

CALL FOR PAPERS

SPECIAL ISSUE: Digital Advertising and Consumer Empowerment

Cyberpsychology: Journal of Psychosocial Research on Cyberspace launches a call for papers to be included in a special issue devoted to **digital advertising and consumer empowerment**. The special issue will be published in March 2019 and guest edited by Liselot Hudders (Ghent University), Karolien Poels (University of Antwerp) and Eva van Reijmersdal (University of Amsterdam).



Special Issue Theme: Digital Advertising and Consumer Empowerment

The digital advertising industry is rapidly growing and provides marketers with an excellent opportunity to interact with consumers and build close relationships with them. In addition, the digital advertising tactics may bypass consumer resistance and skepticism by giving the consumer an active role in the advertising process. However, research on digital advertising lags behind. The special issue aims to provide a more in-depth insight into how consumers respond to these advertising tactics, which underlying mechanisms can explain these effects and what the boundary conditions are. Papers focusing on the topics detailed below are welcomed for the special issue:

- Effectiveness of digital advertising tactics
- Influencer Marketing
- Advertising involving Virtual and Augmented Reality
- Personalized Advertising and Data Collection Practices
- Banner Blindness
- Media Multitasking and Digital Advertising Effects
- Advertising Literacy in a Digital Environment
- Children's and Youngsters' responses to digital advertising tactics
- Effectiveness of different advertising strategies in digital advertising (e.g., celebrity endorsement, stereotypes, emotional appeals, argument strength, etc.)
- Sponsored eWOM and fake reviews
- Native Advertising
- Advertising Disclosures in a digital environment
- Chatbot advertising
- Ethical reflections concerning digital advertising (e.g., unhealthy food endorsements, endorsements of alcohol and cigarettes, or medicines)

Submission Process and Deadlines

The submission process will follow a two-step process.

First, authors should submit an **extended abstract of 750 words** (research aim, short theoretical framework, method, and brief description of results) in an e-mail attachment with the subject "Special Issue: Digital Advertising and Consumer Empowerment" to Liselot.Hudders@Ugent.be no later than **July 1, 2018**. Additionally, a cover letter should be included with full contact information of all authors, and a short biographical note (up to 75 words) for

the author(s). We welcome original submissions, empirical research and literature reviews. The authors of the accepted abstracts will be notified by July 15, 2018 and they will then be invited to submit a full paper.

Second, authors of accepted abstracts should submit a **full paper**. Full paper submissions should be between 7,000 and 8,000 words (including tables and references). The authors have to follow the Cyberpsychology style guidelines. Please note that the journal requires using APA style, which concerns formatting of references as well as overall structure of the articles. The deadline for manuscript submission is **October 31, 2018**. All papers will be subject to a blind peer review process.

About the Journal

Cyberpsychology: Journal of Psychosocial Research on Cyberspace is a web-based, open-access, peer-reviewed scholarly journal that focuses on social science research about cyberspace. The journal is interdisciplinary, and it publishes works written by scholars of psychology, media studies, sociology, political science, nursing, and other disciplines. The journal is indexed with the Web of Science Social Science Citation Index and Current Contents - Social & Behavioral Sciences (and will receive the first impact factor in the summer 2018), SCOPUS, ERIH PLUS, EBSCO Academic Search Complete, the Directory of Open Access Journals, and the Czech Database of Scientific Journals. For further information, see <http://www.cyberpsychology.eu>

About the Editors of the Special Issue

Liselot Hudders is an assistant professor and post-doctoral fellow of FWO, affiliated to the departments of Communication Sciences and Marketing at Ghent University, Belgium. She leads the Center for Persuasive Communication (CEPEC) in which a team of 25 researchers conduct research on the effectiveness of persuasive communication, both in a profit and nonprofit context. Her research focuses on how children and adults cope with digital advertising and how the new media environment affects advertising processing. In addition, she examines how consumers can be persuaded to make more sustainable choices and how this may affect their well-being. She has published in a wide range of SSCI-ranked journals and is a board member of the European Advertising Association and the persuasive division of NefCa (Netherlands-Flanders Communication Association).

Karolien Poels is a full professor of Strategic Communication at the Department of Communication Studies, University of Antwerp, Belgium. She is a faculty member of the research group MIOS (Media & ICT in Organizations & Society). Starting in the field of advertising research and emotions, her research has developed in wider, mainly ICT areas such as social media, digital games and online advertising. She studies how individuals use and experience ICT and how these insights can be applied for persuasive communication (advertising, health promotion, crisis communication, consumer protection and empowerment). She is the vice-president of NeFCA (Netherlands-Flanders Communication Association: <http://www.nefca.eu/page/home.aspx>), and board member of their Persuasive Communication division.

Eva van Reijmersdal is an associate professor of Persuasive Communication at the Amsterdam School of Communication Research, ASCoR, University of Amsterdam, The Netherlands. Her research focuses on the effects of various forms of embedded advertising, including advergames, influencer marketing, and brand placements. Recently, she received an ASPASIA grant from the Dutch Science Foundation (NWO) for a five-year research project on the impact of disclosing the persuasive nature of embedded advertising on persuasion knowledge and persuasion among adults and children. She has published in a wide range of SSCI-ranked journals, including *Journal of Youth and Adolescents*, *Computers in Human Behavior*, *Journal of Interactive Marketing*, *International Journal of Advertising* and *American Behavioral Scientist*. Van Reijmersdal is an Associate Editor of the *International Journal of Advertising* and former board member of NeFCA's Persuasive Communication Division.