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William F. Lewis, University of Dayton, USA

In an astonishingly short period of time, the Internet and mobile commerce have profoundly shaped the way consumers live their lives as well as the way organizations do business with them—and with each other. With these electronic technologies and tools, businesses have remarkable new opportunities to connect with their customers and to build their brands as never before. Consequently, this chapter provides a broad overview of digital media and its effects on marketing and advertising. In doing so, we identify and define the most important digital media and advertising tactics as well as explain how they can be introduced into traditional marketing and advertising programs. The innovations presented here will help the reader understand how digital technology can improve marketing and advertising strategy formulation and execution. With so many online changes and innovations happening daily, this is a challenging—and exciting—time to practice marketing and advertising. As such, it is imperative that organizations have a presence in the Internet spaces that their customers and potential customers are exploring on a daily basis. In essence, organizations need to provide online listening posts for customers so that they can communicate what they think, as well as what they want or don't want.

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Laura F. Bright, Texas Christian University, USA

In today's marketplace, new technology innovations and the changing media environment offer endless opportunities to consumers: seemingly infinite amounts of information via the internet, a plethora of broadcast stations and channels, and higher functionality and control through such technologies as online content aggregators and digital video recorders. These technological changes have redefined the media landscape and thus the role of advertising in new media consumption. As interactive media markets become increasingly segmented, it is vital for advertisers to examine effective techniques for communicating with consumers via such customized and controlled channels. This chapter will examine how media has evolved over the last several decades and the impact Web 2.0 technologies are making within the interactive advertising space.

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Geraldine Ryan, University College Cork, Ireland
Edward Shinnick, University College Cork, Ireland

Changes in technology bring new challenges and opportunities for every industry, and the media industry is no different. Today people use mass media, and in particular the Internet, to participate in discussions and debate, to advertise and sell their products, to collect and store knowledge and to interact with the global community on the information super-highway. Given both the fast pace of innovation in the media industry and consumer demands for ever greater media content regulatory authorities are faced with challenging times. In this chapter, the authors examine how vertical mergers, vertical restraints, regulations, and competition policy are impacting on the European and American media industries. The authors examine how the internationalisation of the industry, increased merger activity, and the move towards cross media ownership, are impacting on market concentration and diversity. The authors conclude that a balance must be struck between encouraging greater capital flows into the industry to help develop innovation, and the need to protect the public's long term interest through ensuring competitive markets.

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Paul R. Messinger, University of Alberta, Canada
Xin Ge, University of Northern British Columbia, Canada

This chapter describes how virtual worlds can be used for advertising and other communications to consumers. To help conceptualize how virtual worlds enable enhanced forms of communications to consumers, the authors introduce a conceptual framework which we call a *hierarchy of engagement* in advertising communications. They argue that virtual worlds facilitate deeper levels of engagement in this hierarchy. The authors then describe, from a practical standpoint, how to manage the traditional elements of advertising campaigns — message, media, timing, intensity, and budget — in the context of virtual worlds to help achieve deeper levels of engagement, which we argue lead to greater brand recall and loyalty. To put these points in context, they begin with a short history of gaming and social computing. To assist with selection of virtual worlds in which to conduct communication campaigns, the authors present a typology of virtual worlds and provide a description of some extant virtual worlds using this typology. The chapter concludes with a description of needed future work to harness virtual worlds for customer engagement.

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The Influence of Immersion on Product Placement Effectiveness: A Synthesis and Review of Product Placement in Traditional and Digital Media 109

Tamara L. Ansons, University of Manitoba, Canada
Fang Wan, University of Manitoba, Canada
Jason P. Leboe, University of Manitoba, Canada

With a focus on the factors that determine the effectiveness of product placements, we compare the use of product placements in traditional and digital media. Despite the enthusiastic use of product placements in both forms of media, research has not provided conclusive results as to the effectiveness of this form of marketing. After reviewing the factors that alter product placement outcomes, we present a conceptual model designed to highlight the processes that we perceive as altering the consequences of product placements. We presume that whether or not a product placement results in positive consequences for an embedded brand depends on a combination of influences that stem primarily from the degree of a consumer's immersion within the media experience. The highly stimulating and self-directed nature of digital media is predicted to produce profitable consequences for embedded brands, making it a prosperous venue for marketers to utilize to feature their brands.

