

Notes

CHAPTER I

1. Internet World Stats, Usage and Population Statistics, February 10, 2008, www.internetworldstats.com.

2. Marketing Power, "Dictionary of Marketing Terms," American Marketing Association, http://www.marketingpower.com/mg-dictionary.php?SearchDefinitionsAlso=ON&SearchFor=nonprofit&Searched=1&Term_ID=.

3. Deloitte & Touche, "The State of the Media Democracy: Are You Ready for the Future of Media?" December 3, 2007, <http://www.deloitte.com/dtt/article/0,1002,sid%253D2205%2526cid%253D156096,00.html>.

4. Organization for Economic Cooperation and Development, "Participative Web: User-Created Content," April 12, 2007, <http://www.oecd.org/dataoecd/57/14/38393115.pdf>.

5. Jim Nail, "The 4 Types of Engagement," *iMedia Connection*, October 13, 2006, <http://www.imediaconnection.com/content/11633.asp>.

6. See Nail, "The 4 Types of Engagement."

7. Jimm Lasser, "Brand Democracy," *Speak Up*, May 9, 2006, <http://www.underconsideration.com/speakup/archives/002682.html>.

8. Rick Bruner, "The Decade in Online Advertising, 1994–2004," *DoubleClick*, April 2005, http://www.executivesummary.com/archives/2005/04/the_decade_in_o.php, 3.

9. TNS Media Intelligence, "TNS Media Intelligence Forecasts 4.2% Increase in U.S. Advertising Spending for 2008," January 7, 2008, <http://www.tns-mi.com/news/01072008.htm>.

10. eMarketer, "US Advertising Spending," November 2007, http://images.emarketer.com/Reports/All/Emarketer_2000442.aspx?src=report_head_info_sitesearch.

11. eMarketer, "Strong Growth Still Predicted for Web Ads," January 24, 2008, http://images.emarketer.com/Article.aspx?id=1005850&src=article_head_sitesearch.
12. eMarketer, "Online Advertising Spending Growth to Level Off," February 26, 2007, http://www.emarketer.com/Article.aspx?id=1004600&src=article1_newsltr.
13. Interactive Advertising Bureau, "Ad Unit Guidelines," http://www.iab.net/iab_products_and_industry_services/1421/1443/1452.
14. Enid Burns, "Internet Users Plagued by Banner Blindness," *The ClickZ Network*, June 26, 2006, <http://www.clickz.com/showPage.html?page=3616001>.
15. Marketing Charts, "Online Ad Spending to Reach \$42B by 2011," November 7, 2007, <http://www.marketingcharts.com/television/online-ad-spending-to-reach-42b-by-2011-budget-shift-to-accelerate-2292/emarketer-us-online-advertising-spending-by-format-2006-2011jpg/>.
16. J.L. Miller, "Internet Ad Future Is a Load of Bull," WebProNews, January 10, 2007, <http://www.webpronews.com>.
17. Ibid.
18. Bruner, "The Decade in Online Advertising, 1994–2004."
19. Pew Internet & American Life Project, "Tracking Study," Pew Research Center, December 2006, <http://www.pewinternet.org/trends.asp>.
20. Geoff Ramsey, "3 Hidden Trends in 2008," January 14, 2008, <http://www.emarketer.com/Article.aspx?id=1005817>.
21. eMarketer, "Social Networking Demos Spread Out," March 13, 2007, <http://www.emarketer.com/Article.aspx?id=1004674>.
22. Chris Anderson, *The Long Tail* (New York: Hyperion, 2006).
23. Richard Fielding and Judy Bahary, "Are You Experienced? An Engagement-Based Planning Approach in Print," Worldwide Readership Research Symposium, 2005, <http://www.readershipresearch.org/papers/index.php?pclass%5B%5D=18&action=searchresults>.
24. Big Research, "Simultaneous Media Usage Study," January 18, 2007, <http://www.bigresearch.com/news/big011807.htm>.
25. Magazine Publishers of America, "Engagement: Understanding Consumers' Relationships with Media," 2006, <http://www.magazine.org/engagement>.
26. Ibid.
27. Ibid.
28. Bruner, "The Decade in Online Advertising, 1994–2004," 19.

