

How We Got Where We Are Now: 20 Years of Research Into Online Mass Communication: An Annotation

Part Three, 2000-2004: Hitting our stride

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WJMCR 33 (June 2011)

2000 | 2001 | 2002 | 2003 | 2004

While the total number of research articles published between 2000 and 2004 remained relatively constant among the journals examined, the number of articles that addressed online mass communication rose steadily. This increase was expected. However, what was not anticipated was the use of far more diverse theoretical approaches to analysis in these articles, specifically those in 2004. While we expected to encounter some rarely used theories earlier (but did not), the appearance of such models as Gender, Identification, Limited Capacity, and Social Capital was not expected, not least in these numbers—more than 25% of the total number of articles dealing with online mass communications.

Journal Selection

As would be expected, some new journals appeared—Journal of Interactive Advertising, for one— while others disappeared—Media Studies. Another, Journal of Interactive Advertising, started publishing in 2000. And one, International Journal of Communications Law and Policy, appears to have taken a hiatus for one year: 2001. Despite this, the average number of articles published annually in our 30+ list remained steady at around 750.

Table 1: *Journal Articles by Journal, by Year*

	2000	2000-All	2001	2001-All	2002	2002-All	2003	2003-All	2004	2004-All	Total All	%
Communication Law and Policy	4	19	5	16	4	16	8	12	0	19	82	25.6%
Communication Quarterly	2	28	1	23	1	27	0	29	0	19	126	3.2%
Communication Research	0	26	2	28	0	27	1	28	4	26	135	5.2%
Communication Theory	1	21	0	20	0	22	2	18	1	18	99	4.0%
Communications and the Law*	0	13	2	13	4	12	1	9	0	0	47	14.9%
Critical Studies in Media Communication	2	21	1	28	1	23	2	18	1	16	106	6.6%
Human Communication Research	1	26	1	20	0	29	0	28	2	22	125	3.2%
International Journal of Advertising	0	20	0	24	0	23	0	23	3	20	110	2.7%
International Journal of Communications Law and Policy	12	14	0	N/A	0	9	0	6	6	9	38	47.4%
Internet Research	1	37	3	40	6	31	4	35	18	31	174	18.4%
Journal of Advertising	0	23	1	26	10	26	3	28	2	26	129	12.4%
Journal of Advertising Research	6	39	9	38	10	39	9	35	6	35	186	21.5%
Journal of Broadcasting & Electronic Media	4	44	0	34	10	39	5	30	10	33	180	16.1%
Journal of Communication	2	30	4	31	1	48	4	39	5	41	189	8.5%
Journal of Communication Inquiry	3	21	2	22	0	20	2	22	2	16	101	8.9%
Journal of Consumer Affairs	0	14	2	18	2	11	0	17	1	21	81	6.2%
Journal of Consumer Marketing	6	35	3	35	0	39	0	42	2	40	191	5.8%
Journal of Consumer Psychology	0	21	0	19	0	32	12	43	1	41	156	8.3%
Journal of Consumer Research	1	21	0	37	1	35	0	37	2	66	196	2.0%
Journal of Current Issues & Research in Advertising	1	10	2	10	0	10	4	13	0	14	57	12.3%
Journal of Interactive Advertising	6	6	10	10	12	12	12	12	13	13	53	100.0%
Journal of Public Relations Research	0	16	0	13	0	12	1	11	0	15	67	1.5%
Journalism & Mass Communication Monographs	0	4	1	4	0	4	1	4	0	5	21	9.5%
Journalism and Mass Comm Quarterly	10	37	8	40	5	39	9	43	5	44	203	18.2%
Mass Communication & Society	0	20	1	25	0	22	2	21	0	25	113	2.7%
Media Psychology	1	15	11	15	3	15	2	14	2	14	73	26.0%
Media Studies Journal**	6	61	0	29	N/A	N/A	N/A	N/A	N/A	N/A	90	6.7%
Media, Culture and Society	1	37	1	36	0	32	0	37	3	45	187	2.7%
Newspaper Research Journal	1	36	0	36	3	32	12	37	3	26	167	11.4%
Public Opinion Quarterly	0	23	0	25	0	27	1	31	2	26	132	2.3%
Public Relations Review	2	29	0	30	0	27	3	31	6	40	157	7.0%
Visual Communication Quarterly	0	7	0	6	0	4	0	5	0	12	34	0.0%
Web Journal of Mass Comm Research	0	4	1	3	0	4	0	4	2	4	19	15.8%
Totals	73	778	71	754	73	748	##	762	##	782	3824	11.0%

Some publications did not exist in some years of the study. These are noted by "NA."

**Communications and the Law ceased publication 2003.
(see <http://www.wshein.com>)*

*** Media Studies Journal ceased publication in 2002.
(see <http://www.freedomforum.org>)*

The choice of methods continued its move toward more quantitative styles, accounting for almost 70% of articles published in 2004. This was consistent with predictions published in 2004 (Gould, 2004). It will be interesting to see if the trend continues in 2005-2009. And, as mentioned, a variety of new models appeared in 2004, suggesting a rapid moment with the research community to develop new and apply rarely used theories to explain the not-so-new phenomena of the Web.

Table 2: Research Methods by Year 2000-2004

Research Method Year	2000	2001	2002	2003	2004	Total
Interpretive-Policy Analysis	23	16	11	17	7	74
Interpretive-Essay (including History)	15	6	5	6	11	43
Survey-Content Analysis	9	13	16	16	42	96
Survey-Interview/Case Study	20	21	13	39	14	107
Meta-Analysis	0	0	0	1	3	4
Model Building	3	1	9	6	0	19
Experiment	3	14	19	15	25	76
Total	73	71	73	100	102	419

Table 3: Theories by Year, 2000-2004

Theory Year	2000	2001	2002	2003	2004	Total
Access	0	0	0	1	1	2
Adoption/Diffusion	21	17	18	35	8	99
Agenda Building/Setting	0	1	2	3	1	7
Policy Analysis	28	18	16	16	13	91
Information Processing/Uses and Gratification	19	29	35	41	46	170
Social Interaction	5	6	2	4	7	24
Other	0	0	0	0	26	26
Total	73	71	73	100	102	419

As always, we welcome feedback and suggestions. We acknowledge that some new journals have

appeared. Those coming later in the decade, such as the e-Journal of Media Studies in 2008, will appear in the next five-year bibliography. We regret not including Feminist Media Studies, which appeared in 2000, and no doubt others that we were apprised of late in this process. Perhaps in a future update of this bibliography, journals such as that and others that we, and others, have found can be included.

2000

Martin E. Halstuk, "Speed Bumps on the Information Superhighway: A Study of Federal Agency Compliance with the Electronic Freedom of Information Act of 1996," *Communication Law and Policy*, 5.4 (Autumn 2000): 423-468.

Key words: N/A

Abstract: The Electronic Freedom of Information Act of 1996 amended the Freedom of Information Act of 1966 to clarify that computerized agency records are subject to disclosure under the FOIA. Congress passed the 1996 amendments because federal agencies for many years had been withholding computerized records and databases from the public. Another feature of the EFOIA requires agencies to publish their policies and rules on the Internet. The rationale behind this provision was to guard against the development of "secret law" known only to agency officials, but not to members of the public who deal with the agencies. The purpose of this article is to examine how federal agencies have complied with the EFOIA in its first few years of implementation. A look at the documented early history of EFOIA compliance reveals agency performance has been marked by slow starts, missed deadlines and general confusion over exactly what kinds of records qualify as disclosable records under the statute.

Method: Interpretive - Policy Analysis

Theory: Policy

Ashley Packard, "Does Proposed Federal Cyberstalking Legislation Met Constitutional Requirements?" *Communication Law and Policy*, 5.4 (Autumn 2000): 505-537.

Key words: N/A

Abstract: As a microcosm of society, the Internet attracts some of the same undesirable elements that inhabit the offline world. Unfortunately "cyberstalkers" are among them. A proliferation of stories posted on the Internet and reported in the news, as well as an increase in cases handled by police computer crime units, indicate the problem is on the rise. This article explores current state and federal stalking laws in the United States, their application to cyberspace and First Amendment concerns related to cyberstalking legislation. The article suggests that the current federal stalking law is inadequate to deal with the growing problem of interstate cyberstalking, reviews two bills in Congress that would make interstate cyberstalking a crime and concludes that both bills would benefit from slight changes in wording to help them deflect constitutional challenges for vagueness and overbreadth and make them more effective.

Method: Interpretive - Policy Analysis

Theory: Policy

Matt Jackson, "The Digital Millennium Copyright Act of 1998: A Proposed Amendment to

Accommodate Free Speech," *Communication Law and Policy*, 5.1 (Winter 2000): 61-92.

Key words: N/A

Abstract: Title II of the Digital Millennium Copyright Act of 1998 limits liability for copyright infringement for online service providers if they remove from their services material posted by users that copyright holders allege infringes on their rights. This article argues that the Title provides too much incentive to OSPs to remove the material, creating an imbalance in the "fair-use" tradition of copyright law and threatening freedom of speech. The article suggests that the law be amended to require that copyright holders prove infringement before OSPs are made liable for infringement.

Method: Interpretive - Policy Analysis

Theory: Policy

Jan H. Samoriski, "Private Spaces and Public Interests: Internet Navigation, Commercialism and the Fleecing of Democracy," *Communication Law and Policy*, 5.1 (Winter 2000): 93-113.

Key words: N/A

Abstract: This article explores the implications of commercial control of Internet navigation for democratic society. The article argues that remedies, such as labeling, aimed at separating commercial content from conduit would better serve American society's compelling interest in devising a less consumerist system of Internet navigation. At a time when powerful marketing interests are exploiting the commercial aspects of the Internet to influence human behavior, the article suggests that steps be taken to facilitate user filtering of advertising content as a way to correct market failure in the Internet medium.

Method: Interpretive - Policy Analysis

Theory: Policy

Elizabeth M. Perse and Douglas A. Ferguson, "The Benefit and Costs of Web Surfing," *Communication Quarterly*, 48.4 (Fall 2000): 343-359.

Key words: N/A

Abstract: Explores the benefits and opportunity costs of the use of World Wide Web. Percentage of students using Internet for coursework in universities; Impact of reduced opportunity costs on Web use; Type of websites most likely linked to beneficial Web use.

Method: Survey - Interview/Case Study

Theory: Social Interaction

Kevin Wright, "Perception of On-line Support Providers: an Examination of Perceived Homophily, Source Credibility, Communication and Social Support Within On-line Support Groups," *Communication Quarterly*, 48.1 (Winter 2000): 44-59.

Key words: N/A

Abstract: Examines the perceptions of support providers, social support network size and network satisfaction, and the advantages and disadvantages of computer-mediated support groups among on-line support group users. Amount of time a person spent communicating within these groups; Number of messages received within on-line groups; Perceptions of source credibility and homophily.

Method: Survey - Interview/Case Study

Theory: Social Interaction

David Gunkel, "We Are Borg: Cyborgs and the Subject of Communication," *Communication Theory*, 10.3 (August 2000): 332-357.

Key words: N/A

Abstract: The cyborg designates nothing less than a radical alteration in the subject of communication. Although originally proposed as a project for "man in space," the cyborg has become a potent conceptualization for alternative arrangements and understandings of subjectivity and the process of communication. In particular, the cyborg comprises a highly situated hybrid that does not adhere to the categorical distinctions by which the human subject would be distinguished and quarantined from its opposites. It is, therefore, a devious monstrosity that not only challenges the boundaries that had differentiated the human from the animal and the animal from the machine but also intentionally deforms the structure of all binary oppositions that construct and sustain Western epistemologies.

Method: Interpretive - Essay (including History)

Theory: Social Interaction

Dennis D Cali, "The Logic of the Link: The Associative Paradigm in Communication Criticism," *Critical Studies in Media Communication*, 17.4 (December 2000): 397-408.

Key Words: N/A

Abstract: The "link" metaphor typically applied to hypertext not only refers to electronic documents' points of connection but also suggests something about how people think about and process contemporary informational forms. This essay examines features of electronic texts that contain such "clickable" links and contrasts those features with others characterizing print documents.

Method: Interpretive - Essay (including History)

Theory: Information Processing/Uses and Gratification

Andrew J. Flanagin and Wendy Jo Maynard Farinola, "The Technical Code of the Internet/World Wide Web," *Critical Studies in Media Communication*, 17.4 (December 2000): 409-428.

Key words: N/A

Abstract: Examines the evolution and the existing status of the Internet. Implication of technical code for the design, usage and policy governing the Internet; Impact of the Internet on the society, culture and communication; Identification of the design characteristics of the technology as indicator of technical code.

Method: Interpretive - Essay (including History)

Theory: Policy

Andrew J. Flanagin, "Social Pressures on Organizational Website Adoption," *Human Communication Research*, 26.4 (October 2000): 618-646.

Key words: N/A

Abstract: Innovation adoption research has demonstrated that organizational features and perceived benefits of innovations play significant roles in explaining organizational-level decisions to adopt new technologies. Beyond such motivations, however, social pressures operating at the interorganizational level have been proposed to influence the decision to adopt innovations, even without regard to any proven or anticipated benefit from the innovation itself. To empirically determine the influence of organizational features, perceived benefits, and social pressures on organizations' innovation adoption

decisions, this study examined the decisions of 288 organizations to adopt Internet websites. Organizational social pressures were found to be the most significant discriminators of adopters and non adopters, although they were not particularly important in predicting the likelihood of future adoption for those organizations currently without websites. This finding suggests that social pressures are significant in innovation adoption, but that they may have their strongest effect during the early phases of innovation diffusion. Organizational features and perceived benefits were also reasonable discriminators of adopters and nonadopters as well as effective predictors of the likelihood of adoption for nonadopters. To a lesser degree, these factors were also predictive of the stage of adoption for those organizations that have already adopted websites.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Giampiero Giacomello, "Who Is Big Brother?" *International Journal of Communications Law and Policy*, 5 (Summer 2000).

Abstract: Since its inception, the Internet has been riddled with contradictions: a communication network designed to disseminate knowledge among universities, mistaken for a Cold War device, it now carries news, data, money, and impressive sex-related material. The requirements of national security, that is, "the more a state is determined to protect its national security, the more it will seek to control access by its citizens to the Internet"; many governments tend to keep their level of control over the Net from public discussion because of "national security reasons". It is hence correct to conclude that the status of cryptography in the sampled countries can provide the researcher with a specific and more accurate indicator to measure the level of Internet control than the conditions of privacy or the number of host computers. Therefore, on the one hand, various national business communities lobby for freer use (and also export liberalization in the United States) of encryption software; on the other hand, national security and law enforcement agencies and personnel pressure central governments to restrict individuals' access to that software. All in all, the model correlating the rival effects of telecoms competition and national security with variations in the free use of cryptography for individual communications appears to be the most viable in understanding the causes of Internet control.

Method: Interpretive - Policy Analysis

Theory: Policy

Milton Mueller, "Technology and Institutional Innovation: Internet Domain Names," *International Journal of Communications Law and Policy*, 5 (Summer 2000).

Abstract: This paper examines the property rights conflicts over Internet domain names that emerged as the Internet was commercialized and privatized. The events are interesting because they are exemplars of institutional innovation on an international scale catalyzed by technological change. The study draws on concepts of institutional change developed by North [1990, 1993] and empirical literature on the economics of property rights (e.g., OSTROM [1990]; LIBECAP [1989]). The general framework of the new institutionalist economics (NIE) is used to organize and illuminate a narrative about how the commercialization of Internet domain names led to the formation of a new international regime for regulation and dispute resolution. The empirical evidence derived from the narrative is in turn used to gain a critical perspective on the theory.

Method: Interpretive - Policy Analysis

Theory: Policy

Bernd Holznagel, Stefaan Verhulst, Andreas Grunwald, and Kathrin Hahne, "Removing E-
Barriers Ways to Facilitate the Growth of the Internet," *International Journal of Communications Law
and Policy*, 5 (Summer 2000).

Abstract: It has long since become a global phenomenon, which even here in Germany is gaining increasing influence over the core areas of the life and work of every citizen. The "eEurope" project launched in December 1999 by the EU commission, is another example of a European initiative aimed at supporting the "Information Society for Everyone". eEurope is to accelerate and assure the distribution of digital technology all over Europe so that all Europeans have the necessary know-how to use the new media successfully. The potential for the overall economy inherent in the mass consumption of the Internet can only be utilized if individuals can avail of unlimited access at a suitable fixed price (flat rate). Quality and quantity of Internet use can be improved through the universal expansion and upgrading of the traditional telephone network by establishing "always-on" Internet access on the existing telephone lines using DSL technology (Digital Subscriber Line). This alternative form of access for online users demands minimal investment, while offering very high data transmission rates due to digital technology. Its tasks would include bundling all activities required to improve Internet usage, focusing on certain political issues in the short and medium terms and formulating visions and strategies for the further development of Germany into an information society in the long run.

Method: Interpretive - Policy Analysis

Theory: Policy

Herbert Ungerer, "Access Issues Under EU Regulation and Anti-Trust Law: The Case of
Telecommunications and Internet Markets," *International Journal of Communications Law and Policy*, 5
(Summer 2000).

Abstract: Access has become a central issue for regulation and antitrust in the Internet age. Firstly, the new communications infrastructure is, by definition, a layered system n1, on top of which e-based transactions—commonly called e-commerce—take place. Essential layers of this new infrastructure are either still under bottleneck control or threaten to fall under such control, local telecommunications access being an example of the first, access to "top-level Internet connectivity" of the second. Both are discussed in this paper.

Method: Interpretive - Policy Analysis

Theory: Policy

Harold Hallikainen, "Spectrum for Sale or Rent: Comments on U.S. Spectrum Auctions," *International
Journal of Communications Law and Policy*, 5 (Summer 2000).

Abstract: The use of market forces to determine the allocation of the electromagnetic spectrum results in the efficient allocation of that spectrum. Incumbent licensees who received licenses without any sort of spectrum fee may also benefit from unjust enrichment should they later sell the license at the newly established market value. However, 47 USC § 309(j)(1) only authorizes a competitive bidding system for the awarding of an "initial license or construction permit" (apparently

prohibiting an auction on license renewal). The strong possibility of perpetual renewal of a license won at auction without further payment makes the auction more of a sale of the spectrum instead of the auction of a "fixed term lease. Ideally, several nearly equivalent "chunks of spectrum" would be auctioned simultaneously so the value determined at auction would be close to that of the spectrum as opposed to the value of the service established by an existing user. An auction to determine the market value of a fixed term lease on the spectrum would remove these disagreements. It is, of course, difficult to determine the actual market value of the spectrum used by broadcasters and the market value of the public service offered in exchange.

Method: Interpretive - Policy Analysis

Theory: Policy

Heinz Hauser and Sacha Wunsch-Vincent, "A Call for a WTO E-Commerce Initiative," *International Journal of Communications Law and Policy*, 6 (Winter 2000/2001).

Abstract: This paper proposes that the additional trade potential of electronic commerce is presently only partly realized and that the full benefit of electronic commerce can only materialize through an E-Commerce initiative of the World Trade Organization (WTO). Untapped potential of Electronic Commerce. Despite these findings the untapped trade potential of electronic commerce is hardly exhausted. In fact, hardware components, E-Commerce infrastructure services and content providers must be available. Table 2: Tasks of international organisations in Electronic Commerce. Consequently, the WTO-treaties do not contain specific clauses for electronic commerce. The WTO Work Program for Electronic Commerce. 1) How do existing trade agreements influence electronic commerce? There is still great potential for further liberalization steps in the domain of content services. The WTO work program for electronic commerce for example (compare section 2.1) has taken a very re-active rather than a pro-active stance towards electronic trade.

Method: Interpretive - Policy Analysis

Theory: Policy

Michael Rosenthal, "Open Access of Internet Service Providers to Cable Operators' Facilities in the United States," *International Journal of Communications Law and Policy*, 6 (Winter 2000/2001).

Abstract: While the appeal was pending, in December 1999, under growing pressure AT&T and MindSpring, an unaffiliated Internet service provider, entered into an agreement regarding access to AT&T's cable modem platform. In addition, AT&T's affiliated Internet service provider, Excite@Home, announced on November 22, 1999, that it would draw a distinction between its Internet access business and its media-content business by creating a separate tracking stock for the media assets. "Broadband service does not include content, but consists only of making available a communications path on which content may be transmitted and received." This definition suggests that "broadband services" is a content unrelated transmission service and, therefore, has to be regarded as a "telecommunications service" under the 1996 Act. However, to the extent a cable operator provides subscribers with access to the Internet through broadband facilities used by an affiliated Internet service provider (such as AT&T's affiliate @Home over its broadband facility) the Court of Appeals classified it as providing a "telecommunications service."

Method: Interpretive - Policy Analysis

Theory: Policy

Ignace Snellen, "Electronic Democracy: ICTS and the Future of Democracy," *International Journal of Communications Law and Policy*, 6 (Winter 2000/2001).

Abstract: Democracy theory is in need of a new foundation, a new paradigm. The existing paradigm is that people's representation by parliamentarians, members of Congress and local councilors is an inevitable, but second best democratic arrangement. The weaknesses of existing democratic arrangements that are perceived, are, that members of the representative assemblies represent partisan interests under the guise of the general interest, that they tend to follow only their own partial understanding of what is good for their constituencies, and that they are more responsive to the requirements of the political party they belong to, than to the citizens whose mandate they have received. From their first being in existence ICTs are eroding the basis of legitimacy of the representational arrangements of the traditional democracy even further. The growing popularity of referenda, recall, co-production of policies and interactive policy-making underlines that people prefer direct democratic arrangements for the existing representative arrangements. ICTs make the distortion or misrepresentation of preferences of the electorate visible. Robert Dahl, the leading American thinker on democracy theory, once characterized representative democracy as "a sorry substitute for the real thing". Representative democracy was deemed to be necessitated by the impossibility to realize direct democracy, by giving all citizens an equal opportunity to participate in the collective decision making process. ICTs' promise of direct democracy in the form of continuous opinion polling, instant referenda, teleconferencing, digital cities and discussion groups, makes the erosion of the legitimacy of representative democracy even more poignant. As a matter of fact, the promise of direct democracy through ICTs cannot be fulfilled.

Method: Interpretive - Policy Analysis

Theory: Policy

Olaf Winkel, "Electronic Democracy: The Democratic Potentials of Interactive Information Technologies under Discussion—Problems, Viewpoints, and Perspectives," *International Journal of Communications Law and Policy*, 6 (Winter 2000/2001).

Abstract: In more and more areas of society, communication and corporate procedures are being carried out by IT-networks. In the humanist approach, the transitions of the modern society into the stage of information society is especially marked by the fact that with the change of information technology, the "information explosion" in scientific areas is followed by an "information explosion" in daily life and that principally every member of society can benefit from this. According to wide-spread comprehension, three analytical dimensions can be distinguished when characterizing democratic policy, namely institutional, regarding the content, and procedural.

Method: Interpretive - Policy Analysis

Theory: Policy

Christopher T. Marsden, "Property Rights in the Broadband Space." *International Journal of Communications Law and Policy*, 6 (Winter 2000/2001).

Abstract: In this conference review, I examine in turn the current state of broadband market and policy development in [a] infrastructure investment; [b] TV intellectual property rights in the online environment; [c] the streaming media market which is currently dominated by audio servers (essentially recorded music); and [d] the Internet Service Provider market. Another concern is the failure to develop alternative local loop broadband services, by divesting the Telco of its cable TV division sufficiently in

advance of the 1998 liberalization to permit upgrading of services from analogue to digital. Whereas previously, mobile was held to be the most potentially profitable market followed by local loop, the effect of auctioning the former and heavily regulating broadband in the latter has partially contributed to the decision by DT, AT&T, Telefonica, France Telecom, BT and other telcos to divest both their local loop and mobile divisions. Intellectual property has, if anything, an even less certain set of property rights than the 'real' property of spectrum in local loop and mobile telephony. The private network ensures integrity of rights, video delivery, and allocation of property. The lack of legal certainty in assigning property rights, whether to one's personal information or spectrum in LLU and 3G mobiles, is restricting the growth of a broadband Internet, and leading to a localized, Balkanized 'walled garden' private network approach: back to the future.

Method: Interpretive - Policy Analysis

Theory: Policy

Shaun Sparks, "Busting the Code: The Anti-Trafficking Provision of the Digital Millennium Copyright Act and Free Expression in Digital Media," *International Journal of Communications Law and Policy*, 6 (Winter 2000/2001).

Abstract: In August 2000, the United States District Court for the Southern District of New York ruled on a case that will influence the future of online expression. There, motion picture distributor University City Studios, Inc., sought a permanent injunction against the website 2600.com for making available, via online download, content proscribed by the Digital Millennium Copyright Act (DUMeta-Analysis). That content consisted of the computer program DeCSS, which is capable of decoding movies recorded in the digital versatile disc format.

Method: Interpretive - Policy Analysis

Theory: Policy

Kenneth Brown, "The Internet Privacy Debate," *International Journal of Communications Law and Policy*, 6 (Winter 2000/2001).

Abstract: A study conducted by the Angus Reid Group, "The Face of the Web," found that more than 300 million people are already on the Internet, and as many as 150 million more are planning to go online during the year 2000. As DoubleClick's customer base grew, the company decided that it would improve the value of its service to customers by combining its ad delivery technology with a customer database list from a company called Abacus Direct. In May, Dade County, FL Circuit Court Judge Eleanor Schockett ordered AOL and Yahoo! to divulge the identity of an anonymous message writer sued for defamation by Fort Lauderdale businessman J. Erik Hvide — ruling." J. Erik Hvide has every right to face his accuser . . . the Internet cannot be a shield for libel or slander. While the privacy debate rages across the country, the concerns have impacted consumer use of the Internet. Dov Smith, spokesman for Zero-Knowledge who are the developers of Freedom software, commented, "Our software increases user confidence, we hope to see increased use as consumers become aware of measures to protect their privacy."

Method: Interpretive - Policy Analysis

Theory: Policy

Brian L. Massey, "Market-based Predictors of Interactivity at Southeast Asian Online

Newspapers," *Internet Research*, 10.3 (2000): 227-237

Key words: N/A

Abstract: Interactivity often is said to be a key feature of journalistic products published online. Venues for interpersonal communication, multimedia, and content that is hyperlinked, archived, updated frequently and available for personalized delivery are cited variously as hallmarks of the ideal interactive World Wide Web news site. But in practice, online journalism typically is less than ideally interactive. Why this may be so is a question that has yet to be convincingly answered. Research to date has tended to focus on describing Web journalism from generally disparate conceptions of interactivity. This article reports an attempt to bring theory to bear on the question. It was a two-part effort. First, online journalism's practice at English-language, Southeast Asian Web newspapers was analyzed through Heeter's (1989) conception of multi-layered interactivity. Next, McManus's (1995) market-based model of news production was tested for the potential to explain the extent to which the newspapers were interactive.

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

Julie Stevenson, Gordon C Bruner II, and Anand Kumar, "Webpage Background and Viewer Attitudes," *Journal of Advertising Research*, 40.1/2 (Jan/Apr 2000): 29-34.

Key words: N/A

Abstract: In expectation of the expanded use of full-motion commercials on the Web to promote goods and services, a study examined the influence of Webpage background on commercial effectiveness. More specifically, the research examined what type of background is most appropriate for positively affecting advertising effectiveness as measured by several common attitude measures: attitude-toward-the-ad, attitude-toward-the-brand, attention-to-the-commercial, and purchase intention. The findings of an experiment suggest that simpler Webpage backgrounds are more effective than more complex ones. In addition, this research introduces the concept of attitude toward a Web site and shows it can play an important role in the advertising hierarchy-of-effects.

Method: Experiment

Theory: Information Processing

Gordon C. Bruner II and Anand Kumar, "Web Commercials and Advertising Hierarchy-of-Effects," *Journal of Advertising Research*, 40.1/2 (Jan-Apr 2000): 35-42.

Key words: N/A

Abstract: Websites are becoming increasingly complex due to the competing sights and sounds found on each page. Prior research by the authors (Stevenson, Bruner, and Kumar, 2000) has demonstrated the negative consequences that this sort of complexity can have on the effectiveness of a commercial run on such a page. Generalizations of those findings were limited due to the study's student sample so the experiment was replicated using a nonstudent adult sample. In addition, the present experiment included constructs not part of the previous study and allowed for the development and testing of a more elaborate model. Web experience was found to play an important role along with webpage complexity and interestingness on attitude-toward-the-website, which in turn had significant effects on the web advertising hierarchy-of-effects.

Method: Experiment

Theory: Information Processing

Fred Zufryden, "New Film Website Promotion and Box-Office Performance," *Journal of Advertising Research*, 40.1/2 (Jan-Apr 2000): 55-64.

Key words: N/A

Abstract: There has been a growing increase in the emphasis of web-related promotion for new films. This study focuses on the development and empirical testing of a variable mathematical model approach for predicting a film's box-office performance as a function of film website activity, as well as other relevant explanatory variables. The study results support the relative importance and statistical significance of website activity as a predictor of a new film's box-office performance. In conjunction with website activity, variables including screens, film "grade," time from film release, production budget, and seasonality were also found to be significant covariates in the prediction of ticket sales during a film's life cycle. It is concluded that a film website may provide an effective means to promote and maintain film awareness as well as influence site visitors' intention to see a new film. Consequently, a well-designed film website may be an important component of a new film's promotional strategy.

Method: Model Building

Theory: Adoption/Diffusion

Don E. Schultz and Scott Bailey, "Customer/Brand Loyalty in an Interactive Marketplace," *Journal of Advertising Research*, 40.3 (May/Jun2000): 41-52.

Key words: N/A

Abstract: The interactive marketplace changes traditional marketing theory. An argument is made for the development of shared values and reciprocity as a theory base on which to build customer relationships. A planning matrix is presented and illustrated with a case example.

Method: Model Building

Theory: Information Processing/Uses and Gratification

Carrie La Ferle, Steven M. Edwards, and Wei-Na Lee, "Teens' Use of Traditional Media and the Internet," *Journal of Advertising Research*, 40.3 (May/Jun2000): 55-65.

Key words: N/A

Abstract: As the teen market segment expands and spending power increases, advertisers are cognizant of the importance in understanding traditional and emerging media trends in reaching this new generation of consumers. Increasing penetration of the internet at home and at school encouraged the authors to examine teens' relationships with media. Time allocation across media and the needs fulfilled by each medium were investigated. The study further explored how the internet, given its ability for two-way communication, stacks-up against interpersonal communication sources. Influences of gender and home access to the internet were analyzed, as were the methods teens use to learn about websites. Results provide implications for effectively targeting the teen market.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

Alan J. Bush and Victoria D. Bush, "Potential Challenges the Internet Brings to the Agency-Advertiser Relationship," *Journal of Advertising Research*, 40.4 (Jul/Aug 2000): 7-16.

Key words: N/A

Abstract: Does the internet pose a threat to agency-advertiser relationships? A national sample suggests

the challenge is at the structural, rather than strategic, level. The explosive growth of the internet has the potential to alter agency-advertiser relationships and blur the functions performed by each. Moreover, newer challenges are also surfacing in regard to web-related activities and functions performed by agencies and outside internet specialists from public relations firms, computer design boutiques, and studios. This study attempts to assess and compare perceptions, use, and implementation issues associated with marketing on the internet among a national sample of advertising agencies and advertisers. The findings are discussed regarding the potential impact of these perceptions on the agency-advertiser relationship.

Method: Survey - Interview/Case Study

Theory: Social Interaction

Douglas A. Ferguson and Elizabeth M. Perse, "The World Wide Web as a Functional Alternative to Television," *Journal of Broadcasting and Electronic Media*, 44.2 (Spring 2000): 155-174.

Key words: N/A

Abstract: Assesses the function of World Wide Web (WWW) surfing as an alternative to television viewing among college students in the United States. Similarities between television viewing and WWW surfing; Perception of students on the functionality of WWW; Impact of Web surfing on media activities; Effect of Web motivation on the amount of Web use.

Method: Survey - Content Analysis

Theory: Information Processing/Uses and Gratification

Xiaomei Cai and Walter Gantz, "Online Privacy Issues Associated with Web Sites for Children," *Journal of Broadcasting and Electronic Media*, 44.2 (Spring 2000): 197- 214.

Key words: N/A

Abstract: Examines online collection of personal information from Web sites for children in the United States. Implication for children's vulnerability to Web diversifying contents; Factors affecting information privacy; Details on the 1995 Information Infrastructure Task Force; Relevance of Online Privacy Alliance in protecting privacy of children.

Method: Interpretive - Policy Analysis

Theory: Policy

Joseph M. Kayany and Paul Yelsma, "Displacement Effects of Online Media in the Socio-technical Contexts of Households," *Journal of Broadcasting and Electronic Media*, 44 .2 (Spring 2000): 215- 239.

Key words: N/A

Abstract: Assesses the impact of online media on the social and technological context of households in the United States. Discussion on the displacement effects of online media; Application of the theory of niche in online media; Comparison between gender and generational lines regarding the use of online media.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Dave D'Alessio, "Adoption of the World Wide Web by American Political Candidates, 1996-1998," *Journal of Broadcasting and Electronic Media*, 44.4 (Fall 2000): 556-568.

Key words: N/A

Abstract: Examines the diffusion of the establishment of Web sites as a campaign tactic into the 1998 congressional and gubernatorial elections in the United States. Presumption that the more relative advantages a campaign perceives in establishing a site, the more likely they will be to adopt; Non-campaign presences of incumbents on the World Wide Web.

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

K. Wright, "Computer-mediated Social Support, Older Adults, and Coping," *Journal of Communication*, 50.3 (September 2000): 100-118.