Chapter 6

Evolving Media Metrics from Assumed Attention to Earned Engagement 125

Martha G. Russell, Stanford University, USA.

This chapter stems from recent discussions with academic, advertising and network researchers. In this review, four types of issues relevant to new agendas for advertising research are highlighted: the legacy of metrics based on the interrupted narrative model of advertising and assumed attention; real advertising campaigns as a source of innovations in developing new metrics for earned engagement; the interdisciplinary theoretical foundations for studying engagement and persuasion in advertising; and the need for advertisers, media developers and academicians to collaborate and expedite the creation of metrics to rationalize the monetization of new media used for advertising. Measuring engagement and persuasion in the current media ecology requires metrics that consider simultaneous media exposure and continuous partial attention in the context of a participatory culture and multifaceted objectives for advertising campaigns.

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Consumer Generated Content: Applications and Impact

Chapter 7

Expectancy-Value: Identifying Relationships Associated with Consuming User-Generated Content 146

Terry Daugherty, The University of Akron, USA
Matthew S. Eastin, The University of Texas at Austin, USA
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Consumers today have more control over media consumption than ever before, with interactive media helping to transform the industry away from a traditional publisher-centric focus towards a new dynamic user-centric model. Examples of prominent Web 2.0 media environments that support the creation, distribution and consumption of user-generated content (UGC) include YouTube, MySpace, Facebook, Wikipedia, StupidVideos, Flickr, Blogger, and personal Web pages, among others. In addition, recent media research involving Social Cognitive Theory has emerged to offer explanatory power for Internet use and could provide a better understanding of the UGC phenomenon. Therefore, a theoretical model grounded in Social Cognitive Theory was tested examining the relationships between media experience, desirability of control, attitude and the consumption of UGC. A survey was administered to an opt-in online panel (N=325) recruited for Web-based research with the findings confirming the hypothesized model.

Chapter 8
Race-Specific Advertising on Commercial Websites: Effects of Ethnically Ambiguous Computer Generated Characters in a Digital World 161
Osei Appiah, The Ohio State University, USA
Troy Elias, University of Florida, USA

Avatars and anthropomorphic characters by marketers are becoming more commonplace on commercial web sites. Moreover, a trend among marketers is to use ethnically ambiguous models in advertising to appeal to specific consumer segments. This study helps our understanding of not only how best to segment and appeal to racially diverse consumers but how people interact with virtual human agents in relationship to the literature on audience response to real humans. It was predicted that Blacks would respond more positively to a Black agent, than they would to either a White agent or an ethnically ambiguous agent. It was also expected that Whites would show no difference in their response based on the race of the computer agent. The findings demonstrate that Blacks had more positive attitudes toward a computer agent, had more positive attitudes toward a web site and recalled more product information from a site when the site featured a Black agent vis-à-vis a White agent. Whites showed no significant response difference concerning the agent, the brand or the site based on the racial composition of the computer agents. Interestingly, the ethnically ambiguous character was overall just as effective in persuading both White and Black browsers as were the same-race agents.

Chapter 9
Social Impact of Digital Media and Advertising: A Look at Consumer Control 180
Gregory O'Toole, Pennsylvania State University, USA

Around the world today we have convenient, fingertip access to continual, informational content. At first the free flow of information seems convenient, empowering, and endlessly beneficial for those world citizens with access to it. This chapter takes a closer look at this relationship in terms of today's consumer and the mediated information they are exposed to and asks the question of whether or not this is necessarily a good thing. The chapter looks at the historical relationship of power and information for guidance in this examination while considering active and inactive audience, corporate and independent media texts, and the possible relationships between Victor Frankl's 'existential void' and mediated messages today.

Chapter 10
Consumer Reviews on Retail Websites: A Marketing and Social Phenomenon................................ 194
Sung-Yeon Park, University of Wisconsin-Madison, USA & Bowling Green State University, USA
Gi Woong Yun, University of Wisconsin-Madison, USA & Bowling Green State University, USA

Consumer reviews on retail websites are now established as a common type of user-generated marketing communication online. To provide a comprehensive and well-defined framework for researchers and marketers who are interested in its implementation and evaluation, a synthetic review of existing studies on the consumer reviews are conducted here. More specifically, the prevalence and popularity of consumer reviews of retail websites, the motivations behind the review activities, and the effects are examined in detail. Three important message characteristics of the reviews - volume, valence, and value - are also identified and discussed. After this assessment of the current status is completed, the focus is shifted to a more existential question about the consumer reviews: Whether the reviews posted by consumers are essentially “commons,” an entity created by members of a wide open community and amendable to exploitation by consumers and marketers alike, or “intellectual properties” of the online retailers who collect and manage them. Subsequently, a view that regards the consumer reviews as social capital is presented, followed by a discussion concerning moderation and reputation systems as quality control mechanisms.