CHAPTER 2

1. Charlene Li, "Social Technographics," Forrester Research, April 19, 2007, <http://www.forrester.com/Research/Document/Excerpt/0,7211,42057,00.html>.
2. Joel Greenberg, "Coke Comes Clean about Second Life," Tuple vs. Kipple, August 27, 2007, <http://blogs.electricsheepcompany.com/joel/index.php?s=Coke>.

3. Enid Burns, "Marketers Mulling ARF's 'Engagement' Definition," The Click Z Network, April 4, 2006, <http://www.clickz.com/showPage.html?page=3595911>.
4. Frank Rose, "How Madison Avenue is Wasting Millions on a Deserted Second Life," *Wired*, Issue 08-15 (July 24, 2007), http://www.wired.com/techbiz/media/magazine/15-08/ff_sheep.
5. Greenberg, "Coke Comes Clean."
6. Ibid.
7. PR Newswire, "MTV Networks Virtual Laguna Beach Honored with Emmy Gold," January 8, 2008, <http://www.reuters.com/article/pressRelease/idUS13404+09-Jan-2008+PRN20080109>.
8. Greenberg, "Coke Comes Clean."
9. A. McConnon and J. Reena, "Beyond Second Life," *BusinessWeek*, June 11, 2007, http://www.businessweek.com/magazine/content/07_24/b4038417.htm.
10. Paul Gillin, "Spoils of Social Media Go to Those Who Wait," *B to B* 92, no. 17 (2007): 11.

CHAPTER 3

1. Pew Internet & American Life Project, "Tracking Survey," Pew Research Center, http://www.pewinternet.org/trends/Daily_Internet_Activities_8.28.07.htm.
2. A. Lenhart and M. Madden, "Social Networking Websites and Teens: An Overview," Pew Internet & American Life Project, 2007, www.pewinternet.org.
3. Nielsen/NetRatings, "Social Networking Sites Grow 47 Percent," May 11, 2006, http://www.nielsen-netratings.com/pr/pr_060511.pdf.
4. Kristen Nicole, "comScore Report Shows Global Growth of Social Networks," comScore, July 31, 2007, <http://mashable.com/2007/07/31/comscore-social-network-global-growth/>.
5. eMarketer, "January 2008 Social Networking," Industry Stats and Data by eMarketer, www.emarketer.com.
6. Ibid.
7. Catherine Holahan, "Social Networking Goes Niche," *BusinessWeek*, March 14, 2007, http://www.businessweek.com/technology/content/mar2007/tc20070314_884996.htm.
8. comScore, "More Than Half of MySpace Visitors Are Now Age 35 or Older," October 5, 2006, <http://www.comscore.com/press/release.asp?press=1019>.
9. Mark Snider, "iPods Knock Over Beer Mugs," *USA Today*, June 7, 2006, http://www.usatoday.com/tech/news/2006-06-07-ipod-tops-beer_x.htm.
10. Sid Yadav, "Facebook: The Complete Biography," Mashable.com, August 25, 2006, <http://mashable.com/2006/08/25/facebook-profile/>.
11. Fast Company, "Facebook by the Numbers," *Fast Company* 115, May 2007, 79, http://www.fastcompany.com/magazine/115/open_features-hacker-dropout-ceo-facebook-numbers.html.