Key words: N/A

Abstract: One important new context of communication for older adults is computer-mediated communication (CMC). Although the Internet has become an important resource for information, little is known about the ways in which individuals use this technology for social support. Older adults (mean age = 62) using SeniorNet and other related websites completed an on-line questionnaire (N = 136) investigating social support in the computer-mediated environment. Satisfaction with Internet providers of social support was significantly higher for high Internet users than for low Internet users whereas low Internet users were more satisfied with their non-Internet support networks than high Internet users. Internet companionship network size was significantly larger than Internet social support network size. Greater involvement with the on-line community was predictive of lower perceived life stress. Social support and companionship satisfaction were not related to the types of coping strategies used; however, the results indicate that direct action was the most common coping strategy for the sample.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

J. Stromer-Galley, "On-line Interaction and Why Candidates Avoid It," *Journal of Communication*, 50.4 (December 2000): 111-132.

Key words: N/A

Abstract: The Internet has properties that make possible increased interaction between citizens and political leaders. Interviews of campaign staff and analysis of U.S. candidate websites in 1996 and 1998, however, indicate that most political campaigns are resistant to using human-interactive features. I conceptualize interaction, offering that there are two kinds: human interaction and media interaction. More democratizing components of the medium, human interaction, are avoided in favor of media interaction because of the potential for a loss of control and ambiguity of campaign communication.

Method: Interpretive - Essay (including History)

Theory: Adoption/Diffusion

Shiv Ganesh, "Mediating the Imagination: Corporate Involvement in the Production of Centralized Subjectivity," *Journal of Communication Inquiry*, 24.1 (January 2000): 67-86.

Key words: N/A

Abstract: The role of the imagination as a collective property in today's global economy has received much attention. The thesis that modern subjectivity, produced by processes of consumption and constructed in a global cultural economy, is coupled with the expansion of our collective imagination demands qualification. In this article, the author engages in an analysis of themes of gender, religion and nationalism in discourse produced by participants in an electronic discussion group, to show that the expansion of the imagination under capitalism is inextricably coupled with the centralization of subjectivity. Moreover, this centralization cannot be discussed without reference to corporate interests that mediate it.

Method: Interpretive - Essay (including History)

Theory: Adoption/Diffusion

Mark McLelland, "No Climax, No point, No Meaning? Japanese Women's Boy-love Sites on the Internet," *Journal of Communication Inquiry*, 24.3 (July 2000): 274-291

Key words: N/A

Abstract: Boy love (shoonen' ai) in Japanese does not refer to the love many young Japanese women feel for male teen idols, but instead refers to the homoerotic attraction the male heroes in a genre of Japanese women's manga (comics) feel for each other. Commencing in the early 1970s, women's manga began to describe love stories between "beautiful boys," culminating in the mid-1980s in a genre termed YAOI (an acronym meaning "no climax, no point, no meaning") which, dispensing with the elaborate plots of the earlier comics, focused instead on sexual interactions between boys and young men. The advent of the Internet has provided a new forum for women interested in boy-love fiction to publish their own and read each others' work. This article briefly outlines the history of boy love in Japanese women's comics and attempts to describe and account for the recent expansion of this genre onto the Internet, where young Japanese women have produced a huge number of Web sites extolling the virtues of homosexual love between beautiful boys.

Method: Interpretive - Essay (including History)

Theory: Social Interaction

John W. Jordan, "Where Politicians Fear to Tread: Advertising for Internet Security," *Journal of Communication Inquiry*, 24.3 (July 2000): 292-311.

Key words: N/A

Abstract: As Congress continues to struggle to create effective means for governing the Internet, some software companies have sidestepped civic processes and taken the debate into the commercial sphere. To sell their software security products, computer companies recast Internet security strictly as private, not public, concerns, in a way that generates as much fear as the ads claim to eliminate. This article examines the rhetoric advertisements employ to persuade customers that the Internet is a hostile anticomunity through which only well-protected individuals can navigate safely.

Method: Interpretive - Policy Analysis

Theory: Policy

Jennifer Rowley, "Product Search in e-Shopping: a Review and Research Propositions," *The Journal of Consumer Marketing*, 17.1 (2000): 20-35.

Key words: Consumer behavior, Internet, Shopping, Decision making

Abstract: An article first visits models of the consumer buying process. It then explores the two approaches to information seeking, browsing and directed searching, and then proceeds to identify the tools that support these approaches. The complexity of variety in these tools is explored, in order to set the scene for understanding the complexity of the options with which the shopper is confronted.

Method: Interpretive - Essay (including History)

Theory: Information Processing/Uses and Gratification

Paul R. Prabhaker, "Who Owns the Online Consumer?" *The Journal of Consumer Marketing*, 17.2 (2000): 158-171.

Key words: Consumer marketing, Consumer behavior, Internet, Disclosure, Privacy

Abstract: Powerful emerging technologies, fierce competition in the marketplace, more sophisticated consumers and the relentless drive for higher corporate earnings are at the root of online consumers' information privacy concerns. Consumer privacy could be a defining element in the battle for the ownership of online consumers. Businesses have a choice in how they respond to this matter. They can see it as a threat and simply react defensively. Or they can treat this as an opportunity and be proactive in maximizing the gains. Clearly, businesses that add value to their offerings by leveraging Internet technology in coordination with a proactive policy to preserve consumer privacy will be the success stories of the future. The goal of this research is to identify the strategic and tactical opportunities created by online consumers' privacy concerns. Approaches to treating the privacy concerns as a source of competitive advantage are clearly discussed.

Method: Interpretive - Policy Analysis

Theory: Policy

Shaun McQuitty and Robin T. Peterson, "Selling Home Entertainment on the Internet: an Overview of a Dynamic Marketplace," *The Journal of Consumer Marketing*, 17.3 (2000): 233-248.

Key words: Consumer Marketing, consumer behavior, Internet, Marketing strategy, Consumer electronics.

Abstract: A study provides a perspective on the utilization of the Internet in the consumer electronics market. A preliminary examination of this market-based on observation of existing Web sites and secondary research was conducted to provide a Springboard for insights regarding consumer use of the Internet and Web page design. Generalizations regarding the consumer electronics market may be useful in applications to other industries.

Method: Survey - Content Analysis

Theory: Information Processing/Uses and Gratification

Fareena Sultan and Roy B. Henrichs, "Consumer Preferences for Internet Services Over Time: Initial Explorations," *The Journal of Consumer Marketing*, 17.5 (2000): 386-402.

Key Words: Consumer behavior, New technology, Internet, Time

Abstract: A study investigates time as a factor that influences consumer preferences for innovative technological services such as the Internet. Specifically, the case of consumer adoption of the Internet for home use is explored. It examines the effect of time of adoption of Internet-based services on preferences at the individual consumer level. The key research question is "What is the effect of time of adoption on consumer preferences for a technological service such as the Internet?" The primary

contribution of this research is to demonstrate that existing time preference frameworks, previously applied to consumer durable products, can also be applied to technological service innovations, such as the Internet. An empirical examination is conducted using data from a survey of consumers in the initial stages of Internet adoption.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

James E. Littlefield, Yeqing Bao, and Don L. Cook, "Internet Real Estate Information: Are Home Purchasers Paying Attention to It?" *The Journal of Consumer Marketing*, 17.7 (2000): 575-590.

Key Words: Consumer behavior, Internet, Customer satisfaction

Abstract: Many writers assume that consumers' use of the Internet will follow the development of Web sites by Realtor.com and other Realtor-sponsored sites on the Internet. This study examined this proposition by surveying consumers' Internet use in their home purchases. A model of consumers' Internet use in home purchases is developed and tested. Results showed that fewer than 40% of the home purchasers ever used the Internet for real estate related information during their home purchases. Awareness of Internet real estate information, access to Internet, age, perceived effectiveness of Internet in home purchase, and satisfaction with Realtor are found to be important factors in determining consumers' use of Internet during home purchases.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Philip J. Trocchia and Swinder Janda, "A Phenomenological Investigation of Internet Usage Among Older Individuals," *The Journal of Consumer Marketing*, 17.7 (2000): 605-616.

Key Words: Consumer marketing, Older consumers behavior, Internet

Abstract: Older consumers comprise a growing but under-represented segment of Internet users. However, compared to many younger groups, members of this segment often possess more discretionary time and income. This presents a significant opportunity for marketers of Internet related products and services. In order to better understand older individuals' attitudes and motivations concerning Internet usage, phenomenological interviews were conducted among six Internet users and six non-users. From the emic perspective of the informants, and the etic interpretation of the transcripts, the following six themes characterizing differences between Internet using and Internet non-using older individuals emerged: Reference group affiliation, Technology schema, Resistance to change, Nature of social relations, Perception of reality, and Physical dexterity.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Peter R. Dickson, "Understanding the Trade Winds: The Global Evolution of Production, Consumption, and the Internet," *Journal of Consumer Research*, 27.1 (Jun 2000): 115-122.

Key Words: N/A

Abstract: The purpose of this article is to encourage research on the evolution of consumer behavior within and across nations by illustrating how super-diffusion technologies spawn and drive great surges in economic innovation that profoundly change consumer behavior that leads to further economic innovation and progress that plays out over centuries. Economic history can be used as a frame for

understanding past, present, and future consumer behavior, particularly in thinking about the likely impact of cyberspace technology on global consumer behavior. A systems-dynamic perspective is recommended to fully appreciate the intended and unintended winds of economic change that are now blowing around the globe. In the right hands, systems-dynamic feedback maps may become as valuable today as were the treasured maps that described the trade winds 500 years ago.

Method: Interpretive - Essay (including History)

Theory: Adoption/Diffusion

Steven Edwards and Carrie La Ferle, "Cross Media Promotion of the Internet in Television Commercials," *Journal of Current Issues and Research in Advertising*, 22.1 (Spring 2000): 1-11.

Key Words: N/A

Abstract: Examines the cross media promotion of web site addresses in television commercials.

Presentation of Universal Resource Locators (URL), 800 numbers and disclosure statements; Structural elements that influences the amount of attention a consumer pays to a URL; Effective methods for cross media promotion of URL.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Carrie Heeter, "Interactivity in the Context of Designed Experiences," *Journal of Interactive Advertising*, 1.1 (Fall 2000) 4-15

Key words: N/A

Abstract: Interactivity is something researchers study, new technology commercials promote, and designers create. It's not something people do. People use the internet, watch TV, shop, explore, learn, send and receive email, look things up... The word interactivity and its derivatives are used to represent so many different meanings that the word muddles rather than clarifies the speaker's intent. The construct is worth salvaging carefully so future research more clearly defines the interaction parameters of interest and specifies what aspect(s) of interactivity are being examined. This article offers a conceptualization of interactivity and suggests domains for operationalizations intended to be useful for researchers and designers.

Method: Interpretive - Essay (including History)

Theory: Information Processing (Uses and Gratification)

Jeff I. Richards, "Interactive Advertising Concentration: A First Attempt," *Journal of Interactive Advertising*, 1.1 (Fall 2000): 16-23

Key words: N/A

Abstract : The University of Texas Advertising Department introduced its first Internet advertising class in 1995. That class quickly became quite popular with students, and it helped them to find jobs in the quickly expanding market for Internet-related occupations. Since that time the Advertising Department has expanded its course offerings in this area, but with little coordination or unified goal. Beginning in Fall 2000, however, the Department is instituting an Interactive Advertising "concentration." It appears to be the first such concentration in the U.S. This article describes the process that led to this innovation, the major considerations that went into its design, and the initial make-up of that concentration. Internet advertising is "for real." What amounted to barely a dream in 1990 had

blossomed into an estimated \$5.25 billion in 2000, with projections reaching as much as \$45.5 billion per year by 2005. To put this into perspective, network and cable television together are expected to account for \$43 billion in that same year. [1] Indeed, in its first decade as an advertising medium, the Internet became a major dish on the advertiser's menu, and a driving force that has invigorated the entire marketing communications industry. Though the real numbers are subject to speculation, the Internet has greatly expanded the volume and variety of jobs available to students trained in advertising and related fields. And there is no reason to believe that it will become a lesser force in the future. As part of the field's permanent landscape, and one of escalating importance, the need to integrate Internet advertising into a university advertising curriculum becomes inescapable. The pedagogical question, though, is how best to present this new and evolving technology to students. In particular, we must decide whether to integrate instruction about the Internet into pre-existing courses, or present it as an isolated subject in a new course.

Method: Interpretive - Essay (including History)

Theory: Policy

William D. Wells and Qimei Chen, "The Dimensions Of Commercial Cyberspace," *Journal of Interactive Advertising*, 1.1 (Fall 2000): 24-41

Key words: N/A

Abstract: In this study, the authors identify 12 dimensions of cyberspace on the Web through factor analyses of data generated by coders of web sites. A lengthy list of Web site attributes is summarized in 12 dimensions. As in previous analyses of differences among entities, overall evaluation accounts for the largest share of variance. The cognitive and affective elements of this dimension distinguish Web sites that attract from Web sites that alienate potential users. The remaining dimensions — Outreach, Expertise Requirements, Completion, Local vs. International, Power Consumption, Accessibility, Contact Options, Text vs. Pictures, Complexity, Foreign vs. Domestic Origin, and Pop-up Windows — summarize objective properties of Web sites themselves. These properties may be desirable or undesirable depending on the background, needs and purposes of the individual Web user, and upon the nature of the usage situation. All twelve factors have managerial and theoretical implications that are discussed by the authors.

Method: Survey - Content Analysis

Theory: Information Processing (Uses and Gratification)

Shelly Rodgers and Esther Thorson, "The Interactive Advertising Model: How Users Perceive and Process Online Ads," *Journal of Interactive Advertising*, 1.1 (Fall 2000): 42-61

Key words: N/A

Abstract: The authors provide an integrative processing model of Internet advertising, which incorporates the functional and structural schools of thought. The model begins with the functional perspective, which attempts to identify reasons for Internet use. Since most individuals enter cyberspace with some goal, or agenda, in mind, the authors argue that a model of online processing should begin with consideration of Internet functions. These functions, according to the authors, operate conjointly with the user's mode-ranging from highly goal-directed to playful-to influence the types of ads web users will attend to and process. A number of mediating variables, such as skill level, are offered as reasons to switch motives. These variables are conceptualized as having either a deleterious effect, as in the case of low skill and high anxiety, or beneficial effect, as in the case of high

skill and low anxiety, on ad processing. Last, the authors incorporate a structural perspective, which seeks to identify and classify Internet ads. The authors offer a broad scheme in which to classify most Internet ads, as well as a number of common features unique to these ads. The authors conclude by offering a number of hypotheses suggested by the model.

Method: Model Building

Theory: Information Processing (Uses and Gratification)

Paul A. Pavlou and David W. Stewart, "Measuring the Effects and Effectiveness of Interactive Advertising: a Research Agenda," *Journal of Interactive Advertising*, 1.1 (Fall 2000): 62-78

Key words: N/A

Abstract: Although interactive advertising is not new, its scale, scope and immediacy has increased substantially with the diffusion of new technologies such as the Internet. The growth of interactive advertising highlights the role of the consumer in the determining the effects and effectiveness of advertising, while challenging traditional assumptions about how advertising works. The active role of the consumer in determining the effects of advertising has important implications for how the effects and effectiveness of advertising are measured and how various measures are interpreted. The present paper offers a discussion of these issues and compares and contrasts traditional notions regarding the measurement of advertising effects with notions that recognize the active role of the consumer in interacting with advertising and the advertiser. Implications for future research are discussed.

Method: Interpretive - Essay (including History)

Theory: Information Processing (Uses and Gratification)

Helen Katz, "Interactivity in 2000: an Industry Viewpoint," *Journal of Interactive Advertising*, 1.1 (Fall 2000): 79-86

Key Words: N/A

Abstract: This article describes the current and possible future impact of technology on the practice of advertising. Advertisers have traditionally divided media into two groups according to the way that the advertising message is disseminated. Broadcast media, such as TV and radio, are considered "passive" because the consumer passively receives the message and does not choose whether or not to view or to listen (other than by changing the channel). Print media, including magazines, newspapers, and outdoor billboards, are thought of as "active", requiring a conscious decision on the part of consumers to look at the message. In the interactive arena, all advertising is potentially "active". It will be up to the viewer/user to decide which messages he or she consumes, and at what level of detail. With Web-based applications, such as Geocast or Worldgate, the user could select the first screen of the ad, but then decide he isn't really interested and not go any further. Technologies such as PVRs permit users to skip commercials altogether, whether or not they are relevant, personalized, or entertaining. The author provides a comprehensive list of such technologies and gives their implications for the future of advertising practice.

Method: Interpretive - Essay (including History)

Theory: Policy

Guido H Stempel III, Thomas Hargrove and Joseph P Bernt, "Relation of Growth of Use of the Internet to Changes in Media Use from 1995 to 1999," *Journalism & Mass Communication Quarterly*,

77.1 (Spring 2000): 71-79.

Key words: N/A

Abstract: this national survey of media use shows a huge gain for Internet use in the last four years and decline for both local and network television news and for newspapers. Comparison of those who use the Internet and those who do not shows that Internet users are more likely than non-users to be newspaper readers and radio news listeners.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Sally J McMillan, "The Microscope and the Moving Target: the Challenge of Applying Content Analysis to the World Wide Web," *Journalism & Mass Communication Quarterly*, 77.1 (Spring 2000): 80-98.

Key words: N/A

Abstract: Analysis of nineteen studies that apply Content Analysis techniques to the World Wide Web found that this stable research technique can be applied to a dynamic environment. However, the rapid growth and change of Web-based content present some unique challenges

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

Sylvia M Chan-Olmsted and Jung Suk Park, "From On-air to Online World: Examining the Content and Structures of Broadcast TV Stations' Web Sites," *Journalism & Mass Communication Quarterly*, 77.2 (Summer 2000): 321-339.

Key words: N/A

Abstract: This article examined the TV stations' application of the Web features that presumably would contribute to the effectiveness of their Web sites from both the organizational and consumer's perspectives. It also explored whether certain market factors are associated with the availability of these features.

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

David Tewksbury and Scott L. Althaus, "Differences in Knowledge Acquisition Among Readers of the Paper and Online Versions of a National Newspaper," *Journalism and Mass Communication Quarterly*, 77.3 (Autumn 2000): 457-479.

Key words: N/A

Abstract: Presents a study which compared the differential effects of exposure to print and online versions of the 'New York Times' Periodical. Design and Procedures; Results and discussion.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

S. Shyam Sundar, "Multimedia Effects on Processing and Perception of Online News: A Study of Picture, Audio, and Video Downloads," *Journalism & Mass Communication Quarterly*, 77.3 (Autumn 2000): 480-499

Key words: N/A

Abstract: Do multimedia enhancements affect how much individuals learn from online news websites? Do audio and video downloads generate positive impressions of the website in the minds of users? Five - conditions, between-participants controlled experiment was designed to address these questions. Each study participant read three news stories from a news website created for the experiment; he or she was given either a text - only version of the news site; a version with text and pictures; one with text and audio; one with text , pictures and audio; or one with text, pictures and video. Following exposure, participants filled out a paper-and-pencil questionnaire assessing their memory and perceptions. Results suggest that pictures and audio are particularly powerful psychological cues. In general, multimedia tends to hinder memory for story content and leads to negative evaluations of the site and its content, but improves memory for advertisements. Theoretical and practical implications of these finding are discussed.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Bruce Garrison, "Journalists' Perceptions of Online Information-Gathering Problems," *Journalism & Mass Communication Quarterly*, 77.3 (Autumn 2000): 500-514.

Key words: N/A

Abstract: Presents a study that reported the leading problems identified by journalists in using the World Wide Web for newsgathering.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Andrew J. Flanagin and Miriam J. Metzger, "Perceptions of Internet Information Credibility," *Journalism & Mass Communication Quarterly*, 77.3 (Autumn 2000): 515-540.

Key words: N/A

Abstract: Presents a study which assessed people's perceptions of the credibility of various categories of Internet information compared to similar information provided by other media. Method; Results and discussion; Conclusion.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

Douglas Blanks Hindman, "The Rural-Urban Digital Divide," *Journalism & Mass Communication Quarterly*, 77.3 (Autumn 2000): 549-560.

Key words: N/A

Abstract: This study used national survey data to determine whether the "digital divide" between metropolitan and nonmetropolitan populations was widening. The findings showed that one's income, age and education were more closely associated with the use of information technologies than was geographical location.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Sung Tae Kim, David Weaver, and Lars Willnat, "Media Reporting and the Perceived Credibility of Online Polls," *Journalism & Mass Communication Quarterly*, 77.4 (Winter 2000): 846-864.

Key words: N/A

Abstract: By employing three different methods - Content Analysis, survey and experiment - this study attempts to answer a series of questions about online polls: how news media report them, how people perceive the, and how people perceive the influence of reports of traditional versus online polls on the credibility of news stories. Our findings suggest that U.S. news media have increasingly reported online poll results since 1995 and that the public generally considered opinion polls found in traditional news media more credible than online polls.

Method: Survey - Content Analysis

Theory: Information Processing/Uses and Gratification

Thomas J. Johnson and Barbara K Kaye, "Using is Believing: The Influence of Reliance on the Credibility of Online Political Information Among Politically Interested Internet Users," *Journalism & Mass Communication Quarterly*, 77.4 (Winter 2000): 865-879.

Key words: N/A

Abstract: This study surveyed politically interests We users online in investigate the degree to which reliance on traditional and online sources predicts credibility of online newspapers, television news, news-magazines, candidate literature, and political issue-oriented sites after controlling for demographic and political factors.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

William P. Eveland, Jr. and Sharon Dunwoody, "Examining Information Processing on the World Wide Web Using Think Aloud Protocols," *Media Psychology*, 2.3 (2000): 219-244.

Key words: N/A

Abstract: Some theorists argue that the node-link design of the Web mimics human information storage and that Web use encourages individuals to process information efficiently and effectively, potentially increasing meaningful learning. However, critics claim that Web navigation increases cognitive load and often produces disorientation. This reduces the processing devoted to meaningful learning, and, thus the Web may potentially inhibit learning. In an examination of information processing on the Web using a quantitative analysis of think aloud protocols, we found that users spend a substantial proportion of their cognitive effort orienting to the content and structure of the Web, and this effort comes at the expense of elaborative and evaluative processing. Additional findings suggest that, at least during a single relatively short session, time spent in a given site does not reduce the processing devoted to orientation. Finally, this paper offers a theoretically informed strategy for analyzing information processing activities that may be of use to other scholars.

Method: Survey - Interview/Case Study

Theory: Information Processing

Mike Godwin, "Fear of Infringement: A Colloquy for Copyright Solutions Might Allay the Latest Internet Panic," *Media Studies Journal*, 13 (Fall 2000): 30-35.

Abstract: We could see the roots of social panic growing back in the early '90s. It was apparent in the

way so many mainstream editorialists and opinion leaders talked about the Net. "What about porn?" they wailed. "What about libel?" "What about bomb-making instructions?" The mini-panics came in waves, some more threatening than others. In one news cycle the Internet fear would be "identity theft," and in the next it would be "Internet depression." Most could be countered by considered, thoughtful debate, seasoned with the occasional First Amendment-based lawsuit aimed at a bad, panic-driven law like the Communications Decency Act. But today we find ourselves confronted with the biggest panic of all: the fear that this new, Internet-enhanced freedom of speech, if not properly brought under control by new laws and strategic litigation, will mean (capital letters seem appropriate here) the Death of Copyright. And this panic has the potential to exceed all the others put together when it comes to reshaping our laws and affecting our First Amendment prerogatives.

Method: Interpretive - Policy Analysis

Theory: Policy

Adam Clayton Powell III, "Children, the Internet, and Free Speech," *Media Studies Journal*, 13 (Fall 2000): 36-41.

Abstract: Instead of installing Internet filters on computers, perhaps parents should install ethical filters in their children. The Internet has brought the riches of the world's libraries to our fingertips and free global communication to users on every continent. But the Web sites that attract more attention than any others, at least from the news media, are the sites that feature pornography. Newsmagazines feature scary covers with suggestive images on computer screens while small children recoil in rehearsed horror. Television newscasts show fuzzy images of something that must be revolting (why else would it be blurred?) while earnest reporters tell us these images are from the Internet. Politicians then use these reports and images to demand new laws to halt what they have seen on TV and in print. They may never have been online, but they do watch TV news.

Method: Interpretive - Policy Analysis

Theory: Policy

Nancy Kranich, "Assessing Internet Access," *Media Studies Journal*, 13 (Fall 2000): 42-45.

Abstract: The public library meets the First Amendment in the information age. On the cusp of the 21st century, the First Amendment finds itself in unexpectedly contested terrain. In the conservative community of Holland, Mich., for example, residents recently voted to defeat a measure to cut off public-library funding unless filters are installed on all the library's Internet terminals. The February 2000 referendum—instigated by the Mississippi-based American Family Association—sought to control library operations under the guise of protecting children from pornography. Opponents contended that filters don't work and keep library users from accessing legitimate information. They pointed out that filtering software is expensive, flawed and unnecessary. More important, the library has policies for handling patrons who browse inappropriate sites. The filtering issue received less attention than the Republican presidential primary on the same ballot, but it was one flash point in the national discourse about restricting Net access to protect children.

Method: Interpretive - Policy Analysis

Theory: Policy

Nadine Strossen, "Freedom of Speech: Issues for a New Election and a New Century," *Media Studies*

Journal, 14 (Fall 2000): 26-34.

Abstract: Two major free speech issues have been especially controversial in recent years and will no doubt continue to dominate debates during the coming campaign period and beyond. How should we apply the values reflected in this 18th-century guarantee to the brave new world of the Internet? And, how can we reform the financing of election campaigns to eliminate the appearance and reality of corruption, and to increase citizens' and candidates' access to the process, without limiting freedom for supremely important expression?

Method: Interpretive - Policy Analysis

Theory: Policy

Elizabeth Weise, "Not Yet for the Net: But New Sites Show Great Promise," *Media Studies Journal*, 14 (Winter 2000): 36-41.

Abstract: When Bill Clinton became the first president to participate in a live Internet chat on November 8, 1999, history was not made. Although an estimated 30,000 users logged in over the course of the two-hour feed to watch a transcript of the event scroll down their computers, only 27 actually were able to get their questions answered and those only after their questions were triple-screened.

Method: Interpretive - Essay (Including history)

Theory: Policy

Wilson Carey McWilliams, "Television and Political Speech," *Media Studies Journal*, 14 (Winter 2000): 110-114
Abstract: For television, and the American media generally, the election of 2000 will be the real first taste of things to come, the beginning of the end of an era if not the end itself. Whispers of the "information resolution" could be heard in 1994, mostly in the accents of the Right, but in 2000, the Internet's campaign presence will be sounded in shouts and with cymbals.

Method: Interpretive - Essay (Including history)

Theory: Policy

Tanjev Schultz, "Mass Media and the Concept of Interactivity: An Exploratory Study of Online Forums and Reader Email," *Media, Culture and Society*, 22.2 (March 2000): 205-221

Key words: N/A

Abstract: Lack of interaction between the mass media and their audiences has always been a target for media criticism. While the Internet provides a potential for more interactive communication, one wonders how much this opportunity is taken up. The traditional mass media do not seem to become obsolete. Their function as providers of a shared lifeworld might become even more important. Besides their traditional formats, mass media are well represented on the World Wide Web, but it is not clear yet how interactive they will be in the online environment. The article first goes over theoretical implications, taking the perspective of the current Frankfurt School and the American movement of public journalism. Then it identifies concrete settings and levels of interactivity in online journalism. Finally, an exploratory study of New York Times journalists and forum participants helps illustrate chances and problems of mass media online.

Method: Interpretive - Essay (including History)

Theory: Information Processing/Uses and Gratification

Scott R Maier, "Digital Diffusion in Newsrooms: The Uneven Advance of Computer-assisted Reporting," *Newspaper Research Journal*, 21.2 (Spring 2000): 95-110.

Key words: N/A

Abstract: A survey of CAR trainers found that half of reporters at respondent newspapers do not routinely use the Internet for research. Trainers estimate that 10 percent of reporters used computers for data analysis.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Laura Newland Hill and Candace White, "Public Relations Practitioners' Perception of the World Wide Web as a Communications Tool," *Public Relations Review* 26.1 (Spring 2000): 31-51.

Key words: N/A

Abstract: Interviews with public relations practitioners in organizations with Web sites explored perceptions about the value of the World Wide Web as a communications tool, and how it fits into the communications mix. Practitioners believe a Web site symbolizes an organization's competitiveness, enhances an organization's image, and increases the practitioner's personal sense of professionalism. However, they often have responsibility for a Web site without additional resources to maintain it and do not see it as a high priority on their to-do lists. Practitioners must juggle issues such as skepticism about the value of their site, inefficient evaluation methods, and control of the site.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Stuart L. Esrock and Greg B. Leichty, "Organization of Corporate Web Pages: Publics and Functions," *Public Relations Review* 26.3 (Fall 2000): 327-344.

Key words: N/A

Abstract: This article reports on two sets of data that were collected to lay the groundwork for developing an empirically based typology of corporate World Wide Web sites. A systematic, random sample of Fortune 500 corporation Web sites was employed. The first wave of data showed that more than 85% of the sample had substantial content that addressed two or more publics. The most frequent combination of publics addressed by Web site content was that of investor/customer/press. The second part of the study examined the prominence organizations gave to audiences and features on the front or "home" page. The findings indicated that many corporate Web pages were designed to be accessible and easily navigated. This part of the study clearly distinguished between primary and secondary publics. In particular, the press emerged as a secondary public in the second wave of data.

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

2001

Dean Colby, "Conceptualizing the 'Digital Divide: Closing the 'Gap' by Creating a Postmodern Network that Distributes the Productive Power of Speech," *Communication Law and Policy*, 6.1 (Winter 2001):

123-173.

Key words: N/A

Abstract: This article challenges the prosaic way of debating the solution of the "Digital Divide." Most solutions offer physical access for the consumer to the "network-of-networks." But the way in which the network undergoes its construction after the Telecommunications Act of 1996 leaves such consumer-oriented solutions wanting. The "end-user" is increasingly less capable of creating content to "push" onto the network. The power to produce speech is more and more the privilege of large scale producers of content who are also owners of the physical network. Because of this, even physical connectivity is no solution to bridge the gap between the "info-haves and have-nots." Without the power to produce speech, every end-user remains a mere consumer of speech. Both law and policy can address these problems. The aim of this article is to show how both are complicit in the creation of a network that disparages individual expression and yet still retain the power of precedent to demand the creation of a postmodern "network-of-networks" that seeks to distribute the means of producing speech.

Method: Interpretive - Policy Analysis

Theory: Social Interaction

Johanna M. Roodenburg, "'Son of CDA': The Constitutionality of the Child Online Protection Act of 1998," *Communication Law and Policy*, 6.1 (Winter 2001): 227-257.

Key words: N/A

Abstract: In 1998, Congress passed a second law to regulate online content in the name of protecting children. Although the Child Online Protection Act is arguably a more narrowly tailored approach to protecting children from online indecency than the Communications Decency Act of 1996, the COPA still suppresses a large amount of speech that adults have a constitutional right to receive. This article explains the two laws, analyzes how courts have treated them and finds that while there are slight differences between the two laws, the courts have thus far held that these differences are insignificant compared to their shared constitutional defects. The article recommends that Congress stop attempting to enact laws that technology and parental control make unnecessary and that would harm freedom of expression.

Method: Interpretive - Policy Analysis

Theory: Social Interaction

Laura Leets, "Responses to Internet Hate Sites: Is Speech Too Free in Cyberspace?" *Communication Law and Policy*, 6.2 (Spring 2001): 287-317.

Key words: N/A

Abstract: This descriptive study investigates people's responses to incendiary hate sites found on the World Wide Web. Drawing on legal guidelines for other classes of unprotected speech, this study explores the parallels between First Amendment formulas and people's perceptions of hate sites. Additionally, it examines perceptions of harmfulness and persuasiveness. Two hundred sixty-six volunteers in an on-line study each read and evaluated one of 11 white supremacist Web pages. One test indicated that the communicative value of the expression was low, while a second test suggested people perceived an indirect, insidious threat rather than "imminent" lawless action. Viewing short-term effects as the legal harm, white supremacist hate rhetoric is protected speech. If one considers indirect or long-term effects, however, hate speech may reside at the border of First Amendment protection. The results inform the debate regarding protection for Internet hate speech.

Method: Interpretive - Policy Analysis

Theory: Social Interaction

Gregory C. Lisby, "Web Site Framing: Copyright Infringement through the Creation of an Unauthorized Derivative Work," *Communication Law and Policy*, 6.4 (Autumn 2001): 541-556.

Key words: N/A

Abstract: This article argues that the framing of others' sites on the World Wide Web-the trapping of another's Web site within one's own site, sometimes known as "in-line" linking-creates a derivative work and is, thus, copyright infringement, when the derivative work was created without permission of the copyright holder. Such linking alters the framed Web site, modifies it, re-packages it in a way its author did not intend and transforms it, misrepresenting the author's work in the process, either by attributing the work to someone else or attributing a creation to the author that the author did not produce.

Method: Interpretive - Policy Analysis

Theory: Social Interaction

Gary Gumpert and Susan J. Drucker, "Public Boundaries: Privacy and Surveillance in a Technological World," *Communication Law and Policy*, 49.2 (Spring 2001): 115-129.

Key words: N/A

Abstract: Discusses about public boundaries in relation to technological application. Pros and cons of the surveillance cameras placed in public places by security forces, Difficulties in fixing boundaries between publicness and privateness; Connection of privacy rights with the psychological and functional expectations in using public places.

Method: Interpretive - Essay

Theory: Social Interaction

Carolyn A. Lin, "Audience Attributes, Media Supplementation, and Likely Online Service Adoption," *Communication Quarterly*, 4.1 (Winter 2001): 19-38.