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Electronic Word of Mouth and Consumer Generated Content: From Concept to Application 212
Ye Wang, Missouri School of Journalism, USA
Shelly Rodgers, Missouri School of Journalism, USA

With the Internet, even ordinary Web users can conveniently create and disseminate media content. The notion of User-Generated Content (UGC) or Consumer-Generated Content (CGC) captures the user-as-producer feature, and refers to content that is not generated or published by professionals on the Internet, unlike traditional media. An important type of online advertising that makes use of CGC is eWOM advertising. Defined in terms of situations where consumers refer products or services to other consumers on the Internet, eWOM is closely related to CGC and can be applied to many online forums for UGC and CGC. With this in mind, this chapter seeks to define and categorize eWOM based on different online platforms of CGC, review existing research in eWOM, and, finally, extend the use of eWOM to health promotion by examining characteristics of eWOM in an online breast cancer bulletin board.

Chapter 12
Does *Second Life* Mark the Beginning of a New Era of Online Shopping?
Exploring the Avatar-Based Shopping Experience in Virtual Worlds 232
Jang Ho Moon, The University of Texas at Austin, USA
Yongjun Sung, The University of Texas at Austin, USA
S. Marina Choi, The University of Texas at Austin, USA

In this chapter, the authors explore the unique social dimension of shopping in virtual worlds, namely *Second Life*, by examining the role of avatar-based interactions in determining consumer shopping experience. To this end, an overview of *Second Life,* and other similar virtual worlds, is provided. This chapter then introduces the concept of social presence and offers a conceptual discussion of how avatar-based shopping in virtual environments is distinctive from shopping in other Web environments. Next, the authors present the preliminary findings of our ongoing research study investigating how consumers' interactions with salespersons and peer consumers via avatars influence their shopping experience in *Second Life.* This chapter concludes with a future prospect of virtual worlds and directions for future research.

Chapter 13

Consumer Generated Advertising in Blogs.. 248
Dilip Mutum, University of Warwick, UK
Qing Wang, University of Warwick, UK

Blogs are the newest and potentially most attractive online media available to marketers. This chapter discusses the unique nature of blogs and the growing power of consumer generated content. This raises a number of questions as well as new opportunities. As the authors point out that existing literature on blog marketing only discusses the possible advantages of using blogs as a marketing tool and the addition of blogs into the marketing mix. However, the problem is that these studies totally ignored consumers' perception towards blogs that carry advertisements. The rise of advertising companies that have stepped in to fill the gap between companies and bloggers, are discussed. Some examples of successful blog advertising campaigns are also provided. This chapter also presents a conceptual model that examines the salient factors that are likely to influence consumer attitude towards blogs and towards advertising in blogs, and more specifically on sponsored posts on blogs. It is hoped that this chapter would encourage other researchers to take a look at this unique media which in turn will help shed new light on how blogs are enabling a new model of consumer collaboration and consumer generated advertising.

Chapter 14

Motivations for Social Networking Site Adoption 262
Harsha Gangadharbatla, University of Oregon, USA

Social networking sites (SNSs) are being increasingly used by businesses to add value to companies as well as consumers. Yet, very little is known as to why individuals adopt and use SNS. The current chapter reviews literature on uses and gratification and technology acceptance model (TAM) to propose a framework for SNS adoption. Six main motivational factors are identified from literature and are expected to influence SNS adoption: need to belong, entertainment, communication, information, commercial value, and self-expression. Further, two main barriers to SNS adoption, technology and privacy, are expected to hinder adoption. The proposed theoretical framework is a first step toward understanding SNS adoption and both managerial and theoretical implications are drawn.

