AM750 major projects (advertising)



1.
Wharton, C. Advertising as culture. (Intellect, 2013).
2.
Pickering, M. Research methods for cultural studies. (Edinburgh University Press, 2008)
3.
Oliver, P. The student's guide to research ethics. (Open University Press, McGraw-Hill Education, 2010).
4.
Bryman, A. Social research methods. (Oxford University Press, 2016).
5.
Ruane, J. M. Introducing social research methods: essentials for getting the edge. (Wiley Blackwell, 2016).
6.
Wardle Developing advertising with qualitative research, vol. 6 (SAGEL 2010)

7.

Okazaki, S. & Mueller, B. Global advertising: insights from multiple markets. vol. 24, no. 5 (Emerald Group Publishing, 2007).

8.

Mitchell, K. M. & Clark, A. M. Five Steps to Writing More Engaging Qualitative Research. International Journal of Qualitative Methods **17**, (2018).

9.

Nair, S. R. Marketing research. (Himalaya Pub. House, 2009).

10.

Cottrell, S. Critical thinking skills: developing effective analysis and argument. (Palgrave Macmillan, 2011).

11.

The Future 100: Trends and change to watch in 2018 | WARC. https://proxy.openathens.net/login?entityID=https%3A%2F%2Fshibboleth.falmouth.ac.uk% 2Fidp%2Fshibboleth&qurl=https://www.warc.com/content/article/warc-research/the_future _100_trends_and_change_to_watch_in_2018/117631.

12.

Looking in through outdoor: a socio-cultural and historical perspective on ... International Journal of Advertising (2015).

13.

250 years of genius: The evolution of Guinness advertising. http://www.thejournal.ie/250-years-of-genius-the-evolution-of-guinness-advertising-382849 -Mar2012/.

14.

MEANING MATTERS. Journal of Advertising (2010).

15.

Diaz, A.-C. GRAB YOUR HEADSET: PRODUCERS PLUNGE INTO VIRTUAL REALITY. 86,.

16.

Cogley, Michael. Virtual reality: Advertising in a world that isn't quite our own. Sunday Independent.

17.

Ben-Ur, J., Mai, E. (Shirley) & Yang, J. Hedonic Consumption in Virtual Reality. Journal of Internet Commerce 14, 406–423 (2015).

18.

Southgate, D., Westoby, N. & Page, G. Creative determinants of viral video viewing. International Journal of Advertising **29**, 349–368 (2010).

19.

Heath, R. & Hyder, P. Measuring the Hidden Power of Emotive Advertising. International Journal of Market Research 47, 467–486 (2005).

20.

Chrzanowska, J. Interviewing groups and individuals in qualitative market research. vol. 2 (SAGE], 2010).

21.

Lawlor, Margaret-Anne1Prothero, Andrea2. Exploring children's understanding of television advertising - beyond the advertiser's perspective. European Journal of Marketing **42**, 1203–1223 (2008).

22.

Montes, C. & Roca, D. El liderazgo femenino en la creatividad publicitaria. Cuadernos.info 113-131 (2016) doi:10.7764/cdi.39.1039.

23.

Moeran, B. Ethnography at work. (Berg, 2006).

24.

Desai, P. Methods beyond interviewing in qualitative market research. vol. 3 (SAGE], 2010).

25.

Jayasinghe, L. & Ritson, M. Everyday Advertising Context: An Ethnography of Advertising Response in the Family Living Room. Journal of Consumer Research 40, 104–121 (2013).

26.

Fowler, K. & Thomas, V. A content analysis of male roles in television advertising: Do traditional roles still hold? Journal of Marketing Communications **21**, 356–371 (2015).

27.

Segev, S., Fernandes, J. & Hong, C. Is Your Product Really Green? A Content Analysis to Reassess Green Advertising. Journal of Advertising **45**, 85–93 (2016).

28.

Caldas-Coulthard, C. R. Body branded. Journal of Language and Politics 7, 451–470 (2008).

29.

Chen, S.-H. & Lee, K.-P. The Role of Personality Traits and Perceived Values in Persuasion:

an Elaboration Likelihood Model Perspective on Online Shopping. Social Behavior and Personality: an international journal **36**, 1379–1399 (2008).

30.

Malthouse, E. C. & Li, H. Opportunities for and Pitfalls of Using Big Data in Advertising Research. Journal of Advertising **46**, 227–235 (2017).

31.

Liu, X., Burns, A. C. & Hou, Y. An Investigation of Brand-Related User-Generated Content on Twitter. Journal of Advertising **46**, 236–247 (2017).

32.

Cheng, H. The handbook of international advertising research. (John Wiley & Sons, 2014).

33.

Rossiter, J. R. & Percy, L. Methodological Guidelines for Advertising Research. Journal of Advertising **46**, 71–82 (2017).

34.

Riffe, D., Lacy, S. & Fico, F. Analyzing media messages: using quantitative content analysis in research. (Routledge, 2014).

35.

Advertising and society: an introduction. (Wiley Blackwell, 2014).

36.

Hackley, C. E. & Hackley, R. A. Advertising & promotion. (SAGE, 2018).

37.

Hart, C. & Open University. Doing a literature review: releasing the social science research imagination. (SAGE, 1998).

38.

The Future 100: 2018 - JWT Intelligence. https://www.jwtintelligence.com/trend-reports/the-future-100-2018/.