing to realize is that advertising has always been multidisciplinary, and it will continue to be. This means that advertising researchers need to reach out to others, and not stay an insular little group. We could reasonably anticipate right now that we can learn a great deal from people who know about the new media, such as information systems researchers, or people who are approaching the new media in novel ways, such as anthropologists. Given the proliferation of customer contact data, there is a tremendous opportunity for quantitative modelers to build practical models for our new era. This work has hardly begun.

TERENCE A. SHIMP

University of South Carolina

1. What do you consider to be the most uniquely defining characteristics of your approach to advertising research?

My research has examined advertising primarily from a consumer information-processing perspective. Frankly, this approach is not particularly unique nowadays, insofar as there are numerous scholars who are interested in studying the effects of advertising more from a consumer than a practitioner perspective. In earlier years, much of my advertising-related research focused on public policy issues, such as advertising deception and the effects of advertising on children. Relatively few scholars were doing this type of research at the time.

2. What is your view of the current relationship between advertising theory and application?

In my view, there is very little theory that is uniquely advertising theory. Rather, there are numerous theories derived from social and cognitive psychology, literary theory, semiotics, and general management that are applicable to understanding both advertising practice and consumer processing of advertising messages. However, just as in all other domains, theory and practice are inextricably related. Practitioners operate with their own theories in use. Advertising scholars draw from these theories, coalesce them with more formal academic theories (typically borrowed rather than developed uniquely in an advertising context), and apply them to better understand advertising practice. Academic theory is highly applicable to advertising practice, but the best theorizing is often done by academics more interested in understanding advertising than serving as advertising consultants. Personally, I am not of the opinion that the role of the academic community is to "serve" the advertising community. Advertising practitioners do a good job fending for themselves, both because they have the incentives to do a good job and the resources to perform successfully. Rather, my interest in advertising is to better understand this vastly important aspect of market societies so that we in the academic community are doing what all good scholars are obligated to do—namely, to understand and explain advertising phenomena and to share this knowledge with our students and fellow academics. Herbert Simon probably said it best: "The managers themselves are far more qualified than outsiders, whether professors or not, to handle the short-run, practical problems that require intimate knowledge of the business" (Simon 1967, p. 8). Our obligation in the academic advertising community is to train well-informed and sophisticated students, and perhaps to inspire advertising practitioners to a higher level of practice that is both more efficient (in terms of resource utilization) and ethical.

3. Which advertising academics or practitioners are you either influenced by or do you most respect? Are they the same now as in your formative years?

My own thinking, writing, and general appreciation of advertising have been influenced by a number of practitioners and scholars. A short list would include the following: Andrew Ehrenberg, Erwin Ephron, Russell Haley, John Philip Jones, Herbert Krugman, Kent Lancaster, Rich Lutz, Leonard Lodish, Larry Percy, Rich Pollay, Ivan Preston, Michael Ray, John Rossiter, Gerard Tellis, Esther Thorson, and Bill Wells. Several of these individuals are from my formative years (e.g., Ehrenberg, Krugman, and Wells). Many are my contemporaries (e.g., Lutz and Rossiter). Others are younger than me (e.g., Tellis). I have been impressed with all of their writing, though I do not always agree with their philosophies, theories, and recommendations. Given my consumer psychology orientation to advertising, I have been influenced by numerous psychologists and consumer researchers whose writings are applicable to advertising. These include, among many others, Jim Bettman, John Cacioppo, Grant McCracken, Ivan Pavlov, Richard Petty, and Robert Zajonc.

4. Which of your writings do you like the best and why?

In terms of journal articles that deal specifically with advertising, I most like the following: Terence A. Shimp and Ivan L. Preston, "Deceptive and Nondeceptive Consequences of Evaluative Advertising," *Journal of Marketing,* 45 (Winter 1981), 22–32; Terence A. Shimp, "Attitude Toward the Ad as a Mediator of Consumer Brand Choice," *Journal of Advertising,* 10 (2) (1981), 9–15. The Shimp and Preston paper provided a theoretical rationale for why the form of advertising we called "evaluative" has the distinct potential to deceive consumers. Evaluative advertising includes that form of advertising that makes nonspecific, subjective, or nonfactual claims about an advertised product. Such advertising is prevalent, but often falls outside the radar of public policy officials, or even competitors, because in its vagueness, it appears relatively innocuous. We built the theoretical argument and substantiated it with a review of literature, some of it based on our own research, that such advertising does indeed have considerable potential to mislead and deceive consumers. Concern for consumer welfare concerns me more than interest in advertiser success in that, as implied above, advertisers are well prepared to protect themselves and serve their own best interests, whereas consumers are more vulnerable and are in more need of any assistance advertising scholars might provide. It is my understanding that Federal Trade Commission officials were influenced by our paper on the deceptive consequences of evaluative advertising.

The attitude toward the ad paper made a modest contribution to the advertising literature by recognizing that advertisement-based attitudes are influential in determining attitudes toward brands and do affect trial purchase behavior, especially in those cases where a consumer's brand-based information is impoverished. The theoretical argument put forth has withstood the test of time during the intervening two decades, and other scholars (e.g., Rich Lutz and colleagues) have extended my work and the related work by Jerry Olson and Andy Mitchell, which influenced my own thinking on the issue.

I am also proud of the paper I coauthored with two former students (Eva Hyatt and David Snyder) that served to debunk some of the mythology surrounding the assumed prevalence of demand artifacts in experimental consumer and advertising research. In my view, this paper built a persuasive case that demand artifacts are more imagined than real. The paper also served—and here perhaps is where it most contributed—to mitigate the tendency for manuscript reviewers to raise the specter of demand artifacts absent a compelling rationale as to why a particular study actually suffers from this form of bias (see Terence A. Shimp, Eva M. Hyatt, and David J. Snyder, "A Critical Appraisal of Demand Artifacts in Consumer Research," *Journal of Consumer Research*, 18 [3] [1991], 273–283).