Chapter 15

Convergence, Contradiction, and Collaboration: Case Studies on Developing
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Brian Sheehan, Syracuse University, USA
Antony Young, Optimedia, USA

This chapter explores the profound impact of the digital revolution on the advertising business. Specifically, it looks at how advertisers and their agencies are changing the ways they plan media, create advertising ideas, and integrate their campaigns using digital and traditional media. Three key themes are explored: 1) the critical importance of *context*, which challenges advertisers to fundamentally reevaluate the relationship between media placement and messaging; 2) the challenge of *fragmentation* to goals of integration: in the digital scenario, the ability to manage complexity has become a key competitive advantage; 3) the need for a new process to ensure the creative development process is in tune with context and focused on simplicity: this process is called the *contextual creative brief*. A number of case studies are provided of advertising campaigns that have pioneered in these areas. They are: Mitsubishi's "Which Car?" campaign, Lexus' "Mosaic" campaign, Toyota's "Best in Jest" and "Sketchies" campaigns, Ambien CR's "Points of Stress" campaign, and the Simpsons Movie launch campaign.

Section 3
Digital Engagement and New Metrics

Chapter 16
Point of Involvement, Purchase and Consumption: The Delivery of Audience Engagement 300
Neal M. Burns, The University of Texas at Austin, USA

Advertising effectiveness and its measurement has characteristically been a subject of concern and debate and with the availability and access of the Internet and digital technology the issue is still elusive and complex. This chapter provides a review of the measures that were frequently used to determine the audience that was impacted with traditional media resources as well as those media and message processes generally called new or "alternative" - in that they are different than the traditional electronic, print and out-of home that have been used by advertisers and their agencies for more than 100 years. The chapter reviews and discusses which measures are simply cost indices and which are measures of effectiveness. The emphasis reflects the interests of both those working in the field as practitioners as well as those involved in its research and instruction. In a profession in which decisions in the past were built upon cost per thousand (CPT or CPM), cost per point (CPP) and the challenges of ROI and share fight, the metrics for new media must be precisely defined, valid and reliable. Assessing advertising effectiveness is – as has been said – challenging. The need to inform, persuade and sell in a global marketplace with a technological base that incorporates all we have used in the past plus the networks and mobile delivery now available have already served to make this aspect of communication a compelling set of opportunities. Digital media and delivery are revolutionary and their impact will be profound. Ideally, the problems to be solved will bring those doing the research and those in practice closer than they have been in the past. The metrics to be developed and the narratives that will follow will reflect the ways in which we relate to products and services and to each other in the 21st Century.

Chapter 17
Digital Metrics: Getting to the Other 50 Percent 314
Michelle R. Nelson, University of Illinois at Urbana-Champaign, USA
Helen Katz, Starcom Mediavest Group, USA

This chapter, authored by an industry professional and an academic, reviews measures of advertising effectiveness in research and practice from the pre-digital to the digital era. A focus on efficacy and ethics in terms of measurement and consumer privacy issues associated with collecting, monitoring and learning from digital metrics is discussed. Research questions related to persuasion knowledge and digital privacy are posed.

Chapter 18
Virtual Identities from Virtual Environments 335
Melvin Prince, Southern Connecticut State University, USA

The creation of identities in immersive online digital environments has become commonplace in consumer behavior. Consumers frequently enter into socially networked, computer mediated environments (CME's) as *avatars*. A user can design his or her avatar by choosing typologies of facial features, body types and clothing styles. The chapter concerns Avatar analysis as a system for generating and analyzing consumer information of practical value to marketers. Avatar analysis enhances understanding of brand perceptions and meanings, discovers new ways of positioning and differentiating brands, and provides insights for improving the effectiveness of brand communications. Using websites such as Second Life to draw avatars, consumer identity projections are elicited based on consumers' perceptions and interpretations of their own digital figure drawings i.e., virtual social identities of consumers and brands. These identity projections disclose their real and ideal selves, brand-as-a-person, and imagery of a typical brand user.

Chapter 19
The "Digitalisation" of Youth: How Do They Manage and Integrate Digital Technologies? 345
Pedro Quelhas Brito, Universidade do Porto, Portugal

The digitalization of youth signifies their complete immersion, active participation and involvement in the production, consumption and sharing of digital content using various interconnected/interfaced digital devices in their social network interactions. A prerequisite to successful commercial communication with young people is having a good understanding of new media, along with their social and psychological framework. The behaviour, motivation and emotions of youth in general and in relation to digital technologies, especially the meaning attached to mobile phones, the Internet (mainly social network sites) and games (computer-based and portable) should also be addressed if advertisers aim to reach this target group.