Key words: N/A

Abstract: Explores potential predictors for online service adoption in the advertising industry. Analysis of literature of diffusion, motivation and media substitution theories, Psychological and social origins behind Internet adoption, Technology diffusion, Gratification opportunities, Potential of online services to displace traditional media usage.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

William P. Eveland, Jr., and Sharon Dunwoody, "User Control and Structural Isomorphism or Disorientation and Cognitive Load? Learning from the Web Versus Print," *Communication Research*, 28.1 (February 2001): 48-78.

Key words: N/A

Abstract: User control theory predicts that providing freedom in learning increases learning compared

to traditional instruction, implying that the Web is more effective for learning than print. Theorists have also argued that navigation through Web sites mimics the associative nature of human memory and information processing-structural isomorphism-suggesting Web superiority. However, studies indicate that hypermedia increases cognitive load and produces disorientation, implying that hypermedia increases cognitive load and produces disorientation, implying that the Web would be less effective for learning than would print. An experiment comparing learning in print versus several Web site designs demonstrated that learning from print as measured by recognition is better than learning from linear and nonlinear Web designs but no different from a design including advisement. No significant differences across media conditions were found using cued recall as the measure of learning. Additional findings suggest that cognitive load inhibits learning, whereas Web expertise facilitates it. Curiously, a learning motivation tended to reduce learning.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Joseph B. Walther, Celeste L. Slovacek, and Lisa C. Tidwell, "Is a Picture Worth a Thousand Words? Photographic Images in Long-term and Short-term Computer-mediated Communication," *Communication Research*, 28.1 (February 2001): 105-134.

Key Words: N/A

Abstract: This article asks whether, and when, participants benefit from seeing each other's faces in computer-mediated communication. Although new technologies make it relatively easy to exchange images over the Internet, our formal understanding of their impacts is not clear. Some theories suggest that the more one can see of one's partners, the better one will like them. Others suggest that long-term virtual team members may like each other better than would those who use face-to-face interaction. The dynamic underlying this latter effect may also pertain to the presentation of realistic images compared with idealized virtual perceptions. A field experiment evaluated the timing of physical image presentations for members of short-term and long-term virtual, international groups. Results indicate that in new, unacquainted teams, seeing one's partner promotes affection and social attraction, but in long-term online groups, the same type of photograph dampens affinity.

Method: Experiment

Theory: Social Interaction

Ya-Ching Lee "A Step Toward Balance? Third-party Liability in the Digital Millennium Copyright Act," *Communications and the Law*, 23.1 (March 2001): 1-9

Key words: N/A first describes the background of copyright law and copyright infringement. Then, difficulties in regulating the use of digital information and the attempts of the white paper proposal are discussed. The next part reviews the new copyright law with regard to third-party liability and assesses the advantages and disadvantages of new third-party liability. In the last part, this article offers some practical suggestions for a more balanced online copyright regime-involving a balance between copyright protection and information dissemination. As more and more individuals, commercial organizations, and nonprofit organizations (such as libraries, schools, and communities) have become Internet users-browsing Web sites, doing business, providing digital information products, or providing services on the Internet - it is important to understand the implications, the impacts and the limitations of the DMCA on third-party liability so that the Internet service providers can be aware of their rights and their obligations in complying with the law.

Method: Interpretive - Policy Analysis

Theory: Social Interaction

Emile Loza, "Internet Fraud: Federal Trade Commission Prosecutions of Online Conduct," *Communications and the Law*, 23.2 (June 2001): 55-98.

Key words: N/A

Abstract: Focuses on the lawsuit filed by the United States Federal Trade Commission against Internet fraud operators. Scope and impact of Internet fraud, Types of online conduct violations,

Method: Interpretive - Policy Analysis

Theory: Social Interaction

Michael L. Kent, "Managerial Rhetoric as the Metaphor for the World Wide Web," *Critical Studies in Media Communication*, 18.3 (September 2001): 359-375.

Key words: N/A

Abstract: This article explains how metaphors influence how we experience events, and how the Web, viewed through a different metaphor or lens, currently appears a little less valuable as a tool of education or democracy. Although the Web constitutes a new communication milieu, possessing the potential to revolutionize communication in the next millennium, its rhetoric is currently one of consumerism and capitalism-economic not political ideologies pertain. This article conducts a metaphorical analysis of the World Wide Web positing that the Web might be understood best through a managerial metaphor rather than the current spatial/relational metaphor. Using Sproule's 1988 categories of managerial rhetoric, this article critiques contemporary Web practices in an effort to better understand the Web and its communicative potential.

Method: Interpretive - Essay

Theory: Social Interaction

A.J. Flanagin and M.J. Metzger, "Internet Use in the Contemporary Media Environment," *Human Communication Research*, 27.1 (2001): 153-171.

Key words: N/A

Abstract: Although a significant amount of research has focused on traditional media choice and use, and even on some 'new' media, these studies have either neglected the Internet and World Wide Web or were conducted prior to their recent popularity. This study offers a novel exploration of individuals' use of three Internet functions (information retrieval, information giving, and conversation capabilities) in the context of the use of other communication media. Data from 684 individuals demonstrate that the Internet is a multidimensional technology used in a manner similar to other, more traditional media. Specifically, conversation features of the Internet align with mediated interpersonal technologies (the telephone and electronic mail), whereas the Internet's information-retrieval and information-giving features are used in ways similar to mass media channels (newspapers, television, and books and magazines). In addition, needs fulfilled by these channels cluster in ways consistent with past research, regardless of the technologies employed to meet them.

Method: Survey - Interview/Case Study

Theory: Social Interaction

John M. Carroll, Mary Beth Rosson, Philip L. Isenhour, Christina Van Metre, Wendy A. Schafer, and Craig H. Ganoë, "MOOsburg: Multi-user Domain Support for a Community Network," *Internet Research*, 11.1 (2001): 65-73.

Key words: N/A

Abstract: MOOsburg is a community-oriented multi-user domain. It was created to enrich the Blacksburg Electronic Village by providing real-time, situated, interaction, and a place-based information model for community information. An implementation fundamentally different from classic multi-user domains object-oriented (MOO), supporting distributed system development and management, and a direct manipulation approach to navigation, is presented. To guide the development of MOOsburg, a set of community-oriented applications, including a virtual science fair, is focused upon.

Method: Experiment

Theory: Social Interaction

Panagiota Papadopoulou, Andreas Andreou, Panagiotis Kanellis, and Drakoulis Martakos, "Trust and Relationship Building in Electronic Commerce," *Internet Research*, 11.4 (2001): 322-332.

Key words: N/A

Abstract: In e-commerce, trust becomes an essential prerequisite for customer relationship building. Drawn from established theoretical work on trust and relationship marketing, a model is proposed aiming to help in highlighting the differences between traditional and e-commerce and to facilitate thinking as to how trust can be built in virtual environments. Conceptualized in the context of an electronic servicescape, the model helps to demonstrate how agent and virtual reality technologies can facilitate the expressiveness required for the formation of trust through iterative interaction with promises being made, enabled and fulfilled.

Method: Model Building

Theory: Adoption/Diffusion

Christopher K Bart, "Exploring the Application of Mission Statements on the World Wide Web," *Internet Research*, 11.4 (2001): 360-368.

Key words: N/A

Abstract: Mission statements are considered to be one of the most popular management tools in the world - and also one of the most frustrating. To secure their success, it has been recommended that mission statements be communicated and disseminated to as many internal and external stakeholders as possible. One means for doing this is through the Internet and the posting of an organization's mission statement on its company Web site. But who is doing this? What types of organizations are using the World Wide Web to advertise their missions? Where is a mission statement typically located in a corporate Web site? And what are some of the motivations that an organization has for posting or not posting its mission? These are questions which have not yet been addressed by previous research and which this preliminary study sought to answer.

Method: Survey - Content Analysis

Theory: Social Interaction

James R Coyle and Esther Thorson, "The Effects of Progressive Levels of Interactivity and Vividness in Web Marketing Sites," *Journal of Advertising*, 30.3 (Fall 2001): 65-77.

Key words: N/A

Abstract: This experiment examines interactivity and vividness in commercial web sites. It was expected that increased levels of interactivity and vividness would lead to more positive attitudes toward web sites, stronger feelings of telepresence, and greater attitude-behavior consistency. In addition, it was expected that increased levels of vividness to lead to the development of more enduring attitudes toward the site. Participants explored four web sites. Increases in interactivity and vividness were associated with increased feelings of telepresence. In addition, increases in vividness were associated with more positive and more enduring attitudes toward the web site. Implications for new media researchers and practitioners are discussed.

Method: Experiment

Theory: Information Processing

Patrick D. Lynch, Robert J. Kent, and Srin S. Srinivasan, "The Global Internet Shopper: Evidence from Shopping Tasks in Twelve Countries," *Journal of Advertising Research*, 41.3 (May/June 2001): 15-23.

Key words: N/A

Abstract: Globally, the characteristics of a website that are critical to increasing the likelihood that customers will shop at that site and will come back for future purchases are largely unknown. Actual shopping tasks by 299 respondents from 12 countries indicate that site quality, trust and positive affect toward it are critical in explaining both the purchase intentions and loyalty of visitors to the site. This research indicates that the impact of these factors varies across different regions of the world and across different product categories. Results of this research highlight the need to tailor websites according to each world region and product being offered for sale.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Prem N. Shamdasani, Andrea J. S. Stanaland, and Juliana Tan, "Location, Location, Location: Insights for Advertising Placement on the Web," *Journal of Advertising Research*, 41.4 (Jul/August 2001): 7-21.

Key words: N/A

Abstract: This research addresses web advertising placement issues by examining two main variables: website reputation and the relevance between website content and banner ad product category. Online data collection using adapted websites yielded different results for high- versus low-involvement products. Advertising effectiveness for a high-involvement product appears to be relevance-driven, with reputation enhancing outcomes only when the website's content is relevant to the advertised product category. In contrast, advertising effectiveness for a low-involvement product is reputation-driven: when a site's reputation is well established, relevance exhibits no effect on outcomes. Results are consistent with Elaboration Likelihood Model predictions and the contention that variables can serve dual roles in the persuasion process, depending on the experimental context.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

Micael Dahlen, "Banner Advertisements through a New Lens," *Journal of Advertising Research*, 41.4

(Jul/August 2001): 23-30.

Key words: N/A

Abstract: This article examines the impact of brand familiarity and internet user experience on banner-ad effectiveness. The results from a large empirical study show that there are major differences between the performances of banner ads for familiar and unfamiliar brands. Advertisements for familiar brands tend to wear out quickly, whereas banner ads for unfamiliar brands need multiple exposures to wear in. Major differences are also found between novice and expert internet users regarding their susceptibility to web advertising. Novice users are more affected by banner ads than are expert users. Implications based on the findings are discussed.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

Linn Wenyu Dou and Sixian Yang Randy, "How Smart Are 'Smart Banners'?" *Journal of Advertising Research*, 41.4 (Jul/August 2001): 31-43.

Key words: N/A

Abstract: Smart banners, or keyword-activated banners that are tied to internet user search keywords, are becoming increasingly popular with major search engines and their advertisers. Understanding how smart banners work best is a challenge facing the online advertising industry. This paper examines how specificity in the meaning of search keywords may affect the accuracy of banner matches. Through analysis of banner matches obtained from 12 major search engines, the authors found that as search keywords became more specific, search engines returned fewer exact banner matches and more general banner matches. Implications of these findings for search engines and their advertisers are discussed.

Method: Survey - Interview/Case Study

Theory: Information Processing

Chang-Hoan Cho, Jung-Gyo Lee, and Marye Tharp, "Different Forced-Exposure Levels to Banner Advertisements," *Journal of Advertising Research*, 41.4 (Jul/August 2001): 45-56.

Key words: N/A

Abstract: This study explores the effects of different levels of forced exposure to banner ads on advertising responses such as advertising perception, clicking of banner ads, banner attitude, brand attitude, and purchase intention. The study employed a within-group experimental design using online data collection technology called Cold Fusion. It was found that the degree of forced exposure to banner ads had a significantly positive relationship with advertising perception and clicking of banner ads. Unexpectedly, it was also found that the banner ad presented in the format of the highest forced-exposure level also yielded the most desirable advertising effects (i.e., favorable attitude toward the banner ad, favorable attitude toward the brand, and high purchase intention)

Method: Experiment

Theory: Information Processing/Uses and Gratification

Katherine Gallagher, K. Dale Foster, and Jeffrey Parsons, "The Medium Is Not the Message: Advertising Effectiveness and Content Evaluation in Print and on the Web," *Journal of Advertising Research*, 41.4 (Jul/August 2001): 57-70.

Key words: N/A

Abstract: Some have argued that traditional principles of mass media advertising do not apply on the web. We present an empirical study that contradicts this assertion. Our findings suggest that advertisers need not take full advantage of the enhanced capabilities of the medium to produce effective web advertising. Given equal opportunity for exposure to the target audience, the same advertisements were equally effective in print and on the web. However, for promotional material that consumers would not classify as advertising, evaluations were lower when the material was presented on the web. We propose a plausible explanation for this apparent paradox.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Katherine Gallagher, Jeffrey Parsons, and K. Dale Foster, "A Tale of Two Studies: Replicating 'Advertising Effectiveness and Content Evaluation in Print and on the Web'," *Journal of Advertising Research*, 41.4 (Jul/August 2001): 71-81.

Key words: N/A

Abstract: We replicate, using adult web users, a study comparing advertising effectiveness and content evaluation in print and on the web (Gallagher, Foster, and Parsons, 2000). As in the original study inviting students, the replication found that advertising was equally effective in the two media. However, while the original study found that evaluation of an article containing advertising was lower when it appeared on the web than when it appeared in print, this result was not replicated. Examination of two subgroups showed that results for the subgroup resembling the student sample were consistent with the original study. We propose conditions under which student samples are appropriate.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Lana K. Brackett and Benjamin N. Carr Jr., "Cyberspace Advertising vs. Other Media: Consumer vs. Mature Student Attitudes," *Journal of Advertising Research*, 41.5 (Sep/October 2001): 23-32.

Key words: N/A

Abstract: This paper reports on the findings of a survey about attitudes now, and predictions for the future, regarding web advertising versus other media, with college students as the target. College students' present attitude toward web advertising is compared to the attitudes of people familiar with the web in Ducoffe's 1996 study. Among the more notable results: while Ducoffe's sample did not find web advertising to be irritating, annoying, or insulting to peoples' intelligence, our student sample did. Additionally, students predict that web advertising will overtake television advertising as the most valuable source of information for the future. The paper also offers a new pragmatic model of Attitude toward Advertising that enhances the explanatory power of the Ducoffe (1996) model by adding to the antecedent variables.

Method: Survey - Interview/Case Study

Theory: Information Processing

Sung-Joon Yoon and Joo-Ho Kim "Is the Internet More Effective than Traditional Media? Factors affecting the choice of media," *Journal of Advertising Research*, 41.6 (Nov/December 2001): 53-60.

Key words: N/A

Abstract: This study seeks to compare the differences in media characteristics between the internet and traditional media, then determine product characteristics that are the most influential in the choice of internet advertising, and, finally, identify product-related factors responsible for media use. Using conceptual frames based on Katz's (1960) functional attitude theory and the FCB Grid, this study attempts to link salient product characteristics to media choice and use for four product categories: automobiles, luxury watches, shampoos, and fast food. The results suggest that internet advertising is better suited for highly involved as well as rationally oriented consumers and that the internet should be recognized as an important media alternative in view of its preference and effectiveness of advertising execution.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

S. S. Sundar and C. Nass, "Conceptualizing Sources in Online News," *Journal of Communication*, 51.1 (March 2001): 52-72.

Key words: N/A

Abstract: This study attempts a new conceptualization of communication sources by proposing a typology of sources that would apply not only to traditional media but also to new online media. Ontological rationale for the distinctions in the typology is supplemented by psychological evidence via an experiment that investigated the effects of different types of source attributions upon receivers' perception of online news content. Participants (N=48) in a four-condition, between-participants experiment read 6 identical news stories each through an online service. Participants were told that the stories were selected by one of four sources: news editors, the computer terminal on which they were accessing the stories, other audience members (or users) of the online news service, or (using a pseudo-selection task) the individual user (self). After reading each online news story, all participants filled out a paper-and-pencil questionnaire indicating their perceptions of the story they had just read. In confirmation of the distinctions made in the typology, attribution of identical content to four different types of online sources was associated with significant variation in news story perception. Theoretical implications of the results as well as the typology are discussed.

Method: Experiment

Theory: Information Processing

M. E. McCoy, "Dark alliance: News Repair and Institutional Authority in the Age of the Internet," *Journal of Communication*, 51.1 (March 2001): 164-193.

Key words: N/A

Abstract: In August 1996, a regional newspaper, the *San Jose (CA) Mercury News* unveiled the results of its year-long investigation into links between the spread of crack cocaine in the U.S. and fundraising for the CIA-backed contra rebels in Central America. 'Dark Alliance: The Story Behind the Crack Explosion' was the first investigative report to achieve national prominence primarily via Internet dissemination. Investigations by three of the country's largest dailies, rather than advancing the Mercury's claims, turned into a sustained and damaging critique. Commentators have characterized this sharp scrutiny of a respected regional paper as everything from a defense of journalistic standards to damage control for the CIA. Nearly all, however, have ignored the larger critique of the Internet as a medium of news distribution that emerged in the follow-up coverage. This study examines the controversy as a case of news repair, as defined by Bennett, Gressett and Haltom (1985)ing what the

case reveals about the operation of news repair itself in an era of Internet-based news delivery. The repair of "Dark Alliance" affirmed a paradigmatic understanding of what is and is not news. More broadly, it defended the authority of established broadsheets over the news media and affirmed the traditional hierarchy of national over regional newspapers. This paper argues that the Internet's role in the publication of this controversial exposé created both need and opportunity for repair of institutional boundaries – those violated by the Mercury's use of the new medium and a more general erosion in the ongoing migration of news to the Internet.

Method: Interpretive - Essay

Theory: Social Interaction

J. W. Turner, J. A. Grube, and J. Meyers, "Developing an Optimal Match Within Online Communities: An Exploration of CMC Support Communities and Traditional Support," *Journal of Communication*, 51.2 (June 2001): 231-251.

Key words: N/A

Abstract: This study investigates the complementary nature of face-to-face and computer-mediated social support and the development of a context through which hyperpersonal communication can develop within online communities. Optimal matching theory is used as a framework for explaining how hyperpersonal communication develops within online cancer support communities. We compared online participants' perceptions of illness support from the list with the support they received from a *nonmediated* relationship. Respondents participated more within the online community only when they perceived that the depth and support that they received from the online community was high, and when the depth and support they received from the specific person in their life was low.

Method: Survey - Interview/Case Study

Theory: Social Interaction

E. Tanner, "Chilean Conversations: Internet Forum Participants Debate Augusto Pinochet's Detention," *Journal of Communication*, 51.2 (June 2001): 383-403.

Key words: N/A

Abstract: Chileans from around the world discussed the October 1998 arrest of ex-dictator Augusto Pinochet in London and debated the legacy of the military government over an Internet forum associated with the publication *La Tercera*. This study of 1,670 letters argues the online forum is a public space and identifies four characteristics of the space as it relates to public sphere theories: access, freedom of communication, structure of deliberation, and the public use of reason. Participants in forum debates generated both public opinion and collective memories of the recent past, thus becoming part of the broader Chilean reconciliation.

Method: Survey - Interview/Case Study

Theory: Information Processing

D. Robert DeChaine, "From Discourse to Golf Course: the Serious Play of Imagining Community Space," *Journal of Communication Inquiry*, 25.2 (April 2001): 132-146.

Key words: N/A

Abstract: This study examines the Web-based promotional discourse of the American golf community in an effort to highlight the intimate relationship between material and social space. It is argued that golf communities represent uniquely imagined spaces in which identity is worked and power is wielded. In examining specificities of the physical space that the residents share, the requirements for accessing

and/or belonging to the golf community, and in particular the marketing strategies employed by community developers, an attempt is made to bring into relief the broader themes that underlie formative American ideologies of nature, individualism, democracy, and class privilege. A rhetorical analysis of Web-based appeals to prospective golf community members reveals a complex negotiation of American core values, underpinned by significant tensions concerning purity, exclusivity, freedom, and control.

Method: Survey - Interview/Case Study

Theory: Social Interaction

Vincent Mosco and Derek Foster, "Cyberspace and the End of Politics," *Journal of Communication Inquiry*, 25.3 (July 2001): 218-236.

Key words: N/A

Abstract: Communication scholars have used the concept of myth to understand important concerns of both the political economy and cultural analysis of communication. This article builds on this work by examining myths about cyberspace and is part of a wider project that aims to address issues on the borders of political economy and cultural studies. Specifically, our understanding of cyberspace can benefit by theorizing it as a mythic space marked by powerful beliefs about a radical and transcendent disjunction celebrating the end of history, the end of geography, and the end of politics. The article concentrates on cyberspace myths about the end of politics and how these are manifested in two substantive developments: the Progress and Freedom Foundation, a lobbying organization led by George Gilder, Alvin Toffler, Newt Gingrich, and others, and the Strategic Defense Initiative (SDI), whose protective shield promises to safeguard the United States from nuclear annihilation.

Method: Interpretive - Essay (Including History)

Theory: Adoption/Diffusion

Anthony D. Miyazaki and Ana Fernandez, "Consumer Perceptions of Privacy and Security Risks for Online Shopping," *Journal of Consumer Affairs*, 35.1 (Summer 2001): 27-44.

Key Word: N/A

Abstract: The present research examines Internet privacy and security issues that affect both online retailers and their patrons. The study results provide evidence that higher levels of Internet experience may lead to lower risk perceptions regarding online shopping and fewer specific concerns regarding system security and online retailer fraud yet more concerns regarding online privacy. Participation in other remote purchasing methods was shown to be related to lower risk perceptions regarding online shopping. Finally, there was evidence that perceived risk at least partially mediates the impact of Internet experience on online purchase behavior. In light of the rapid evolution of consumer-related online commerce, further and more frequent research is needed to understand how risk perceptions influence online purchasing, how such perceptions can be managed by retailers, and how the management of risk perceptions may impact consumer welfare.

Method: Interpretive - Policy Analysis

Theory: Social Interaction

James A. Talaga and Louis A. Tucci, "Consumer Tradeoffs in On-line Textbook Purchasing," *Journal of Consumer Marketing*, 18.1 (2001): 10-20.

Key Words: Electronic commerce, Internet, Consumer behavior, Book trade, Pricing, Retailing

Abstract: New forms of retailing present different pricing challenges. The selling of college textbooks over the Internet represents an ideal case study of the different elements that enter into consumer's price equation. College students were asked to rate the likelihood of purchase of a text given different profiles of sellers and their offerings. Using conjoint analysis, estimates of consumer tradeoffs were calculated. In-stock status at the college bookstore was the most important variable, followed by buy-back policies/guarantees. Price of the text was the third most important variable. Implications for both bookstores and on-line retailers are presented.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Pradeep Korgaonkar, Ronnie Silverblatt, and Bay O'Leary, "Web Advertising and Hispanics," *Journal of Consumer Marketing*, 18.2 (2001): 134-152.

Key Words: Advertising, Internet, Ethnic groups, Consumer behavior, Market segmentation

Abstract: The liaison between America Online and Hispanic Publishing Corp. to launch an interactive area called HISPANIC Online attests to the growing importance of the Hispanic consumers to US corporations. Still, little published research exists documenting the evaluation and usage of Web advertising by this growing segment of the US population. Applying Pollay and Mittal's seven-factor advertising beliefs model, the authors explore the Hispanic Web users' beliefs, attitudes, and use of Web advertising. The seven belief factors regarding Web advertising, as well as attitudes and demographic factors, of the Hispanic respondents were studied in three usage contexts of Web advertising: the attention subjects paid to Web advertisements, the frequency of subjects clicking on Web advertisements, and the frequency of subjects leaving Web sites. Multivariate discriminant analysis suggests that the seven belief factors and the attitude factor, along with age and income levels, are significantly correlated with the three usage contexts of Web advertising. The study results and implications for Web advertisers are discussed.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

Carol Kaufman-Scarborough, "Accessible Advertising for Visually Disabled Persons: the Case of Color-deficient Consumers," *Journal of Consumer Marketing*, 18.4/5 (2001): 303-318.

Key Words: Disabled people, Advertising, Design, Internet

Abstract: Successful advertising must attract attention, communicate clearly, and ideally be memorable for optimum impact. The basic processes of encoding and decoding underlie successful communication, but advertisers often neglect to test for accessibility by visually-disabled persons. The present paper presents a framework for detecting information-processing problems and illustrates the use of this framework by analyzing the responses of color-deficient consumers.

Method: Interpretive - Policy Analysis

Theory: Social Interaction

Kim Bartel Sheehan and Timothy W. Gleason, "Online Privacy: Internet Advertising Practitioners' Knowledge and Practices," *Journal of Current Issues and Research in Advertising*, 23.1 (Spring 2001): 31-41.

Key Words: N/A

Abstract: Investigates how Internet advertising practitioners perceive consumer attitudes towards practices inviting information collection and usage and whether these practitioners respond to known concerns in their work. Practitioners' awareness of consumer privacy concerns, Indications that practitioners are failing to take appropriate actions to address these concerns.

Method: Survey - Interview/Case Study

Theory: Social Interaction

Eric J. Karson and Pradeep K. Korgaonkar, "An Experimental Investigation of Internet Advertising and the Elaboration Likelihood Model," *Journal of Current Issues and Research in Advertising*, 23.2 (Fall 2001): 53-72.

Key Words: N/A

Abstract: Examines the applicability of Elaboration Likelihood Model (ELM) in Internet advertising. Differences between Internet and traditional advertising, Effects of involvement for peripheral cues on attitudes and intentions, Reasons for the difficulty in adapting the ELM in the Internet.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Peng Hwa Ang, "The Role of Self-Regulation of Privacy and the Internet," *Journal of Interactive Advertising*, 1.2 (Spring 2001): 1-9

Key words: N/A

Abstract: For several years now, Internet users have ranked privacy as the issue that concerns them the most. This paper traces the development of privacy rights on the web with emphasis on the USA and EU. The paper discusses the advantages and disadvantages of the different approaches to regulation, especially industry self-regulation. Both conceptually and in practice, there are problems with all the modes of regulation. In the U.S.A. there is pressure towards government regulation away from self-regulation. This is due in part to the high-profile breaches of privacy that went unpunished in the self-regulatory regime. It concludes with a basic set of guidelines on privacy for websites.

Method: Interpretive - Policy Analysis

Theory: Policy

Steve Coffey, "Internet Audience Measurement: A Practitioner's View," *Journal of Interactive Advertising*, 1.2 (Spring 2001): 10-17

Key words: N/A

Abstract: The objective of this paper is to provide some background to those interested in the Internet audience measurement industry, layout the alternative methods employed, and provide greater detail behind the methodology used by the leading Internet audience measurement service. Alternative measurement methods are discussed. Each of the commercial audience measurement firms that are active are constantly striving to refine and improve their methodologies to match the needs of a very rapidly changing industry, and some of these improvements are discussed. This paper concludes that considerable innovation will occur in the five years ahead, just as radical changes have occurred in the five years past.

Method: Interpretive - Essay (including History)

Theory: Adoption/Diffusion

Marilyn S. Roberts and Hanjun Ko, "Global Interactive Advertising: Defining What We Mean and Using What We Have Learned," *Journal of Interactive Advertising*, 1.2 (Spring 2001): 18-27

Key words: N/A

Abstract: Global interactive advertising is becoming an important key term for the current marketplace as Internet usage continues to climb at astounding rates on a worldwide basis. The authors propose a definition of global interactive advertising. This study defines global interactive advertising as cross-cultural marketing communications that are deliberately planned and executed to actively engage persons in advertising processing through interactivity as a part of overall localized, regionalized, or worldwide strategic communication efforts. It is important to carefully consider how the term is conceptualized and operationalized. Likewise, it is important to understand what is not considered to be global interactive advertising. By reviewing the components of the term, the authors hope to show how distinctly and strategically different this form of advertising is from interactive advertising that is merely viewed by a consumer living outside of the homemarket's URL domain. The paper examines the complexities of terms used in differentiating the various forms of global marketing, as well as the complexities in defining the term interactivity. Also discussed is the application of uses and gratifications research and its implications for global interactive advertising. Finally, strategies adapted by interactive advertising agencies are discussed and compared.

Method: Interpretive - Essay (Including History)

Theory: Information Processing/Uses and Gratification

Hugh M. Cannon, "Addressing New Media with Conventional Media Planning," *Journal of Interactive Advertising*, 1.2 (Spring 2001).

Key words: N/A

Abstract: Accepted industry wisdom is that many new, and particularly Internet, media cannot be addressed through conventional media planning procedures. This paper takes a contrary position. It not only argues that new media can be addressed through conventional planning procedures, but it contends that they should be. Increasingly, all media compete for the same budget. Furthermore, they play critical roles in the same integrated marketing communications programs. To suggest that they should be treated differently argues against truly integrated media planning. While this paper does not suggest a comprehensive integrated planning solution, it does outline the directions such a solution should take. Most important, it shows how all media selections can be addressed through a common evaluative process.

Method: Interpretive - Policy Analysis

Theory: Policy

David W. Schumann, Andy Artis and Rachel Rivera, "The Future of Interactive Advertising Viewed Through an IMC Lens," *Journal of Interactive Advertising*, 1.2 (Spring 2001): 43-55

Key words: N/A

Abstract: This paper considers the future of interactive advertising (IA). While some suggest that IA is the wave of the future, others suggest that in five years IA will be mainstream marketing and will no longer be a novel concept. In order to examine this issue, the authors consider IA as it serves another important marketing concept, Integrated Marketing Communication (IMC). Thus IA is examined through an IMC lens. After a brief discussion of the definition of IA and the focus on a five-year time frame, three trends are presented with a focus on expected technologies. This presentation is followed

with a discussion of IA as it contributes to IMC, and an examination of questions for future research. The paper concludes that IA will likely evolve and expand in form and that this evolution will remain a key in successful advertising and product/service interaction.

Method: Interpretive - Policy Analysis

Theory: Policy

Matthew Lombard and Jennifer Snyder-Duch, "Interactive Advertising and Presence: A Framework," *Journal of Interactive Advertising*, 1.2 (Spring 2001): 56-65

Key words: N/A

Abstract: New communication technologies are creating new challenges for the advertising industry. While digital and high definition television, e-mail, the World Wide Web, and other new technologies represent new possibilities for advertisers, there is little information available regarding how to take advantage of them. There are indications that applying traditional models, designed for media that provide users with a passive, impersonal experience, will be unsuccessful for the new interactive digital media. A growing body of research and theory on the concept of presence may provide a valuable framework for advertisers as they try to adapt to the changing media environment. This paper considers some of the ways advertising is evolving to incorporate interactive media and how work on presence can guide that evolution.

Method: Interpretive - Policy Analysis

Theory: Information Processing/Uses and Gratification

Anne-Cécile Jeandrain, "Consumer Reactions in a Realistic Virtual Shop: Influence on Buying Style," *Journal of Interactive Advertising*, 2.1 (Fall 2001): 2-9

Key words: N/A

Abstract: The author examines the impacts of immersion in a virtual shop and its impact on consumer behavior. Intuitively, consumers should prefer a immersive virtual shop because of its aestheticism and more realistic and natural look. However, results from an exploratory study demonstrate that consumer reactions depend primarily on their buying style (experiential or utilitarian). The experientials, i.e. persons who consider shopping as a recreation, prefer shopping in a realistic virtual shop. In contrast, the utilitarians

, i.e. persons who consider shopping as a task, dislike this kind of shop because of its lack of convenience. Therefore, for retailers, providing realistic immersive experience to experiential consumers is a very interesting way to differentiate from competitors.

Method: Interpretive - Policy Analysis

Theory: Information Processing/Uses and Gratification

Steven M. Edwards and Harshavardhan Gangadharbatla, "The Novelty of 3D Product Presentations Online," *Journal of Interactive Advertising*, 2.1 (Fall 2001): 10-18

Key words: N/A

Abstract: The current research sought to understand the contribution of novelty to the positive outcomes that have been reported in the research on 3D interactions online and in e-commerce. The novelty of 3D product presentations was manipulated and examined along with the presentation of additional forms of information to determine if novelty is related to positive feelings associated with 3D

products. Additional information was most compelling in product attitude formation, where novelty played a key role in shaping purchase intention. Novelty and information both impacted attitudes toward Web sites using 3D products. Directions for future research are suggested.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Yung Kyun Choi, Gordon E. Miracle and Frank Biocca, "The Effects of Anthropomorphic Agents on Advertising Effectiveness and the Mediating Role of Presence," *Journal of Interactive Advertising*, 2.1 (Fall 2001).

Key words: N/A

Abstract: The purposes of this research were to contribute to advertising theory and practice. The theoretical contributions are to understanding and predicting the relationships between presence and advertising effectiveness employing an anthropomorphic agent in the Web advertisement. Knowledge of these relationships can also guide advertising practice, especially to prepare messages that communicate effectively. Results of an experiment indicate that an anthropomorphic agent on the Web site can increase a sense of social presence and telepresence to influence some of the advertising effectiveness measures to be more favorable. The study concludes with specific managerial implications and limitations.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Robert Pennington, "Signs of Marketing in Virtual Reality," *Journal of Interactive Advertising*, 2.1 (Fall 2001): 33-43

Key words: N/A

Abstract: Interactivity provides marketers with the means to deliver virtual realities custom designed for and by each consumer. With the help of computer-assisted marketing, consumers can form virtual societies and cultures. Consumers can be the architects of their virtual realities by selecting attributes. However, computers can assist the design of custom virtual realities, filling in details according to consumers' outlines and generating details according to the probabilities of consumer experience. In actual reality, objects do not occur isolated from other objects. Knowing the simultaneous occurrences of attributes, one can construct a virtual reality that evokes a sense of actual reality when it is imaginary. Marketers can calculate conditional uncertainty to discover which attribute signs have common preference among consumers and which have limited or idiosyncratic preference. This measure reveals predictability of one sign given a previously selected sign or assortment, and predictability of consumer characteristics from sign choice within assortment contexts. With this information, marketers can construct targeted virtual realities of signs that include consumption object icons or brands.