5. What directions would you like the field of advertising research to take in the future?

Meaningful advertising research by academics must be theoretically based, programmatic, and pertinent to actual issues confronted by practitioners and consumers. I personally would like to see much more research that examines the potential deleterious effects of advertising practice. For example, we know little about how advertising affects the moral development of children, how it influences the desire for products such as tobacco, how it influences purchase decisions by vulnerable consumers (e.g., elderly consumers' purchasing of DTC [direct-to-consumer] products), or how it affects relations between parents and children. Aside from these socially important issues, I would like to see more research that deals with matters such as advertising budgeting and media effectiveness. Along with other professors, I am hard pressed to provide intelligent answers to students (or management development practitioners) regarding how much should be spent on advertising vis-à-vis other marketing communication alternatives. We also need more study of what metrics can best be used for gauging advertising effectiveness. Needless to say, we are just beginning to understand advertising on the Internet; more research in this domain is critical. Finally, most of the academic advertising research has focused on B2C (business-to-consumer) concerns. B2B (business-to-business) advertising is virtually a neglected topic.

BARBARA B. STERN

Rutgers University

1. What do you consider to be the most uniquely defining characteristics of your approach to advertising research?

John Allen Paulos says it better than I can:

> I am aware that part of what is written here may be dismissed as an unholy mixture of discordant fields; even I think this on Tuesdays and Saturdays. Nevertheless, on the other five days I think it's well worth a scientist's effort to try to explore the borderland between these disparate cultures. (1998, p. xx)

Living on the borderland of perpetual Fridays, I view the most uniquely defining characteristics of my approach as the adaptation of literary theory to analyze advertising text, linked with the use of empirical methods to test the theory. The literary approach comes from a Ph.D. in English—my first love—and a later entry into marketing, where I realized that my birth discipline had a lot to offer. Even though advertising was described as "the poeticizing of consumer goods" (Hayakawa [1946] 1964, p. 262) and claims were made that "great ad lines are poems" (Mayakovsky [1926] 1970 in Harnett 1988, p. 7), no evidence was offered to support the analogy. To me, the comments raised more questions: (1) What is meant by a "poem" or "drama" or "story"? and (2) What kind of a poem is meant? The method of close textual analysis seemed best able to address these questions, and the transposition from literary criticism to advertising analysis made sense. The logic is that all advertisements are *created* works, similar but not identical to poems or other literary forms, and are, therefore, amenable to the textual approach. Parallelism rests on the fact that an ad's form resembles that of its literary forebears, for even though we aren't talking about *King Lear,* ads are the modern-day descendants of poetic and dramatic works. In fact, they are also far more influential than either, for people read or view more ads than any other kind of literary production.

Nonetheless, in the early 1980s, formalist analysis of advertisements based on the analogy to other created works had not begun in any systematic way. In contrast, every Ph.D. in English automatically used the formalist analytical approach in classrooms, for it was the stock-in-trade of freshman English. The approach had been developed by Russian scholars in the 1920s to focus on the created work itself (rather than on its author or readers), and by mid century, it had become the foundation of New Critical inquiry. People in English-speaking countries have been taught from an early age to analyze created works from a text-based perspective, and adaptation of the method to ads struck me as a logical extension. The New Critical approach aims at identifying the structural aspects of an ad to discover *how* an ad means— an essential prerequisite to understanding *what* it means (content) or *why* it elicits certain responses. The rationale for stimulus-side research lies in the fundamental precept that one cannot ask what an ad "means" until one knows what it says.

Translating this precept from the literary to the advertising domain thus brings us into familiar territory, especially if we use terms such as "construct definition" and "classification" to define and categorize ad texts. Put simply, without scientific terminology, just saying that an ad is a poem or that "everyone knows what a poem is" is an unsupported claim. One must then explain why it is a poem and what kind of a poem it is. "Poem" is a common language term, and when it is imported unchanged into social science research, no two researchers necessarily use it to mean the same thing. Insofar as the concepts of definition and classification are well accepted in advertising response-side research, it seemed reasonable to apply them in stimulus-side inquiry. What triggered my approach was the discovery of a word that I knew a lot about—"image"—in the advertising research literature. Unlike words such as "stochastic processes," image was familiar, having been a mainstay in poetics from the classical era, perhaps best recalled from Plato's parable of the cave. However, in the advertising literature, the term was used randomly, and no clear definition or catalog of attributes was offered. I latched onto the term, and used poetics and textual analysis in an early ACR (Association for Consumer Research) proceedings paper (Stern 1988) to present the literary approach to its meaning.

From there on in, my goal was to define the constructs of literary terms such as "poem," "drama," or "story," with such precision that empirical researchers could identify an ad's attributes, predict responses, and devise experimental situations to test the predictions. The value of construct definition is that it sustains operationalization by bringing to light a term's precise attributes, which, in the case of images, include microlevel units (the syllable) and macrolevel forms (the overall structure). Identification is grounded in the New Critical methodology devised to investigate the sound and sense of a poem: Metrical analysis is a rigorous way of cataloging English sound patterns (rhythm, meter, rhyme), and analysis of "sound figures" (imagery, metaphors, similes, allegory) is a method of discovering sense patterns. However, its adaptation to ads requires streamlining, given that an ad is unlike a literary work—ads have stringent temporal and spatial constraints, narrow topical focus on products, and persuasive as well as aesthetic goals. Nonetheless, the process used to define a poem or any other literary type is a systematic method honed over time, and is based on the assumption of an orderly textual world. My purpose in presenting textual analysis was to provide a systematic and replicable method suitable for empirical investigation.

To do so, evidence that an ad in question is a poem must be followed by evidence of the kind of a poem that it is. That is, construct definition is followed by classification, and the various poetic forms must be sorted into distinguishable categories or genres relevant to advertising usage in order to develop a set of taxonomic rules for parsimonious differentiation. Classification is so multidisciplinary and well accepted in analytical methodology that its application from numerical to verbal units struck me as yet another logical extension from literature to advertising.