Chapter 20
Consumption and Marketing in a 3D Virtual Space: The Second Life Experience............................ 374
Gulnur Tumbat, San Francisco State University, USA
Lisa Bennett, San Francisco State University, USA

Second Life (SL) established itself in 2003 as a virtual world where people can create an alternate life as an avatar. It provides a fertile ground for real-world businesses to market their products to a tech-savvy and brand-conscious group of potential consumers. The aim of this exploratory chapter is to gain an understanding about the SL experience for these consumers and provide examples of some of the marketing practices. The authors conclude that while SL does provide an alternative for businesses for building, maintaining, and extending their real world brand presence, it remains *primarily* as a 3-dimension virtual social space for people to connect and communicate with the like-minded others.

Chapter 21

Teaching Taboo Topics Through Technology 393
Piya Sorcar, Stanford University, USA
Clifford Nass, Stanford University, USA

Solving the problem of how to provide effective health education on diseases subject to social taboos is an immediate need. The social stigma of HIV/AIDS is particularly prominent in the developing world, where 95 percent of all HIV-infected persons live. Millions of people risk death from HIV/AIDS while cultures and laws resist change. New approaches must be created to provide education despite whatever social, structural, cultural, and legal barriers exist. Fortunately, the emergence of new media and information and communication technologies (ICT) has provided new ways to help bypass social taboos and provide effective education. This chapter discusses these challenges and presents criteria for evaluating the efficacy of educational campaigns aimed at promoting awareness relating to taboo topics using a specially designed HIV/AIDS curriculum—*Interactive Teaching AIDS*—as an exemplar. It incorporates key pedagogical and communication theories and approaches in order to maximize its efficacy. To provide psychological comfort and promote coherent understanding, this ICT-based application couples the presentation of biological aspects of transmission with culturally-familiar euphemisms and metaphors to communicate ideas about prevention measures. Created using a rigorous, iterative, and research-based process, the 20-minute application provides detailed yet accessible culturally-appropriate explanations of all key aspects of HIV/AIDS prevention. For people living in areas that cannot easily access explicit HIV/AIDS materials due to social, cultural or other constraints, the positive results of the authors' study suggest that it is possible to design curricula that are socially-acceptable and accurate, that promote significant gains in learning, retention, and changes in attitudes. Furthermore, these materials can encourage learners to proactively seek more information regarding the taboo topic and share prevention information with others. Educators who are reticent to teach about such subjects due to embarrassment or lack of health expertise can utilize similar approaches to educate students.

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Advertising Tactics in Gaming, Sports and Politics

Chapter 22

Advertising: It's in the Game 437
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Cheryl Campanella-Bracken, Cleveland State University, USA
Michael Buncher, Cleveland State University, USA

The diffusion of digital media technologies since the 1990s has opened many new channels through which advertisers may reach consumers. This chapter examines the manifestations and effects of advertising in video games. Although early video games rarely and purposefully included advertising, its presence in many contemporary game genres (particularly sports and racing titles) is impossible to ignore. In-game advertising has become a more than $60 million dollar industry (Gaudiosi, 2006) and is expected to grow to almost $2 billion by 2010 (Shields, 2006). The present chapter covers the history and types of advertising in video games before shifting to a discussion of research on its effectiveness. The chapter concludes by highlighting the potential of advertising in games, from both applied and research perspectives.

Chapter 23

Online Gaming: Demographics, Motivations, and Information Processing 456
Vincent Cicchirillo, The University of Texas at Austin, USA

Online gaming has become a major part of our culture. In order to understand this new media in our society we must examine the motivations for playing these types of games and how that impacts individuals processing of information. This book chapter sets out to examine those motivations and how motivational processing influences in-game content during game play. More importantly how individuals recognize, process, and evaluate information relative to their motivations for playing an online game. Furthermore, this chapter not only explores the product-related segmentation variables, but also demographic segmentation variables. Thus, taken together variables such as motivations, demographics, and game features allows us to paint a clearer picture of the: who, how, and why of online gaming.

