

## Recent Research

The Media Research Lab is an academic research unit designed to conduct innovative social science research exploring **strategic**, **social**, and **technological** issues involving the mass media. Faculty and staff from The University of Texas at Austin, as well as numerous colleagues from other institutions, investigate both theoretical and applied media problems, with recent projects exploring:

### ☆ Strategy

Daugherty, Terry, Harsha Gangadharbatla and Matthew S. Eastin. (in press). Impact of Internet Self-Efficacy on e-Service Brands. In *Contemporary Research in eBranding*, Subir Bandyopadhyay (ed.), Idea Group Inc.

Choi, Sejung Marina and Wei-Na Lee. (in press). The Impact of Direct-to-Consumer (DTC) Pharmaceutical Advertising on Patient-Doctor Interactions: Adding the Web to the Mix, *Journal of Advertising*, 36 (3), 291-304.

John Dimmick, Osei Appiah and Matthew S. Eastin. (forthcoming). Media Competition for National Advertising in the Era of Newer Media, 1997-2006, working paper to be presented at the 2008 *American Marketing Association Winter Educators' Conference*, Austin, TX, February 15 – 18.

Daugherty, Terry, Harsha Gangadharbatla, Yeo Jung Kim and Kelty Logan. (2007). Assessing the Value of Product Placement from the Consumer's Perspective, working paper presented at the *American Academy of Advertising Conference*, Burlington, VT, April 12 – 15.

Gangadharbatla, Harsha. (2007). Active Versus Passive Gamers: A Comparison Of Recall, Attitudes And Purchase Intentions Of Brands Placed in Video Games, working paper presented at the *American Academy of Advertising Conference*, Burlington, VT, April 12 – 15.

Daugherty, Terry, Hairong Li and Frank Biocca. (2007). Consumer Learning and the Effects of Virtual Experience Relative to Indirect and Direct Product Experience, working paper currently under review at *Psychology & Marketing*.

de Gregorio, Federico and Yongjun Sung. (2007). The Influence of Consumer Socialization Variables on Attitude toward Product Placement, working paper currently under review at the *Journal of Advertising*.

Daugherty, Terry, Shu Chuan Chu, Keltly Logan, Szu-Chi Huang and Mike Craig. (2007). *Understanding Consumer Perceptions of Advertising: A Theoretical Framework of Attitude and Confidence*, working paper to be submitted to the 2008 *American Academy of Advertising Conference*, San Mateo, CA, March 27 – 30<sup>th</sup>.

Love, Brad. (2007). *News Media, Individual-Level Traits, and Behavior Change in Fear Appeal Research*. Unpublished doctoral dissertation, Michigan State University, MI.

Gangadharbatla, Harsha. (2006). *Alternative Media Strategies: Measuring Product Placement Effectiveness in Video Games*. Unpublished doctoral dissertation, University of Texas, Austin.

Kim, Kihan. (2006). *Managing Corporate Brand Image Through Sports Sponsorship: Impacts of Sponsorship on Building Consumer Perceptions of Corporate Ability and Social Responsibility*. Unpublished doctoral dissertation, University of Texas, Austin.

Daugherty, Terry, Matthew S. Eastin and Harsha Gangadharbatla. (2005). *eCRM: Understanding Internet Confidence and the Implications on Customer Relationship Management*. *Advances in Electronic Marketing*. Irvine Clarke and Theresa B. Flaherty (eds.), Idea Group Publishing.

Daugherty, Terry, Hairong Li and Frank Biocca. (2005). *Experiential Ecommerce: A Summary of Research Investigating the Impact of Virtual Experience on Consumer Learning*. *Online Consumer Psychology: Understanding and Influencing Consumer Behavior in the Virtual World*, Curt Haugtvedt, Karen Machleit and Richard Yalch (eds.), Lawrence Erlbaum Associates.

Daugherty, Terry, Harsha Gangadharbatla and Kihan Kim. (2005). *Polychronic Media Consumption: Exploring Attitudes Toward Simultaneous Media Use*, working paper presented at the *American Academy of Advertising Conference*, Houston, TX, March 31 – April 3.

Daugherty, Terry and Harsha Gangadharbatla. (2005). *A Comparison of Consumers' Responses to Traditional Advertising and Product Placement Strategies: Implications for Advertisers*, working paper presented at the *American Marketing Association Winter Educators' Conference*, San Antonio, TX, February 11 – 14.

## ☆ Society

Kahlor, LeeAnn. (in press). *An Augmented Risk Information Seeking Model: The Case of Global Warming*. *Media Psychology*.

McMillan, Sally and Wendy Macias. (forthcoming). *My Granny Googles Better than Yours: Factors Influencing Differences in How Older Americans Use the Internet for Health Communication and Information*, working paper to be presented at the 2007 *Association of Internet Researchers Conference*, Vancouver, Canada, October 17 – 20.