But in so doing, I committed a foolish error of omission: I did not announce at the outset that I was using a rule-based system of analysis. In hindsight, the mistake was a result of the disciplinary cross-cultural triathlon (women's studies was part of the event, but we won't go there right now) that concluded with a transferal of unquestioned assumptions from the old fields to the new one. Having taught English lit. and freshman comp., I assumed that "everyone knew" the methodology behind the rules. This is a classic error on the part of a cultural immigrant so immersed in the homeland that her ways are assumed to be "normal." In consequence, I failed to state a number of crucial points: (1) Textual analysis has *rules;* (2) it is not verbal data snooping to see what turns up; and (3) it is neither postpositivist, postmodern, nor interpretivist. In fact, the constructs and classification activities are really pre-positivist, dating from Aristotle's taxonomic approach to biology as well as poetry. Now if only I had been smart enough to use words like "construct" and "classification" at the outset!

2. What is your view of the current relationship between advertising theory and application?

Given a "pure" humanistic training, I'm the wrong person to ask about the "ac-prac" relationship, and gladly defer to the other panelists. In my birth discipline, the word "practical" was unmentionable and "tradespeople" were despised. I only noticed and began to question this "anti-vocational" culture when I entered business education, usually referred to by my former colleagues as vocational training. But, life no. 1 did emphasize rigorous scholarship, and I have become comfortable in talking about the relationship between literary theory and advertising applications. Again, here come two strong opinions: (1) Without good theory, applied findings are a hatful of rain; and (2) without solid scholarship—reading your sources' sources—there is no such thing as good theory.

And a third: Stimulus analysis is, as they say, only half a thought. The next step is to investigate the influence of stimulus attributes on consumer responses, which means a turn from the humanities to the social sciences—themselves indebted to the natural and physical sciences for scientific principles. My view of the role of the humanities is indebted to Calder and Tybout's statement that "there is no reason that the conceptualizations of interpretive knowledge cannot be submitted to sophisticated falsificationist methodology; they may, in fact, be a good source of scientifically testable hypotheses" (1987, p. 139). That is, theory derived from the "arts" part of "arts and sciences" contributes good ideas for hypothesis generation, which contributes to more sophisticated research on consumer responses, which contributes to deeper understanding of the effects of advertising and research applications.

3. Which advertising academics or practitioners are you either influenced by or do you most respect? Are they the same now as in your formative years?

I respect, admire, and am grateful to the many marketing academics who gave literary research a hearing and accepted my ideas. The list is about as long as those attending conferences in the early 1980s, for nearly everyone I approached helped me with advice, critiques of working papers, and good wishes. Next come the reviewers and editors who accepted the manuscripts, staving off the rejection experience until after a few "big hits" in *JOA* (*Journal of Advertising*), *JM* (*Journal of Marketing*), and *JCR* (*Journal of Consumer Research*). I've gotten used to rejection by now as a regular though still nasty life event, but in the early years, it would have been devastating. Among the academics whose early intellectual influence was profound are Morris Holbrook, John Rossiter, Rick Pollay, Bobby Calder, and Alice Tybout, and all of the editors of *JOA* since the early 1980s: Len Reid, George Zinkhan, and Les Carlson. Morris opened up the humanities as a source of marketing insights; John supported literary analysis as a methodology; Rick pushed me to move toward empirical testing, but warned against trying it alone at home; Bobby and Alice affirmed the value of humanities theory and identified a place for it in the marketing disciplines. The *JOA* editors were unfailingly helpful in whipping "English teacher" theory into advertising research.

The greatest debt I owe from the formative years in English is to an eminent medievalist named Helaine Newstead, who taught me what scholarship was about. She made the guidelines explicit, leaving no doubt about the rules of doing quality research. Her first law was that a scholar reads everything about the topic under study. Everything, period. When I approached her after my first Ph.D. class and was dumb enough to ask what books on the five-page single-spaced reading list we were expected to read, she answered without looking up from her *Complete Works of Chaucer:* "All of them." Her second law was that learning everything about a text means being able to account for every single element in it. The terms that I use now are microlevel and macrolevel analysis, but the law is the same: Claims of meaning are spurious if they do not rest on thorough explication. I interpret this strictly, for it is not up to a researcher to decide what is important in an ad and what is not. Especially in so compressed a textual form as ads, it's all or nothing.

As a closet positivist with profound respect for systems and order, I remain most influenced by researchers who generate hypotheses from the humanities and then take them to the laboratory. Dawn Iacobucci is perhaps the most unique exemplar, for she has blended her study of theology with the quantitative skills for which she is so well known. I would like to follow in her footsteps by demonstrating that the study of genres (taxonomies of forms) in advertisements is a classification process parallel to that in the sciences—literary genre identification is but another way of looking at classification. Others who have influenced me are Bill Wells, the pioneer in drama research, followed by John Deighton and Steve Hoch; Melanie Wallendorf, who incorporates fine arts criticism (visual) in empirical research; and Morris Holbrook, who does the same for music. Admiration mixed with envy (why didn't I think of doing that?) is my feeling about those who proceed from a solid theoretical base and whose sourcing underlies impeccable scholarship.

4. Which of your writings do you like the best and why?

The one that I love the most is always the one on my screen. But looking back over past articles, here's a list:

1. "Medieval Allegory: Roots of Advertising Strategy for the Mass Market," *Journal of Marketing,* 52 (July 1988), 84–94; and son of allegory, "Other-Speak: Classical Allegory and Contemporary Advertising," *Journal of Advertising,* 19 (3) (1990), 14–26.

   This is my first journal article, and it is near and dear because it signaled disciplinary acceptance of literary theory as being relevant. Not insignificant is the fact that it was instrumental for getting tenure at Rutgers, especially important to someone whose prior career experience was that maybe 700 people apply for one nontenure-track job teaching eight sections of remedial English annually in a community college that no one has ever heard of. On a more intellectual note, my suspicion that advertising has deep roots in literature and replicates very old patterns was confirmed. The hypothesis seemed sensible, since advertising is the newest creative phenomenon in the wheel of texts, and replication of a medieval poetic form speaks to its enduring popularity. The exciting part was being able to support the hypothesis with examples that made sense to a marketing audience.

2. "How Does an Ad Mean? Language in Services Advertising," *Journal of Advertising,* 17 (Summer 1988), 3–14.

   This article introduced the system of formalist textual analysis in advertising research, presenting and using a set of explicit rules to show their relevance and rigor. The article implied that I am not talking about Feyerabend's "anything goes" domain; I now understand that a much clearer statement of the nature of the method should have preceded the show-and-tell part.