12. Jay Meattle, "Top 50 Websites," *Compete*, October 30, 2007, <http://blog.compete.com/2007/10/30/top-50-websites-domains-digg-youtube-flickr-facebook/>.
13. David Hallerman, "YouTube's Audience—Not Who You Think," *iMedia Connection*, November 17, 2006, <http://www.imediaconnection.com/content/12474.asp>.
14. David Leonard, "Viral Ads: It's an Epidemic," *Fortune* 154, no. 7 (2006): 61.
15. Holahan, "Social Networking Goes Niche."
16. Joe Plummer and others, *The Online Advertising Playbook* (New Jersey: John Wiley & Sons, 2007).
17. Brad Stone, "MySpace to Discuss Latest Effort to Customize Ads for Members," *New York Times*, September 18, 2007, <http://www.nytimes.com/2007/09/18/technology/18myspace.html>.
18. Fox Interactive Media, *Never Ending Friending*, 2007, <http://www.myspace.com/neverendingfriending>.
19. Pete Snyder, "How Social Networks Are Courting Marketers," *iMedia Connection*, December 7, 2007, <http://www.imediaconnection.com/content/17505.asp>.
20. Malcolm Gladwell, *The Tipping Point* (New York: Back Bay Books, 2002).
21. Marian Salzman, Ira Matathia, and Ann O'Reilly, *Buzz: Harness the Power of Influence and Create Demand* (New Jersey: John Wiley, 2003).
22. Duncan Watts, *Six Degrees* (New York: W.W. Norton & Company, 2004).
23. Fox Interactive Media, *Never Ending Friending*.
24. Snyder, "How Social Networks Are Courting Marketers."
25. Abbey Klaassen, "Niche-Targeted Social Networks Find Audiences," *Advertising Age* 77, no. 45 (2006): 15.
26. Jack Loechner, "Brand Awareness Ads a Better Bet Than Trust on Social Media Sites," *MediaPost*, October 5, 2006, http://publications.mediapost.com/index.cfm?fuseaction=Articles.showArticle&art_aid+49102.
27. Nielsen/NetRatings, "User-Generated Content Drives Half of U.S. Top 10 Fastest Growing Web Brands According to Nielsen/NetRatings," August 10, 2006, http://www.netratings.com/pr/PR_060810.pdf.
28. Nina Lentini, "Who Is That Wearing That Milk Mustache?" *New York Times*, January 4, 2007, <http://www.nytimes.com/2007/01/04/business/media/04adco.html?ref=media>.
29. Andy Semowitz and Shannon Stairhime, "Chrysler, Coke: New Brand Buzz Leaders," *iMedia Connection*, February 8, 2007, <http://www.imediaconnection.com/content/13526.asp>.
30. T.L. Stanley, "Finding New Ways to Bring in the Benjamins," *Advertising Age* 77, no. 42 (October 16, 2006): 3–4.
31. E. Jensen, "'The L Word' Spins Off Its Chart," *New York Times*, December 18, 2006.

32. Witeck-Combs Communications and Harris Interactive, "Gays, Lesbians and Bisexuals Lead in Usage of Online Social Networks," Harris Interactive, January 2, 2007, <http://www.harrisinteractive.com/news/allnewsbydate.asp?NewsID=1136>.
33. Brad Stone, "Social Networking's Next Phase," *New York Times*, March 3, 2007.
34. E. Steel, "Using Social Sites as Dialogue to Engage Consumers, Brands." *Wall Street Journal*, November 8, 2006, B2D.
35. Mark Drosos, "Branded Social Strategy: Easy as 3+3," *iMedia Connection*, January 17, 2008, <http://www.imediaconnection.com/content/18009.asp>.