Method: Interpretive - Policy Analysis

Theory: Information Processing/Uses and Gratification

JoAnne Holman and Michael A. McGregor, "Thank You for Taking the Time to Read This: Public Participation Via New Communication Technologies at the FCC," *Journalism & Mass Communication Monographs*, 2.4 (Winter 2001): 159-202.

Key Words: N/A

Abstract: Presents a study that determined the extent to which electronic mail comments were considered by the United States Federal Communications Commission (FCC) in decision making. Examination of the FCC rule-making proceedings which generate public response through electronic mail, Factors which determine effective public participation, Methodology, Results and Discussion.

Method: Interpretive - Policy Analysis

Theory: Social Interaction

Lance Vardaman Porter, Lynne M. Sallot, Glen T. Cameron and Scott Shamp, "New Technologies and Public Relations: Exploring Practitioners' Use of Online Resources to Earn a Seat at the Management Table," *Journalism & Mass Communication Quarterly*, 78.1 (Spring 2001): 172-190.

Key words: N/A

Abstract: A survey of corporate public relations practitioners classified as managers or technicians revealed that although online databases are having positive effects on the practice of public relations, most practitioners are not yet taking advantage of these empowering opportunities. Practitioners need to be aware that online databases provide a new avenue for participation in management decision making. As greater numbers of practitioners begin cruising the information superhighway and put the new technologies available to full use, public relations can experience even greater opportunities to pull up a chair at the management table.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Jane B. Singer, "The Metro Wide Web: Changes in Newspapers' Gatekeeping Role Online," *Journalism & Mass Communication Quarterly*, 78.1 (Spring 2001): 65-80.

Key words: N/A

Abstract: Examines the print and online versions of selected Colorado newspapers by comparing the content of local and nonlocal news, sports and business in each version. Changes in the role of newspaper editors, Significance of local orientation in newspapers and its readers, Comparison of story total, location and staffing for each version.

Method: Survey - Content Analysis

Theory: Agenda Building/Setting

Wei Wu and Soh Hoon Koo, "Perceived Effects of Sexually Explicit Internet Content: The Third-Person Effect in Singapore," *Journalism & Mass Communication Quarterly*, 78.2 (Summer 2001): 260-274.

Key words: N/A

Abstract: Wu and Koo investigated the third-person effect of pornography on the Internet. The study was conducted in Singapore, a conservative nation that looks askance at sexuality in the media. Findings revealed evidence for a perceived social distance corollary with children to be more influenced by pornography.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

David Tewksbury, Andrew J Weaver and Brett D Maddex, "Accidentally Informed: Incidental News Exposure on the World Wide Web," *Journalism & Mass Communication Quarterly*, (Autumn 2001): 533-554.

Key words: N/A

Abstract: Tewksbury et al use survey data from 1996 and 1998 to test whether accidental exposure to news on the Web is positively associated with awareness of current affairs information. The results indicate that incidental online news exposure was unrelated to knowledge in 1996, but acted as a positive predictor in 1998.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

Carolyn A Lin and Leo W Jeffres, "Comparing Distinctions and Similarities Across Websites of Newspapers, Radio Stations, and Television Stations," *Journalism & Mass Communication Quarterly*, 78.3 (Autumn 2001): 555-573.

Key words: N/A

Abstract: Lin and Jeffres report the results of a content analysis of 422 Web sites associated with local newspapers, radio stations and television stations in 25 of the largest metro markets in the U.S. Results show that each medium has a relatively distinctive content emphasis, while each attempts to utilize its Web site to maximize institutional goals.

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

Tami K Tomasello, "The Status of Internet-based Research in Five Leading Communication Journals, 1994-1999," *Journalism & Mass Communication Quarterly*, 78.4 (Winter 2001): 659-674.

Key words: N/A

Abstract: In light of recent calls to action regarding Internet research, a study examines the content, frequency, and pattern of published Internet-based research articles in five leading communication journals for the primary purpose of assessing how these journals have kept pace with the Internet's influence on the communication process. A content analysis of 961 articles reveals that less than 4% focused on the Internet during the examined six-year timeframe. However, the total number of Internet-related articles published per year appeared to increase over time.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

Matthew D. Bunker, "Intellectuals' Property: Universities, Professors, and the Problem of Copyright in the Internet Age," *Journalism & Mass Communication Quarterly*, 78.4 (Winter 2001): 675-687.

Key words: N/A

Abstract: Although universities long neglected copyright claims in faculty teaching and research materials, the thought of potential revenues from Internet distance education has recently made salient. This article analyzes the extent to which universities may claim ownership in faculty works through the work for hire doctrine of copyright law. It also explores whether there is continued vitality in a "teacher exception" to the work for hire doctrine.

Method: Interpretive - Policy Analysis

Theory: Social Interaction

Mary Jae Paul, "Interactive Disaster Communication on the Internet: a Content Analysis of Sixty-four Disaster Relief Home Pages," *Journalism & Mass Communication Quarterly*, 78.4 (Winter 2001): 739-753.

Key words: N/A

Abstract: Disaster relief home pages were content analyzed using a seven-dimensional conceptualization of interactivity. A study provides a theoretical exploration of the concept of interactivity and its potential contributions to the Internet as an increasingly interactive mass medium.

Method: Survey - Content Analysis

Theory: Information Processing/Uses and Gratification

David Weaver and Dan Drew, "Voter Learning and Interest in the 2000 Presidential Election: Did the Media Matter?" *Journalism & Mass Communication Quarterly*, 78.4 (Winter 2001): 787-798.

Key words: N/A

Abstract: Weaver and Drew examined the relationships of exposure and attention to various news media, including the Internet, with information learned about the positions of candidates George W. Bush and Al Gore, interest in the 2000 election campaign, and intention to vote among a random sample of adult residents of Indiana who were interviewed by telephone in October and November 2000. The findings are compared with those of previous studies of the 1988, 1992 and 1996 presidential elections. They confirm the importance of TV news and TV debates as sources of information.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

Frances Cresser, Lesley Gunn, and Helen Balme "Women's Experiences of On-line e-Zine Publication," *Media Culture Society*, 23.4 (July 2001): 457-473.

Key words: N/A

Abstract: The use of e-zines by women writers is a developing medium. Thirty-nine e-zine authors were interviewed by email (structured questions and free discussion) to explore their motivations, opinions and experiences of publishing on-line. The interviews yielded information on a number of themes: communication, construction of identity, the e-zine as a political space. The e-zine authors considered that, despite the prejudices that exist on the web, they were making a difference by forming networks of likeminded individuals to discuss and evaluate personal and political issues. It also became clear from the interviews that the Internet neither marginalizes nor liberates traditionally under-represented groups, such as women, but is an accurate reflection of society and the outside world.

Method: Survey - Interview/Case Study

Theory: Information Processing

Peter Vorderer, Silvia Knobloch and Holger Schramm, "Does Entertainment Suffer From Interactivity? The Impact of Watching an Interactive TV Movie on Viewers' Experience of Entertainment," *Media Psychology*, 3.4 (2001): 343-363.

Key words: N/A

Abstract: To investigate whether interactivity enhances entertainment in interdependence with individual factors, an experiment with a 3 X 2 between-subject design was conducted. 427 participants aged between 14 and 49 were randomly assigned to a 30-minute TV movie with three different interactivity levels and two different introductions that should diversify feelings of sympathy toward the protagonist. Dependent variables like empathy with the protagonist, suspense, and movie evaluation were measured after exposure, and some were measured during exposure. A number of personality scales were also presented at the beginning of each session. The results indicate that individuals with lesser cognitive capacity feel more entertained, that is, they feel more empathic toward the protagonist, feel more suspense, and evaluate the movie more positively when they watch it without any interactivity, in the traditional passive manner. For individuals with greater cognitive capacity, it is just the opposite: They can use interactivity to their advantage. An increase in their entertainment experience was observed as a direct consequence of their being able to influence the plot of the movie.

Method: Experiment

Theory: Information Processing

Stan Ketterer, "Links Engage Readers Of Online Crime Stories," *Media Psychology*, 22.2 (Spring 2001): 2-13.

Key words: N/A

Abstract: Readers spent more time reading and gained more knowledge when they read online crime stories that included links than when they read online crime stories without links.

Method: Experiment

Theory: Adoption/Diffusion

Ann M Brill. "Online Journalists Embrace New Marketing Function," *Media Psychology*, 22.2 (Spring 2001): 28-40.

Key words: N/A

Abstract: This study of online journalists at 12 daily newspapers found that understanding the audience, competing with other media and providing content for the widest possible audience were important.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Wendy Dibeau and Bruce Garrison, "How Six Online Newspapers Use Web Technologies," *Media Psychology*, 22.2 (Spring 2001): 79-93.

Key words: N/A

Abstract: This content analysis compared the use of World Wide Web technologies on the sites of six online newspapers. The study showed heavy presence of consumer services but little use of plug-in based technologies.

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

Lucinda Davenport, Fred Fico and Mary Detwiler, "How Michigan Dailies Use Computers to Gather News," *Media Psychology*, 22.3 (Summer 2001): 44-57.

Key words: N/A

Abstract: This survey of 48 Michigan daily newspapers finds that 96 percent now use one or more computerized sources to obtain information for news stories. The Internet is the most frequently used source.

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

Sung Tae Kim and David Weaver, "Traditional, Online Polls Reported Differently," *Media Psychology*, 22.3 (Summer 2001): 71-85.

Key words: N/A

Abstract: This content analysis of both traditional and online polls in selected U.S. newspapers from 1996 to 1998 finds substantial differences in the way they are reported in news stories.

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

Quint Randle, "Evolution of U.S. Daily Newspaper Brand Names into Internet URLs," *Media Psychology*, 22.3 (Summer 2001): 89-91.

Key words: N/A

Abstract: Newspapers are using several different adaptive behaviors in their URL branding strategies, and there is a relationship between strategy and the availability of resources as measured by circulation. Newspapers with URLs displaying more adaptive characteristics have greater available resources.

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

David R Thompson and Birgit L Wassmuth, "Few Newspapers Use Online Classified Interactive Features," *Media Psychology*, 22.4 (Fall 2001): 16-27.

Key words: N/A

Abstract: Thompson and Wassmuth identify various content features and interactive functions that have been designed into online classified advertising sites. Their analysis revealed that 91% of newspapers have online classified ads, but few use interactive features.

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

M. David Arant and Janna Quitney Anderson, "Newspaper Online Editors Support Traditional Standards," *Media Psychology*, 22.4 (Fall 2001): 57-69.

Key words: N/A

Abstract: Presents a study that measured online journalists' views about what the ethical dilemmas in online journalism practice are and how news standards change when publishing online. Survey of online

editor at U.S. daily newspapers; Literature review on publishing news on the World Wide Web; Issues raised by online publication; Suggested ways to improve online news practices.

Method: Survey - Interview/Case Study

Theory : AD

Bruce Garrison, "Newspaper Roles Shape World Wide Web Searches," *Media Psychology*, 22.4 (Fall 2001): 70-83.

Key words: N/A

Abstract: Garrison surveyed Sunday newspapers and revealed a hierarchy of sophistication of how newsroom employees seek information on the Web. He found that news researchers were the most skilled and reporters and editors were the least skilled.

Method: Survey - Content Analysis

Theory: Information Processing/Uses and Gratification

Kirk Hallahan, "Improving Public Relations Web Sites Through Usability Research," *Media Psychology*, 27.2 (Summer 2001): 223-239.

Key words: N/A

Abstract: Public relations communicators can use a variety of techniques to pretest the effectiveness of messages, including readability testing, focus groups, peer and jury reviews, experiments and field testing/test marketing. Another yet-untapped technique is usability research, a set of procedures used for more than 50 years in product and software development. Although usability is a technique that can be applied to any type of public relations message, usability research has particular relevance for enhancing the effectiveness of web sites and other new interactive techniques. This article examines the nature and value of usability research, and the elements of an effective web site based on usability principles. Applications to other types of public relations communications are also discussed.

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

Maureen Taylor, Michael L. Kent and William J. White, "How Activist Organizations are Using the Internet to Build Relationships," *Media Psychology*, 27:3 (Fall 2001): 263-284.

Key words: N/A

Abstract: This study examines the mediated communication of activist organizations to understand how these groups use their Web sites to build relationships with publics. A study of one hundred environmental organization Web sites identified common features and examined the incorporation of dialogic communication into this new medium. The data suggest that while most activist organizations meet the technical and design aspects required for dialogic relationship building on the Web, they are not yet fully engaging their publics in two-way communication. Moreover, it appears that the activist organizations are better prepared to address the needs of member publics rather than media needs.

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

David R. Thompson and Birgit Wassmuth, "Online Advertising: Hit Rates for Jumps from Banner Ads," *Web Journal of Mass Communications Research*, 4:2 (March 2001): 97-103

Abstract: This article reports a content analysis of newspaper practice regarding targeting jump links to banner ads. By "targeting," the authors refer to the practice of matching the content of the banner ad to the content on the page to which the banner is linked. Perhaps because of click-through measurement techniques, previous research conveys an assumption that a banner must always jump to the advertiser's home page. This study extends prior research to examine the "hit" rate for jumps from banners to relevant content. Also, this is one of the first studies to record banners with no jump links and failures to connect to a jump page. Banner ads were coded for targeting banner ads to their jump links (hit; near miss; miss; no jump link; failed to connect). A strong majority (88.6%) of all jumps from the banner ads coded were hits. In most cases, clicking on a banner ad resulted in landing on a new file, the jump page, with content related to the banner ad. However, the researchers believe modifications to online advertising strategies are needed to improve the "information" connection between banner ad and jump page. And the researchers believe that the findings presented here may be applied to other studies of Web site content and design, navigability, and interactivity. By investigating online newspapers, this pilot study breaks the short tradition of previous research that examines "Top 50" sites. The research reported here is one of the first studies of online newspaper advertising based on a systematic sample. And it is one of the first studies of online newspaper advertising that looks beyond the home page to examine all levels of the site.

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

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Scott L. Althaus and David Tewksbury, "Agenda Setting and the 'New' News: Patterns of Importance Among Readers of the Paper and Online Versions of the New York Times," *Communication Research*, 29.2 (April 2002): 180-207.

Key Words: N/A

Abstract: This study examines whether readers of the paper and online versions of a national newspaper acquire different perceptions of the importance of political issues. Using data from a weeklong experiment in which subjects either read the print version of the *New York Times*, the online version of that paper, or received no special exposure, this study finds evidence that people exposed to the *Times* for 5 days adjusted their agendas in response to that exposure and that print readers modified their agendas differently than did online readers

Method: Experiment

Theory: Agenda Building/Setting

Annie Lang, Jennifer Borse, Kevin Wise and Prabu David, "Captured by the World Wide Web: Orienting to Structural and Content Features of Computer-presented Information," *Communication Research*, 29.3 (June 2002): 215-245.

Key Words: N/A

Abstract: This article uses a limited-capacity information-processing perspective to investigate which structural features of computers elicit orienting responses in attentive computer users. The results of

three experiments test the ability of plain text, boxed text, warnings, non-animated banner advertisements, and animated banner advertisements to elicit cardiac-orienting responses in attentive computer users. A second question asks if user or computer control of stimulus presentation alters orienting behavior. A final hypothesis predicts stimuli that elicit orienting will be better recognized than those that do not. Results show that plain text, boxed text and non-animated banner advertisements do not elicit cardiac orienting. However, warnings and animated banner advertisements do elicit orienting. In general, stimuli that elicit orienting are recognized better than those that do not. Control over stimulus onset has little or no effect on orienting behavior.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Marilyn Roberts, Wayne Wanta and Tzong-Horng (Dustin) Dzwo, "Agenda Setting and Salience Online," *Communication Research*, 29.4 (August 2002): 452-465

Key Words: N/A

Abstract: This study examined the agenda-setting process and the role it may play on the Internet, specifically in electronic bulletin boards (EBB). Online media coverage of four issues from five news media were downloaded during the 1996 fall political campaign. The frequency of EBB discussions of each served as the surrogate for the public agenda. An ARIMA model cross-correlational test showed EBB discussions of three issues-immigration, health care, and taxes-correlated with news media coverage, with time lags varying from 1 day to 7 days. Only for abortion did the media have no apparent agenda-setting effect. Media coverage apparently can provide individuals with information they can use in their EBB specific-issue discussions.

Method: Survey - Content Analysis

Theory: Agenda Building/Setting

Jonathan J. H. Zhu and Zhou He, "Perceived Characteristics, Perceived Needs, and Perceived Popularity: Adoption and Use of the Internet in China," *Communication Research*, 29.4 (August 2002): 466-495.

Key Words: N/A

Abstract: The Internet has arrived in China, the most populous nation in the world, at a rapid rate. To account for the adoption and use of the Internet by Chinese audiences, the current study develops a theoretical framework that centers on three key independent variables in the diffusion process: perceptions (i.e., perceived characteristics of the Internet or PCI), motivations (perceived need for the Internet or PNI), and social context (perceived popularity of the Internet or PPI). In addition, adoption is conceptualized as involving four categories that are mutually exclusive at a given time but interchangeable over time. This classification enables investigation of discontinuance. The current study also examines reinvention by integrating use into diffusion process. Data from a probability survey of 2,500 residents in Beijing and Guangzhou in 2000 largely support the hypotheses of the model. The study illustrates the importance and benefits of a theory-driven approach to new media research.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Pekka Isotalus and Hanni Muukkonen, "Animated Agent Immediacy and News Services with Handheld Computers," *Communication Quarterly*, 50.1 (Winter 2002): 78-92.

Key Words: N/A

Abstract: The present study considers the design and implementation of immediacy behaviors for an animated agent and tire influence of such an agent on viewers. Immediacy, a widely studied construct in human communication research, is defined as the verbal and nonverbal communication behaviors that enhance physical and psychological closeness between people. In this study, the use of animated agent immediacy with new technology, a handheld computer, was studied as a form of affective computing. The purpose of tire study was first to find out whether risers perceive the communication behaviors of the agent that were intended to enhance immediacy, second, what effects animated agent immediacy has on evaluations of a news service, and third whether affective learning or recall of news content is related to agent immediacy. The results revealed that communication behaviors that enhance immediacy were perceived by the users. Those behaviors were also related to their perception of immediacy. However, tire animated agent immediacy did not have a significant effect on evaluation of the news service. Additionally, agent immediacy had no effect on affective or cognitive learning from the news. Tire results show that it is possible to construct immediacy behaviors for tire animated agents, but in this context the influences differed from those reported in human-to-human communication. The possibilities for and consequences of agent immediacy are also discussed, as are the reasons why the effects of immediacy on evaluations and learning were not found in the present study.

Method: Experiment

Theory: Social Interaction

Stephen J. Chiger, "Cybersmear: Telecommunication's 200-year-old Riddle," *Communications and the Law*, 24.2 (June 2002): 49-67.

Key Words: N/A

Abstract: Discusses the of cybersmear, an online publication of defamatory remarks by anonymous speakers. History of anonymity; Increase in enforcement staff and budget of U.S. Federal Trade Commission; Example of a publicized trial which involves the discovery of Internet posters.

Method: Interpretive - Policy Analysis

Theory: Policy

Sharlene A. McEvoy, "E-mail and Internet Monitoring and the Workplace: do Employees have a Tight to Privacy?" *Communications and the Law*, 24.2 (June 2002): 69-83.

Key Words: N/A

Abstract: Discusses the right of an employer to monitor personal use of the Internet and e-mail in the workplace by employees. Example of an employer's retaliatory action against employees for misuse of e-mail; E-mails that are related to the lobbying efforts to persuade U.S. President Bill Clinton to pardon fugitive financier Marc Rich.

Method: Interpretive - Policy Analysis

Theory: Policy Analysis

Jae-Young Kim, "Deregulation Reconsidered: Protecting Internet Speech in the United States, Germany, and Japan," *Communications and the Law*, 24.1 (September 2002): 53-75

Key Words: N/A

Abstract: Examines the definitive or probable consequences of the movement toward deregulation of telecommunications on freedom of expression on the Internet in the U.S., Germany and Japan. Discussion on the U.S. Constitution's First Amendment provisions of Germany's Article 5 of the Basic Law on freedom of expression policy programs of the Japanese government aimed at realizing its free-speech goal; Views of Japanese Internet users on privacy
Method: Interpretive - Policy Analysis
Theory: Policy

Deckle McLean, "Internet Defamation," *Communications and the Law*, 24.4 (December 2002): 21-48.
Key Words: N/A

Abstract: Internet growth has been so explosive that law has been far from able to keep up. The arrival of law in cyberspace may clip the wings of cyberspace's original explorers and marginalize them. One challenge will be to preserve most of the freedom now characteristic of the Internet as the law rolls in. A taste of what is to come and a suggestion of what legal steps will have to be considered can be found in some of the small number of Internet defamation cases to date. Defamation and privacy invasion are the interests most likely to be injured in the Internet environment. The underlying message from the defamation cases to date is that applying law to the Internet is do-able. The Internet defamation cases that have reached American appellate courts so far have addressed three questions: 1. liability, 2. jurisdiction, and 3. definitions.

Method: Interpretive - Policy Analysis
Theory: Policy

Elfriede Frsich and Melinda Robins, "Africa.com: The Self-representation of Sub-Saharan Nations on the World Wide Web," *Critical Studies in Media Communication*, 19.2 (June 2002): 190-211.

Key Words: N/A

Abstract: In a textual analysis of government Web sites of 29 sub-Saharan countries, we evaluate how African nations use the Internet to construct a self-image for the world. Our analysis finds that the sites echo the ongoing struggle over the definition and purpose of the nation-state in relation to a global economy. Rather than representing a variety of domestic concerns, African countries present a "reflected" identity mirroring Western interests. Their governmental Web sites position the nation as a "brand" and construct citizens as exotic others who can be marketed to foreign investors and tourists. The tensions between primordial loyalties and modernizing ambitions dissipate in favor of branded identities celebrating ethnicities and natural beauty to attract global investments. Moreover, the technological logic and aesthetics of the Internet reinforce the dependence of these texts on Western knowledge production. Our analysis challenges common assumptions of both post-colonial and Internet research.

Method: Interpretive - Essay (including History)
Theory: Policy

Pradeep Korgaonkar and Lori D Wolin, "Web Usage, Advertising, and Shopping: Relationship Patterns," *Internet Research*. 12.2 (2002): 191-204.

Key Words: N/A

Abstract: Web sales reached over 30 billion dollars in the year 2001. This study explores the differences

between heavy, medium, and light Web users in terms of their beliefs about Web advertising, attitudes toward Web advertising, purchasing patterns, and demographics. They lead to a more positive attitude toward Web advertising, which likely leads to more frequent Web purchasing and higher dollars spent on these purchases, suggesting marketers should consider consumer Web usage in their targeting efforts.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Sajjad Zahir, Brian Dobing and M Gordon Hunter, "Cross-cultural Dimensions of Internet Portals," *Internet Research*, 12.3 (2002): 210-220.

Key Words: N/A

Abstract: When new technologies become available and cultures adopt them, the result can be either convergence, cultures becoming more similar as a result, or divergence, when cultures adopt technology in different ways that maintain or even further accentuate their differences. An analysis of full-service national Web portals from different countries, typically offering a search engine, directories of links on a set of selected topics, news items (including weather, sports, entertainment, and stock market results), advertisements and shopping, and free e-mail, shows evidence of both trends. While most national portals closely resemble the basic structure of Yahoo!, the original free full-service portal, there are also differences in appearance and features offered that can be attributed to cultural variations based on Hofstede's framework.

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

Louisa Ha, "Enhanced Television Strategy Models: a Study of TV Web Sites," *Internet Research*, 12.3 (2002): 235-247.

Key Words: N/A

Abstract: This study compares the use of enhanced TV features and TV commerce features on the Web sites of cable and broadcast TV networks. Both the quantitative analysis of the specific programs featured on the Web sites and the qualitative analysis of the overall Web sites show some differences in their strategies and site usability. Some program genres could develop TV commerce opportunities more easily than others. Different program genres emphases on the Web site were found between broadcast TV networks and cable TV networks. Three enhanced TV strategy models are proposed as a result of the analysis: 1. welcome all model, 2. fans-friendly model, and 3. hello model. The managerial implications of these models on TV revenue and viewership are discussed.

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

Ronald E Goldsmith and Barbara A Lafferty, "Consumer Response to Web Sites and Their Influence on Advertising Effectiveness," *Internet Research*, 12.4 (2002): 31-328.

Key Words: N/A

Abstract: The purpose of the present study was to test four hypotheses regarding the effects of viewing Web sites on Internet advertising. A convenience sample of 329 undergraduate students were surveyed, asking them to recall brand names seen on the Internet, to describe perceived advantages and

disadvantages of online advertising, and to recall ads encountered in all media and whether they liked these or not. Visiting Web sites appeared to increase aided recall of brands seen on the Internet and to improve consumers' views of the brand. Consumers who felt that Web sites improved their perceptions of brands saw more advantages in Web advertising, but they perceived more disadvantages as well. Finally, the consumers appeared to like TV and magazine ads more than the ads they recalled seeing on the Internet. The findings present a complex picture of Internet advertising that should be useful to online advertisers.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Chukwuma U Ngini, Steven M Furnell and Bogdan V Ghita, "Assessing the Global Accessibility of the Internet," *Internet Research*, 12.4 (2002): 329-338.

Key Words: N/A

Abstract: Previous studies have identified significant disparity in the levels of Internet access availability in different countries, particularly in developing nations. This paper presents the findings of an investigation into Internet connectivity and usage in different countries, in an attempt to determine the extent of Internet access, and whether the availability of such technology is considered to be beneficial. This research considers indicators such as available technology infrastructure and access costs, in order to identify the varying limitations that may be faced in different countries across continents. In addition, the opinions of individuals were sought regarding their typical access methods and level of Internet access, typical services utilized, and the general impact Internet has had upon their activities. A Web-based questionnaire was used to elicit comments from 152 respondents from 19 countries, yielding preliminary statistical data to enable the assessment of Internet usage in different countries.

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

Shintaro Okazaki and Javier Alonso Rivas, "A Content Analysis of Multinationals' Web Communication Strategies: Cross-cultural Research Framework and Pre-testing," *Internet Research*, 12.5 (2002): 380-390.

Key Word: N/A

Abstract: Despite the growing trend toward the interactive medium, there would appear to be a lack of comprehensive research methodology for evaluating the degree of standardization in multinational corporations' (MNCs') online communication strategies across differing cultures. The objective of this exploratory study is to construct a research framework for cross-cultural comparison of corporate Web pages, applying traditional advertising content study techniques. A series of pre-tests were conducted to examine three explanatory variables, i.e. information content, cultural values and creative strategies on Japanese MNCs' product-based home pages in Japan, Spain and the USA. The results revealed that Japanese firms tended to localize their online communication strategies in their target markets. In closing, future research directions are discussed and content analysis research designs are summarized.

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

Lynda Lee Kaid, "Political Advertising and Information Seeking: Comparing Exposure Via Traditional and Internet Channels," *Journal of Advertising*, 31.1 (Spring 2002): 27-35.

Key Words: N/A

Abstract: This experimental research compares exposure to presidential ads via the Internet versus traditional channels in the 2000 presidential campaign. The results indicate that undecided voters exposed to Internet political advertising changed their vote choice to Al Gore, whereas undecideds who viewed the same spots on television changed their preferences in favor of George W. Bush. The political cynicism levels of neither group were affected by exposure, but there were significant differences in the types of information seeking and political activity intentions between the two groups.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Aron O'Cass, "Political Advertising Believability and Information Source Value During Elections," *Journal of Advertising*, 31.1 (Spring 2002): 63-74.

Key Words: N/A

Abstract: This study focuses on issues related to political advertising and electoral behavior through an examination of political advertising believability, the perceived value of information sources utilized and available in election campaigns, voter involvement, confidence and emotion. The study was undertaken in a recent state election in Australia. Data were gathered from a sample of registered voters and analyzed using partial least squares. The results indicate that the negative campaign run by the opposition was believed as much as the positive campaign run by the incumbent government. Also, voter involvement, satisfaction, and emotion affected the believability of the positive campaign, but only involvement and satisfaction affected the negative campaign. The findings also indicate that non-paid media (television, newspapers) were valued more as sources of information by voters than were political advertising and the Internet.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

Satya Menon and Dilip Soman, "Managing the Power of Curiosity for Effective Web Advertising Strategies," *Journal of Advertising*, 31.3 (Fall 2002): 1-14.

Key Words: N/A

Abstract: This research investigates the effect of curiosity on the effectiveness of Internet advertising. In particular, it identifies processes that underlie curiosity resolution and studies its impact on consumer motivation and learning. The dataset from a simulated Internet experiment includes process tracking variables (i.e., clickstream data from ad-embedded links), traditional attitude and behavioral intention measures, and open-ended protocols. It is found that a curiosity-generating advertising strategy increases interest and learning relative to a strategy that provides detailed product information. Furthermore, though curiosity does not dramatically increase the observed quantity of search in this study, it seems to improve the quality of search substantially (i.e., time spent and attention devoted to specific information), resulting in better and more focused memory and comprehension of new product information. To enhance the effectiveness of Internet advertising of new products, a curiosity advertising strategy based on four elements is recommended: 1. curiosity generation by highlighting a gap in extant knowledge, 2. the presence of a hint to guide elaboration for curiosity resolution, 3. sufficient time to try and resolve curiosity as well as the assurance of curiosity-

resolving information, and 4. the use of measures of consumer elaboration and learning to gauge advertising effectiveness.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Barbara B Stern, George M Zinkhan and Morris B Holbrook, "The Netvertising Image: Netvertising Image Communication Model (NICM) and Construct Definition," *Journal of Advertising*, 31.3 (Fall 2002): 15-27.

Key Words: N/A

Abstract: This paper presents a communication model and nominal definition of advertising images on the Internet, here called the netvertising image (Stern 2001). The model and attribute-based definition facilitate the construction of a formal language system for theory development and hypothesis testing specific to images in the multimedia context. The necessity for so doing is that netvertising has inherited a legacy of fuzzy meanings from marketing, advertising and consumer behavior research, in which "image" is used variously across the domains of media, message, mental responses and marketplace behavior. Transformation from this ordinary but ambiguous language system to a formal scientific one proceeds through building a model, sourcing the roots of ordinary meanings, recasting them as attributes, and setting forth a nominal definition.

Method: Model Building

Theory: Information Processing/Uses and Gratification

Sally J McMillan and Jang-Sun Hwang, "Measures of Perceived Interactivity: an Exploration of the Role of Direction of Communication, User Control, and Time in Shaping Perceptions of Interactivity," *Journal of Advertising*, 31.3 (Fall 2002): 29-42.

Key Words: N/A

Abstract: Interactivity is an often mentioned but seldom operationalized concept associated with the World Wide Web. Interactivity has been positioned conceptually as a process, a function and a perception, but most operational definitions have focused on the process or function. This study develops scales to operationalize the perception-based approach to interactivity, because consumer perceptions are central to advertising research. Three overlapping constructs that are central to interactivity are explored: direction of communication, user control, and time. A multistage method is used to identify and refine measures of perceived interactivity (MPI). The 18 items included in the MPI offer researchers a tool for measuring a consumer perception central to advertising on the Web.

Method: Model Building

Theory: Information Processing/Uses and Gratification

Hairong Li, Terry Daugherty and Frank Biocca, "Impact of 3-D Advertising on Product Knowledge, Brand Attitude, and Purchase Intention: the Mediating Role of Presence," *Journal of Advertising*, 31.3 (Fall 2002): 43-57.

Key Words: N/A

Abstract: The conceptualization of a virtual experience has emerged because advancements in computer technology have led to a movement toward more multisensory online experiences. Two studies designed to explore the concepts of virtual experience and presence are presented, with the

results largely supporting the proposition that 3-D advertising is capable of enhancing presence and, to varying degrees, ultimately influencing the product knowledge, brand attitude, and purchase intention of consumers. The marketing implications are immediate because the ability to create a compelling virtual product experience is not beyond the current capability of interactive advertising. By creating compelling on-line virtual experiences, advertisers can potentially enhance the value of product information presented and engage consumers in an active user-controlled product experience.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Fuyuan Shen, "Banner Advertisement Pricing, Measurement, and Pretesting Practices: Perspectives from Interactive Agencies," *Journal of Advertising*, 31.3 (Fall 2002): 59-67.

Key Words: N/A

Abstract: This study reports findings from a survey of media directors of interactive advertising agencies regarding how they price, evaluate and pretest banner ads. Results suggest that more than 90% of the responding agencies used cost per thousand frequently to price banner ads, whereas about 33% used click-throughs. In addition, a majority of the agencies used click-throughs and outcomes (e.g., inquires, purchases) rather than exposures to gauge banner advertising effectiveness. Although few agencies pretested their banner ads on a regular basis, most perceived the lack of measurement standards and independent auditing of Web sites as major problems facing Internet banner advertising. Findings from this study should provide benchmarks for future research on the topic and help facilitate the process of developing viable pricing and measurement standards on the Internet.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Steven M Edwards, Hairong Li and Joo-Hyun Lee, "Forced Exposure and psychological Reactance: Antecedents and Consequences of the Perceived Intrusiveness of Pop-up Ads," *Journal of Advertising*, 31.3 (Fall 2002): 83-95.