3. "Literary Criticism and Consumer Research: Overview and Illustrative Analysis," *Journal of Consumer Research,* 16 (December 1989), 322–334.

   Here, the introductory process was continued in a summary of the potential uses of different "schools" of literary criticism in consumer research. A table summarized each school's literary domain, object of study, and relevance to consumer research. To show relevance, the schools were classified in accordance with the literary triad of authors, texts, and readers, and then applications to advertisements and consumer effects were suggested. The classification scheme is based on what I would now call the presence of discriminant factors able to differentiate one school's approach from the others. Admittedly, the schools do overlap in ways that quantitative discriminant factors do not, but analysis of words is never as unambiguous as analysis of numbers. Nonetheless, there is a taxonomic force underlying the categorization, which I tried to spell out with sufficient clarity to show the scope of literary criticism and to stimulate future research.

4. "Consumer Myths: Frye's Taxonomy and the Structural Analysis of Consumption Text," *Journal of Consumer Research,* 22 (September 1995), 165–185.

   In this article, the mythic underpinnings of advertisements and consumer protocols are presented in terms of Northrop Frye's quadripartite division of all literature into romance, comedy, tragedy, and irony/satire. Frye's original taxonomy is a 26-box matrix, which had to be trimmed down to make it suitable for sorting ads in the major categories. But another thing that I didn't say outright was that my justification for streamlining this unwieldy scheme was sufficient knowledge of the literary works on which it is based to determine what applied to advertising and what didn't.

5. Jennifer Escalas and Barbara Stern, "Sympathy and Empathy: Emotional Responses to Advertising Dramas," *Journal of Consumer Research,* 29 (March 2003), 566–578.

   This is the current special favorite because it actualizes the proposition that literature-based hypotheses can be taken to the lab and tested empirically. The definitions of sympathy and empathy on which the hypotheses rest are drawn from literature, philosophy, and psychology, particularly the long-vanished subfield of "aesthetic psychology." Most of the credit for the fact that the transition worked belongs to the skilled first author—Jennifer Escalas—who is responsible for developing scales to measure sympathy and empathy, running the experiments, and analyzing the data. I have to admit that in my 1994 article on drama types, the response section was not really on the mark. After I revisited the sources of that article and constructed more accurate hypotheses, we then found a clear relationship between sympathy and empathy responses. This article looks like a "show me the money" piece, for it is the first one that demonstrates the adaptability of theory from a nonscience discipline to empirical research.

5. What directions would you like the field of advertising research to take in the future?

What I hope happens is the growth of a "third culture," in which theory borrowing is validated by empirical testing.

> [T]he third culture . . . will retain the particular virtues of the scientific outlook—disciplined thinking, respect for facts, testing by experiment—but it will use them differently. (Davy 1978, p. 93)

Our discipline—like Woody Allen's shark—must move forward or die, and it can benefit from the humanities' insights to generate innovative hypotheses and then test them. Humanities research is a treasure chest bursting with insights into all of the arts—music, architecture, dance—and as part of the scientific community, advertising researchers can profit by tapping into the strengths of the aesthetic disciplines to enrich their own. A marker of maturity in a field is sufficient stability to move forward from conceptual statements about the way ads work to scientific experiments that reveal whether ads do actually work that way. I would like to see a progression from provocative generalities about alternative paradigmatic contributions to empirical demonstrations that support theoretical predictions.

But there is a warning label: Sophisticated and responsible scholarship is essential to ground conceptual and/or empirical research. Even though the textual focus has been challenged in literature and advertising by author-focused and reader-focused criticism, I urge future researchers to look first at the text. It is the only document that is permanently available to us, unlike the authors or readers. Ad authors are especially invisible, for agency creatives are usually anonymous, and even if named, may be uninterested in commenting on their work, untruthful, or long gone. Readers, too, are ephemeral—here today, gone tomorrow—and can only express idiosyncratic thoughts at a single moment of time. Literary research based on reader response quasi-experiments easily dwindles into amateur social science.

Furthermore, ad hoc analyses of any text based on studying literary theory rather than the works that ground the theory are not solid scholarship. Ironically, it is the advertising discipline's very generosity in giving literary theory a hearing that has called forth superficial theory borrowing, with "three-book experts" claiming results based on shoddy sourcing. Let me put this another way: I took three quantitative courses at the M.B.A. level; if I were to claim findings based on my very own experimental design and statistical analyses, would you consider my research implications, applications, or complications credible?

My opinion has always been that only experts on both sides of the fence can produce research projects drawing from different paradigmatic strengths (Kuhn 1962; Lakatos 1978; Laudan 1984). Informed adaptation is essential to solid research, for sound hypotheses are expected to be grounded in thorough understanding of the source discipline. Research based on flimsy scholarship is unlikely to advance advertising knowledge, and the process of operationalizing constructs relies on quality sourcing. Not surprisingly, it often takes a team of researchers to combine strengths—not a lot of people (myself included) have in-depth knowledge of literature, art, music, or film studies *and* of marketing!

Actually, there is another warning label, which states that failure to improve response-side research damages the relevance of stimulus research. Analysis of the stimulus is not an end in itself, for unlike "pure" literary criticism, advertising research is expected to have an applications-oriented outcome. A nice and interesting thing to find out is that ads are minidramas, but the purpose of the discovery is to improve understanding of dramatic persuasion. Arts theory has a legitimate place in advertising research when its aim is illumination of consumer responses.

One way of looking at disciplinary place is to reframe it in terms of a triadic "research tradition" (Kuhn 1962; Laudan 1984) composed of theory (content, exemplars), methods (knowledge-generating procedures), and aims or values (criteria for evaluating knowledge) (Hunt 1991). Literary theory and empirical testing can both be situated in this framework, but only if they eventually link up. Literary criticism is obviously produced by a single interpreter—unlike content analysis, for example—and the credibility of the interpreter's claims must be justified. Nonetheless, even if impeccable scholarship makes a claim convincing, it still has to be taken to the workbench, because in advertising research, an interpreter's insights have to be tested in a relevant context. The interpreter's job is to identify what's going on in a text, find out what responses have been claimed to occur, and translate the response claims into research hypotheses. To do so requires much modification of the original literary theory so that it fits the context of advertising. However neat the modification may be, testing the dense bundle of advertising effects is a high-risk procedure, for borrowings may very well implode or explode. It's also time consuming, but in applied research, you have to go beyond theory into the real world. And, just because I feel obligated to deliver a final comment for the benefit of future researchers, here's something to remember: There is no such thing as a rejection—merely a temporary nonacceptance.