CHAPTER 4

1. Nick Wilson, "The Problem with Virtual Worlds," *Metaversed*, October 23, 2007, <http://metaversed.com/23-oct-2007/problem-virtual-words>.
2. Matthew Schifrin, "Rocking the Virtual World," *Forbes*, December 24, 2007, <http://www.forbes.com/claytonchristensen/forbes/2007/1224/103.html>.
3. Janet Meiners, "Verizon's Web 2.0 Marketing Campaign," *WebProNews*, November 8, 2007, <http://www.webpronews.com/blogtalk/2007/11/08/verizons-web-2-0-marketing-campaign>.
4. Neil Stephenson, *Snow Crash* (New York: Bantam Spectra, 2000).
5. Robbie Cooper and Tracy Spaight, *Alter Egos: Avatars and their Creators* (London: Chris Boot, 2007).
6. Ketznel Levine, "Alter Egos in a Virtual World," *NPR*, January 10, 2008, <http://www.npr.org/templates/story/story.php?storyId=12263532>.
7. Shira Boss, "Even in a Virtual World, 'Stuff' Matters," *New York Times*, September 9, 2007, <http://www.nytimes.com/2007/09/09/business/yourmoney/09second.html>.
8. Robert Hof, "It's Not All Fun and Games," *BusinessWeek*, May 1, 2006, http://www.businessweek.com/magazine/content/06_18/b3982007.htm.
9. S. Tamer Cavusgil, "On the Internationalization Process of Firms," *European Research* 8, no. 6 (1980): 273–81.
10. Sun Microsystems, "Project Wonderland: Toolkit for Building 3D Virtual Worlds," <https://lg3d-wonderland.dev.java.net/>.
11. Combined Story, "The Virtual Brand Footprint," 2007, http://www.combinedstory.com/combinedstory_whitepaper.pdf.
12. Marketing Week, "Vodafone's Second Life Interactive Island Opens," *Marketing Week*, February 1, 2007, 7.
13. "AvaStar Online Newspaper Launched in 'Second Life,'" *Telephone IP News* 18, no. 1 (2007).
14. Steve Rubel, "Micro Persuader," *Advertising Age* 77, no. 48 (2006): 20.
15. Joel Greenberg, "Coke Comes Clean about Second Life," *Tuple vs. Kipple*, August 24, 2007, <http://blogs.electricsheepcompany.com/joel/?p=47>.

16. Aili McConnon and Reena Jana, "Beyond Second Life," *BusinessWeek*, June 11, 2007, http://www.businessweek.com/magazine/content/07_24/b4038417.htm.
17. Mary Connelly, "Pontiac Seeks Real Sales from Make-Believe Internet World," *Automotive News* 81, no. 6228 (November 6, 2006): 17.
18. Ibid.
19. Jean Halliday, "Pontiac's Not Ready for Prime Time, by Choice," *Automotive News* 82, no. 6285 (December 10, 2007): 32B.
20. Combined Story, "The Virtual Brand Footprint."
21. Bob Tedeschi, "Awaiting Real Sales from Virtual Shoppers," *New York Times*, June 11, 2007, www.nytimes.com/2007/06/11/business/11ecom.html.
22. A. Sudhaman, "The Virtual World of Second Life," *Media*, November 3, 2006, 13.
23. Alex Veiga, "Virtual Designers Busy in Online Worlds," *International Business Times*, February 26, 2007, <http://www.ibtimes.com/articles/20070226/second-life-designers.htm>.
24. Daniel Terdiman, "There.com, MTV Launch Virtual Laguna Beach," CNET News.com, September 20, 2006, http://mp3.com.com/8301-10784_3-6117738-7.html.
25. Mark Wallace, "A Second Life for MTV," *Wired*, February 2007, no. 15.02, <http://www.wired.com/wired/archive/15.02/mtv.html>.
26. PR Newswire, "MTV Networks Virtual Laguna Beach."
27. Richard Siklos, "Not in the Real World Anymore," *New York Times*, September 18, 2006, www.nytimes.com/2006/09/18/business/media/18avatar.html?partner=rssnyt&emc=rss.

CHAPTER 5

1. Debra Aho Williamson, "Kids and Teens: Virtual Worlds Open New Universe," eMarketer, 2007, http://www.emarketer.com/Reports/All/Emarketer_2000437.aspx?src=report_head_info_reports.
2. Matthew Nelson, "Virtual Worlds Aren't Just for Reaching Adults Any More," The Click Z Network, July 5, 2007, <http://www.clickz.com/showPage.html?page=3626340>.
3. Williamson, "Kids and Teens."
4. Mark Glaser, "Virtual Worlds for Kids Entwined with Real World," Media Shift, June 11, 2007, http://www.pbs.org/mediashift/2007/06/your_take_roundupvirtual_world.html.
5. Nelson, "Virtual Worlds Aren't Just for Reaching Adults Any More."
6. Glaser, "Virtual Worlds for Kids."
7. Stephanie Olsen, "Kids' Virtual Worlds Poised for Growth Spurt," CNET News.com, September 24, 2007, http://www.news.com/8301-10784_3-9783551-7.html.