Key Words: N/A

Abstract: This paper explores forced viewing of "pop-up ads" on the Internet to understand better how viewers come to define ads as irritating and decide to avoid them. Perceived intrusiveness was suggested as the underlying mechanism by which the process occurs. Antecedents of intrusiveness were identified that affect perceptions of ads as interruptions, including congruence of the advertisement content with the current task and intensity of cognition at the moment the ad pops up. The consequences of intrusiveness were shown to be caused by feelings irritation and ad avoidance. The results provide an understanding of how consumers experience forced exposure situations in interactive environments and highlight implications for advertisers seeking to increase the effectiveness of online advertising.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Subodh Bhat, Michael Bevans and Sanjit Sengupta, "Measuring Users' Web activity to Evaluate and Enhance Advertising Effectiveness," *Journal of Advertising*, 31.3 (Fall 2002): 97-106.

Key Words: N/A

Abstract: The focus in this research note is on the various tools used to measure the effectiveness of Web advertising. On the basis of a review of the literature and industry practice, we discuss the objectives, advantages, disadvantages, and measurement details of the different measures that track Web users' activity. We also discuss how these metrics can be used to evaluate Web advertising and make informed decisions about advertising strategy.

Method: Interpretive - Essay (including History)

Theory: Policy

Yuping Liu and L J Shrum, "What Is Interactivity and Is It Always Such a Good Thing? Implications of definition, Person and Situation for Influences of interactivity on Advertising Effectiveness," *Journal of Advertising*, 31.4 (Winter 2002): 53-64.

Key Words: N/A

Abstract: Most perceptions of interactivity are that it is an inherently good thing, that it will change marketing and advertising. However, though there are obvious and intuitive advantages to interactivity, it may pose a disadvantage for marketing and advertising in some conditions. In this article, the nature of interactivity and its underlying processes are explored to determine the conditions in which interactivity may be both useful and detrimental in an advertising context. We first discuss the multidimensional nature of the interactivity construct as it has appeared in the literature. A concrete conceptualization and definition of interactivity that encompasses these various dimensions is then provided. It is argued that inconsistencies between the definitions and operationalizations found in previous studies make it difficult to draw firm conclusions about the role of interactivity but that these inconsistencies can be at least partly explained by a focus on the different dimensions of interactivity. Finally, drawing on theory and research in cognitive, social, and personality psychology, it is suggested that the influence of interactivity on advertising effectiveness may be a function of both the person and the situation.

Method: Model Building

Theory: Information Processing/Uses and Gratification

Hyokjin Kwak, Richard J Fox And George M. Zinkhan, "What Products can be Successfully Promoted and Sold Via the Internet?" *Journal of Advertising Research*, 42.1 (January/February 2002), 23-38.

Key Words: N/A

Abstract: The Internet has the potential to reshape consumer buying patterns. Using a survey of 307 Internet users, we explore four domains: consumer attitudes, Internet experiences, demographics and personality traits that may potentially influence consumers' online purchasing. Via a series of logistic regression analyses and a correspondence analysis, we identify some important influencers. For instance, we find that those who have frequently requested product information and who are opinion leaders are relatively likely to engage in online purchasing. Managerial implications along with limitations of the study are provided.

Method: Survey - Content Analysis

Theory: Information Processing/Uses and Gratification

Qimei Chen, Sandra J. Clifford and William D. Wells, "Attitude Toward the Site II: New

Information," *Journal of Advertising Research*, 42.2 (March/April 2002): 33-45.

Key Words: N/A

Abstract: Two follow-up studies of scales that measure attitudes toward websites show that the scales remain reliable and robust across substantial changes in websites, respondents and methods of administration. These studies suggest that student respondents may be adequate when research addresses methodological issues such as scale development. They also suggest that adequate sampling of stimuli may be at least as important as, if not more important than, adequate sampling of respondents.

Method: Model Building

Theory: Information Processing/Uses and Gratification

Carrie La Ferle, Steven M. Edwards and Yutaka Mizuno, "Internet Diffusion in Japan: Cultural Considerations," *Journal of Advertising Research*, 42.2 (March/April 2002): 65-79.

Key Words: N/A

Abstract: The adoption of the internet in Japan and the United States was examined in order to understand potential underlying factors influencing the diffusion process and to provide insight into the growth of the medium internationally. The United States and Japan are industrialized and economically stable countries that are both leading the world with the greatest number of internet users. Therefore, it would seem somewhat logical to assume that the diffusion of the Internet might be similar between the two countries. However, data on the penetration rates of the internet in these two countries reveal a different story. Cultural variables are used to explore the differences found, and it is suggested that these factors may affect the degree to which the internet is adopted across a variety of countries. Implications for advertisers include: (1) gaining insight into the Internet adoption behavior of other countries worldwide, (2) understanding how similar future innovations may be adopted across countries, and (3) making marketing-mix strategies more effective by accommodating for cultural influences during the adoption process.

Method: Model Building

Theory: Adoption/Diffusion

Johanna S. Ilfeld and Russell S. Winer, "Generating Website Traffic," *Journal of Advertising Research*, 42.5 (September/October 2002): 49-61.

Key Words: N/A

Abstract: In this paper, we attempt to empirically determine the factors that drive traffic and brand equity in the internet space. Even in 2002 with the Internet bubble burst, many companies are still turning to the web to interact with current customers and reach new markets. These companies need to know if the traditional theories linking advertising, store visits, and sales are still supported as they move online, using the technology-based internet as a primary marketplace.

Method: Interpretive - Essay (including History)

Theory: Information Processing/Uses and Gratification

Kim Bartel Sheehan, "Of Surfing, Searching, and Newshounds: A Typology of Internet Users' Online Sessions," *Journal of Advertising Research*, 42.5 (September/October 2002): 62-71.

Key Words: N/A

Abstract: This study seeks to explore relationships between online-user motivations and the types of activities and applications in which users participate during individual online sessions. Thirty-one Internet users completed journals of their online usage for a one-week period. The journals allowed users to identify the gratifications sought online and to report on the activities undertaken during each online session. Cluster analysis of the 244 sessions indicated 7 types undertaken by the panelists. Three types of sessions had a single focus (email, entertainment, and news) and four types were multi-purpose sessions where users accessed a variety of Internet offerings. These sessions were characterized by different gratifications sought for the sessions. Data suggest the types of sessions that are most likely to result in exposure to online advertising.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

Clyde A. Warden, Mengkuan Lai and Wann-Yih Wu, "How Worldwide is Marketing Communication on the World Wide Web?" *Journal of Advertising Research*, 42.5 (September/October 2002): 72-84.

Key Words: N/A

Abstract: This study investigates the impact of different language interfaces on web-based product searches by Chinese consumers in Taiwan and how language familiarity impacts attitudes about the products found. Findings show that understanding the web-page interface language improves product evaluation when the product has high differentiation in the marketplace and is related to decreased evaluations when the level of differentiation is low. English, rather than an international language, is found to be nearly indistinguishable from a totally unknown language for both high- and low-differentiated products.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Shelly Rogers and Kennon M. Sheldon, "An Improved Way to Characterize Internet Users," *Journal of Advertising Research*, 42.5 (September/October 2002): 85-94.

Key Words: N/A

Abstract: This article describes the development of a measure to assess four primary motives for using the Internet—researching, communicating, surfing, and shopping. The 12-item Web Motivation Inventory (WMI) was initially developed using a sample of 408 college students. The WMI factor structure was then replicated using 112 non-student adults. The predictive validity of the scale was also verified, in that subscale scores predicted banner ad effectiveness across both student and non-student samples. Potential uses for the scale are discussed.

Method: Model Building

Theory: Information Processing/Uses and Gratification

Shelly Rodgers and Qimei Chen, "Post-adoption Attitudes to Advertising on the Internet," *Journal of Advertising Research*, 42.5 (September/October 2002): 95-104.

Key Words: N/A

Abstract: In the last few years, the use and relative effectiveness of Internet advertising has been the focus of research attention in the advertising and marketing literatures. However, few studies to date have examined these issues from the practitioners' viewpoint. This study reports the results of an online

survey of top executives in advertising, marketing, new media and public relations agencies concerning the issue of internet advertising. Contrary to past studies, which have examined whether agencies have adopted the internet, the focus here is on the "post-adoption attitudes" of agency executives after the adoption process has taken place. The primary purpose of this study is to present and test two factors—relative advantage and complexity—that we believe are useful for predicting and, by extension, helping to explain why post-adoption attitudes toward the internet are generally low, particularly for executives of traditional advertising agencies. Our findings shed light on this issue by demonstrating that traditional advertising agencies lag behind other agency types when it comes to internet advertising expertise, profitability, staffing, ability to attract interactive clients, and overall understanding of the internet's value. The findings presented here should be considered preliminary until a larger, more representative sample can be surveyed.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

Wenyu Dou, Ulrik Ollie Nielsen and Chee Ming Tan, "Using Corporate Websites for Export Marketing," *Journal of Advertising Research*, 42.5 (September/October 2002): 105-115.

Key Words: N/A

Abstract: The internet is becoming increasingly important for exporters to reach or sell to potential customers in international markets. This study investigated how exporters could utilize different elements of their corporate websites to achieve either their communication or transaction objectives. First, relevant website attributes were identified and analyzed. Second, website content analysis was conducted on a random sample of exporters' websites selected from three countries: Canada, Denmark and Malaysia. The study results highlighted important website attributes that are appropriate for exporters' online marketing objectives. Implications for export promotions on the internet and government policies are also discussed.

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

James G. Webster and Shu-Fang Lin, "The Internet Audience: Web Use as Mass Behavior," *Journal of Broadcasting & Electronic Media*, 46.1 (March 2002): 1-12.

Key Words: N/A

Abstract: Studies the effectiveness of Internet as a medium of communication in the U.S. Concentration of Internet users on popular Web sites; Description on the literature of audience size and duplication as features of mass behavior associated with the sites; Benefits offered by the Internet through e-mail system; electronic commerce and surfing activities.

Method: Interpretive - Essay (including History)

Theory: Adoption/Diffusion

Kirsten A. Foot and Steven M. Schneider, "Online Action in Campaign 2000: An eExploratory Analysis of the U.S. Political Web Sphere," *Journal of Broadcasting & Electronic Media*, 46.2 (Summer 2002): 222-244.

Key Words: N/A

Abstract: This study examines the nature of political action on and between election-oriented Web sites

during the 2002 election season in the U.S. Evolution of political communication; Contribution to the emergence of literature in Web studies; Role of the Internet in electoral politics.

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

William P. Eveland, Jr., and Sharon Dunwoody, "An Investigation of Elaboration and Selective Scanning as Mediators of Learning from the Web Versus Print," *Journal of Broadcasting & Electronic Media*, 46.1 (March 2002): 34-53.

Key Words: N/A

Abstract: Compares the role of Internet with print and broadcast media in terms of learning in the U.S. Advantages of the Web in the area of information dissemination; Analysis on the uses and effects of hypermedia technology used in the World Wide Web; Results suggested by the user control theory and structural isomorphism in investigating the differences.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Barbara K. Kaye and Thomas J. Johnson, "Online and in the Know: Uses and Gratifications of the Web for Political Information," *Journal of Broadcasting & Electronic Media*, 46.1 (March 2002): 54 -71.

Key Words: N/A

Abstract: Analyzes the uses of Internet as sources of political information in the U.S. Examination on the Web sites offering topics related to politics; Motivations shown by the factor analysis method in investigating the reasons for accessing online political information; Influence of the Internet on politicians and the political process.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

Zizi Papacharissi, "The Self Online: the Utility of Personal Home Pages," *Journal of Broadcasting & Electronic Media*, 46.3 (September 2002): 346-368.

Key Words: N /A

Abstract: Focuses on the understanding for the utility of personal home page computer software. Investigation of demographic and medium use variables reflected through Web page design; Influence of Web author motivation on the look of personal home pages; Details on the channels of mass communication.

Method: Survey - Interview/Case Study

Theory: Social Interaction

Robert F. Potter, "Give the People What they Want: a Content Analysis of FM Radio Station Home Pages," *Journal of Broadcasting & Electronic Media*, 46.3 (September 2002): 369-384. Key Words: N/A

Abstract: Examines the analysis of home pages from selected frequency modulation station Web sites. Use of Web sites by the media industry to deliver content: relevance of three types of information; Differences in the presence of station promotional content.

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

Elisia L. Cohen, "Online Journalism as Market-driven Journalism," *Journal of Broadcasting & Electronic Media*, 46.4 (December 2002): 532-548.

Key Words: N/A

Abstract: The development of new communication technology vis-à-vis the Internet affords scholars the opportunity to consider how new technology will influence the practices of journalism. This study reconsiders John McManus' (1994) conceptions of market-driven journalism by examining how traditional news producers on television, in print and online tell the news. Three aspects of online journalism (centralization, news structure and flow, and temporality) are examined to demonstrate how journalists and media firms struggle to reconcile commercial and news interest

Method: Interpretive - Policy Analysis

Theory: Policy

Robert LaRose and Matthew S. Eastin, "Is Online Buying Out of Control? Electronic Commerce and Consumer Self-regulation," *Journal of Broadcasting & Electronic Media*, 46.4 (December 2002): 549-564.

Key Words: N/A

Abstract: Preliminary evidence suggests that forms of unregulated consumer behavior, including impulsive, compulsive and addictive buying, are present on the Internet. This study reconceptualized unregulated buying behaviors as the result of deficient self-regulation using mechanisms proposed in social cognitive theory. As a result, deficient self-regulation of online buying was positively related to online shopping activity. It was a more important predictor than the rational merits of e-commerce, such as convenience and low price, and than personal and economic consumer characteristics. Together with Internet self-efficacy and Internet use, these variables explained 43% of the variance in online shopping behavior.

Method: Interpretive - Policy Analysis

Theory: Policy

Duncan H. Brown and Jeffrey Layne Blevins, "The Safe-harbor Agreement Between the United States and Europe: a Missed Opportunity to Balance the Interests of e-Commerce and Privacy Online?" *Journal of Broadcasting & Electronic Media*, 46.4 (December 2002): 565-585.

Key Words: N/A

Abstract: This analysis of the "safe harbor" agreement between the United States and the European Union finds that U.S. corporations that abided by its provisions afforded more privacy protection to Europeans than Americans under U.S. law. It seemed that the agreement might prompt the U.S. to shift its privacy policy in accordance with the European tradition, which views personal privacy as a "human" right. However, the authors conclude that the failure to enact more comprehensive online privacy legislation in the U.S. can be attributed to the continuing characterization of personal data privacy as a matter of "consumer" rights rather than civil rights.

Method: Interpretive - Policy Analysis

Theory: Policy

John Edward Campbell and Matt Carlson, "Panopticon.com: Online Surveillance and the Commodification of Privacy," *Journal of Broadcasting & Electronic Media*, 46.4 (December 2002): 586-607.

Key Words: N/A

Abstract: We explore how marketing imperatives shape the employment of information technologies for the surveillance of individuals online. Informed by political economy theory, we analyze the discourse surrounding marketing models of the World Wide Web, specifically Internet ad servers and infomediaries, in an effort to understand the social implications of online corporate surveillance. Drawing upon the work of Foucault, we consider the usefulness of the metaphorical Panopticon in conceptually apprehending online surveillance and power relations in cyberspace. We argue that the participation of individuals in the online gathering of data about themselves as economic subjects results from the commodification of privacy.

Method: Interpretive - Policy Analysis

Theory: Policy

Brian L. Massey and Li-jing Arthur Chang, "Locating Asian values in Asian journalism: A content analysis of Web newspapers," *Journal of Communication*, 52.4 (December 2002): 987-1003.

Key Words: N/A

Abstract: This study tested arguments in the largely anecdotal debate over the existence of Asian values in Asian journalism. News stories uploaded to 10 Asian on-line newspapers were content analyzed for the prevalence of "harmony" and "supportiveness," which the literature suggests as key Asian values. The findings show that the journalistic emphasis on Asian values is concentrated in the Southeast Asia subregion and tracks restrictions on press freedom.

Method: Survey - Content Analysis

Theory: Policy

Anthony D. Miyazaki and Sandeep Krishnamurthy, "Internet Seals of Approval: Effects on Online Privacy Policies and Consumer Perceptions," *Journal of Consumer Affairs*, 36.1 (Summer 2002): 28-49.

Key Words: N/A

Abstract: Although Internet seals of approval have been proposed as a non-legislative method of ensuring online privacy standards, concerns raised by the Federal Trade Commission and consumer advocacy groups have suggested that the efficacy of such seals is limited. A series of studies was conducted to examine the state of Internet seals of approval and their impact on e-commerce. Study 1 suggested that participation in seal programs has no bearing on the online privacy practices of firms as reflected in their web site privacy policies. However, Studies 2 and 3 showed that the mere display of an Internet seal of approval logo enhances consumer perceptions regarding privacy policy favorableness. Furthermore, as expected, the presence of seal logos was found to increase anticipated disclosure and patronage rates for consumers with relatively high online shopping risks, but had no effects on consumers with low online shopping risks.

Method: Experiment

Theory: Policy

Robert N. Mayer, "Shopping from a List: International Studies of Consumer Online

Experiences," *Journal of Consumer Affairs*, 36.1 (Summer 2002): 115-126.

Key Words: N/A

Abstract: Participating in multi-country, advocacy-oriented studies can be a rewarding experience for university-based researchers. In addition to the networking and learning that result from working with people in other countries, there is the heady sense that one is having an impact on consumer policy. It seems likely, for instance, that presentation of the preliminary results of the 1998 shopping exercise helped passage of the OECD Guidelines for Consumer Protection in the Context of Electronic Commerce, as well as their enforcement. In March 2001, members of the CI study team were invited to Berlin to address an OECD-convened conference on the progress of the Guidelines to date. In addition to presenting the preliminary findings of the second shopping exercise, the researchers were asked to comment on presentations made by various firms and trade associations. One firm, a French-based Internet florist, was particularly proud of its growth and consumer-friendly practices. To test the firm, the CI researchers ordered two bouquets of their flowers via the Internet the day before the scheduled presentation. Despite confirmation that the flowers would arrive in time for the firm's presentation, they didn't.

Method: Experiment

Theory: Policy

Naomi Mandel and Eric J. Johnson, "When Web Pages Influence Choice: Effects of Visual Primes on Experts and Novices," *Journal of Consumer Research*, 29.2 (September 2002): 235-245.

Key Words: N/A

Abstract: This article extends the idea that priming can influence preferences by making selected attributes focal. Our on-line experiments manipulate the background pictures and colors of a Web page, affecting consumer product choice. We demonstrate that these effects occur for both experts and novices, albeit by different mechanisms. For novices, priming drives differences in external search that, in turn, drive differences in choice. For experts, we observe differences in choice that are not mediated by changes in external search. These findings confirmed that online atmospherics in electronic environments could have a significant influence on consumer choice.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Charles Steinfield, "Understanding Click and Mortar E-Commerce Approaches: A Conceptual Framework and Research Agenda," *Journal of Interactive Advertising*, 2.2 (Spring 2002).

Key Words: N/A

Abstract: In this post dot-com era, much e-commerce activity now arises from established firms with traditional physical outlets. Despite the growth in such click and mortar approaches to e-commerce, little research has specifically addressed this common business model. This article focuses on the underlying dynamics of click and mortar e-commerce businesses using a framework that outlines the potential synergies arising from the integration of e-commerce with traditional channels. Research and theory from such areas as transaction cost economics, interorganizational systems, competitive strategy and economic sociology are used to develop the click and mortar framework. It details the sources of synergy, the management interventions that can help firms avoid damaging channel conflicts, and the types of benefits yielded by integrated click and mortar approaches. The framework is applied to a specific click and mortar case, an electronics retailer, in order to demonstrate its explanatory value. The

heuristic value is demonstrated by deriving several example propositions to guide future empirical work.

Method: Model Building

Theory: Information Processing/Uses and Gratification

Sally J. McMillan, "Longevity of Websites and Interactive Advertising Communication," *Journal of Interactive Advertising*, 2.2 (Spring 2002): 11-21

Key Words: N/A

Abstract: This study traces survival of advertising-related Web sites from 1997-2002. Client organizations had the best survival rate, about 70%, while less than 50% of advertising agency sites survived. Frequency of mentions in the advertising trade press was not related to site survival, but Web sites with shorter addresses were more likely to survive. This study also reports on a longitudinal analysis of health-related Web sites. Managers of surviving sites reported that resources were a critical factor for survival. Managers of failed sites often blamed the site's demise on external factors. A major implication for advertisers is one manager's observation that technology itself is less important than the ability to adapt to the changes it brings.

Method: Survey - Content Analysis

Theory: Information Processing/Uses and Gratification

Shelly Rodgers, "The Interactive Advertising Model Tested: The Role of Internet Motives in Ad Processing," *Journal of Interactive Advertising*, 2.2 (Spring 2002): 22-33

Key Words: N/A

Abstract: Two, one-factor, within-subjects experiments were conducted to examine the role of Internet motives on responses to four types of banners (communicate, research, shop and surf). Participants were each exposed to a total of 12 ads, or 3 different ads for each banner type. There were three dependent variables - attitude toward the ad, ability to persuade, and intent to click. The moderating variable was Internet motives, which had four levels (communicate, research, shop, and surf). Study 1 sampled a group of college students (N=106) and Study 2 sampled non-student adults (N=38). Results indicate that Internet motives influenced the strength of banner type on ad responses, but not for every banner ad examined. The hypothesized feature-to-motive association effect was found to some degree with the student sample, but was not found with the non-student sample. Evidence suggests that Internet motives serve different functions for students and non-students. Implications of the findings are discussed.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Xueming Luo, "Uses and Gratifications Theory and E-Consumer Behaviors: A Structural Equation Modeling Study," *Journal of Interactive Advertising*, 2.2 (Spring 2002): 34-41

Key Words: N/A

Abstract: Drawing from uses and gratifications theory, this study explores influences of informativeness, entertainment and irritation on various online consumer behaviors such as attitude toward the Web, Web usage and satisfaction. Particularly, web usage and satisfaction are explored as the consequences of attitude toward the Web, while informativeness, entertainment, and irritation are the antecedents of

attitude toward the Web. This nomological model was tested with a structural equation modeling (SEM) approach. SEM results indicated that the uses and gratifications theory explains well consumers' attitude toward the Web. Internet users who perceive the Web as entertaining and informative generally show a positive attitude toward the Web. In contrast, those who perceive the Web as irritating indicate a negative attitude toward the Web. Finally, this study found that web users with a positive attitude toward the Web browse the Net more oftentimes and feel more satisfied.

Method: Model Building

Theory: Information Processing/Uses and Gratification

James R. Coyle and Stephen J. Gould, "How Consumers Generate Clickstreams through Web Sites: An Empirical Investigation of Hypertext, Schema, and Mapping Theoretical Explanations," *Journal of Interactive Advertising*, 2.2 (Spring 2002)

Key Words: N/A

Abstract: When consumers navigate Web sites, they are said to generate a clickstream, i.e., engage in clicking from Web page to Web page. With respect to these clickstreams, hypertext, schema and mapping theories provide a conceptual framework for their construction. To examine these perspectives, an interpretive study of 60 Internet consumers was conducted which revealed that they map very specific ideas of what they expect to encounter in interacting with various Web sites. In this regard, the results of this study suggest that the effective use of mapping, text and hypertext in generating a good navigational experience is an important way to help advertisers build a consumer Internet brand.

Method: Survey - Content Analysis

Theory: Information Processing/Uses and Gratification

Mark Brown, "The Use of Banner Advertisements with Pull-Down Menus: A Copy Testing Approach," *Journal of Interactive Advertising*, 2.2 (Spring 2002)

Key Words: N/A

Abstract: This paper examines the effectiveness of Web banner advertisements in terms of several widely employed copy-testing measures. Two groups of subjects were exposed to the same banner advertisement with the exception that the promotional message in one of the ads appeared as part of a pull-down menu. The research indicates that consumers who are exposed to banner advertisements using pull-down menus score higher on measures of attention, novelty, liking, persuasion and click-through, suggesting that these types of banner ads are more effective than traditional, static banners. It is proposed that key factors contributing to this result are the unique format and greater informational appeal of pull-down ads. Managerial implications are discussed, and directions for future research are suggested.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Doyle Yoon, Fritz Cropp and Glenn Cameron, "Building Relationships with Portal Users: The Interplay of Motivation and Relational Factors," *Journal of Interactive Advertising*, 3.1 (Fall 2002)

Key Words: N/A

Abstract: Motivation for Web portal use is an important factor in the continued growth of e-commerce.

Particularly for Web portals, motivation may be intertwined with various dimensions of a relationship that is cultivated between the portal and users. Specifically, the four motivation factors (feature, personalization, familiarity, and searching) are highly correlated to trust and satisfaction. Greater loyalty was found for AOL than for other portals, with no significant differences in relationship with Web users among the free Web portals such as Yahoo. Heavy web users and early adopters were more likely to use personalized Web portals and enjoy communicating with others through the Internet. Because a long relationship with Web portals is one motivation to use them, the highly correlated motivation factors found in this study are important to building strong relationships with Web users. These findings have implications for marketers and public relations practitioners.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Sejung Marina Choi and Nora J. Rifon, "Antecedents and Consequences of Web Advertising Credibility: A Study of Consumer Response to Banner Ads," *Journal of Interactive Advertising*, 3.1 (Fall 2002)

Key Words: N/A

Abstract: Rapid growth in online advertising revenues indicates the viability of World Wide Web advertising as an alternative to that of traditional media. Practitioners and academicians recognize that building credibility is important in this relatively new environment. To date, no academic research has explored the interplay of vehicle and advertiser source credibility in determining advertising effects on the web. The present study explores antecedents and consequences of online advertising credibility and examines the effects of (1) website credibility, (2) ad relevance (the advertised product's relevance to website content) and (3) advertiser credibility on ad credibility, ad and brand attitudes, and product purchase intentions. Structural equation modeling systematically tested and refined a model representing interrelated relationships among the relevant variables. The results suggest that source credibility is vital to understanding web advertising effectiveness. Managerial implications and directions for future research are provided.

Method: Interpretive - Essay (including History)

Theory: Information Processing/Uses and Gratification

Micael Dahlen, "Learning the Web: Internet User Experience and Response to Web Marketing in Sweden," *Journal of Interactive Advertising*, 3.1 (Fall 2002)

Key Words: N/A

Abstract: This article focuses on how Internet users change their behaviors and responses to marketing with increasing experience. Data from three empirical studies show several effects of increasing Internet user experience. Experienced users have shorter and more focused Web sessions, and they tend to reduce their visits to a smaller number of well-known Web sites. Furthermore, as experience increases, Internet users screen out advertising and they are less inclined to click on banner ads and less likely to be affected by ad exposures. The article tries to explain these effects, thus advancing theory on Internet marketing. Important implications for Web marketing practice are provided.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Joonhyung Jee and Wei-Na Lee, "Antecedents and Consequences of Perceived Interactivity: An Exploratory Study," *Journal of Interactive Advertising*, 3.1 (Fall 2002)

Key Words: N/A

Abstract: The study reported in this paper investigated how, as antecedents, personal factors influence consumers' perception of a web site's interactivity in the context of making a purchase decision. A review of literature suggests three general factors - Need for Cognition (NFC), product involvement and product expertise - and three Internet-specific factors - skills, challenges and web shopping experience - for testing. In addition, attitude toward the web site and purchase intention are examined as consequences of perceived interactivity. NFC was found to be a significant predictor of perceived interactivity of the web site visited. Although marginally significant, skills were also found to be a predictor. The model was supported for one of the three manufacturers' portal sites employed in the study. Additional analysis found that consumers' purchase intention was influenced by their attitude toward the web site, but not by the perceived interactivity of the site. This relationship was found for two of the three web sites tested. Implications and suggestions for future research are provided.

Method: Model Building

Theory: Information Processing/Uses and Gratification

Terry Daugherty and Bonnie B. Reece, "The Adoption of Persuasive Internet Communication in Advertising and Public Relations Curricula," *Journal of Interactive Advertising*, 3.1 (Fall 2002)

Key Words: N/A

Abstract: The purpose of this study was to investigate the diffusion of Internet communication into the curricula of advertising and public relations programs. While the establishment of any new medium is a process that develops over time, the Internet has taken hold faster than other mass media. This explosion has caused many scholars to ask whether advertising and public relations curricula have kept pace. An online survey administered to a sample of advertising and public relations educators (n=253) explored the perceived attitude, adoption and innovation attributes associated with persuasive Internet communication. The results indicate that educators have integrated persuasive Internet communication into their curricula, and many have adopted specialized courses in this topic. Compatibility, observability, and trialability predict the rates of adoption.

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

Kim Bartel Sheehan, "Online Research Methodology: Reflections and Speculations," *Journal of Interactive Advertising*, 3.1 (Fall 2002)

Key Words: N/A

Abstract: The Internet's potential for quantitative data collection has been debated by researchers for many years. For advertising academics and practitioners, the Internet allows for the assessment of consumer opinions and attitudes toward a range of topics. However, the accessibility of online populations and the generalizability of data collected online are uncertain. The author discusses a range of online techniques and what we still need to learn about such techniques in order to harness the potential of the Internet for quantitative research. The author wishes to acknowledge the insights provided by Mariea Hoy, Angela Mak and Tad O'Dell during the preparation of this manuscript.

Method: Interpretive - Policy Analysis

Theory: Policy

Victoria Smith Ekstrand, "Online News: User Agreements and Implications for Readers," *Journalism & Mass Communication Quarterly*, 79.3 (Autumn 2002): 602-618.

Key Words: N/A

Abstract: This study is a legal analysis of the online news user agreements of the Top 50 U.S. daily circulation newspapers in the United States. News user agreements are contracts that specify the conditions under which readers may access news. The contracting of news online represents a fundamental shift in the way consumers, who once bought their news, must now agree to terms of access. This study concludes that such terms often expand ownership of content that might otherwise flow freely in the public domain. It also concludes that limitations on liability as expressed in these agreements raise questions about the commitment to free speech and journalistic values online.

Method: Survey - Content Analysis

Theory: Information Processing/Uses and Gratification

Thomas J. Johnson and Barbara K. Kaye, "Webelievability: a Path Model Examining How Convenience and Reliance Predict Online Credibility," *Journalism & Mass Communication Quarterly*, 79.3 (Autumn 2002): 619-642

Key Words: N/A

Abstract: This study surveyed politically interested Internet users online during the 2000 campaign to examine whether they view Internet sources as credible and whether reliance on the Web, reliance on traditional sources, convenience of using the Web, or political and demographic variables predict credibility of online media. A greater percentage of respondents judged online media credible in 2000 than in the 1996 presidential campaign. Reliance on traditional media proved the best predictor of online credibility followed by political trust and convenience. On the other hand, reliance on the Web did not influence credibility of information found there.

Method: Survey - Content Analysis

Theory: Policy

Zizi Papacharissi, "The Presentation of Self in Virtual Life: Characteristics of Personal Home Pages," *Journalism & Mass Communication Quarterly*, 79.3 (Autumn 2002): 643-660.

Key Words: N/A

Abstract: This study focused on how individuals used personal home pages to present themselves online. Content analysis was used to examine, record and analyze the characteristics of personal home pages. Data interpretation revealed popular tools for self-presentation, a desire for virtual homesteaders to affiliate with online homestead communities, and significant relationships among home page characteristics. Web page design was influenced, to a certain extent, by the tools Web page space providers supplied. Further studies should consider personality characteristics, design templates, and Web author input to determine factors that influence self-presentation through personal home pages.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

Maria E. Len-Rios, "The Bush and Gore Presidential Campaign Web Sites, Identifying with Hispanic Voters During the 2000 Iowa Caucuses and New Hampshire Primary," *Journalism & Mass Communication Quarterly*, 79.4 (Winter 2002): 887-904.

Key Words: N/A

Abstract: This study examines presidential campaign discourse addressed to Hispanic voters during the 2000 Iowa caucuses and New Hampshire primary. Burke's concept of identification is used to determine how candidates identified with Hispanics through (1) common association, (2) antithesis, and (3) subtlety or cunning. Results reveal that George W. Bush invested more in his Spanish Web site and differentiated more among distinct Hispanic populations to create identification with specific subgroups, while Al Gore presented a pan-Latino message. Overall, only four of the 31 analyzed messages focused specifically on mobilizing voters during the primary/caucus season.

Method: Interpretive - Policy Analysis

Theory: Policy

Dhavan Shah, Michael Schmierbach, Joshua Hawkins, Rodolfo Espino and Janet

Donavan, "Non-recursive Models of Internet Use and Community Engagement: Questioning Whether Time Spent Online Erodes Social Capital," *Journalism & Mass Communication Quarterly*, 79.4 (Winter 2002): 964-987.

Key Words: N/A

Abstract: Although some argue that Internet use may erode involvement in public life, the most common Internet behaviors, social communication and information searching, may actually foster social and civic participation. To examine this possibility, we test a series of non-recursive models using a national survey of nearly 3,400 respondents. Two-stage least squares regressions were performed to simultaneously test the reciprocal relationship between frequency of Internet use (i.e., hours per day) and three sets of community engagement behaviors: informal social interaction, attendance at public events, and participation in civic volunteerism (i.e., annual frequency). Time spent online has a positive relationship with public attendance and civic volunteerism. No evidence of time displacement from frequency of Internet use is observed.

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

Dana E. Mastro, Matthew S. Eastin and Ron Tamborini, "Internet Search Behaviors and Mood Alterations: A Selective Exposure Approach," *Media Psychology*, 4.2 (2002): 157-172.