Chapter 24

An Opportunity for In-Game Ad Placement: The History of the Video Game Industry Interpreted Through the Meaning Lifecycle 480
Heather M. Schulz, The University of Texas at Austin, USA
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It is argued here that the potential connections video game advertisers can build with consumers makes this new medium a strong force in the digital media world. A meaning-based model is introduced to explain the fluctuation of meaning over time, which is caused by the individual and social interpretation and integration of signs and symbols. The history of video games will be comprehensively interpreted through this model to explain the active identification going on between consumers and video games.

Chapter 25

Digital Media and Sports Advertising.. 491
John A. Fortunato, Fordham University, USA

Advertising and sponsorship in the area of sports continue to be a prominent way for companies to receive brand exposure to a desired target audience and obtain a brand association with a popular entity. The fundamental advantages of advertising and sponsorship in sports now combine with digital media to provide more extensive and unique opportunities for companies to promote their brands and potentially better connect with their customers. It is clear that digital media do not replace more traditional forms of sports advertising and sponsorship, but rather represent additional vehicles for promotional communication. This chapter begins by providing an explanation of the goals and advantageous characteristics of a sports sponsorship for a company. This review is necessary because developing an agreement with the sports property is required for sponsors to obtain rights to content (footage of that sport), and logos they could use on their product packaging or in their advertisements to better communicate a brand association. The chapter then offers four examples of companies using digital media to execute their sponsorships with sports properties: Sprite and the NBA, Sprint and the NFL, AT&T and the Masters Golf Tournament, and Wise Snack Foods and the Boston Red Sox and New York Mets. A fifth example looks at how sponsors are using another prominent media destination for the sports audience, ESPN. The chapter reveals the endless possibilities of what a sponsorship using digital media can include in the area of sports.

Chapter 26
Performance-Enhancing Media: Virtual Advertising in Sports 507
Jon Mills, University of Alabama, USA

With the billions of dollars at stake in sport enterprises, it is not surprising that advertising permeates every facet of athletic competition as companies attempt to increase awareness of their products to the millions of sports fans around the world who continue to make it a multi-billion dollar industry. Today in sports, it seems that everything can be purchased, even “virtual space.” For advertisers, however, the proliferation of exposure is not indicative of over-saturation, but rather presents a need for innovative ways to reach their target audiences. Like athletes who use intensive workouts and nutritional supplements, advertisers are looking for performance-enhancing broadcast options. Virtual advertising is a relatively new, performance-enhancing technique that can improve a company’s competitive edge. Following an examination of mere exposure theory, this chapter will turn to a discussion of the benefits and opportunities of virtual advertising in sports events, and finally will explore the potential controversies and drawbacks surrounding virtual advertising technology.

Chapter 27
Adonis or Atrocious: Spokesavatars and Source Effects in Immersive Digital Environments 521
Natalie T. Wood, Saint Joseph’s University, USA
Michael R. Solomon, Saint Joseph’s University, USA

A *virtual world* is an online representation of real world people, products, and brands in a computer-mediated environment (CME). Within the next few years CMEs are likely to emerge as the dominant internet interface. In addition to corporate websites, companies will operate virtual stores where customers can browse and interact with assistants. However, due to the newness of the medium advertisers still struggle to figure out the best way to talk to consumers in these environments – or to decide if they should enter them at all. In this chapter, the authors look at the role of avatars (digital spokes characters) as sources of in-world marketing communications. The authors discuss conceptual issues such as how an avatar’s appearance and the ability of the visitor to customize this appearance may influence consumer attitudes and behavior and how conversations with other avatars can serve as a potentially valuable starting point for buzz-building and word of-mouth marketing campaigns. They conclude with some specific suggestions based upon “lessons learned” regarding issues advertisers need to consider when choosing a spokesavatar to communicate with residents of virtual worlds.

Chapter 28
Sounds of Web Advertising 535
Iben B. Jessen, Aalborg University, Denmark
Nicolai J. Graakjaer, Aalborg University, Denmark

Sound seems to be a neglected issue in the study of web ads. Web advertising is predominantly regarded as visual phenomena – commercial messages, as for instance banner ads, that we watch, read, and eventually click on – but only rarely as something we listen to. The present chapter presents an overview of the auditory dimensions in web advertising: What kinds of sounds do we hear in web ads? What are the conditions and functions of sound in web ads? Moreover, the chapter proposes a theoretical framework in order to analyse the communicative functions of sound in web advertising. The main argument is that an understanding of the auditory dimensions in web advertising must include a reflection on the hypertextual settings of the web ad as well as a perspective of how users engage with web content.