8. Kathryn Montgomery, *Generation Digital: Politics, Commerce, and Childhood in the Age of the Internet* (Cambridge, MA: MIT Press, 2007).

9. Rory Thompson, "Webkinz Slammed for Online Ads Aimed at Kids," *Brandweek*, December 13, 2007, http://www.technologymarketing.com/bw/news/tech/article_display.jsp?vnu_content_id=1003685136.

10. Brooks Barnes, "Web Playgrounds of the Very Young," *New York Times*, December 31, 2007, www.nytimes.com/2007/12/31/business/31virtual.html.

11. Robert Cialdini, *Influence: The Psychology of Persuasion* (New York: Quill, 1993).

12. Daniel McGinn, "Waving Bye to Webkinz?" *Newsweek* 150, no. 24 (December 10, 2007): 18.

13. Emily Bryson York, "The Hottest Thing in Kids Marketing? Imitating Webkinz," *Advertising Age* 78, no. 40 (October 8, 2007): 38.

14. Nelson, "Virtual Worlds Aren't Just for Reaching Adults Any More."

15. Williamson, "Kids and Teens."

16. Nelson, "Virtual Worlds Aren't Just for Reaching Adults Any More."

CHAPTER 6

1. Ed Keller and Jon Berry, *The Influentials* (New York: Free Press, 2003).

2. J.P. French, Jr., and B. Raven, "The Bases of Social Power," in *Group Dynamics*, ed. D. Cartwright and A. Zander (New York: Harper and Row, 1960), 607–23.

3. Andy Hagans, "Andy Hagans' Ultimate Guide to Linkbaiting and SMM!" *Tropical SEO*, February 4, 2007, <http://tropicalseo.com/2007/andy-hagans-ultimate-guide-to-link-baiting-and-social-media-marketing/>.

4. Rohit Bargava, "5 Rules of Social Media Optimization (SMO)," *Influential Marketing Blog*, August 10, 2006, http://rohitbhargava.typepad.com/weblog/2006/08/5_rules_of_soci.html.

CHAPTER 7

1. Gladwell, *The Tipping Point*.

2. Organization for Economic Cooperation and Development, "Participative Web: User-Created Content."

3. Deloitte & Touche, "The State of the Media Democracy."

4. Pete Blackshaw, "The Official CGM Glossary," *The ClickZ Network*, March 6, 2007, <http://www.clickz.com/showPage.html?page=3625153>.

5. Deloitte & Touche, "The State of the Media Democracy."

6. Abbey Klaassen, "Road to Digital Dialogue Filled with Potholes," *Advertising Age*, February 7, 2007, http://adage.com/abstract.php?article_id=114855.

7. American Marketing Association, "Consumers Like Companies That Let Them Create Ads, But Young Adults Still Not Buying It," December 1, 2006, www.marketingpower.com.

8. Louise Story, "Can a Sandwich Be Slandered?" *New York Times*, January 29, 2008, <http://www.nytimes.com/2008/01/29/business/media/29adco.html>.