DAVID W. STEWART

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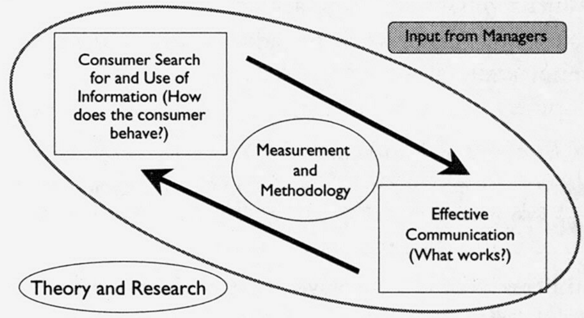
1. What do you consider to be the most uniquely defining characteristics of your approach to advertising research?

My approach to advertising research is a reflection of my past and current training and experience. I was trained in psychology; all of my degrees are in psychology. Thus, I tend to approach the study of advertising from the perspective of a behavioral scientist. My training in psychology might best be characterized as falling within the tradition of "dust-bowl empiricism," a view that theory is derived from and must be strongly grounded in data. The importance of data and my sustained interest in advertising and marketing communications were reinforced by my experience at a major advertising agency in Chicago (known as Needham, Harper and Steers at the time, and now DDB). This experience introduced me to the nuances of advertising as a communication tool, provided exposure to practical issues, helped identify a very long list of researchable questions for the future, and made abundantly clear how important data are to building theories and for making management decisions. I left the advertising agency in 1978, and have been in academic settings since. However, I have continued to have regular contact with practicing managers, and have been affiliated with business schools where the emphasis tends to be more on the consumer and advertiser than on the advertising agency.

These early experiences have guided my research throughout my career. I have looked to the literature in the behavioral and social sciences for interesting and useful organizing frameworks for explaining advertising-related phenomenon, and have looked to managers for suggestions on interesting and relevant research questions. This has resulted in a multifaceted but integrated research program that is illustrated in Figure 1.

FIGURE 1
Organizing Philosophy for Research Program



I have pursued three related streams of research over the past 25 years. I have examined how consumers search for and use information. This is basic research on consumer behavior. At the same time, I have asked questions about what communication tools and effects are most effective and in what circumstances. Thus, on the one hand, I have conducted research on how people shop (notably for such products as automobiles and such services as health care), how they think about markets (market structure and brands), and how they respond to specific types of communications (e.g., comparative advertising, interactive communication). On the other hand, I have also been keenly interested in helping managers understand how to create and deliver the most effective marketing communications, that is, how to identify what works (e.g., characteristics of the content of effective television advertising, the leveraging of brand equity through brand extensions, and effects of advertising repetition). There is a strong synergy in these two streams of work because they are really different sides of the same coin. Understanding consumer behavior is fundamental to identifying optimal marketing communication strategies, and it is very difficult to fully understand consumer behavior without an appreciation for the market environment and marketing actions to which consumers are responding.

The conduct of research on consumer response to marketing communications and the identification of the characteristics of effective marketing communication often carry the need to solve problems related to measurement and methodology. Work on these measurement and methodological issues has been the third dimension of my research program (e.g., methods for copy testing, statistical tools, and survey research methods). Thus, I have pursued three somewhat distinct, but very much related streams of research, along with the occasional opportunistic study.

I believe I have been successful in the pursuit of my research program, and in finding good publication outlets, in influencing the research of others and affecting the practice of marketing communications. I have tried to find interesting problems by simultaneously looking to the literature in the behavioral sciences and in marketing communications, and have listened to practicing managers and observed management practices. I have also been able to leverage my efforts by finding synergies across projects. Finally, I have had the good fortune over the years to have really good colleagues whose advice has been especially valuable and who have often made my own work better by contributing to the research as coauthors.

2. What is your view of the current relationship between advertising theory and application?

The relationship between advertising theory and the application of theory in practice is very strong, but increasingly unrecognized. Modern advertising practice rests on a very strong foundation of theory and empirical research. However, it is not so clear that the relationship of this theory and research to practice is known or appreciated by many current practitioners. As advertising has become more commoditized and agencies and corporate advertising groups become less strategic and less well funded, the role of research and theory building, which was once a cornerstone of advertising practice, has been diminished.

The vitality of research and theory development that once existed within agency research departments and corporate communications groups has been lost as these departments and groups have been downsized or eliminated altogether. The legacy of practices remains, but an appreciation for where these practices originated has diminished over time. Even more unfortunate is the fact that these important sources of new ideas, innovative practices, and research and theory building of years past are no longer driving the field. This also means that theory building and advertising practice are increasingly removed from one another, which means that it takes longer for theory to diffuse into practice. This is especially unfortunate because new media like the Internet and mobile communications raise many new questions about effective marketing communications. To some extent, these questions are now being addressed by specialists in information technology and e-commerce, but these fields lack grounding in (or even basic awareness of) prior work on advertising and marketing communication.

3. Which advertising academics or practitioners are you either influenced by or do you most respect? Are they the same now as in your formative years?

A number of people have played especially influential roles in my development as a scholar. A high-school English teacher, Iris Pruyn, played an especially important role in awakening my intellectual curiosity about communication and in providing me with the self-confidence necessary for an academic career. Iris was a unique and special person who influenced many young people in extraordinary ways. Two of the faculty members in my undergraduate program at Northeast Louisiana University (now the University of Louisiana at Monroe) taught me more about psychology than I have learned since. Ted Dunn provided an extraordinary overview of the field in a history and systems of psychology course that I still regard as the best single course I have ever taken. James Thrasher, a student of Muzafer Sherif, introduced me to social psychology and the wonderful work of Sherif, Kurt Lewin, Hadley Cantril, Carl Hovland, Robert Merton, Joseph Klapper, and Donald Campbell. In my doctoral program at Baylor University, two faculty members had a lasting impact on my work as a scholar. What I know about statistics and research design I owe to Roger Kirk. Gene Walker's courses were legendary for the amount of reading, and as a result of my being in his classes, I read the original work of such scholars as Galton, Spearman, Thustone, Thorndyke, Cattell, Allport, Eysenck, and others. I continue to benefit from participation in these courses many years after they ended.