Key Words: N/A

Abstract: The present study has been designed in an attempt to replicate and expand the parameters of Zillmann and Bryant's selective exposure approach to use of the Internet. In applying this theoretical framework to the Internet, it was expected that persons experiencing unpleasant levels of excitement would arrange their Internet environment in order to terminate their aversive states. Through experimentally manipulating levels of boredom and stress and subsequently recording Internet surfing patterns, it was found that although mood significantly predicted Internet hits, it was not associated with the hedonic valence of the site.

Method: Experiment

Theory: Information Processing/Uses and Gratification

S. Shyam Sundar and Carson B. Wagner, "The World Wide Wait: Exploring Physiological and Behavioral Effects of Download Speed," *Media Psychology*, 4.2 (2002): 173-206.

Key Words: N/A

Abstract: When a Web site image takes a long time to load onto our computer screens, the anticipation during the wait may be physiologically arousing and, in turn, have consequences for our subsequent browsing activity. This study explores such a possibility by investigating the excitatory and behavioral effects of download speed in Web-based online communication. Results from a between participants experiment indicate that individuals exposed to a slow-loading image experience a significantly higher rise in their skin conductance levels compared to those exposed to a fast-loading version of the same image. Moreover, excitation transfer of residual arousal from a slow-loading image serves to intensify physiological as well as behavioral responses to subsequent online stimuli. Two follow-up experiments further clarify the mediating role of arousal in influencing browsing behavior and highlight the importance of considering image/content arousability while inferring the effects of download speed.

Method: Experiment

Theory: Information Processing/Uses and Gratification

William P Eveland, Jr., Mihye Seo and Krisztina Marton, "Learning From the News in Campaign 2000: An Experimental Comparison of TV News, Newspapers, and Online News," *Media Psychology*, 4.4 (2002): 353-378.

Key Words: N/A

Abstract: The present study seeks to contribute to the literature on learning differences across media by extending the traditional television news versus newspaper comparison to include reading of online news. It employs an experimental design, but with exposure over time and a reasonable delay between exposure and the measurement of learning. It also moves beyond simple comparisons of effects to examine potential information-processing explanations for any differences that may appear across conditions as the result of both experimental demand and real differences across media. The results suggest that the medium of communication may have different effects depending on the type of learning measured. Recall of news stories tended to favor television and print newspapers compared to online newspapers, but structuring of election knowledge favored online newspapers compared to print and television news. In addition, findings suggest that information-processing behaviors-specifically attention-are encouraged by a combination of the nature of the medium and the experimental context.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Bonnie Bressers and Lori Bergen, "Few University Students Reading Newspapers Online," *Newspaper Research Journal*, 23.2/3 (Spring 2002): 32-45.

Key Words: N/A

Abstract: Bressers and Bergen present the results of a telephone survey of college students about their use of traditional and online newspapers, other media and the Internet. Students at a Midwestern university reported that they were much more likely to read the campus paper and other newspapers in print rather than online newspapers.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Jane B. Singer, "Information Trumps Interaction in Local Papers' Online Caucus

Coverage," *Newspaper Research Journal*, 23.4 (Fall 2002): 91-96.

Key Words: N/A

Abstract: An exploratory study looked at how editors' views of the political role of online newspapers shaped local coverage of the first major event of the 2000 presidential campaign.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Xigen Li, "Web Page Design Effects News Retrieval Efficiency," *Newspaper Research Journal*, 23.1 (Winter 2002): 38-49.

Key Words: N/A

Abstract: A content analysis of the online versions of five major dailies shows how different aspects of Web design contribute to the efficiency of information retrieval. The *Washington Post* was the most efficient.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

Craig W. Trumbo and Jean Trumbo, "Newspapers' Use of URLs in Daily Content has Grown Steadily Since Mid-1990s," *Newspaper Research Journal*, 23.1 (Winter 2002): 78-81.

Key Words: N/A

Abstract: Newspapers have recently adopted Web URLs into their content. Trumbo and Trumbo briefly report an exploratory investigation of this phenomenon.

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

2003

David J. Phillips, "Beyond Privacy: Confronting Locational Surveillance in Wireless Communication," *Communication Law and Policy*, 8.1 (Winter 2003): 1-23.

Key words: N/A

Abstract: Three imperatives - emergency response, law enforcement and marketing- inform the legal, economic and technical design of location surveillance in wireless systems. Each imperative is pursued by a set of actors in a particular historical context. Participants in these arenas call upon each other's rhetoric, legal standards and technical practice, resulting in a system in which real-time tracking of users by system operators is the status quo. These data also become available to law enforcement agents. Social repercussions include a shift in the power of individual and institutional actors to create types of places and types of persons. The relation of the citizen and the state is also being restructured. Privacy is an inadequate legal or philosophical response to these trends.

Method: Interpretive - Policy Analysis

Theory: Policy

Cassandra Imfeld, "Playing Fair with Fair Use? The Digital Millennium Copyright Act's Impact on Encryption Researchers and Academicians," *Communication Law and Policy*, 8.1 (Winter 2003): 111-144.

Key words: N/A

Abstract: Enacted in 1998 to "facilitate the robust development and world-wide expansion of electronic commerce, communications, research, development and education in the digital age," 1 the Digital Millennium Copyright Act has turned the Copyright Act of 1976's fair use defense on its head and created an uncertain environment for many encryption researchers and academicians. Under the DMCA's "trafficking" provision, an individual who disseminates a "technology, product, service, device, component, or part thereof" 2 that discusses how to circumvent 3 encrypted devices can face civil or criminal consequences. Researchers and educators, for example, who publish articles or present papers discussing how to bypass the encryption device on a DVD to access a copyrighted work for educational or commentary purposes could face criminal and civil penalties.

Method: Interpretive - Policy Analysis

Theory: Policy

Justin Brown, "Fostering the Public's End-to-End: A Policy Initiative for Separating Broadband Transport from Content," *Communication Law and Policy*, 8.2 (Spring 2003): 145-199.

Key words: N/A

Abstract: The continued expansion of the Internet has caused considerable debate over the issue of open access. This article offers a policy initiative to ensure the preservation of the end-to-end network. The key to the proposed regulatory solution - separating content from transport - instills interconnection obligations on those providers who supply the first and last mile of high-speed Internet access. While obligated to supply access, facility-based DSL and cable modem providers would be free from rate regulation as non-dominant common carriers. DSL and cable modem providers would also be deemed neutral conduits when carrying ISP traffic, thereby allowing individuals to create their own communication environments and fostering further content and application creativity in the broadband arena.

Method: Interpretive - Policy Analysis

Theory: Policy

Amanda Reid, "Operationalizing the Law of Jurisdiction: Where in the World Can I Be Sued for operating a World Wide Web Page?" *Communication Law and Policy*, 8.2 (Spring 2003): 227-265.

Key words: N/A

Abstract: The concept of personal jurisdiction - the power of a court to decide the rights of a person and a binding judgment - is becoming increasingly complex in cases involving the World Wide Web. The two approaches courts currently use to assert personal jurisdiction are inadequate and inconsistently employed, leaving individuals who perform services or conduct business over the Web without clear answers about where they may be haled into court. The "Zippo test" fails to consistently take an accurate account of the complete picture of the contacts generated from Internet use, and the "Calder effects test" is not applicable in all cases. This article outlines a "Web-contacts" approach as a consistent way to operationalize "purposeful availment" for personal jurisdiction based on contacts via the Web.

Method: Interpretive - Policy Analysis

Theory: Policy

Juanita Darling, "Forum Shopping and the Cyber Pamphleteer: Banamex V. Rodriguez," *Communication Law and Policy*, 8.3 (Summer 2003): 361-383.

Key words: N/A

Abstract: The Internet promised to make everyone a publisher, subject and reader, simultaneously, connecting the lonely pamphleteer to the whole world through cyber- space. That new freedom also brought the liberty to cause harm all over the world, however. When that happens, where can a victim seek redress? The threat that one-person publishing endeavors could be hauled into far-flung forums to mount costly defenses against libel threatens to chill the free speech that the Internet was to deliver. Banamex v. Rodriguez pitted two muckraking journalists against a powerful Mexican banker to help begin setting the rules about where cyber pamphleteers can be called to account for what they publish. This article examines the Banamex case and its ramifications for free expression.

Method: Interpretive - Policy Analysis

Theory: Policy

Victoria Smith Ekstrand, "Unmasking Jane and John Doe: Online Anonymity and the First Amendment," *Communication Law and Policy*, 8.4 (Fall 2003): 405-427.

Key words: N/A

Abstract: As plaintiffs in tort actions against anonymous online defendants attempt more and more to unmask those defendants, courts seem to be framing guidelines for determining whether the anonymity should be surrendered. The guidelines are beginning to look like those used to decide whether a journalist would be allowed to keep sources confidential. Courts are finding that anonymous speech on the Internet is worthy of protection and that unmasking a defendant's identity requires (1) evidence of a valid case, (2) a showing of good faith by the plaintiff and (3) sufficient justification for revealing the identity of the anonymous poster. Such a development highlights the critical role Internet service providers have begun to play in defense of their online subscribers.

Method: Interpretive - Policy Analysis

Theory: Policy

Vandana Pednekar-Magal and Peter Shields, "The State and Telecom Surveillance Policy: the Clipper Chip Initiative," *Communication Law and Policy*, 8.4 (Fall 2003): 429-464.

Key words: N/A

Abstract: United States law enforcement and national security agencies have claimed that the proliferation of strong private-sector encryption is eroding their ability to monitor the electronic communications of terrorists, drug traffickers and the like. In response, the "Clipper Chip" initiative was launched. The aim of the initiative was to guarantee law enforcement access to a set of so-called "spare keys" that could be used to unlock encrypted electronic messages. Efforts were also made to internationalize the Clipper Chip initiative. In the face of intense opposition, the initiative was shelved in 1999. This article delineates and explains the formation and eventual demise of the Clipper Chip initiative. Building on the work of other scholars, the authors utilize theories of state policy making to identify the key determinants that shaped the different moments of the Clipper Chip initiative.

Method: Interpretive - Policy Analysis

Theory: Policy

Fang Yang and James Shanahan, "Economic Openness and Media Penetration," *Communication Research*, 30.5 (October 2003): 557-573.

Key words: N/A

Abstract: Using country-level data, this study proposes and tests a multivariate model explaining levels of media penetration around the world, with special interest in the impact of an increasingly global economy on media industries. This study finds that countries with more open economies (i.e., those more exposed to the world market) tend to have higher penetration rates of newspapers, personal computers, Internet hosts and main telephone lines, even after controlling for GDP per capita, literacy, urbanization, population, levels of democracy and freedom, and regional variables. The data cover most of the countries in the world. The results indicate a link between a global economy and an "information age"-an enormous expansion of world communication. This study complements earlier research on the economic constraints of media penetration; most of the earlier work was done in a U.S. setting and focused on GDP per capita in explaining media penetration.

Method: Meta-Analysis

Theory: Adoption/Diffusion

Carolyn A. Lin, "An Interactive Communication Technology Adoption Model," *Communication Theory*, 13.4 (November 2003): 345-365.

Key words: N/A

Abstract: In the evolving research arena of mediated communication technology adoption and uses, one of the most valuable developments involves the increased integration of distinct communication research traditions. This emerging fusion presents an unprecedented opportunity for communication researchers to share, confer and challenge the "native" tradition that each has followed. This article proposes an integrated research model and explains how it can serve as the basis for mediated communication technology adoption research. In particular, this proposed model is intended to provide a research framework for studying the factors that help shape adoption decisions of various communication technologies and the potential impact of technology adoption on the social system, audiences and use patterns.

Method: Model Building

Theory: Adoption/Diffusion

Josh Boyd, "The Rhetorical Construction of Trust Online," *Communication Theory*, 13.4 (November 2003): 392-410.

Key words: N/A

Abstract: The antidote to perceived risk is trust, and transactions on the Internet are rife with perceived risk. This article establishes a need for trust messages online in a broader context of declining social trust, reviews trust literature, and then provides four tenets of trust that provide a basis for such rhetorically constructed messages. In addition to offering foundations for the rhetorical construction of trust online, the article presents 2 rhetorical paradoxes of trust that contain both opportunity and danger for scholars and netizens alike.

Method: Interpretive - Essay (including History)

Theory: Social Interaction

Shannon E. Martin, "State Laws Mandating Online Posting of Legal and Public Notices Traditionally Published in Newspapers," *Communications and the Law*, 25.1 (April 2003): 41-54.

Key words: N/A

Abstract: Examines the changes made by various U.S. states in their legally binding practices for distributing public notice information. Background on the posting of public notice through newspaper publications; Changes affecting public or legal notice when newspapers moved to a digital or online product; States that allow or require alternatives to full-text newspaper publication of public or legal notices.

Method: Interpretive - Policy Analysis

Theory: Policy

Paul M. Leonardi, "Problematizing New Media: Culturally Based Perceptions of Cell Phones, Computers, and the Internet Among United States Latinos," *Critical Studies in Media Communication*, 20.2 (June 2003): 160-179.

Key words: N/A

Abstract: Recent studies of new communication technologies have shown that broad terms such as "new media" are problematic. This study expands previous research by exploring how first-generation, working class United States Latino participants perceive and use new communication technologies in relation to their cultural values. Discussions generated across seven focus group sessions (N=78) about three common new communication technologies, 1) cell phones, 2) computers, and 3) the internet, showed that United States Latinos positioned the perceived usefulness of each communication technology differently, based upon their cultural values regarding good communication. In particular, participants discussed how cell phones provide an effective way to make interpersonal contact whereas computers and the internet were viewed as damaging to the communication necessary for good social relations. The findings show that this group of United States Latinos did not view new media as a homogeneous category, but instead had very distinct perceptions and ideas about the expected uses of cell phones, computers and the internet in relation to their cultural values regarding communication.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

John W. Jordan, "(Ad)Dressing the Body in Online Shopping Sites," *Critical Studies in Media Communication*, 20.3 (September 2003), 248-268.

Key words: N/A

Abstract: The rapid and tumultuous growth of e-commerce has impacted nearly every aspect of the internet, including the construction, representation, and performance of online identity. Such developments invite us to rethink some of our key assumptions about this technological medium in light of contextual influences. Toward this end, this essay offers a critical analysis of virtual body models available in online shopping contexts. I critique the way in which virtual body models are used to address the online shopper and their body image, how web stores promote identification between the shopper and their virtual model, and the implications of virtual modeling technology for how bodies and identity are brought together in e-commerce situations. I argue that web stores articulate rhetorics of

computational precision and user interactivity to declare a null margin between shopper and virtual model while simultaneously manufacturing and exploiting such a margin for their own commercial gain. The result is that even though online shoppers are instructed to create models that will precisely reflect their offline bodies, web stores' commercial motives effectively guarantee that the resulting model will be a misleading, but more commercially viable, image of the shopper's body. Authors conclude by discussing some of the implications of this strategically manufactured distortion with respect to user participation in e-commerce activities.

Method: Interpretive - Policy Analysis

Theory: Social Interaction

Joris Claessens; Claudia Diaz; Caroline Goemans; Bart Preneel, Joos Vandewalle, and Jos Dumortier, "Revocable Anonymous Access to the Internet?" *Internet Research*, 13.4 (2003): 242-258.

Key words: N/A

Abstract: With the worldwide growth of open telecommunication networks and in particular the Internet, the privacy and security concerns of people using these networks have increased. On the one hand, users are concerned about their privacy, and desire to anonymously access the network. On the other hand, some organizations are concerned about how this anonymous access might be abused. This paper intends to bridge these conflicting interests, and proposes a solution for revocable anonymous access to the Internet. Moreover, the paper presents some legal background and motivation for such a solution. However, the paper also indicates some difficulties and disadvantages of the proposed solution, and suggests the need for further debate on online anonymity.

Method: Interpretive - Policy Analysis

Theory: Access

Jae-Kwan Lee, "A model for Monitoring Public Sector Web Site Strategy," *Internet Research*, 13.4 (2003): 259-266.

Key words: N/A

Abstract: A model for monitoring the Web site development process in the public sector is proposed and tested empirically with a sample of 76 local government Web sites. The framework consists of basic dimensions and a 2x2 matrix that is a simplified revision of the Mohammed et al.'s marketpace matrix. The four factors in the matrix, publicity, local service, differentiation and participation, together with two basic dimensions of attracting and delivering were proved to be important elements in a workable research framework. The effects of dimensions/factors and the role of online attracting are discussed in depth.

Method: Model Building

Theory: Information Processing/Uses and Gratification

Fethi Calisir, "Web Advertising Vs Other Media: Young Consumers' View," *Internet Research*, 13.5 (2003): 356-363.

Key words: N/A

Abstract: This paper examines how young consumers perceive the Web as an advertising medium in relation to eight traditional media on 15 constructs elicited from subjects. Results indicate that the Web

is perceived to be very far from most of the other media, except point of purchase and direct mail. Conducting correspondence analysis and cluster analysis revealed the reasons for why the Web advertising is located close to point of purchase and direct mail. A noticeable finding was that farthest away from the Web is outdoor. Implications based on the findings are discussed.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Lori D. Wolin and Pradeep Korgaonkar, "Web Advertising: Gender Differences in Beliefs, Attitudes and Behavior," *Internet Research*, 13.5 (2003): 375-385.

Key words: N/A

Abstract: Previous research suggests males and females exhibit different beliefs about and attitudes toward traditional media advertising along with different advertising stimulated consumer behaviors. However, little is known about gender differences in consumer beliefs about Web advertising versus other media, attitude toward Web advertising, or Web advertising associated consumer behavior. Survey results indicate males and females differ significantly on several dimensions with males exhibiting more positive beliefs about Web advertising and more positive attitudes toward Web advertising than females. Additionally, males are more likely than females to purchase from the Web and surf the Web for functional and entertainment reasons, whereas females are more likely to surf the Web for shopping reasons.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Karen L Becker-Olsen, "And Now, a Word from Our Sponsor: a Look at the Effects of Sponsored Content and Banner Advertising," *Journal of Advertising*, 32.2 (Summer 2003): 17-32.

Key words: N/A

Abstract: As the number of Internet users increases daily, Internet advertising grows in importance as one of the elements of the communications mix. Because of the controversy surrounding the effectiveness of banner advertising, many companies are seeking alternative formats for capturing on-line consumers. Through two studies, this research provides an empirical investigation of the effects of banner advertising and sponsored content on Web site communities and their advertisers. The studies demonstrate that Web communities and advertisers both benefit from sponsored content. Specifically, sponsored content can be an effective advertising tool to engender positive response toward an advertiser and increase feelings of customer responsiveness, product quality, category leadership, and even purchase intention. In addition, there is evidence that these types of messages are processed differently, indicating to communications managers that program objectives should drive the decision as to whether sponsored content, banner advertising, or some combination of the two will be most effective.

Method: Survey - Content Analysis

Theory: Information Processing/Uses and Gratification

Wendy Macias and Liza Stavchansky Lewis, "A Content Analysis of Direct-to-consumer (DTC) Prescription Drug Web Sites," *Journal of Advertising*, 32.4 (Winter 2003/2004): 43-56.

Key words: N/A

Abstract: The main goal of this content analysis study was to examine the content and form of direct-to-consumer (DTC) drug Web sites and explore their public policy implications. Although studies have examined print communications, very little academic attention has been paid to DTC Web sites. This study is a census of 90 complete DTC drug Web sites. Results showed that DTC sites used advertising appeals similar to those found in print ads, but they included more monetary incentives and a much higher degree of medical and drug information. The data show that these sites may be better suited to fulfilling Food and Drug Administration (FDA) guidelines because of their inclusion of more information. Suggestions for future research are discussed.

Method: Survey - Content Analysis

Theory: Policy

Shelly Rodgers, "The Effects of Sponsor Relevance on Consumer Reactions to Internet Sponsorships," *Journal of Advertising*, 32.4 (Winter 2003/2004): 67-76.

Key words: N/A

Abstract: This study reports the results of two experiments that were conducted to examine the effects of Internet sponsorships and the role of sponsor relevance in these effects. Experiment 1 used a group of college students and Experiment 2 replicated the first experiment using a group of nonstudent adults. Both experiments examined sponsorship linkage as a means of structuring Internet sponsorships that impacts sponsor recall, attitude toward the sponsor, and purchase intentions. Findings revealed that relevant Internet sponsors were more persuasive than irrelevant Internet sponsors for the three dependent variables. Two context variables, Web site credibility and intent to return to the site, moderated the linkage factor on sponsor evaluations in that higher levels of the context variables translated to more positive evaluations for relevant sponsors.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Micael Dalhén, Alexandra Rasch, and Sara Rosengren, "Love at First site? A Study of Website Advertising Effectiveness," *Journal of Advertising Research*, 43.1 (2003): 25-33.

Key words: N/A

Abstract: The body of web advertising research has grown continuously during the last few years. Our understanding of the new medium has trailed the increasing web experience among advertisers and consumers. However, there is still one important knowledge gap, namely the communication effects of website advertising. How should websites be designed to attain brand-related communication effects?

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

Wen Gong and Lynda M. Maddox, "Measuring Web Advertising Effectiveness in China," *Journal of Advertising Research* 43.1 (March 2003): 34-49.

Key words: N/A

Abstract: This study examines Chinese consumers' perceptions and responses to web banner advertising. Results suggest that just one additional banner exposure improves Chinese users' brand recall, changes their attitude toward the brand, and increases their purchase consideration. Although clickthrough was found to be a significant predictor for banner recall, there was no evidence that

clickthrough affects brand recall, attitude toward the brand, or purchase consideration. Most of the findings in this study are congruent with those reported in the 1997 IAB Study.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

Goutam Chakraborty, Vishal Lala and David Warren, "What Do Customers Consider Important in B2B Websites?" *Journal of Advertising Research* 43.1 (March 2003): 50-61.

Key words: N/A

Abstract: Based on prior research, we identified seven factors that customers might consider important in a business-to-business website. Using a rigorous scale development procedure and a field study with 606 business customers, we developed valid and reliable scales for measuring these factors. Results revealed that organization is the most important factor in a website. This is followed by nontransaction-related interactivity, privacy/security and informativeness. The other factors (transaction-related interactivity, personalization and entertainment) were found to be relatively less important.

Managerially useful differences were found in the importance ratings of these factors for those who use the web for purchase versus those who use the web for nonpurchase activities.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

Yuping Liu, "Developing a Scale to Measure the Interactivity of Websites," *Journal of Advertising Research* 43.2 (June 2003): 207-216.

Key words: N/A

Abstract: This article describes the development and validation of a scale measuring the interactivity of websites. Three studies were conducted to verify the factor structure, content validity, discriminant validity and reliability of the scale. Results from the studies showed that interactivity comprises three correlated but distinct dimensions: active control, two-way communication and synchronicity. The multidimensional scale showed a high level of validity and reliability and yielded consistent ratings among both experienced and inexperienced internet users.

Method: Model Building

Theory: Information Processing/Uses and Gratification

Jean Louis Chandon, Mohamed Saber Chtourou and David R. Fortin, "Effects of Configuration and Exposure Levels on Responses to Web Advertisements," *Journal of Advertising Research* 43.2 (June 2003): 217-229.

Key words: N/A

Abstract: The debate about which media metric efficiently measures the effectiveness of a web-based advertisement, such as banners, is still alive and well. Nonetheless, the most widely used measure of effectiveness for banner advertisements is still the click-through rate. The purpose of this article is to review the measures currently used to measure effectiveness in web advertising and to empirically determine the factors that might contribute to observed variations in click-through rates based on an actual sample of advertising campaigns. The study examined the complete set of all advertising insertions of 77 customers of a large advertising agency over a one-year period. A resulting sample of 1,258 placements was used to study the effect of banner formats and exposure levels on click-through

rates using analysis of variance. Results suggest that the strongest effect on click-through rates comes from the use of trick banners ($[\eta]^2 = 0.25$) and that other factors such as size of the advertisement, motion, use of “click here,” and “online only” type of announcers all have a significant impact on click-through rates. Implications of these findings as well as limitations of the current study are discussed and directions for future research agendas proposed.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

Peter J. Danaher and Guy W. Mullarkey, “Factors Affecting Online Advertising Recall: a Study of Students,” *Journal of Advertising Research*, 43.3 (September 2003): 252-267.

Key words: N/A

Abstract: In this article we examine factors that might impact on web advertising recall and recognition. These factors include the viewing mode, duration of page viewing, and web page context factors, including text and page background complexity and the style of the banner advertisement. Via an experimental design conducted on a student sample, we manipulate these factors over several levels. The key finding is that the longer a person is exposed to a web page containing a banner advertisement, the more likely they are to remember that banner advertisement. We also find that recognition scores are much higher than both unaided and aided recall scores. Finally, web users in a goal-directed mode are much less likely to recall and recognize banner advertisements than users who are surfing a site.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Brett A.S. Martin, Joel Van Durme, Mika Raulas and Marko Merisavo, “Email Advertising: Exploratory Insights from Finland,” *Journal of Advertising Research*, 43.3 (September 2003): 293-300.

Key words: N/A

Abstract: The purpose of this study was to explore consumer perceptions of email advertising. Within this exploratory context, we studied what aspects of email advertising may result in consumers visiting, first, a company website, and second, a physical (i.e., bricks-and-mortar) company sales outlet. We found that visits to the company website appeared to be less likely the more useful the email advertisement, and the more emails received by the consumer from the advertising company. Instead, consumers who viewed emails as useful were more likely to visit the physical store. Our results suggest that the reason for a store visit is usually for consumers to either buy the product or to study it firsthand. As noted by Kover (2001), the web is ideally suited to products that do not involve human interaction with people or objects. In the case of cosmetics with fragrances or makeup products, such as lipstick, it is understandable that consumers visit the store to see if the product advertised by email suits them. Consumers who find emails useful appear to want the company to stay in regular contact with them, suggesting that email offers advertisers the opportunity to become an important avenue for consumers to obtain information. Likewise, consumers who received many email advertisements appear to be more likely to visit the store.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Shelly Rodgers and Mary Ann Harris, “Gender and e-Commerce: an Exploratory Study,” *Journal of*

Advertising Research 43.3 (September 2003): 322-329.

Key words: N/A

Abstract: The authors consider the role of gender as it relates to e-commerce and offer a conceptual framework that attempts to explain why women are less satisfied than men with the online shopping experience. Perceived emotional benefits are discussed as a primary reason women lack support for e-commerce activity. Additional concepts in our model include trust (i.e., skepticism) and practicality (i.e., convenience). Our survey findings revealed that these three concepts—emotion, trust, and convenience—predicted women’s dissatisfaction (and men’s satisfaction) with online shopping, as well as men and women’s actual shopping behavior. The authors offer ideas to help e-marketers form stronger emotional bonds with female shoppers.

Method: Interpretive - Essay (including History)

Theory: Adoption/Diffusion

Sally J. McMillan, Jang-Sun Hwang, and Guiohk Lee, “Effects of Structural and Perceptual Factors on Attitudes Toward the Website,” *Journal of Advertising Research* 43.4 (December 2003): 400-409.

Key words: N/A

Abstract: This study examined effects of structural and perceptual variables on attitude toward websites. Data were collected from 311 consumers who reviewed four hotel websites. The sites were structurally different in terms of having high versus low number of features and also in terms of informational versus transformational creative strategies. Involvement and perceived interactivity were the two perceptual variables examined in the study. Involvement with the subject of a site and the subdimension of perceived interactivity that measured level of engagement were the best predictors of attitude. Positive attitudes were also associated with sites that took advantage of web-specific features such as virtual tours and online reservations systems. A key implication of this study is the need for advertisers and researchers to reconsider advertising in the context of the web. Radio and television required advertisers to adjust to the new concepts of buying and selling time instead of space and of incorporating aural and visual appeals in messages. The web demands that advertisers adjust to a new medium that is not bound by either space or time and that has the technical capability to involve and engage the consumer.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

Ritu Lohtia, Naveen Donthu and Edmund K. Hershberger, “The Impact of Content and Design Elements on Banner Advertising Click-through Rates,” *Journal of Advertising Research* 43.4 (December 2003): 410-418.

Key words: N/A

Abstract: This study investigates the impact of content and design elements on the click-through rates of banner advertisements using data from 8,725 real banner advertisements. It is one of the first empirical studies to examine banner advertising effectiveness (measured by click-through rates) and also one of the first to examine the differences between business-to-business (B2B) and business-to-consumer (B2C) banner advertisements. Content elements examined include the use of incentives and emotional appeals. Design elements examined include the use of interactivity, color, and animation. Results suggest that content and design elements do not work the same way for B2B and B2C banner advertisements.

Method: Survey - Content Analysis

Theory: Information Processing/Uses and Gratification

Rivka Ribak and Joseph Turow, "Internet Power and Social Context: A Globalization Approach to Web Privacy Concerns," *Journal of Broadcasting & Electronic Media*, 47.3 (September 2003): 328-349.

Key words: N/A

Abstract: Contemporary perspectives on the Internet don't recognize negotiations about its meaning that take place in many societies, causing the Web to be defined simultaneously in terms of local cultures and world markets. We propose a "globalization" perspective that can help researchers situate a society's cultural and technological practices within broad political and economic parameters, identify global forces and local voices, and study dynamics of their co-existence. As an exploratory foray, we compare U.S. and Israeli parents' attitudes toward Web privacy. The findings call attention to a need for historical and geographical considerations at every level of Web research.

Method: Interpretive - Policy Analysis

Theory: Policy

Miriam J. Metzger and Sharon Docter, "Public Opinion and Policy Initiatives for Online Privacy Protection," *Journal of Broadcasting & Electronic Media*, 47.3 (September 2003): 350-374.

Key words: N/A

Abstract: The ability to monitor and record Internet users' personal information has raised fears about online privacy. Consequently, consumers have put pressure on the federal government and the online industry to respond appropriately to their privacy concerns. This study uses Edelman's Theory of symbolic politics to assess the congruence between public concern about online privacy and recent legislative and industry efforts to address this concern.

Method: Interpretive - Policy Analysis

Theory: Policy

Joel J. Davis, "The Accessibility Divide: The Visually-Impaired and Access to Online News," *Journal of Broadcasting & Electronic Media*, 47.3 (September 2003): 474-481.

Key words: N/A

Abstract: This study evaluated the extent to which online news is accessible to visually-impaired individuals. The home pages of 69 online news sites (representing print newspapers, news magazines, national television/radio/cable networks and Internet-only organizations) were evaluated for accessibility in June 2002 and March 2003. Findings indicate that accessibility was nearly nonexistent in 2002 (where only 3% of sites' home pages were completely accessible) and little improved in 2003 (where only 7% were completely accessible). Analyses of reasons preventing access indicate that accessibility could be greatly improved if relatively simple design and coding changes were implemented. Recommendations for improvement are discussed.

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

Osei Appiah, "Americans Online: Differences in Surfing and Evaluating Race-Targeted Web Sites by Black and White Users," *Journal of Broadcasting & Electronic Media*, 47.4 (December 2003): 537-555.

Key words: N/A

Abstract: This study explored how Black and White viewers browse and evaluate Web sites based on the racial target of the site. The findings demonstrate that, while Blacks do not necessarily evaluate Black and White-targeted sites differently, they do spend more time browsing on and recall more information from a Black-targeted site than they do a White-targeted site. In contrast, White viewers display no differences in their browsing, recall, or evaluation patterns based on the racial target of the Web site. Theoretical implications regarding the psychological mechanisms at work when viewers are exposed to race-targeted sites are discussed.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

Sung Tae Kim and David Weaver, "Internet Business Models for Broadcasters: How Television Stations Perceive and Integrate the Internet," *Journal of Broadcasting & Electronic Media*, 47.4 (December 2003): 597-616.

Key words: N/A

Abstract: This study presents a theoretical and methodological review of communication research about the internet. Through a thematic meta-analysis of recent research publications about the internet, we identified topical, methodological and theoretical trends of current internet studies. The patterns of the internet research agenda are discussed in relation to a development model of communication research. We hope the findings of this study provide not only an overview of current internet research trends but also new insights for future research directions regarding this new medium.

Method: Interpretive - Policy Analysis

Theory: Adoption/Diffusion

Michael D. Slater, "Alienation, Aggression, and Sensation Seeking as Predictors of Adolescent Use of Violent Film, Computer, and Website Content?" *Journal of Communication*, 53.1 (March 2003): 105-121.

Key words: N/A

Abstract: Use of violent media content by adolescents has long been a matter of public concern and debate, a concern that was heightened by the reported use of violent computer games and websites by the killers at Columbine High School in 1999. This study examined predictors of various types of self-reported use of violent media content by 8th graders (N = 3,127) from 20 schools around the U.S. Hierarchical regression analyses indicated that gender, sensation seeking, aggression, and frequency of Internet use had relatively strong contributions to explaining the use of violent media content composite and the measure of violent website content use. Alienation variables contributed significantly, though modestly, to variance explained in the use of violence-oriented websites, but not to the composite measure. Alienation from school and family also appeared to partially mediate effects of sensation seeking and aggression on use of violent Internet content. A negative feedback loop model for linking uses and gratifications approaches to the study of effects of violent media content on adolescents is suggested.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Kimberly Gross and Sean Aday, "The Scary World in Your Living Room and Neighborhood: using Local Broadcast News, Neighborhood Crime Rates, and Personal Experience to Test Agenda Setting and Cultivation," *Journal of Communication*, 53.3 (September 2003): 411-426.

Key words: N/A

Abstract: This study tested two important theories in the history of mass communication research, agenda setting and cultivation, by comparing the effects of watching local television news with direct experience measures of crime on salience and fear of victimization. Direct experience was measured in 2 ways: (a) personal crime victimization or victimization of a close friend or family member, and (b) neighborhood crime rates. Using a random digit dial telephone survey of residents of the Washington, DC, metropolitan area, researchers found that local news exposure accounted for an agenda-setting effect but did not cultivate fear of being a victim of crime. By contrast, direct experience had no agenda-setting effect but did predict fear.