CHAPTER 8

1. Arnold Brown, "The Consumer Is the Medium," *Futurist* 42, no. 1 (January 2008).
2. Watts, *Six Degrees*.
3. Louise Ainsworth, "Consumer Trust: Word of Mouth Rules," *Brand Strategy* 40 (November 5, 2007).
4. Eric Benderoff, "Stores Rave about Web Reviews: Online Analysis Provides Instant Feedback and Maybe New Customers," *Knight Ridder Tribune Business News*, October 25, 2006, 1.
5. Sam Decker, "Positives about Negative Product Reviews," *iMedia Connection*, January 29, 2007, <http://www.imediainconnection.com/content/13386.asp>.
6. Bryan Eisenberg, "How to Use Customer Reviews to Increase Conversion," *The ClickZ Network*, October 12, 2007, <http://www.clickz.com/showPage.html?page=3627269>.
7. Ibid.
8. Kelly Spors, "How Are We Doing? Small Companies Find It Pays to Ask Customers That Question," *Wall Street Journal*, November 13, 2006, R9.
9. Alex Burmaster, "Consumers Trust Others' Opinions More Than Ads," *New Media Age* 10 (December 6, 2007).
10. Todd Wasserman, "Online Reviews Get Kudos from Petco, Comp USA," *Brandweek*, March 13, 2006, 9.
11. Eisenberg, "How to Use Customer Reviews."
12. J.H. Huang and Y.F. Chen, "Herding in Online Product Choice," *Psychology & Marketing* 23, no. 5 (2006): 413–28.
13. Business Wire, "Leading Retail Analyst Shows Retailers Can Gain Market Share through Consumer-Generated Product Ratings and Reviews," August 15, 2006.
14. Bob Tedeschi, "Help for the Merchant in Navigating a Sea of Shopper Opinions," *New York Times*, September 4, 2006, www.nytimes.com/2006/09/04/technology/04ecom.html.
15. Business Wire, "Leading Retail Analyst Shows Retailers Can Gain Market Share."
16. Decker, "Positives about Negative Product Reviews."
17. Jason Anders, "Online: The Clout of the Online Critic," *Wall Street Journal*, June 2, 1999, B-1.
18. Brown, "The Consumer Is the Medium."

CHAPTER 9

1. Lewis Carroll, *Alice's Adventures in Wonderland* (London: McMillan & Company, 1865).
2. Unfiction, "Glossary," www.unfiction.com/glossary.
3. Jim Hanas, "Games People Play," *Creativity* 14, no. 1 (2006): 14.

4. Daniel Terdiman, "I Love Bees Game a Surprise Hit," *Wired*, October 18, 2004, <http://www.wired.com/culture/lifestyle/news/2004/10/65365>.
5. Henry Jenkins, *Convergence Culture* (New York: NYU Press, 2006).
6. Henry Jenkins, "How Transmedia Storytelling Begat Transmedia Planning," *Confessions of an Aca-Fan*, December 11, 2006, http://www.henryjenkins.org/2006/12/how_transmedia_storytelling_be_1.html.
7. Grant McCracken, "Transmedia: Branding's Next New Thing?" *This Blog Sits at the Intersection of Anthropology and Economics*. December 7, 2005, http://www.cultureby.com/trilogy/2005/12/transmedia_bran.html.
8. David Kiley, "Advertising Of, By, and For the People," *BusinessWeek Online*, July 25, 2005, http://www.businessweek.com/magazine/content/05_30/b3944097.htm.
9. Hanas, "Games People Play."
10. Kiley, "Advertising Of, By, and For the People."
11. A. Bourdeau, "Alternate Reality Games Suck Consumers into Your Brand's World," *Strategy*, February 2007, 32.
12. Paul Tyrrell, "Treasure Hunt Is the Clue to a New Marketing Tool," *Financial Times*, February 21, 2006, http://us.ft.com/ftgateway/superpage.ft?news_id=fto022120061405218098.
13. Teressa Iezzi, "Marketers Tapping into the Magic of an Alternate Reality," *Advertising Age* 76, no. 47 (November 21, 2005): 15.
14. Brand Strategy, "Case Study—Xbox: Cyberspace Invaders," *Brand Strategy*, December 5, 2005, 28–29.
15. Christy Dena, "ARG Stats," *Universe Creator and Transmodiologist*, <http://www.christydena.com/online-essays/arg-stats/>.
16. *Ibid.*
17. Jon Zahlaway, "Nine Inch Nails' 'Year Zero' Plot Hits the Web," *LiveDaily*, February 22, 2007, <http://www.livedaily.com/news/11570.html?t=102>.
18. *Ibid.*
19. Frank Rose, "Secret Websites, Coded Messages: The New World of Immersive Games," *Wired*, December 20, 2007, http://www.wired.com/entertainment/music/magazine/16-01/ff_args.
20. Muhammed Saleem, "Alternate Reality Games: What Makes or Breaks Them? *Read, Write, Web*, December 26, 2007, http://www.readwriteweb.com/archives/alternate_reality_games_viral_marketing.php.