The person most influential in my being involved in consumer and advertising research today is William D. Wells. Bill had just left the University of Chicago Business School to become research director at Needham, Harper and Steers when he hired me as a young Ph.D. A great deal of what I know about advertising and marketing communication I learned while at Needham. Bill was also trained as a psychologist, and turned his attention to the study of marketing communication early in his career while still a member of the faculty in psychology at Rutgers. Bill has had an important influence on the study of advertising and consumer behavior through his own work and through his encouragement of many, many young scholars like me.

My work on effective television advertising would never have been possible without the cooperation of Meg Blair. Meg was a founder of Research Systems Corporation, one of the most influential commercial copy testing firms. Meg's own intellectual curiosity and her willingness to collaborate with me when I was still a young scholar on the faculty at Vanderbilt were especially important contributors to my growth and development as a scholar.

Finally, over the years I have had the good fortune to have wonderful colleagues, coauthors, and students who have helped focus my research, have motivated me, and have made my work better (even if they were not recognized as coauthors). Among my colleagues and students over the years are David Furse, Allen Shocker, Russ Winer, Connie Pechman, Srinivasan ("Ratti") Ratneswhar, Scott Koslow, Ingrid Martin, Prem Shamdasani, Jaideep Prabhu, Paul Pavlou, Valerie Folkes, Gerry Tellis, C. W. Park, Gary Frazier, Mike Kamins, and a legion of others that I will, no doubt, insult by failing to mention them by name.

4. Which of your writings do you like the best and why?

I am especially fond of the book *Effective Television Advertising: A Study of 1000 Commercials* (1986). This book was the culmination of three years of work (and this does not count the various follow-on projects), so it represents one of the more intensive projects in which I have been involved. The book did influence the practice of advertising, and it represents what I regard as the ideal in a research project—collaboration among diverse industry constituents (Research Systems Corporation, the Marketing Science Institute, Leo Burnett Advertising, Shell Oil, Sears, and several anonymous companies) and academics. I am convinced of the proposition that the very best academic work grows out of collaboration, at some level, with industry professionals.

I am also fond of my more recent work with Jaideep Prabhu on managers' responses to competitive signals (a rather different focus of a study on communication, but in an area that deserves more work) and with Ingrid Martin on brand extensions. This may be because these streams of work are ongoing, and I tend to like the things on which I am currently working. Both the work on managers' responses to competitive signals and the research on brand extensions demonstrates (yet again) that goals play a critical role in directing the behavior of human beings. Human behavior cannot be explained without recourse to a discussion of goals, at some level.

Finally, I have especially enjoyed my work that has focused on public policy issues. Some of this work has been published (work on the use of survey research for examining deceptive advertising and work on the impact of warning messages, including the unintended consequences of such messages). Other work that I have done in this arena has found dissemination in testimony that has informed the decisions of courts. I enjoy work that focuses on this area because the complexity of the issues make research especially challenging.

5. What directions would you like the field of advertising research to take in the future?

I believe that "advertising" research is increasingly incomplete and irrelevant in a world in which advertising is difficult to separate from other forms of communication, from the larger marketing mix, and from communication that is initiated and directed by consumers. Traditional research on advertising has focused on the "effect" of advertising in a context in which advertising is something that is done *to* the consumer and to which the consumer responds. In a world of technology-facilitated interactive communication, the paradigm for research must change. In this new environment, the consumer is central, and the important questions revolve around what consumers do and how their purposes and goals direct their behavior and their acquisition and use of information.

Traditional research on advertising has also increasingly come to focus less on communication than on individual differences that influence responses to very modest differences in communicative stimuli. Such research is interesting and important, but it is seldom about communication effects that actually exist in markets or other social settings. The paradigm for such research is still to do something *to* the consumer and measure how the consumer responds. Such research may tell us a great deal more about the purposes and goals of the researcher than of the consumer. There is a need for more research that focuses on consumers' goals and purposes, and the ways these influence consumers' use of information in contexts more typical of markets and involving communication more typical of what consumers encounter in markets. Such research is inherently messier and less definitive than traditional laboratory experiments, but it may also tell us more about communication in markets. Such research is also very difficult to do well, and therefore more difficult to publish. For this reason, it is better left to more senior scholars or to junior scholars willing to simultaneously work on multiple projects using different approaches.

Advertising has never been independent of the rest of the marketing mix, but much of the research on advertising has tended to isolate it from the rest of the marketing mix. Such research is useful and important for understanding how advertising works, but there is a genuine need to look at the effects of the entire marketing mix. In a consumer-directed world, it is especially important to understand how consumers integrate information across the marketing mix. This type of research would not focus solely on the interaction of advertising and other types of communication. There is information in price, in product characteristics, in the mode of distribution, and in the interaction of service personnel with the customer. Thus, there is a communication function in these other elements of the marketing mix. Conversely, advertising and other forms of marketing communication may add value to the product or consumer experience apart from just the communication itself. Research on the integration of the marketing mix, from the standpoint of the consumer and the firm, would fill an especially important gap in the literature. Such research is also very complex and difficult to do, however.

Interactive media such as the Internet, interactive television, and mobile telephony introduce new dimensions of communication that have not been the focus of traditional research on advertising. There is reciprocity in interaction that may change the influence of communication and the way consumers use information. While there is a substantial literature on personal selling, which is inherently interactive, it is not yet obvious that the effects of interactivity in a face-to-face context generalize to technology-mediated environments. Although there is a growing body of research on e-commerce and interactive media, it is not yet clear how much of this research will generalize to contexts in which consumers are not also involved in the adoption of new technology. Interactivity and consumer control also introduces new dimensions of word-of-mouth communication, and introduces even greater complexity to the world of the consumer seeking information and the marketer attempting to communicate with that consumer.