Method: Survey - Interview/Case Study

Theory: Agenda Building/Setting

Sorin Matei and Sandra Ball-Rokeach, "The Internet in the Communication Infrastructure of Urban Residential Communities: Macro- or Mesolinkage"?, *Journal of Communication*, 53.4 (December 2003): 642-657.

Key words: N/A

Abstract: The article refines the view that the Internet is increasingly incorporated in everyday life, concluding that the new medium has been partially integrated in the "communication infrastructure" of English-speaking Los Angeles neighborhoods. Here, Internet connectedness is associated with civic participation and indirectly contributes to "belonging" to a residential community. However, in predominantly Asian and Latino areas, the Internet is disengaged from communication environments that lead to belonging, being associated with mainstream media. In these communities its contribution is contradictory; although it probably contributes to the process of ethnic assimilation, it might also lead to disengagement of most educated and technologically savvy residents from their neighborhoods. A possible "magnifying glass effect" is proposed as explanation for the differential integration of new media in community life.

Method: Interpretive - Essay (including History)

Theory: Social Interaction

David Tewksbury, "What Do Americans Really Want to Know? Tracking the Behavior of News Readers on the Internet?" *Journal of Communication*, 53.4 (December 2003): 694-710.

Key words: N/A

Abstract: Evaluations of the health of contemporary political systems typically include some discussion of the modes through which people acquire public affairs information. In response to survey questions, Americans often profess an interest in current events news, but assessments of citizens' political knowledge often find them wanting. Unfortunately, the limitations of previously available research methods have left researchers with an incomplete understanding of news audiences and their exposure patterns. Widespread adoption of the Internet for news reading may change that situation. The World Wide Web provides audiences with substantially more control over the news selection process than they enjoyed with the traditional media. With that enhanced control, it appears online readers are particularly likely to pursue their own interests, and they are less likely to follow the cues of news

editors and producers. The present study takes advantage of this attribute of online news presentation to examine the topics people select at Web-based news outlets. In general, online news audiences choose to read public affairs news less frequently than survey research suggests. This result has implications for the long-term health of democratic nations.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

XiaYang, Zafar U. Ahmed, Morry Ghingold, Goh Sock Boon, Tham Su Mei and Lim Lee Hwa, "Consumer Preference for Commercial Web Site design: an Asian-Pacific Perspective," *Journal of Consumer Marketing*, 20.1 (2003): 10-27.

Key words: Web Site, Consumer attitudes, Electronic Commerce, Marketing Strategy, Singapore

Abstract: Given that even modest increases in customer satisfaction and retention typically translate into significant gains in revenues and profits, many businesses are using the Internet to expand their reach, improve customer service and develop and maintain closer relationships with their customers. For example, customer relationship management (CRM) software enables markets to offer online interactions that are customizable to the individual customer, allowing online marketers to better match their offerings and the online experience to consumers' needs, wants and preferences, even in markets with millions of prospects and customers. Thus, a successful web site can be instrumental in its impact on the marketing effectiveness of a firm and significantly add to the bottom line. Yet, in order to determine what constitutes a successful Website, one must be able to understand how users perceive and utilize it. This paper presents the results of a survey conducted to assess consumer perceptions and preferences for commercial websites. To address the paucity of e-commerce research undertaken in the Asia-Pacific region, as compared to Western countries, the data were collected in Singapore. The attracting, informing, positioning and delivering (AIPD) model provided the conceptual foundation for the research. Survey findings reveal that Singaporean consumers have distinct preferences when visiting commercial websites, ranking security and privacy as their most valued attributes, for example. In contrast, cross-marketing, via banner advertising and affiliate programs, were least valued. Many other features of Web sites evaluate. Managerial research implications of the study are discussed.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

Jessica L. Joines, Clifford W. Scherer and Dietram A. Scheufele, "Exploring Motivations for Consumer Web Use and Their Implications for e-Commerce," *Journal of Consumer Marketing*, 20.2/3 (2003): 90-108.

Key words: Internet, Electronic commerce, User studies, Privacy

Abstract: This study examines the influence of demographic variables and dimensions of motivational factors of two types of consumer Web use: percentage of weekly Web surfing time spent searching for product and service-related information and online shopping and transactions. It combines data from two sources: a self-administered survey of 59 undergraduates in an introductory communication course at Cornell University; and a mail/Web survey of 59 New York State residents who had reported subscribing to an online service in a previous mail survey. Distinctively different patterns of relationships among demographics and motivational factors were found for the two types of dependent variables. Most importantly, transactional privacy concerns were found to be negatively related to percentage of time spent on product searches and online shopping, while economic motivations had a

positive influence. In addition, online shopping was found to be predicted by information motivations, interactive control motivations, and socialization motivations. Implications for Web-based commerce and advertising are discussed.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Thomas P. Novak, Donna L. Hoffma and Adam Duhachek, "The Influence of Goal-Directed and Experiential Activities on Online Flow Experiences," *Journal of Consumer Psychology*, 13.1/2 (2003): 3-16.

Key words: N/A

Abstract: Recently, it has been proposed that creating compelling experiences in the distinctive consumption environment defined by the Internet depends on facilitating a state of flow. Although it has been established that consumers do, in fact, experience flow while using the Web, consumer researchers do not as yet have a comprehensive understanding of the specific activities during which consumers actually have these experiences. One fruitful focus of research on online consumer experience has been on two distinct categories of consumption behavior-goal directed and experiential consumption behavior. Drawing distinctions between these behaviors for the Web may be particularly important because the experiential process is, for many individuals, as or even more important than the final instrumental result. However, the general and broad nature of flow measurement to date has precluded a precise investigation of flow during goal-directed versus experiential activities. In this article, we explore this issue, investigating whether flow occurs during both experiential and goal-directed activities, if experiential and goal-directed flow states differ in terms of underlying constructs, and what the key characteristics are-based on prior Theory-that define "types" of flow experiences reported on the Web. Our approach is to perform a series of quantitative analyses of qualitative descriptions of flow experiences provided by Web users collected in conjunction with the 10th GVU WWW User Survey. In contrast with previous research that suggests flow would be more likely to occur during recreational activities than task-oriented activities, we found more evidence of flow for task-oriented rather than experiential activities, although there is evidence flow occurs under both scenarios. As a final note, we argue that the role that goal-directed and experiential activities may play in facilitating the creation of compelling online environments may also be important in a broader consumer policy context.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

George M. Zinkhan, Hyokjin Kwak, Michelle Morrison, and Cara Okleshen Peters. "Web-Based Chatting: Consumer Communication in Cyberspace," *Journal of Consumer Psychology*, 13.1/2 (2003): 17-27.

Key words: N/A

Abstract: The World Wide Web has the potential to change much about consumer behavior and consumer communication. Web-based chatting, the focus of this study, is one example. In this article, we provide an illustrative description of various consumer chatting situations, examine the motivations underlying Web-based chatting, and discuss the ways in which chatters act as "naive marketers" in their attempt to attract chatting partners. Using information gathered through the combined use of an Internet survey and a content analysis, we explore five research questions: who chats, why individuals

chat, how chatters communicate, what links exist between Web chatting and other consumer behaviors, and which factors lead to a successful chatting experience? The findings provide some insight into how consumers market themselves in cyberspace and the effectiveness of their "personal advertisements" in attracting other chatters.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Wendy W. Moe, "Buying, Searching, or Browsing: Differentiating Between Online Shoppers Using In-Store Navigational Click stream," *Journal of Consumer Psychology*, 13.1/2 (2003): 29-39.

Key words: N/A

Abstract: In the bricks-and-mortar environment, stores employ sales people that have learned to distinguish between shoppers based on their in-store behavior. Some shoppers appear to be very focused in looking for a specific product. In those cases, sales people may step in and help the shopper find what they are looking for. In other cases, the shopper is merely "window shopping." The experienced sales person can identify these shoppers and either ignore them and let them continue window shopping, or intercede and try and stimulate a purchase in the appropriate manner. However, in the virtual shopping environment, there is no sales person to perform that role. Therefore, this article theoretically develops and empirically tests a typology of store visits in which visits vary according to the shoppers' underlying objectives. By using page-to-page click stream data from a given online store, visits are categorized as a buying, browsing, searching, or knowledge-building visit based on observed in-store navigational patterns, including the general content of the pages viewed. Each type of visit varies in terms of purchasing likelihood. The shoppers, in each case, are also driven by different motivations and therefore would respond differentially to various marketing messages. The ability to categorize visits in such a manner allows the e-commerce marketer to identify likely buyers and design more effective, customized promotional message.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

David Luna, Laura A. Peracchio and Maria Dolores de Juan, "The Impact of Language and Congruity on Persuasion in Multicultural E-Marketing," *Journal of Consumer Psychology*, 13.1/2 (2003): 41-50.

Key words: N/A

Abstract: In this article we examine the effect of language, graphics and culture on bilingual consumers' Web site and product evaluations. We extend previous bilingual memory research to affective responses and to a new medium-the Internet. A series of studies suggests that attitudinal measures are influenced by the interaction of Web site language with two types of congruity: graphic congruity and cultural congruity. We conclude from our findings that both types of congruity influence bilinguals attitude-formation processes.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Alexander Cherev, "Reverse Pricing and Online Price Elicitation Strategies in Consumer Choice," *Journal of Consumer Psychology*, 13.1/2 (2003): 51-62.

Key words: N/A

Abstract: This research examines consumers' willingness to pay in an online environment. Specifically, Author compares two price-elicitation strategies: price generation (i.e., "name your price") and price selection (i.e., "select your price"). Contrary to the common assumption that naming a price will be preferred by consumers because it offers the most flexibility in articulating one's willingness to pay, this research demonstrates that consumers often prefer to select rather than to generate a price. In a series of three experiments, The potential unfavorable effects of the price- generation task are associated with the absence of a readily available reference price range. This study further demonstrates that the reference price range also has to be externally provided and that internally generated reference prices can as well eliminate the potential negative effect of the price generation task and strengthen consumer preferences. These findings support the proposition advanced in this research that a pre-choice articulation of reference prices can simplify consumer choice by imposing a structure consistent with the nature of the decision task.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Jose Antonio Rosa and Alan J. Malter, "E-Embodied Knowledge and E-Commerce: How Physiological Factors Affect Online Sales of Experiential Products," *Journal of Consumer Psychology*, 13.1/2 (2003): 63-73

Key words: N/A

Abstract: Advances in information technology are making it possible to deliver multisensory stimuli over the Internet, giving rise to what we call second-generation electronic commerce, and to Web-based exchanges that approach in-store episodes and greatly exceed existing mass-market media in experiential richness. Delivery of multisensory stimuli is not enough, however, to fully activate, generate, and manage the embodied knowledge that is critical to consumer thinking about many types of products and services. Embodied knowledge refers to information elements that are generated and maintained outside the brain cavity and that are incorporated into consumer assessments of products and services. The view that consumers integrate embodied and conceptual knowledge into mental simulations of products and services is used as a foundation for a more general exposition of embodied knowledge and cognition. Three elements of embodied knowledge-body mapping and monitoring systems, proprioceptive knowledge, and body boundaries-are discussed, including their implications for e-commerce Theory and practice and for marketing research in general. The methodological challenges of better understanding and managing embodied knowledge are also discussed

Method: Interpretive - Essay (including History)

Theory: Information Processing/Uses and Gratification

Dan Ariely and Itamar Simonson, "Buying, Bidding, Playing, or Competing? Value Assessment and Decision Dynamics in Online Auctions," *Journal of Consumer Psychology*, 13.1/2 (2003): 113-123.

Key words: N/A

Abstract: We propose an analytical framework for studying bidding behavior in online auctions. The framework focuses on three key dimensions: the multi-stage process, the types of value-signals employed at each phase, and the dynamics of bidding behavior whereby early choices impact subsequent bidding decisions. We outline a series of propositions relating to the auction entry decision, bidding decisions during the auction, and bidding behavior at the end of an auction. In addition, we

present the results of three preliminary field studies that investigate factors that influence consumers' value assessments and bidding decisions. In particular, (a) due to a focus on the narrow auction context, consumers under-search and, consequently, overpay for widely available commodities (CDs, DVDs) and (b) higher auction starting prices tend to lead to higher winning bids, particularly when comparable items are not available in the immediate context. We discuss the implications of this research with respect to our understanding of the key determinants of consumer behavior in this increasingly important arena of purchase decisions.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Nada Nasr Bechwati and Lan Xia, "Do Computers Sweat? The Impact of Perceived Effort on Online Decision Aids on Consumers' Satisfaction With Decision Process," *Journal of Consumer Psychology*, 13.1/2 (2003): 139-148.

Key words: N/A

Abstract: In the context of online shopping, a major change in the consumer decision-making cognitive process is the partial shift of effort from consumers to electronic decision aids. The objective of this article is to investigate consumers' perception of the "effort" expended by decision aids and how this perception influences their satisfaction with the decision process. The findings of two laboratory experiments show that, in comparison to human decision aids, consumers believe that electronic aids exert less effort but save them an equal level of effort. It is also shown that consumers' satisfaction with the search process is positively associated with their perception of effort saved for them by electronic aids.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Valerie Trifts and Gerald Haubl, "Information Availability on Consumer Preference: Can Online Retailers Benefit from Providing Access to Competitor Price Information?" *Journal of Consumer Psychology*, 13.1/2 (2003): 149-159.

Key words: N/A

Abstract: This article examines consumers' reactions to the provision of direct access to uncensored competitor price information within an electronic store. Based on notions derived from signaling Theory, prior research on trust, and attribution Theory, we propose that the facilitation of such access may have a positive impact on consumer preference for an online retailer. Furthermore, we predict that this effect will be moderated by how attractive a vendor's prices are. The results of a laboratory experiment demonstrate the possibility that a retailer's act of providing access to uncensored competitor price information may result in enhanced long-term preference for that vendor, especially if the latter's prices are neither clearly superior nor obviously inferior to those of its competitors. Finally, this positive effect of facilitating access to competitors' prices on consumer preference is mediated by the perceived trustworthiness of the online retailer.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Andrew D. Gershoff, Ashesh Mukherjeer and Anirban Mukhopadhyay, "Consumer Acceptance of

Online Agent Advice: Extremity and Positivity Effects," *Journal of Consumer Psychology*, 13.1/2 (2003): 161-170.

Key words: N/A

Abstract: Consumers often search the Internet for agent advice when making decisions about products and services. Existing research on this topic suggests that past opinion agreement between the consumer and an agent is an important cue in consumers' acceptance of current agent advice. In this article, we report the results of two experiments which show that different types of past agreements can have different effects on the acceptance of current agent advice. In Study 1, we show that in addition to the overall agreement rate, consumers pay special attention to extreme opinion agreement when assessing agent diagnosticity (i.e., extremity effect). In Study 2 we show that positive extreme agreement is more influential than negative extreme agreement when advice valence is positive, but the converse does not hold when advice valence is negative (i.e., positivity effect). We conclude by identifying promising avenues for future research and discuss implications of the results for marketers in areas such as design of intelligent online recommendation systems and word-of-mouth management on the Internet

Method: Experiment

Theory: Information Processing/Uses and Gratification

Ruby Roy Dholakia and Kuan-Pin Chiang "Shoppers in Cyberspace: Are they From Venus or Mars and Does It Matter?" *Journal of Consumer Psychology*, 13.1/2 (2003): 171-176.

Key words: N/A

Abstract: Internet shopping (or e-shopping) is emerging as a shopping mode and with its requirement of computer access and use, it is interesting to find out whether consumers associate e-shoppers with any gender-specific stereotypes. Such stereotypes may be expected because shopping is considered a "female typed" activity whereas technology is considered to be in the male domain. In this article, we address this central question in an empirical study that varies the shopping context in terms of outlet type, product type and purchase purpose. The respondents are college students with Internet access and familiarity with online shopping. The experimental results suggest that the global stereotype, held by both male and female respondents, is that of a shopper as a woman. This stereotype reverses when the product purchased is technical and expensive (DVD player). In terms of personality attributions, the female shopper is seen to be less technical, less spontaneous, and more reliable, and attributions regarding personal characteristics are not influenced significantly by product type, outlet type, or purchase purpose.

Method: Experiment

Theory: Adoption/Diffusion

Kuan-Pin Chiang and Ruby Roy Dholakia, "Factors Driving Consumer Intention to Shop Online: An Empirical Investigation, *Journal of Consumer Psychology*, 13.1/2 (2003): 177-183.

Key words: N/A

Abstract: This article examines consumers' intention to shop online during the information acquisition stage. Specifically, the study incorporates 3 essential variables, which are likely to influence consumer intentions: (a) convenience characteristic of shopping channels, (b) product type characteristics, and (c) perceived price of the product. Results indicate that convenience and product type influence consumer intention to engage in online shopping. When consumers perceive offline shopping as inconvenient,

their intention to shop online is greater. Also, online shopping intention is higher when consumers perceive the product to be search goods than experience goods.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

Jon D. Morris, ChongMoo Woo, and Chang-Hoan Cho "Internet Measures of Advertising Effects: a Global Issue," *Journal of Current Issues and Research in Advertising*, 25.1 (Spring 2003): 25-43.

Key words: N/A

Abstract: A major concern about surveying on the Internet is the comparative reliability and mediated validity of the medium. To date, however, relatively little research has been conducted regarding this issue. The purpose of this study is to investigate the reliability and validity of an Ad effect measure to an Internet survey, when compared to a standard paper-and-pencil survey. The survey used SAM (the Self-Assessment Manikin) to measure emotional response to several well-known brands, and was placed on the AdSAM(r) Internet website. The various multivariate estimates show that the Internet is a valid place to measure advertising effects reliably.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

Sanjay Putrevu and Kenneth R. Lord, "Processing Internet Communications: A Motivation, Opportunity and Ability Framework," *Journal of Current Issues and Research in Advertising*, 25.1 (Spring 2003): 45-59.

Key words: Internet, advertising, Information Processing/Uses and Gratification

Abstract: Despite the rapid growth of the Internet as a vehicle for communication and commerce, substantive Theory to guide Web-based marketing communications is still in its infancy. Combining the distinctive characteristics of the Internet with recent models and research findings regarding information processing, this paper proposes a framework for understanding consumer response to Web-based communications. Consideration of Internet communication options (advertisements, Web sites, viral messaging), message characteristics (attention devices, encoding variability, framing, mood tone) and individual-difference moderators (involvement, cognitive/affective motivations, gender, context) leads to propositions regarding consumer motivation, opportunity and ability to process.

Method: Model Building

Theory: Information Processing/Uses and Gratification

Wendy Macias, "A Beginning Look at the Effects of Interactivity, Product Involvement and Web Experience on Comprehension: Brand Web Sites as Interactive Advertising," *Journal of Current Issues and Research in Advertising*, 25.2 (Fall 2003): 31-44.

Key words: N/A

Abstract: his study explores how interactivity and individual difference variables, product involvement and Web experience, affect comprehension of interactive advertising Web sites. A two-cell (interactivity: low/high) between subjects. factorial design tested comprehension (N=153). The limited-capacity processing model provided theoretical framework. The results of this study indicate two very important things—interactivity helps to improve comprehension and individual differences (product involvement and Web experience) are important factors influencing this relationship.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Steven M. Edwards and Carrie La Ferle, "Role-Taking: Enhancing the Online Experience, *Journal of Current Issues and Research in Advertising*, 25.2 (Fall 2003): 45-56.

Key words: N/A

Abstract: Technological advances are allowing more people to shop and interact online, so it is important for marketers to understand methods for enhancing computer-mediated experiences. The current study examines consumers' ability to experience empathy-based processing in a computer-mediated environment. The study demonstrates that consumers can experience enhanced role-taking online compared with traditional media and that online experiences facilitating role-taking benefit both consumers and marketers. Role-taking as a mediator in the process increases consumer involvement and elicits more positive attitudes toward online experiences. Marketing tactics enhancing consumer role-taking should help to bridge the gap between the relatively different experiences of online and off-line shopping.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

Ananda Mitra, "Cybernetic Space: Bringing the Virtual and Real Together," *Journal of Interactive Advertising*, 3.2 (Spring 2003)

Key words: N/A

Abstract: With the increasing prevalence of digital tools in our everyday lives, it is often the case that individuals and institutions are simultaneously living in the "real" and the "virtual." This duality of existence can begin to transform both the real and the virtual as they influence each other.

Furthermore, those individuals and institutions who are beginning to embrace the virtual existence often find themselves dwelling in a synthetic world made up at the intersection of the real and the virtual. This synthesis produces cybernetic space. The consequences of the growth of cybernetic space, and the way in which it implicates the individual and institutions are the focus of this paper.

Method: Interpretive - Essay (including History)

Theory: Information Processing/Uses and Gratification

Jang-Sun Hwang, Sally J. McMillan and Guiohk Lee, "Corporate Web Sites as Advertising: An Analysis of Function, Audience, and Message Strategy," *Journal of Interactive Advertising*, 3.2 (Spring 2003)

Key words: N/A

Abstract: The primary purpose of this study is to explore and explain the concept of the Web site as corporate advertisement. Three coders analyzed 160 corporate Web sites. Corporate Web sites are able to combine multiple functions such as providing information and image-building strategies for companies and their brands as well as direct and indirect selling functions. Corporate Web sites are also able to address multiple audiences from a single umbrella site. Message strategies were more likely to be informational than transformational - possibly reflecting the information-delivery potential of the Web. In general, high-revenue companies had more functions and addressed more audiences through their Web sites than low-revenue companies. High-revenue companies were also more likely

than low-revenue companies to use transformational message strategies. However, no predicted relationships were found between overall message strategy and either number of functions at the Web site or number of audiences served. The study provides details on application of a relatively new message strategy model to a unique new form of corporate advertising - the World Wide Web.

Method: Survey - Content Analysis

Theory: Information Processing/Uses and Gratification

Louisa Ha, "Crossing Offline and Online Media: A Comparison of Online Advertising on TV Web Sites and Online Portals," *Journal of Interactive Advertising*, 3.2 (Spring 2003)

Key words: N/A

Abstract: This paper presents findings of a study comparing the advertising on the web sites supported by offline media and on the dot.com media that only have online presence. The study analyzes the advertising strategies of leading U.S. TV networks' web sites and online portals, which respectively represent web sites with strong offline media support and web sites with no offline media counterparts respectively. TV networks' advertising strategies were identified based on a spectrum of brand extension and brand integration strategies. The results show that even with the strong offline support of the TV networks, TV web sites are much more moderate in their display of advertising than online portals and use primarily brand integration as their convergence strategy in advertising recruitment. Forced exposure advertising is not common in TV web sites, which is contrary to the captive audience characteristic of the TV medium. Portal sites have a much stronger presence of advertising support. Their advertisers are also more diversified than those of TV web sites. Many TV web sites are still used as a marketing and promotional tool for TV networks rather than as a stand-alone advertising medium for advertisers. Portal sites have emerged as a full-fledged advertising medium completely capable of carrying different forms of online advertising to deliver advertising messages to target audiences for advertisers. Implications of the findings to advertisers, TV networks, and other online media are discussed.

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

Wendy Macias, "A Preliminary Structural Equation Model of Comprehension and Persuasion of Interactive Advertising Brand Web Sites," *Journal of Interactive Advertising*, 3.2 (Spring 2003)

Key words: N/A

Abstract: The main goal of this study was to build a preliminary structural equation model to better understand the relationships between interactivity, comprehension and persuasion. The limited capacity processing model provided theoretical framework. A two-cell (interactivity: low/high) experimental design was used to examine how the level of interactivity in interactive advertisements influences comprehension and attitudes. The sample consisted of 153 subjects. The structural equation model supported the idea that interactivity is an important and direct factor in both the consumer's comprehension of interactive advertising and the persuasive outcomes (attitudes and purchase intention). In addition, comprehension had a direct, positive influence on persuasive outcomes..

Method: Model Building

Theory: Information Processing/Uses and Gratification

Seounmi Youn, Mira Lee and Kenneth O. Doyle, "Lifestyles of Online Gamers: A Psychographic Approach," *Journal of Interactive Advertising*, 3.2 (Spring 2003)

Key words: N/A

Abstract: This study compares people who play games on the Internet, people who use the Internet but not for gaming, and people who do not use the Internet. In terms of demography, there is no gender difference among the three groups. On-line gamers are the youngest group and have above-average education and income, but non-gaming Internet users enjoy the highest socioeconomic status. In terms of motivation, on-line gamers are more impulsive and more open to the Internet than either other group. On-line gamers are also highest in novelty seeking, risk-taking, and word-of-mouth communication. In terms of attitude, both online gamers and non-gaming Internet users are more liberal toward socially sensitive issues than non-Internet users, and more tolerant of advertising that contains sex or violence. Practical implications and the need for additional research are discussed.

Method: Survey - Interviews/Case Study

Theory: Information Processing/Uses and Gratification

Padmini Patwardhan and Jin Yang, "Internet Dependency Relations and Online Consumer Behavior: A Media System Dependency Theory Perspective on Why People Shop, Chat, and Read News Online," *Journal of Interactive Advertising*, 3.2 (Spring 2003)

Key words: N/A

Abstract: This study introduces Internet Dependency Relations (IDR) as a predictor of online consumer activities. IDR is based on the theoretical perspective of Media System Dependency theory, which postulates dependency relations between individuals and media based on the perceived helpfulness of media in meeting understanding (social/self), orientation (action/interaction) and play (social/solitary) goals. Using a cross-sectional email survey of 166 respondents randomly drawn from the faculty, staff, and student population at a large mid-western university in the United States, the predictive influence of IDR on online shopping, chatting, and news reading was empirically tested. On average, consumers in the survey had bought eight products online in the last six months, spent twenty-one minutes daily reading news online, and chatted ten minutes daily on the Internet. They also displayed moderate, though positive dependency relations with the Internet. IDR significantly explained online shopping activities and online news reading, but did not predict online chatting. In terms of specific IDR goal dimensions, the predictive influence of action orientation on online shopping, solitary play on online chatting, and social understanding on online news reading was confirmed.

Method: Model Building

Theory: Information Processing/Uses and Gratification

Choon-ryeol Ryu, Dea-ho Kim, and Eun-mee Kim, "Diffusion of Broadband and Online Advertising in Korea," *Journal of Interactive Advertising*, 4.1 (Fall 2003)

Key words: N/A

Abstract: The paper reviews various factors that helped and facilitated fast diffusion of broadband in Korea as it describes what made Korea a number one case for broadband Internet diffusion. It also discusses the impact of broadband diffusion on the development of the online advertising market. This research delves into documenting and describing the path Korea has been through in terms of achieving a high penetration rate of broadband diffusion. The factors contributing to the diffusion consist of policy and market factors where the government and private sector are the main actors, respectively. Each

factor is described separately, followed by a general description of the current status, a brief history of the diffusion process, and the characteristics of Korean's Internet usage pattern. The interaction of these various aspects has resulted in a boost in Internet penetration. The paper also discusses the online advertising practices and market in Korea. Broadband is a necessary condition for advanced online advertising and advertising is a major revenue source for many media companies. With the expansion of broadband service in Korea, it was expected that online advertising would be one of the major sources of revenue to support various content services. However, this expectation was premature, with web site operators depending on the revenue coming from e-commerce in place of advertising. In this, the development of online advertising was too slow to be a major source of revenue for Internet services, at least until now, although the situation seems to be moving in a more optimistic direction. Although the Korean progress is closely monitored by global industry leaders and policy makers, the authors emphasize that a specific country's pre-existing status has to be considered when a complex process such as the adoption of communication technology is analyzed as a model case.

Method: Interpretive - Policy Analysis

Theory: Adoption/Diffusion

Sylvia Chan-Olmsted and Jae-Won Kang, "The Emerging Broadband Television Market in the United States: Assessing the Strategic Differences between Cable Television and Telephone Firms," *Journal of Interactive Advertising*, 4.1 (Fall 2003)

Key words: N/A

Abstract: This paper compared the strategic differences between telcos and cable television firms in the United States based on a proposed strategic architecture that depicts the roles of various channel members and the interrelationships between them in the emerging broadband television industry. We found that mergers and acquisitions (M&As) were practiced more frequently than other types of alliances and cable was a more attractive target as well as an active acquirer in M&A alliances. Also, "relatedness" appeared to be a more important M&A strategy for the cable firms as the telcos focused on a resource alignment strategy, allying with firms in the information services and software sectors.

Method: Interpretive - Policy Analysis

Theory: Policy Analysis

Yasu Taniwaki, "Emerging Broadband Market and the Relevant Policy Agenda in Japan," *Journal of Interactive Advertising*, 4.1 (Fall 2003).

Key words: N/A

Abstract: Japan is now ranked as one of the most advanced countries in the deployment of broadband services. Several factors supporting this deployment can be found in policy measures for the promotion of a broadband network infrastructure (e.g. grants by the government as incentives for investment) and promotion of competition in the broadband market (e.g. drastic deregulation to change the competitive regime). In addition, the deployment of the broadband platform and its corresponding newly emerging business models are forcing the regulatory authority to reconsider new competition policy rules; how to cope with vertically integrated business models is one of the key issues to be tackled. In addition, based on the deployment of broadband infrastructure, the stimulation of demand for broadband services becomes the next step to be explored.

Method: Interpretive - Policy Analysis

Theory: Policy Analysis

Peng Hwa Ang, Qian Zhou, and Yayun Jiang, "Lessons in Broadband Adoption from Singapore," *Journal of Interactive Advertising*, 4.1 (Fall 2003).

Key words: N/A

Abstract: Singapore is often touted by herself and others as an Intelligent Island. It has among the world's highest internet penetration rate and it created the world's first broadband network, Singapore ONE (One Network for Everyone). It also promulgated a set of rules that censored internet content. This paper examines the development of broadband adoption in Singapore and to draw lessons that may be applicable to similar developments elsewhere. The pioneering experience of Singapore is also useful in providing lessons on mistakes to avoid. The paper begins by recounting the government's goal of using information technology (IT) for economic development as far back as the early 1980s. This was done in the face of the first recession in 20 years as an independent country. Government departments were computerised; IT courses were offered at the tertiary level to provide trained personnel; laws, especially on copyright, were updated. These infrastructural elements are probably essential to any country intending to deploy IT widely. Seeing some early success in deploying IT, the government in 1990 conducted a broad-based study into deploying IT in the economy. Called IT2000, the study involved all economic sectors and placed IT on the strategic plans of all businesses. A few years after the study, the internet came to Singapore via the universities. The Singapore government was cautious in the use of the internet in part because it carried content that could not be controlled or censored. It only introduced the internet to the public after neighboring Malaysia had made it available. However, in typical Singapore style, once it got going, it got roaring support from the government. One such major thrust was Singapore ONE, which was the world's first nationwide broadband network. It was an attempt to create a nationwide test bed for broadband applications. That is, applications that would run best on broadband could be tested on the Singapore ONE network. But the network did not develop into the test bed hoped for from its June 1998 launch and it has now morphed into a broadband network. Meanwhile, telecommunications services around the globe were liberalizing and it was increasingly clear that Singapore had to follow suit. Singapore introduced competition to its government-controlled PTT several years ahead of schedule. Today, more than 250,000 subscribers access public broadband through three major ISPs and a cable television network. Corporations have much more choices: under the Open Access Policy, international players may ride on the existent broadband infrastructure to provide broadband service. The downside of government support is government intervention. Market players grouse of administrative burdens and rules that sometimes inhibit business plans. Many players feel that the rules need to be liberalized further or they would stunt the country's plans to be a regional IT hub. Another area that needs change is the almost-exclusively economic focus of IT use to the neglect of a focus on social and cultural impact.

Method: Interpretive - Policy Analysis

Theory: Policy Analysis

Yu-li Liu, "Broadband Demand, Competition, and Relevant Policy in Taiwan," *Journal of Interactive Advertising*, 4.1 (Fall 2003).

Key words: N/A

Abstract: Taiwan has been making great efforts to promote the fulfillment of its National Information Infrastructure, with broadband network technology and its application having rapidly developed in recent years. In relation to the two major forms of broadband network technology, i.e. cable modem and ADSL, two MSOs, namely, Eastern Multimedia Company and Hoshin GigaMedia Center, Inc., provide broadband network via cable modem, and HiNet and Seednet are the major ADSL service providers. Three new fixed networks have offered ADSL services as well since they began their operations. There

are 3.51 million households (HH), or 54.4% of the household population in Taiwan, using the Internet, and 2.5 million households, or 38.9% of the HH population, using broadband (TWNIC 2003). This paper analyzes the demand for broadband, the competition among providers of broadband, and relevant policies in Taiwan. The research methods adopted include a literature review, in-depth interviews, and a follow-up analysis of previous surveys conducted via the World Wide Web and by telephone.

Method: Survey - Interviews/Case Study

Theory: Policy Analysis

Yuntsai Chou, "G-commerce in East Asia: Evidence and Prospects," *Journal of Interactive Advertising*, 4.1 (Fall 2003).

Key words: N/A

Abstract: Online games are viewed as the killer application service of electronic commerce, and it arouses the question for businesses and government as how to develop the online game market. This exploratory paper examines the causes behind the exponential growth of online games in East Asia. The results show that South Korea and Taiwan are leading all others in PC-based online gaming, because of their easy and low-priced broadband access. Japan, on the other side of the spectrum, has leaned toward mobile games, as 44.9% of Japanese use the mobile Internet and play wireless games on their palm-sized gadgets. This paper begins with observations on the online game market in these countries, respectively. It then asserts two developmental paths of online games: web-based PC games and mobile games. The author also identifies three structural factors that contribute to online game development, namely: (1) the substitution effects between fixed-line and mobile communications, (2) easy access to Internet cafés, and (3) the substitution effects between console and PC games. The analysis prepares researchers to answer the questions of whether or not could this growth be replicated elsewhere, and which developmental model will be absorbed. The findings show that North American countries have a greater likelihood to expand the market of PC-based online games due to their structural resemblance to South Korea and Taiwan. The European countries as exemplified by the United Kingdom on the other hand may opt for the wireless game model. Undoubtedly, the information infrastructure is a determinant in the growth of online games, and policy measures from the government may help the presence of a well-established infrastructure.

