AM750 major projects (advertising)



1	
\perp	

Wharton, C.: Advertising as culture. Intellect, Bristol (2013).

2.

Pickering, M.: Research methods for cultural studies. Edinburgh University Press, Edinburgh (2008).

3.

Oliver, P.: The student's guide to research ethics. Open University Press, McGraw-Hill Education, Berkshire, England (2010).

4.

Bryman, A.: Social research methods. Oxford University Press, Oxford (2016).

5.

Ruane, J.M.: Introducing social research methods: essentials for getting the edge. Wiley Blackwell, Chichester, England (2016).

6.

Wardle, J.: Developing advertising with qualitative research. SAGE], [Thousand Oaks, Calif (2010).

7.

Okazaki, S., Mueller, B.: Global advertising: insights from multiple markets. Emerald Group Publishing, Bradford, England (2007).

8.

Mitchell, K.M., Clark, A.M.: Five Steps to Writing More Engaging Qualitative Research. International Journal of Qualitative Methods. 17, (2018). https://doi.org/10.1177/1609406918757613.

9.

Nair, S.R.: Marketing research. Himalaya Pub. House, Mumbai [India] (2009).

10.

Cottrell, S.: Critical thinking skills: developing effective analysis and argument. Palgrave Macmillan, Basingstoke (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). https://doi.org/10.1080/15332861.2015.1081792.

18.

Southgate, D., Westoby, N., Page, G.: Creative determinants of viral video viewing. International Journal of Advertising. 29, 349–368 (2010). https://doi.org/10.2501/S0265048710201221.

19.

Heath, R., Hyder, P.: Measuring the Hidden Power of Emotive Advertising. International Journal of Market Research. 47, 467–486 (2005). https://doi.org/10.1177/147078530504700504.

20.

Chrzanowska, J.: Interviewing groups and individuals in qualitative market research. SAGE], [Thousand Oaks, Calif (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). https://doi.org/10.1108/03090560810903046.

22.

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

23.

Moeran, B.: Ethnography at work. Berg, New York (2006).

24.

Desai, P.: Methods beyond interviewing in qualitative market research. SAGE], [Thousand Oaks, Calif (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). https://doi.org/10.1086/668889.

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). https://doi.org/10.1080/13527266.2013.775178.

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). https://doi.org/10.1080/00913367.2015.1083918.

28.

Caldas-Coulthard, C.R.: Body branded. Journal of Language and Politics. 7, 451–470 (2008). https://doi.org/10.1075/jlp.7.3.06ros.

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). https://doi.org/10.2224/sbp.2008.36.10.1379.

30.

Malthouse, E.C., Li, H.: Opportunities for and Pitfalls of Using Big Data in Advertising Research. Journal of Advertising. 46, 227–235 (2017). https://doi.org/10.1080/00913367.2017.1299653.

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). https://doi.org/10.1080/00913367.2017.1297273.

32.

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

33.

Rossiter, J.R., Percy, L.: Methodological Guidelines for Advertising Research. Journal of Advertising. 46, 71–82 (2017). https://doi.org/10.1080/00913367.2016.1182088.

34.

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

35.

Pardun, C.J. ed: Advertising and society: an introduction. Wiley Blackwell, Chichester, West Sussex, England (2014).

36.

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

37.

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

38.

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