The good news for scholars interested in research is that there is much to be done and considerable new ground to plow. However, this new ground is likely to require new research paradigms, new measures, and new theoretical constructs. This is the challenge for the future, but such challenges have always existed. Radio added complexity that did not exist in print media, and television added new dimensions of communication that did not exist with radio. Each new set of challenges has provided the opportunity for a new generation of scholars to make their own marks on the field. I am looking forward to working with this new generation.

GEORGE M. ZINKHAN

University of Georgia

1. What do you consider to be the most uniquely defining characteristics of your approach to advertising research?

My education at the University of Michigan is an early defining characteristic. As I was making a transition from the M.B.A. to the Ph.D. program, Tom Kinnear advised me to spend a lot of time in the library and read some marketing journals. A main point of this exercise was to identify articles and topics that were appealing. Immediately, I was very interested in the articles on advertising, especially those appearing in the *Journal of Advertising* (*JA*) and the *Journal of Advertising Research.* Circa 1979, I was especially interested in the cultural aspects of advertising. To what extent do ads reflect underlying cultural values? In what ways do advertising messages influence human consciousness or shape the boundaries of public discourse? What can we learn by studying ads as cultural artifacts (e.g., across time, across cultures)? Also, I was fascinated by the topic of advertising effectiveness.

Of course, the Michigan Ph.D. program at that time was not focusing much on culture or broad macro issues. Instead, the program offered intense training in quantitative research, especially psychometrics. Many courses were offered under the aegis of the Institute for Social Research (ISR). In retrospect, I see that I obtained a strong background there in social science methods, and this certainly served to shape my early approaches to studying advertising. For instance, many faculty members associated with ISR have a strong affinity for survey research (as opposed to experimental work). I also found that such training in psychometrics provides a good platform for studying the key issue of advertising effectiveness.

In later years (1990 and beyond), eclecticism is a defining characteristic of my approach to advertising. For instance, editors are expected to be reasonably familiar with many different approaches for creating knowledge. In brief, I learned a lot as editor of *JA*, and read manuscripts on every conceivable advertising topic. At the same time, I benefited from my broad training in the social sciences at the University of Michigan. This training provided me with an adaptable structure for trying to understand alternative approaches to knowledge generation.

Looking back over a 25-year career, I see that some of my interests (e.g., in advertising effectiveness) have remained constant. However, the advertising landscape is evolving rapidly. One recent example is the Internet and all of its associated challenges and opportunities. In 2004, there are many more ways for organizations to communicate with customers. At the same time, new methods for measuring ad effectiveness (e.g., an analysis of click-stream data) emerge.

2. What is your view of the current relationship between advertising theory and application?

This is a topic that (deservedly) receives repeated attention in the advertising literature. To what extent do managers and scholars inhabit separate universes? Certainly, there are differences in the ways that the two communities approach advertising. Managers have deadlines and are expected to produce (quarterly or yearly) results. Academics often have a more long-term (or distanced) view of advertising phenomena. At any given point in time, the interaction between the two communities could be improved.

There are several institutions or mechanisms that serve to transmit knowledge between the two communities. First, many students, who are trained at universities, accept jobs in the advertising industry. In this way, new perspectives and new methods are provided to the practice of advertising. Second, authors whose work appears in academic journals attempt to come up with something new and contribute to advertising thought. Of course, academic journals have a limited readership, but it is interesting to me that some advertising agencies subscribe to publications such as *JA*.

Third, textbooks serve to transmit knowledge. In this way, textbook authors read academic literature and synthesize it for a broader (but educated audience). Fourth, consultants serve a role of knowledge transfer. For instance, I find it quite interesting to work with the Federal Trade Commission on advertising problems, and I learn a lot at the same time (e.g., knowledge flows in both directions).

Conferences or organizations such as the American Academy of Advertising can also serve to transmit knowledge. As hinted above, new knowledge is often discovered on the managerial side of the equation. For instance, integrated marketing communications and Web page design are two areas where academics could learn a lot from managerial practice.

In summary, ad theory and ad practice often diverge. The two communities have different priorities and a different culture. Nonetheless, I am optimistic about the opportunities for the two groups to learn from each other.

3. Which advertising academics or practitioners are you either influenced by or do you most respect? Are they the same now as in your formative years?

It is quite a challenge to make such a listing, because so many important people will not be included. Here, I will mention a few key thinkers. In my early years, I was strongly influenced by my fellow students and professors. For example, Frank Andrews (a psychometrician, now deceased) helped me to see the world in a new way. At the same time, my fellow student Jim Leigh had a lot of influence on my early exposure to advertising topics.

In later years, I am indebted to Len Reid, Dean Krugman, and their students. At the University of Georgia, we serve in different colleges, but I always learn so much when I walk down the hill to the School of Journalism and Mass Communication.

4. Which of your writings do you like best and why?

I'm still very interested in the topics of advertising effectiveness (e.g., Zinkhan and Fornell 1985), cultural values (Zinkhan and Shermohamed 1986), and humor (Gelb and Zinkhan 1986). At the same time, the Internet provides a stimulus for renegotiating every power relationship on the planet (Pitt et al. 2002; Watson et al. 2000; Watson et al. 2002; Watson, Zinkhan, and Pitt 2004).

5. What directions would you like the field of advertising research to take in the future?

As mentioned above, advertising will continue to evolve with the times. In the near future, it seems that technology will shape and expand our human experiences (Watson et al. 2002). Consider an organizational Web site. Such a site can literally supply a customer with infinite information. For instance, just as fast as a user takes information off the site, the organization could be expanding that pool of information. At the same time, search engines enable customers to access and organize vast amounts of information—information contributed by the organization, its competitors, and customers. As a result, attention is a scarce resource, and advertisers will increasingly battle to reach consumers with their message. Digital video recorders enable TV viewers to edit out commercials and concentrate on the portion of a broadcast that interests them the most. As a result, the power relationship between "advertiser" and "prospect" has changed completely.