Kim, Yeo Jung and Wei-Na Lee. (2007). Ethnicity, Philanthropy and Communication Appeals: A Cross-Cultural Study Comparing Anglo and Asian Americans, in Kim Sheehan (Ed.), *Proceedings of the 2007 Conference of the American Academy of Advertising*.

Kim, Yeo Jung and Wei-Na Lee. (2007). Consumer Responses to Cause-Related Marketing: The Effects of Donation Size Claim Objectivity and Corporate Social Responsibility,” in Kim Sheehan (Ed.). *Proceedings of the 2007 Conference of the American Academy of Advertising*.

de Gregorio, Federico and Yongjun Sung. (2007). Non-Student Consumer Attitudes towards Product Placement: Implications for Public Policy and Advertisers, working paper currently under review at the *International Journal of Advertising*.

Kahlor, LeeAnn. (2007). Television Viewing and Rape Myth Acceptance. Department of Advertising, The University of Texas at Austin. Working paper.

Kahlor, LeeAnn. (2007). A Model for Health Risk Information Seeking. Department of Advertising, The University of Texas at Austin. Working paper.

Kahlor, LeeAnn and Sonny Rosenthal. (2007). Predicting Knowledge Complexity: The Case of Global Warming. Department of Advertising, The University of Texas at Austin. Working paper.

Mackert, M., A. Garcia and P. Whitten. (2007). Evaluating Online Health Interventions for Low Health Literate Audiences, working paper to be submitted to *Health Education Research*.

Mackert, M. and D. Stanforth. (2007). Social Undermining of Healthy Eating and Exercise Behaviors, working paper to be submitted to the *Journal of Health Communication*.

Eastin, Matthew S. and Terry Daugherty. (2005). Past, Current, and Future Trends in Mass Communication. *Marketing Communication: Emerging Trends and Developments*, Allan Kimmel (ed.), Oxford University Press.

Lee, Wei-Na and Sejung Marina Choi (2005). The Role of Horizontal and Vertical Individualism and Collectivism in Online Consumers' Response toward Persuasive Communication on the Web. *Journal of Computer-Mediated Communication*, 11(1), <http://jcmc.indiana.edu/vol11/issue1/wnlee.html>.

## ☆ Technology

Jeandrain, Anne-Cécile and Terry Daugherty. (in press). Presence and Marketing: An obvious collaboration? State of the art and future research. In *Handbook of Presence*

*Research*, Frank Biocca, Jonathan Freeman, and Wijnand Ijsselsteijn (eds.), Omnipress.

Daugherty, Terry. (forthcoming). Individual Differences: Measuring the Impact of Need for Cognition on Virtual Product Experiences. *International Journal of Internet Marketing and Advertising*, 4(4).

Eastin, Matthew S., Terry Daugherty, Galit Marmor-Lavie, Sonny Rosenthal. (forthcoming). Consumer Control and the Psychology of DVR Use, working paper to be presented at the 2008 American Marketing Association Winter Educators' Conference, Austin, TX, February 15 – 18.

Bright, Laura, Terry Daugherty and Matthew S. Eastin. (forthcoming). Attitudes Toward User-Generated Content, working paper to be presented at the 2008 American Marketing Association Winter Educators' Conference, Austin, TX, February 15 – 18.

Eastin, Matthew S., Carroll Glynn and Robert Griffiths (2007). Communication Technology and the Organization: A Psychological Inquiry on Use, *CyberPsychology & Behavior*, 10(3), 436-443.

Lee, Wei-Na and Sejung Marina Choi. (2007). Classifying Web Users: A Cultural Value Based Approach, in Kirk St. Amant (Ed.), *Linguistic and Cultural Online Communication Issues in the Global Age*, Idea Group Inc.

Daugherty, Terry, Matthew S. Eastin, and Laura Bright. (2007). Exploring Consumer Motivations for Creating User-Generated Content, working paper currently under review at the *Journal of Interactive Advertising*.

Daugherty, Terry, Wei-Na Lee, Harsha Gangadharbatla, Kihan Kim and Southaly Outhavong. (2005). Organizational Virtual Communities: Exploring Motivations Behind Online Panel Participation. *Journal of Computer-Mediated Communication*, 10(4), <http://jcmc.indiana.edu/>.

Kihan, Kim and Terry Daugherty. (2005). Effects of 3-D Visualization on Persuasion in Online Shopping Sites: A Moderating Role of Product Knowledge. *Advances in Consumer Research: Asian-Pacific*, 6, Young-Won Ha and Youjae Yi (eds.), 371-377.

Phillips, Barbara and Lee, Wei-Na (2005). Interactive Animation: Exploring Spokes-Characters on the Internet. *Journal of Current Issues and Research in Advertising*, 27(1), 1-17.

## Contact Information

For more information on the Lab visit <http://mediaresearch.communication.utexas.edu> or contact either of the Co-Directors.

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