Chapter 29
Alternative Online Videos in the 2008 U.S. Presidential Election: Multiple Mix of Media Attributes Approach to Grassroots Mobilization 552
Gooyong Kim, University of California – Los Angeles, USA

This chapter examines a new form of popular political mobilization – online videos. Revising a "mix of attributes approach" to media effects (Eveland, 2003), grassroots participation is included as the Internet's new attribute, which renders a more sociopolitical impact of the medium. Furthermore, to examine its sociopolitical impact, the author suggests a "multiple" mix of attributes approach, which considers extrinsic attributes of audiences' media consumption contexts as well as intrinsic attributes of media configurations. In this regard, the author examines the grassroots participation attribute by interrogating how ordinary people participate in an online public sphere (www.dipdive.com) where they shared and reinforced their support for Obama by producing alternative videos. When it comes to the importance of individuals' critical appropriation of the Internet for political participation, through alternative video production, the potential of transformative human agency by shaping personal narratives toward a better future is realized. In online videos for the Obama campaign, identity politics and the democratization of campaign leadership as extrinsic attributes are enhancing the Internet's network politics for political mobilization. Nevertheless, there is ambivalence of online video's practical impact on society depending on each user's specific motivations and objectives of using it as seen in many cases of destructive, anti-social deployment of the Internet throughout the globe. Therefore, as an educational initiative to implement the multiple mixes of media attributes approach, this chapter concludes by proclaiming that it is a crucial issue for critical pedagogy practitioners to envisage Feenberg's (2002) "radical philosophy of technology" which demands individuals' active intervention in shaping technologies' social applications, as well as its redesign for a more egalitarian purposes. With critical media pedagogy as a premise of the strategic deployment of new media technologies for social change, common people can become leaders of democratic, grassroots political mobilization as well as active, popular pedagogues by producing alternative online videos.

Chapter 30
What a Difference a Download Makes: Political Advertising in the Digital Age 577
Lauren Reichart-Smith, The University of Alabama, USA
Kenny D. Smith, Samford University, USA

The Internet has captured the attention of the media, the government and much of the public. It has changed the way Americans receive information and communicate. With a number of political candidates creating MySpace profiles, YouTube videos and Second Life avatars it appears that the Internet and web 2.0 technologies have been leveraged for political advertising and campaigning. In the early literature the Internet and its role in politics had been purely speculative, with research only making vague guesses as to where the Internet would lead politicians in their political ambitions. The following chapter first outlines a historical perspective of political advertising, then examines contemporary forms and avenues of political advertising.

Chapter 31
Making Personalization Feel More Personal: A Four-Step Cycle for Advancing the User Experience of Personalized Recommenders and Adaptive Systems 604
Shailendra Rao, Stanford University, USA
Jeremy N. Bailenson, Stanford University, USA
Clifford Nass, Stanford University, USA

The gold standard for customer service is catering to each individual's unique needs. This means providing them undivided attention and helping them find what they want as well as what they will like, based on their prior history. An illustrative metaphor of the ideal interpersonal relationship between retailers and consumers is the "sincere handshake," welcoming a familiar face to a familiar place and saying goodbye until next time, best symbolizes an ideal interpersonal relationship between retailers and consumers. In this chapter the authors offer a four-step cycle of this personalization process, which abstracts the key elements of this handshake in order to make it possible in mass digital consumerism. This model offers an ideal framework for drawing out the key lessons learned from the two previous stages of media evolution, *Micro* and *Mass*, as well as from social science and Human Computer Interaction (HCI) to inform the design and further the understanding of the rich capabilities of the current age of Digital Consumerism.

Chapter 32
From Consumers to Producers: Engagement through User-Generated Advertising Contests............ 631
Kelli S. Burns, University of South Florida, USA

If reality television is any indication, people have an interest in being known. For some, creating and possibly starring in some form of user-generated content can be a route to being a reality star. The Internet provides a way for consumers to share their documentaries, antics, music videos, and even commercials with other users. Several marketers have capitalized on this trend by combining the desire of users to create their own content with the time-honored concept of a sweepstakes. The purpose of this chapter is to present a model of consumer engagement that encompasses user-generated advertising content. The model will then be placed into context by discussing specific examples from 15 user-generated advertising contests and making theoretical connections for each of the key contest elements.

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