In the near future, knowledge agents (or "knowbots") will play an important role in communication. For instance, users can instruct their knowbots to screen out all incoming commercial messages (emanating from phone calls, TV shows, e-mail messages). However, if users are in the market for a certain product (e.g., a new sports car), they may instruct the knowbot to save such incoming messages and sort them according to specified criteria. In the same way, as users walk around a shopping mall, they can instruct knowbots to be on the lookout for Prada shoes (size 4AA) on special sale.

What communication strategies will advertisers use to appeal to the knowbot? To what extent do we need new communication theories to account for such phenomena?

SUMMARY THOUGHTS

The concept behind this article grew from a desire to obtain a range of perspectives on the field of advertising from those who are arguably among the most esteemed researchers in the area. Advertising is a field that continues to develop both as a practice and as a platform for new or ongoing scholarly endeavor. Our belief was that the views and insights offered by our panel of experts would provide an enlightened view of how the field has evolved, and where it may be heading. Although we were convinced about the ultimate worth of such an undertaking, we were less certain about from whom to acquire these unique perspectives. Fortunately, inquiry to two former presidents of the AAA, that is, Russ Laczniak and Darrel Muehling, provided valuable direction regarding who might be included among our collection of advertising authorities. Both Russ and Darrel proposed that we seek opinions about the current state of advertising from the set of individuals who had received the AAA's Outstanding Contribution to Research Award. We concurred with their suggestion, and believe that those recipients—because of their recognition by fellow scholars within the advertising education community—represent an appropriate and knowledgeable panel from which to obtain the range of perspectives regarding the advertising field that we desired.

To accomplish our goal, we relied on an organizing framework (consisting of the six questions previously noted at the beginning of this paper) that was capable of generating thoughtful and provocative viewpoints. We were fortunate that 13 of the 14 individuals among our identified set of experts whom we contacted agreed to participate in this exercise. Each of the 13 scholars independently provided their own responses to the six questions, and with few exceptions, their verbatim answers appear in the preceding pages. The result of our effort is a compilation of selected viewpoints rendered by those in a unique position to comment on a number of issues pertaining to advertising and advertising research.

What follows next in this section is but a glimpse into the thoughts and perspectives that were offered by the individuals participating in this endeavor. It bears noting that we make no attempt to summarize and condense completely the rich cornucopia of opinion that was the result of our inquiry. Rather, we prefer that readers determine for themselves any unique interpretations that are derivable from these narratives. Still, based on close inspection of the respondents' answers to our six probing questions, we believe that certain themes emerged from the participants' retorts that were discernable and worthy of comment. We posit these themes as an interesting backdrop for the wide variety of responses that we received from our panelists.

Theme 1: Diversity of Opinion

Despite the fact that all of our respondents shared the common characteristic of being recipients of the AAA award, there were nevertheless significant instances of diversity in perspectives that ultimately suggest that a range of opinion on key issues exists among advertising scholars in general. While other instances of diversity in opinion do exist, it was especially pronounced regarding the interface (or lack thereof) between advertising practice and theory. A prime example of such a variety in opinions was found in the answers we obtained to Question 2, that is, "What is your view of the current relationship between advertising theory and application?" Specifically, some respondents were adamant that advertising theory and concomitant research were valuable entities in and of themselves, that is, theory and advertising research can and should exist separately from practical applications. Yet there were also beliefs expressed that advertising research should always have a practical side, that is, advertising researchers should focus on solving important questions that lead to resolving managerially based problems. We conclude from this dualism of perspective among our panelists that their diverse opinions on this topic simply reflect the ongoing debate regarding the theory versus practice interface that has characterized past, current, and undoubtedly, future thinking on the topic across the advertising community as a whole.

Theme 2: Communality

While a diversity of viewpoints was uncovered among our participants' comments, commonality of opinion was also found in certain shared perspectives that were voiced. For example, when our group supplied answers to Question 3—"Which advertising academics or practitioners are you either influenced by or do you most respect? Are they the same now as in your formative years?"—several panelists cited the same people as key individuals who had impacted their research paths and/or career development significantly. For example, central figures who were noted multiple times include Arnold Barban, S. Watson Dunn, Herb Krugman, Vince Norris, Kim Rotzoll, Charles Sandage, and Bill Wells. We believe it is also noteworthy that others who were mentioned are among our own panel of advertising experts, such as Dean Krugman, John Leckenby, Jim Leigh, Ivan Preston, Len Reid, Barbara Stern, and George Zinkhan (although we do not mean to imply that these individuals cited themselves as significantly impacting their own research paths!). We think the occurrence of these individuals as notable influencers for other respondents in our sample is simply further validation of the appropriateness of our respondent base as respected commentators on the field of advertising.

Theme 3: Evolving Personal Perspectives on Advertising Research

A third theme that emerged among the responses from our panelists is the observation that their advertising research streams are continually evolving, as is their approach to the research process itself. That is, topics of interest may be or have been changing for some of our panelists over the years, as have the approaches and methods that are used to study advertising-related research questions. Interestingly enough, however, none of the respondents noted a propensity to follow "hot topics" in the field, that is, as a rationale for switching and/or adding to their own research streams. Rather, we found that the respondents appeared to actively seek and focus on those questions that held particular interest for them personally, and they advocated such an approach for others. As implied in the first theme described previously, these areas of interest are widely varied in scope, ranging from theoretical to applied studies, and from "pure" advertising issues to those topics that might be termed "advertising-affiliated." The common denominator among them all is the notion that the topic one pursues should be intriguing and the method/approach one employs should, above all, be appropriate.

It is impossible to adequately bring attention to the breadth and detail of the observations offered by our panel of experts regarding advertising research and enterprise, or their perceived place in its evolvement. Nevertheless, we hope that by perusing these pages, readers may discover lessons and insights to guide their approaches to the study of advertising, and perhaps gain a perspective regarding the past, present, and future of advertising research. In sum, in this paper we have attempted to provide a key informant–based perspective on the field of advertising. It is possible that the answers to the six questions and the resultant themes that were uncovered may have differed had we used other respondents. Given the number of our panelists and their prominence and continuous research activity, it would be difficult to believe significant differences would occur. Regardless, we hope that by prompting and providing the panelists' responses to our inquiries, other advertising scholars may gain valuable insights on issues worthy of additional study, as well as on how to fashion their own research endeavors.

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