CHAPTER 10

1. Interactive Advertising Bureau, *Marketer & Agency Guide to Online Game Advertising*, 2007, http://www.iab.net/iab_products_and_industry_services/1421/1488/1506.
2. David George-Cosh, "Multiple Platforms Are 'Holy Grail' of Gaming," *Financial Post*, January 21, 2008, <http://www.financialpost.com/story.html?id=251854>.

3. Paul Verna, "Video Game Advertising: Getting to the Next Level," *eMarketer*, 2007, http://www.emarketer.com/Reports/All/Emarketer_2000386.aspx?src=report_head_info_site earch.

4. Jack Loechner, "Advergaming," Research Brief, Center for Media Research, *Media Post*, October 24, 2007, http://blogs.mediapost.com/research_brief/?p=1550.

5. Louise Story, "Toyota's Latest Commercial Is Not on TV. Try the Xbox Console," *New York Times*, October 8, 2007, <http://www.nytimes.com/2007/10/08/business/media/08adcol.html?ex=1349755200&en=2f68967c646a8dbd&ei=5088&partner=rssnyt&emc=rss>.

6. Julie Shumaker, "In-Game Branding: Get in While It's Hot," *iMedia Connection*, March 29, 2007, <http://www.imediaconnection.com/content/14213.asp>.

7. Interactive Advertising Bureau, *Game Advertising Platform Status Report*, October 2007, http://www.iab.net/iab_products_and_industry_services/1421/1488/1506.

8. James Belcher, "Your Mother Plays Video Games," *eMarketer*, September 29, 2006, <http://www.emarketer.com/Article.aspx?id=1004176>.

9. Interactive Advertising Bureau, Marketer & Agency Guide to Online Game Advertising.

10. Justin Ehly, "What Do Casual Games and Pharmaceuticals Have in Common?" *Media Post*, January 22, 2008, http://blogs.mediapost.com/video_insider/?p=147.

11. Interactive Advertising Bureau, Marketer & Agency Guide to Online Game Advertising.

12. Verna, "Video Game Advertising."

13. Loechner, "Advergaming."

14. Zachary Glass, "The Effectiveness of Product Placement in Video Games," *Journal of Interactive Advertising* 8, no. 1 (2007), <http://jiad.org/vol8/no1/glass/index.htm>.

15. George-Cosh, "Multiple Platforms Are 'Holy Grail' of Gaming."

16. Josh Larson, "6 Steps to Market Your Brand in Games," *iMedia Connection*. September 6, 2006, <http://www.imediaconnection.com/content/11086.asp>.

17. Grant McCracken, "Who Is the Celebrity Endorser? Cultural Foundations of the Endorsement Process," *Journal of Consumer Research* 16, no. 3 (1989): 310–21.

18. Judith Garretson and Ronald W. Niedrich, "Spokes-Characters: Creating Character Trust and Positive Brand Attitudes," *Journal of Advertising* 33 (Summer 2004): 25–36.

19. Glass, "The Effectiveness of Product Placement in Video Games."

20. George-Cosh, "Multiple Platforms Are 'Holy Grail' of Gaming."

21. Jennifer Escalas, "Imagine Yourself in the Product: Mental Simulation, Narrative Transportation, and Persuasion," *Journal of Advertising* 33, no. 2 (2004): 37–48.

22. Joseph Jaffe, "Advergaming Equals Attention," *iMedia Connection*, May 5, 2003, <http://www.imediaconnection.com/printpage/printpage.aspx?id=1060>.

23. Dawn Anfuso, "Why You Need to Get in the Game," *iMedia Connection*, July 12, 2007, <http://www.imediaconnection.com/content/15741.asp>.
24. Yuanzhe Cai, "Electronic Gaming in the Digital Household: Game Advertising," Parks Associates Industry Report, June 2007, <http://www.parksassociates.com/research/reports/tocs/2007/gaming-advertising.htm>.
25. Michelle Nelson, "Recall of Brand Placements in Computer/Video Games," *Journal of Advertising Research* 42 (March/April 2002): 80–92.
26. Moonhee Yang and others, "The Effectiveness of In-Game Advertising," *Journal of Advertising* 25, no. 4 (Winter 2006): 143–52.
27. Isabella M. Chaney, Ku-Ho Lin, and James Chaney, "The Effect of Billboards within the Gaming Environment," *Journal of Interactive Advertising* 5, no. 1 (2004), <http://www.jiad.org/vol5/no1/chaney/>.
28. Dan Grigorovici and Corina Constantin, "Experiencing Interactive Advertising Beyond Rich Media: Impacts on AdType and Presence on Brand Effectiveness in 3D Gaming Immersive Virtual Environments," *Journal of Interactive Media* 5, no. 1 (2004): 31–53.
29. Gavin O'Malley, "Casual Games Are Red Hot: Lifetime Adds New Series," *Media Post*, July 23, 2007, http://publications.mediapost.com/index.cfm?fuseaction=Articles.showArticleHomePage&art_aid=64395.
30. Ed Bartlett, "Your Go-To Guide for In-Game Advertising," *iMedia Connection*, June 19, 2007, <http://www.imediaconnection.com/content/15403.asp>.
31. Loechner, "Advergaming."
32. Cristel Russel, "Toward a Framework of Product Placement," in *Advances in Consumer Research* 25, ed. J.W. Alba and J.W. Hutchinson (Association for Consumer Research, 1998).
33. Jaffe, "Advergaming Equals Attention."
34. Story, "Toyota's Latest Commercial Is Not on TV."
35. Zachary Rodgers, "Forecast: Game-Based Advertising to Hit \$2 Billion by 2012," *The ClickZ Network*, June 29, 2007, <http://www.clickz.com/showPage.html?page=3626301>.
36. Fran Kennish, "In-Game Advertising Dos and Don'ts," *iMedia Connection*, March 3, 2006, <http://www.imediaconnection.com/content/8489.asp>.
37. Jodi Harris, "Get Serious about In-Game Marketing," *iMedia Connection*, May 22, 2007, <http://www.imediaconnection.com/content/14973.asp>.

CHAPTER 11

1. Katie Delahaye Paine, "How to Measure Social Media Relations," Institute for Public Relations, April 2007, www.instituteforpr.org.
2. Oliver Ryan, "Policing the Online 'Buzz,'" *CNNMoney.com*, March 15, 2007, http://money.cnn.com/magazines/fortune/fortune_archive/2007/03/19/8402329/index.htm.

3. Fraser Likely, David Rockland, and Mark Weiner, "Perspectives on the ROI of Media Relations Publicity Efforts," Institute for Public Relations, May 2006, www.instituteforpr.org.

4. Michael Brito, "Measuring Social Media Marketing: It's Easier Than You Think," *Search Engine Journal*, June 30, 2007, <http://www.searchenginejournal.com/measuring-social-media-marketing-its-easier-than-you-think/5397/>.

5. Robert Kozinets, "The Field Behind the Screen: Using Netnography for Marketing Research in Online Communities," *Journal of Marketing Research* 39, no. 1 (2002): 61–72.

6. Robert Kozinets, "E-Tribalized Marketing? The Strategic Implications of Virtual Communities of Consumption," *European Management Journal* 17, no. 3 (1999): 252–64.