Method: Interpretive - Essay (including History)

Theory: Policy Analysis

Samsup Jo and Yungwook Kim, "The Effect of Web Characteristics on Relationship Building," *Journal of Public Relations Research*, 15.3 (July 2003): 199-223.

Key words: N/A

Abstract: The purpose of this article is to examine the relationship between Web characteristics and perceptions toward relational components. A 2 (low interactivity and high interactivity) \times 2 (text-oriented and multimedia-oriented) between-group experiment was designed with 197 participants to investigate this question. The outcomes showed that interactivity has significant effects on relationship building. However, the interaction effects between interactivity and medium arrangement suggest that nonessential arrangement of interactivity and multimedia did not enhance positive perceptions of relationships with the organizations. Interactivity, however, showed that the main effect, multimedia orientation, did not. The application of interactivity on the Web was discussed for better relationship building.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

Erica Scharrer, Lisa M. Weidman and Kimberly L. Bissell, "Pointing the Finger of Blame: News Media Coverage of Popular-Culture Culpability," *Journalism & Communication Monographs*, 5.2 (Summer 2003): 49-98.

Key words: N/A

Abstract: Analyzes the discourse surrounding the culpability that was placed on popular culture in major newspaper coverage of the car crash that killed Princess Diana, the murder associated with the "Jenny Jones" television show and the shootings at Columbine High School in Littleton, Colorado in the 1990s. Background on a theoretical framework for communication and media content; Levels of influences on media content; Importance of the distinction between accuser and culprit in the news coverage.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

Jane B. Singer, "Campaign Contributions: Online Newspaper Coverage of Electronic 2000," *Journalism & Mass Communication Quarterly*, 80.1 (Spring 2003): 39-56.

Abstract : Focuses on a study, which examined whether a similar normalization effect can be seen in online adaptations of the journalistic role in the political process. Significance of Web sites for journalists; Results of a survey conducted by the Pew Research Center, which focused on the usage of the Internet during the 2000 election in the U.S.; Key attributes of the Web site that counter criticisms of traditional media coverage of campaigns and elections; Increase in the number of newspapers that offered sections of their Web sites to election coverage

Method: Experiment

Theory: Information Processing/Uses and Gratification

Silvia Knobloch, Francesca Dillman Carpentier and Dolf Zillmann, "Effects of Salience Dimension of Information Utility on Selective Exposure to Online News." *Journalism & Mass Communication Quarterly*, 80.1 (Spring 2003): 91-108.

Key words: N/A Dimensions of Information Utility on Selective Exposure to Online News, *Journalism & Mass Communication Quarterly*

Abstract: An Internet newsmagazine was created to ascertain effects of three dimensions of news salience-magnitude, likelihood, and immediacy of events-on selective news exposure. In an overview, leads of half the articles were manipulated along the salience dimensions (low vs. high). Remaining leads and all articles were held constant. While readers sampled articles, their selective exposure was automatically recorded. Independent manipulation of salience dimensions resulted in increased exposure to associated articles for all three dimensions. Their joint manipulation yielded the same results for magnitude and likelihood. The absence of interactions in the joint manipulation suggests additive dimension effects.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Robert H Wicks and Boubacar Souley, "Going Negative: Candidate Usage of Internet Web Sites During the 2000 Presidential Campaign," *Journalism & Mass Communication Quarterly*, 80.1 (Spring 2003): 128-144

Key words: N/A

Abstract: This study examines the news releases that were posted on the official campaign Web sites of George W. Bush and Al Gore during the 2000 presidential campaign. Analysis of each of the 487 news releases posted during the campaign season reveals that nearly three-quarters of these contained an attack on the opponent. This parallels data on the incidence of attacks appearing in televised political advertising during the 2000 campaign. The study provides support for the Political Competition Model, which posits that close races produce significant negativity. Furthermore, the study offers insights on how presidential political campaigns may use campaign Web sites in the future.

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

Erik P Bucy, "Media Credibility Reconsidered: Synergy Effects Between On-Air and Online News," *Journalism and Mass Communication Quarterly*, 80.2 (Summer 2003): 247-264.

Key words: N/A

Abstract: This experimental investigation of media credibility examined the combined, or synergistic, effects of on-air and online network news exposure, placing student and adult news consumers in broadcast news, online news and telewebbing conditions. Results indicate that perceptions of network news credibility are affected by channel used. Perceptions of credibility were enhanced when the channel used was consistent with the news source being evaluated, suggesting a channel congruence effect. In addition, evidence is offered for the existence of a synergy effect between on-air and online news.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Gyotae Ku, Lynda Lee Kaid and Michael Pfau, "The Impact of Web Site Campaigning on Traditional News Media and Public Information Processing," *Journalism & Mass Communication Quarterly*, 80.3 (Autumn 2003): 528-547.

Key words: N/A

Abstract: This study examined the impact of Web site campaigning on traditional news media agendas and on public opinion during the 2000 presidential election campaign. Based on an intermedia agenda-setting approach, this study demonstrated the direction of influence among three media in terms of the flow of information. An agenda-setting impact of Web site campaigning on the public was also identified.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Jae-Hwa Shin and Glen T Cameron, "The Potential of Online Media: A Co-orientational Analysis of Conflict Between PR Professionals and Journalists in South Korea," *Journalism & Mass Communication Quarterly*, 80.3 (Autumn 2003): 583-602.

Key words: N/A

Abstract: A total of 225 public relations practitioners and journalists in South Korea were surveyed regarding 11 types of offline source-reporter interaction (i.e., telephone contact, fax/mail/wire/courier press releases, interviews, press conferences, private meetings, etc.), and nine types of online source-reporter interaction (i.e., e-mail news releases, multimedia press kits, streaming audio/video clips, organizational homepages, Web site pressrooms, online discussion group/forum, etc.). In all types of source-reporter relationships, both parties disagree and inaccurately predict the other's view. However, respondents expect that online media relations offer promise, with both groups predicting less conflict in online source-reporter relationships.

Method: Survey - Content Analysis

Theory: Agenda Building/Setting

Lance V. Porter and Lynne M. Sallot, "The Internet and Public Relations: Investigating Practitioners' Roles and World Wide Web Use," *Journalism & Mass Communication Quarterly*, 80.3 (Autumn 2003): 603-622.

Key words: N/A

Abstract: A national e-mail survey of public relations practitioners investigated how use of the World Wide Web and practitioners' roles and status are linked. Cluster analysis partially replicated and refined Leichty and Springston's 1996 roles typology, further challenging the traditional manager-technician dichotomy that has driven 25 years of roles research. Managers used the Web more than technicians for research and evaluation and more than internals for issues communication. Managers and internals use the Web more than technicians for productivity and efficiency. In general, practitioners are no longer laggards in new technology, and women have caught up with men in use of new technology, such as the Web.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Chang-Hoan Cho, "The Effectiveness of Banner Advertisements: Involvement and Click-Through," *Journalism & Mass Communication Quarterly*, 80.3 (Autumn 2003): 623-645.

Key words: N/A

Abstract: This study indicates that people who are highly involved with a product are more likely to click a banner ad than those with low product involvement. In addition, this study found an interaction effect of peripheral cues (ad size and animation) and level of product involvement on clicking of banner ads; i.e., the positive relationship between peripheral cues and banner clicking is found to be more pronounced among those with low, rather than high, product involvement

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Eliza Tanner Hawkins, "Bridging Latin America's Digital Divide: Government Policies and Internet Access," *Journalism & Mass Communication Quarterly*, 80.3 (Autumn 2003): 646-665.

Key words: N/A

Abstract: Latin American governments are attempting to close the digital divide by enacting policies to increase access to information technologies. This cross-sectional time-series analysis of nineteen countries between 1990 and 2001 examines government policies and Internet usage. Based on the

social shaping of technology perspective, this study finds Internet use is strongly associated with wealth and the telecommunications infrastructure. The government policy with the strongest influence on increasing access is changing the tariff structure-such as creating flat-price dialing schemes. Market liberalization and the worldwide spread of the Internet are also associated with increased access.

Method: Survey - Interview/Case Study

Theory: Agenda Building/Setting

Jennifer D. Greer, "Evaluating the Credibility of Online Information: A Test of Source and Advertising Influence," *Mass Communication and Society*, 6.1 (Winter 2003): 11-28.

Key words: N/A

Abstract: When the U.S. public logs on to find information, they choose from billions of Web pages produced by everyone from fringe activists to respected media outlets. Research experts advise Internet users to carefully examine a variety of cues when evaluating the credibility of online information. This study isolates 2 cues (source and advertising) that individuals might rely on when judging online information and examines whether they are used by Web audiences, at least in an experimental setting. In a 2 x 2 factorial design, participants were shown an online news story from either a high- (nytimes.com) or low- (a personal home page) credibility Web source surrounded by either high- or low-credibility advertising. It was hypothesized that, in the absence of a brand-name news source, participants would look to surrounding advertising as a secondary cue. Although source credibility was significantly tied to participants' ratings of the story, advertising credibility was not. Further, participants paid little attention to the ads, even though advertising covered one third of the Web page.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Magdala Peixoto Labre and Kim Walsh-Childers, "Friendly Advice? Beauty Messages in Web Sites of Teen Magazines," *Mass Communication and Society*, 6.4 (Fall 2003): 379-396.

Key words: N/A

Abstract: Studies suggest that adolescent girls are going online in droves and that the Web sites of teen magazines are among their top destinations. This qualitative analysis of the Web sites of *CosmoGIRL!*, *Teen People*, *Seventeen* and *Teen* magazines identified three major themes: Beauty is a requirement, beauty can be achieved only through the purchase of products, and we can help you find the right products. The use of youth-targeted language, combined with offers of expert advice in the management of beauty problems, suggests that these sites wish to present themselves as friends rather than marketers of beauty products. Like their print counterparts, the sites may play an important role-in a private, personalized, and interactive setting-in reinforcing the messages concerning the centrality of female beauty in Western societies.

Method: Survey - Content Analysis

Theory: Social Interaction

Robert LaRose, Carolyn A. Lin, and Matthew S. Eastin, "Unregulated Internet Usage: Addiction, Habit, or Deficient Self-Regulation?" *Media Psychology*, 5.3 (2003): 225-253.

Key words: N/A

Abstract: Recent reports of problematic forms of Internet usage bring new currency to the problem of

“media addictions” that have long been the subject of both popular and scholarly writings. The research in this article reconsidered such behavior as deficient self-regulation within the framework of Bandura’s (1991) theory of self-regulation. In this framework, behavior patterns that have been called media addictions lie at one extreme of a continuum of unregulated media behavior that extends from normally impulsive media consumption patterns to extremely problematic behavior that might properly be termed pathological. These unregulated media behaviors are the product of deficient self-regulatory processes through which media consumers monitor, judge, and adjust their own behavior, processes that may be found in all media consumers. The impact of deficient self-regulation on media behavior was examined in a sample of 465 college students. A measure of deficient self-regulation drawn from the diagnostic criteria used in past studies of pathological Internet usage was significantly and positively correlated to Internet use across the entire range of consumption, including among normal users who showed relatively few of the “symptoms.” A path analysis demonstrated that depression and media habits formed to alleviate depressed moods undermined self-regulation and led to increased Internet usage.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

Kristine L. Nowak, “Sex Categorization in Computer Mediated Communication (CMC): Exploring the Utopian Promise,” *Media Psychology*, 5.1 (2003): 83-103.

Key words: N/A

Abstract: Cue-lean media lack the physical information people traditionally rely on for social status attributions. It is possible the absence of this visible physical information reduces the influence of categorizations such as biological sex. If this were true, then cue-lean media may facilitate more egalitarian participation in interactions where all voices are equal (Hert, 1997; Lea & Spears, 1992; Rice & Love, 1987; Siegel, Dubrovsky, Kiesler, & McGuier, 1986). These predictions are part of what has been called the utopian promise of cue-lean media. At the same time, these social status attributions are mentally salient, perceived to provide useful information, and frequently used in the person perception process (Bodenhausen & Macrae, 1998). It is possible that the mental salience of these categories sustains people’s reliance on them whether the physical indicators are visible or not. These contrasting predictions were tested using a between-subjects experimental design. Forty-two undergraduates at a large Midwestern university took part in this experiment. Participants engaged in the desert survival task across networked computers using text. Following the interactions, more than 1/3 of participants did not assign their partner to a sex category. The majority of those who made an attribution of their partner’s biological sex were inaccurate. Those who did not assign their partner to a sex category felt more immediacy and credibility as compared to those who did. Female participants reported the medium as being able to provide more social presence than did male participants. Implications for the utopian predictions in computer-mediated interactions are discussed.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Dominic Lasorsa, “News Media Perpetuate Few Rumors About 9/11 Crisis,” *Newspaper Research Journal*, 24.1 (Winter 2003): 10-21.

Key words: N/A

Abstract: This analysis of the stories about the 9/11 attacks published in the week following the crisis

showed that online sites widely circulated more than a dozen rumors, while mainstream newspapers and news magazines did a good job of separating out false information.

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

Quint Randle, Lucinda D Davenport and Howard Bossen, " Newspapers Slow to Use Web Sites for 9/11 Coverage," *Newspaper Research Journal*, 24.1 (Winter 2003): 58-71.

Key words: N/A

Abstract: Randle et al discuss the slow use of newspaper Web sites for the coverage of the Sept. 11 terrorist attack of the World Trade Center. The analysis of 89 US daily newspaper Web sites on Sep 11, 2001 shows that 65% of the home pages in the late morning and 38% in the late afternoon said nothing about the bombings; such a high incidence of no coverage indicates that newspapers generally have not adapted very well to the immediacy offered by the Internet.

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

Stacey Frank Kanihan and Kendra L Gale, "Within 3 Hours, 97 Percent Learn about 9/11 Attacks," *Newspaper Research Journal*, 24.1 (Winter 2003): 78-91.

Key words: N/A

Abstract: Kanihan and Gale discuss the results of a study which examined the news diffusion process of the Sep 11 attacks, as well as individuals' emotional and issue involvements with the event in relationship to media use in the first few days following the attacks. The study showed that within three hours, 97% of the sample were already aware of the attacks, and that feelings of anger, not of being emotionally upset, correlated with media coverage in the first days following the tragedy.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Paula M Poindexter and Mike Conway, "Local, Network TV News Shows Significant Gains," *Newspaper Research Journal*, 24.1 (Winter 2003): 114-127.

Key words: N/A

Abstract: This study found that the use of local TV news and network TV news increased significantly in the weeks after the Sept. 11 attacks, but readership of newspapers and news on the Internet did not. Five months after the attacks 41% of respondents said their news media use had increased.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Shahira Fahmy and C Zoe Smith, "Photographers Note Digital's Advantages, Disadvantages," *Newspaper Research Journal*, 24.2 (Spring 2003): 82-96.

Key words: N/A

Abstract: Digital imaging technology is a source of control that exerts a variety of psychological and practical constraints on the photographer's work, both the photographic process and final product. It

has been found to increase photographer's flexibility and time management, ensure usable images and increase involvement in photo editing decisions. However, digital imaging has also been found to generate shortage and archival problems and to increase editing duties.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Stan Ketterer, "Oklahoma Small Dailies, Weeklies Use Internet as Reporting Tool," *Newspaper Research Journal*, 24.2 (Spring 2003): 107-113.

Key words: N/A

Abstract: Small dailies and weeklies in Oklahoma are using the Web sites as a reporting tool. These newspapers have smaller staffs, more limited financial resources, and they cannot afford commercial databases that provide supplemental information. The Internet serves as a huge library and it dramatically increases their available resources.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Jaemin Jung, "Business News Web Sites Differ from Newspapers in Business Content," *Newspaper Research Journal*, 24.2 (Spring 2003): 114-119.

Key words: N/A

Abstract: Business news Web sites differ from newspapers in term of business content. Newspapers focused on national economy, industry and executive news, while Internet news sites devoted more coverage to the stock market and individual firm news. Jung examines how the most popular newspapers and Internet Web sites in the U.S. covered business news, especially focusing on readability and content differentiation.

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

Ryan Randazzo and Jennifer Greer, "Newspapers' Web Sites Add Little to Print Version of Environmental News," *Newspaper Research Journal*, 24.2 (Spring 2003): 120-124.

Key words: N/A

Abstract: Newspapers' Web sites increased the coverage of environmental news to quench the public thirst for information. However, critics say that this coverage is fraught with problems, which include the proper placement of issues' content and more of focus on controversy, instead of the environmental issues. Randazzo and Greer examine the types of content leading U.S. daily newspapers include their environmental coverage and whether they are using the Web's potential to improve context in their coverage.

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

Bruce Garrison, "How Newspaper Reporters Use the Web to Gather News," *Newspaper Research Journal*, 24.3 (Summer 2003): 62-75.

Key words: N/A

Abstract: Provides information on a study that analyzed Web usage through the study of daily newspaper journalists.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Wilson Lowrey, "What Influences Small Newspapers to Decide to Publish Online News?" *Newspaper Research Journal*, 24.3 (Summer 2003): 83-90.

Key words: N/A

Abstract: Approximately 4,000 newspapers publish online editions, and of these, around 1,300 are small community non-dailies, while fewer than 70 are considered major metro dailies. Smaller online operations deserve focus because they are understudied, because there is greater variability in rate of online adoption among small papers, and because many online news sites lack interactivity. Greater audience-journalist connectivity could have an impact in smaller, less pluralistic communities.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Elinor Kelley Grusin and Aimee Edmondson, "Taking It to the Web: Youth News Moves Online," *Newspaper Research Journal*, 24.3 (Summer 2003): 91-96.

Key words: N/A

Abstract: The youth market is one of the most important in helping to stop newspaper's declining circulation. Only in recent years have a large number of newspapers begun to produce special sections to attract the youth audience. This present study looks at a sample of Web sites for teens and preteens sponsored by daily newspapers.

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

M. Kent Jennings and Vicki Zeitner, "Internet Use and Civic Engagement: a Longitudinal Analysis," *Public Opinion Quarterly*, 67.3 (Fall 2003): 311-334.

Key words: N/A

Abstract: Conclusions about the impact of the Internet on civic engagement have been hampered by the unavailability of before and after measures, a shortage of varied and multiple indicators of attitudes and behaviors regarding engagement, and insufficient attention to generational differences. This article seeks to address these weaknesses by employing a quasi-experimental design that draws on the 1982 and 1997 waves of a panel study that began with a national sample of the high school class of 1965 and that also includes that generation's lineage successor. Comparisons between those using and not using the Internet demonstrated that the digital divide, the original pre-Internet gap in civic engagement, remained in place or increased slightly over time. Taking into account pre-Internet levels of civic engagement and key socioeconomic characteristics indicates that Internet access has positive effects on several indicators of civic engagement. Comparisons of civic engagement among Internet users according to how much they employ the Internet for political purposes revealed modest bivariate associations and very little independent effect at the multivariate level.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Coy Callison, "Media Relations and the Internet: How Fortune 500 Company Web Sites Assist Journalists in News Gathering," *Public Relations Review*, 29.1 (March 2003): 29-41.

Key words: N/A

Abstract: A content analysis of all 2001 Fortune 500 Company Web sites was conducted to determine how corporations are using the Web to meet the informational needs of journalists. Analyses revealed that the majority of Web sites do not have dedicated press rooms where media content is centralized. In press rooms, news releases, executive biographies and executive photographs are the most commonly included materials. Statistical analyses suggest that higher-ranking companies more often provide press rooms and materials in press rooms than lower-ranking companies.

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

David Hachigian and Kirk Hallahan, "Perceptions of Public Relations Web Sites by Computer Industry Journalists," *Public Relations Review*, 29.1 (March 2003): 43-62.

Key words: N/A

Abstract: A survey of computer industry journalists (n=101) explored usage and perceptions of public relations web sites as a newsgathering tool within the theoretical framework of journalistic conventions and routines, information subsidies and market-driven journalism. Regression analysis was used to identify the best predictors of web use for four key seminal questions. Depending on the specific questions, critical predictors of web use were the information value of the content, source credibility and reputation, perceptions about cost- and time-savings, and self-reported total hours of use.

Implications for the future of sponsored web sites are discussed.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Michael L. Taylor, and William J. White, Kent, Maureen "The Relationship Between Web Site Design and Organizational Responsiveness to Stakeholders," *Public Relations Review*, 29.1 (March 2003): 63-77.

Key words: N/A

Abstract: The Internet and World Wide Web are emerging as important public relations tools for both profit and non-profit organizations. Little evidence exists, however, about the extent to which new technologies help organizations build relationships with publics. This article examines the relationship between Web site design and organizational responsiveness to stakeholder information needs. Two organizational types with differing levels of resource dependency (general environmental activist and watchdog groups) are examined. Our analysis assesses each organizational type's general dialogic capacity as well as the responsiveness of the organizations to requests for information.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

2004

Dolf Zillmann, Lei Chen, Silvia Knobloch and Coy Callison, "Effects of Lead Framing on Selective Exposure to Internet News Reports," *Communication Research*, 31.1 (February 2004): 58-81.

Keywords: Internet news; overview function; lead framing; article choice; selective exposure; dramatic frames; conflict; misfortune; agony; economy

Abstract: With headlines and texts held constant, the subheads of articles embedded in an Internet newsmagazine were manipulated in an overview from which articles could be selected. In a control condition, the lead, indicating deplorable happenings, was framed in a factual manner. In the other conditions, the leads were framed either in terms of conflict between feuding parties, the unfolding of disastrous occurrences, the emotional upheaval and agony suffered by the victims of these occurrences, or the economic implications of the incidents. Selective exposure to the articles was accumulated in minute intervals and automatically recorded. Leads projecting aggravated conflict or the agony over suffered misfortunes were found to foster increased reading times of the associated articles. The effects of highlighting misfortunes by themselves or of emphasizing the misfortunes' economic implications proved to be negligible, however.

Method: Experiment

Theory: Other (Framing)

William P. Eveland, Jr., Krisztina Marton and Mihye Seo, "Moving Beyond 'Just the Facts' The Influence of Online News on the Content and Structure of Public Affairs Knowledge," *Communication Research*, 31.1 (February 2004): 82-108.

Key words: schema; expertise; sophistication; WWW; Internet; learning

Abstract: The increasing use of online news, particularly by young Americans, points to the importance of understanding what users learn from this form of news and whether features of online news encourage or discourage various types of learning. This experimental study demonstrates that online news that takes advantage of one of the key characteristics of the Web—the use of in-text hyperlinks—may actually discourage learning of the facts that make up many news stories. But this same linking structure apparently encourages those who commonly use the Web to have more densely interconnected knowledge structures for public affairs topics. However, those who rarely use the Web for news do not gain such advantages and may even suffer disadvantages. These findings point to limitations in most past online news learning research, which has been limited to "just the facts" in its measurement of learning from the news.

Method: Experiment

Theory: Social Interaction

Osei Appiah, "Effects of Ethnic Identification on Web Browsers' Attitudes toward and Navigational Patterns on Race Targeted Sites," *Communication Research*, 31.3 (June 2004): 312-337

Keywords: ethnic identification; Internet; Blacks; targeted marketing; segmentation

Abstract: Contrary to research that suggests Blacks can only be reached effectively with Black-oriented media, this research demonstrates that there appears to be a subset of the Black population that can be reached equally well with White-targeted media as they can with Black-targeted

media. The study findings confirm expectations that Blacks' differential responses to race-targeted Web sites are mediated by their level of ethnic identification. Blacks with strong ethnic identities spent more time browsing a site and viewing each story when the site was targeted to Blacks than Whites. Blacks with strong ethnic identities also rated the site and the stories more favorably when browsing the Black-targeted site compared to the White-targeted site. In contrast, Blacks with weak ethnic identities displayed no difference in their browsing time on the sites and stories or their rating of the sites and stories based on the racial target of the Internet site.

Method: Experiment

Theory: Other (Identification Theory)

Fangfang Diao and S. Shyam Sundar, "Response and Memory for Web Advertisements: Exploring Effects of Pop-Up Window and Animation Orienting," *Communication Research*, 31.5 (October 2004): 537-567.

Keywords: pop-up ads; animation; orienting response; ad recall; ad recognition; limited-capacity theory; distinctiveness theory; motion effects; bio-information theory; new media effects; psychology of technology; Web advertisements; structural features; formal features

Abstract: This study investigated the effects of pop-up windows and animation on online users' orienting response and memory for Web advertisements. All participants (N = 60) in a mixed-design factorial experiment were exposed to four online portal Web sites, each containing a banner ad that was either animated or static and a pop-up ad that was also either animated or static. Their orienting responses during reception of the online sites were measured via heartbeats using electrocardiogram (ECG).

Recall and recognition memory for ads and portal Web sites were measured via a post-exposure paper-and-pencil questionnaire. Hypotheses derived from visual attention, motion effect, distinctiveness, bio-informational and limited-capacity theories were tested. The results fully supported the proposition that pop-up ads elicit orienting responses. Ad recognition was lower whereas ad recall was higher for pop-up ads compared to banner ads. In addition to main effects, the data revealed several interaction effects, with implications for theory.

Method: Experiment

Theory: Other (Limited Capacity Theory)

Peter Vorderer, Christoph Klimmt and Ute Ritterfeld, "Entertainment Enjoyment: At the Heart of Media," *Communication Research*, 14.4 (November 2004): 388-408.

Keywords: N/A

Abstract: This article suggests an integrated view of media entertainment that is capable of covering more of the dimensional complexity and dynamics of entertainment experiences than existing theories do. Based on a description of what is meant by complexity and dynamics, the authors outline a conceptual model that is centered around enjoyment as the core of entertainment, and that addresses prerequisites of enjoyment which have to be met by the individual media user and by the given media product. The theoretical foundation is used to explain why people display strong preferences for being entertained (motivational perspective) and what kind of consequences entertaining media consumption may have (effects perspective, e.g., facilitation of learning processes).

Method: Interpretive - Essay (including History)

Theory: Information Processing/Uses and Gratification

Elana Shefrin, "Lord of the Rings, Star Wars, and Participatory Fandom: Mapping New Congruencies between the Internet and Media Entertainment Culture," *Critical Studies in Media Communication*, 21.3 (September 2004): 261-281.

Keywords: N/A

Abstract: The culture of media entertainment, as exemplified in the Lord of the Rings and Star Wars film franchises, is being infused with new modes of authorship, production, marketing and consumption that are characterized by Internet fan clubs, online producer-consumer affiliations and real-world legal controversies over the proprietary ownership of digital bits of information. To analyze these new interactive patterns being employed by two competing media franchises, Bourdieu's theory of cultural production is supplemented with Jenkins's study of participatory fandom. Then, the contested nature of computer-mediated communication is explored using a model that brackets the opposing potentialities of Internet influence on offline society.

Method: Interpretive - Essay (including History)

Theory: Other (Cultural Production)

William P. Eveland, Jr., Juliann Cortese, Heesun Parks and Sharon Dunwoody. "How Web Site Organization Influences Free Recall, Factual Knowledge, and Knowledge Structure Density," *Human Communication Research*, 30.2 (April 2004): 208-233.

Keywords: Cognitive Structures; College Students; Web Sites; Recall (Psychology); Adults; Hypermedia; Knowledge Level

Abstract: Past research has demonstrated that nonlinear Web presentations (i.e., those that allow viewing in multiple orders) may lead to decreased free recall and learning of factual information compared to traditional, print-like linear Web designs. Recent evidence suggests, however, that nonlinear designs may facilitate learning of the interconnectedness of the presented information. This article presents experimental data from a combined sample of college students and adults (N=172) manipulating site design and motivation designed to test for these various learning effects and to examine the potential influence of two mediating variables: selective scanning and elaboration. The central finding is that linear site designs encourage factual learning, whereas nonlinear designs increase knowledge structure density (KSD). The effects of elaboration and selective scanning, however, are mixed.

Method: Experiment

Theory: Other (Knowledge Structure Density)

Eun-Ju Lee, "Effects of Visual Representation on Social Influence in Computer-Mediated Communication: Experimental Tests of the Social Identity Model of Deindividuation Effects," *Human Communication Research*, 30.2 (April 2004): 234-259

Keywords: N/A

Abstract: Two experiments investigated if and how visual representation of interactants affects depersonalization and conformity to group norms in anonymous computer-mediated communication (CMC). In Experiment 1, a 2 (intergroup versus interpersonal) x 2 (same character versus different character) between-subjects design experiment (N = 60), each participant made a decision about social dilemmas after seeing two other (ostensible) participants' unanimous opinions and then exchanged supporting arguments. Consistent with the Social Identity model of Deindividuation Effects (SIDE), when the group level of self-identity was rendered salient in an intergroup encounter, uniform virtual

appearance of CMC partners triggered depersonalization and subsequent conformity behavior. By contrast, when the personal dimension of the self was salient, standardized representation tended to reduce conformity. To elucidate the mediation process, Experiment 2 investigated the causal links between depersonalization, group identification and conformity. The results show that depersonalization accentuated adherence to group norms, both directly and indirectly via group identification.

Method: Experiment

Theory: Other (Computer Mediated Communication)

Jung-Gyo Lee and Jae-Jin Park, "Consequences of Commercial Web Presence: an Exploratory Study of South Korean Business Adopters of Websites," *International Journal of Advertising*, 23 (2004): 253-276.

Keywords: N/A

Abstract: A key research issue to this study is to explore how marketers who have already presented on the web perceive the world wide web as a marketing communications tool. The research focus is on examining what organizational benefits are recognized and how such benefits are associated with organizational features, attitudes towards the web presence and overall satisfaction with the web presence. The data for this study were collected from a national survey of a stratified random sample of 164 South Korean companies which were running websites at the time. The results obtained in this study suggest that companies, overall, hold favorable attitudes towards their web presence, yet the overall level of satisfaction with running websites was moderate. Four benefit dimensions emerged from the factor analysis. Implications of the findings are discussed.

Method: Survey - Content Analysis

Theory: Other (Computer Mediated Communication)

Shintaro Okazaki, "How Do Japanese Consumers Perceive Wireless Ads? A multivariate analysis," *International Journal of Advertising*, 23 (2004): 429-454.

Keywords: N/A

Abstract: This article explores the formation of Japanese mobile users' attitudes to pull-type wireless advertising and their willingness to 'click' such ads. Both theoretical and practical considerations are used to develop a structural model, which is then tested using an empirical survey conducted in the greater Tokyo area. External search, content credibility and attitude towards ads are considered as antecedents of willingness to access. Attitude towards ads is conceptualized as a consequence of two psychological motives in wireless internet adoption: perceived infotainment and perceived irritation. The structural equation modeling indicates that all the paths are statistically significant, and provides strong empirical support for our basic propositions. A further analysis classifies the sample into three groups, i.e. e-newsletter subscribers, email users and voice users, according to their demographic data. The findings reveal that e-newsletter subscribers show the most positive perceptions on all the constructs, although the mean values of the total sample are well below an anchoring point. In addition, the principal characteristics of e-newsletter subscribers indicate that so-called 'parasite singles' (unmarried young females living with their parents, and with high disposable income) may be playing an important role in wireless internet adoption in Japan.

Method: Survey - Content Analysis

Theory: Information Processing/Uses and Gratification

Sejung Marina Choi and Carrie La Ferle, "Convergence Across American and Korean Young Adults: Socialization Variables Indicate the Verdict Is Still Out," *International Journal of Advertising*, 23 (2004): 479-506

Keywords: N/A

Abstract: A study was undertaken to examine consumer socialization variables among Korean and American young adults. Many studies have been undertaken that focus on American consumers and the consumer socialization process, but very few cross-cultural studies exist on this topic. However, efforts are increasing to suggest that consumers are converging on a global scale and research is needed to adequately assess the reality of these claims. Specifically the research explored Korean and American consumers' media use patterns and the believed importance of different agents (media and interpersonal) for consumption-related information. The study also examined the relative importance of social structural variables on consumers' perceived influences of key socialization agents. Results indicate that American and Korean consumers are quite similar in how they allocate their time across media. Both groups spent the most time with television and the internet. However, differences were evident in the perceived importance of information sources, as well as the influence of socialization agents when making purchase decisions. These differences do call into question the ability of standardized advertising campaigns and the ability to present one strategy to a unified global target market. Implications for advertisers and consumer researchers are provided.

Method: Survey - Content Analysis

Theory: Social Interaction

Tara McGraw Swaminatha, "The Fourth Amendment Unplugged: Electronic Evidence Issues and Wireless Defenses - Wireless Crooks and the Wireless Internet Users who Enable Them," *International Journal of Communications Law and Policy*, 9.1 (Autumn 2004).

Keywords: N/A

Abstract: It would be foolish to contend that the degree of privacy secured to citizens by the Fourth Amendment has been entirely unaffected by the advance of technology. (1) The question ... is what limits there are upon this power of technology to shrink the realm of guaranteed privacy. (2) Well-established legal principles govern evidentiary issues arising from technology developments. (3) In the United States, the Supreme Court and Courts of Appeals in every circuit draw from non-computer and non-wireless Fourth Amendment doctrine to address nascent electronic evidence issues. Author agrees that legal analyses drawing from historical treatment can be effective, but will argue in this Article that Internet access raises difficult legal issues to which standard Fourth Amendment analysis cannot be easily applied. Furthermore, the analyses will become more difficult with the introduction of wireless Internet access. (4) As wireless Internet connectivity burgeons throughout the world, nonsecure connections (5) will likely become a haven for illegal activity. Courts should consider and investigate the unique issues presented by wireless Internet access in depth to avoid setting unwanted precedents when they are, inevitably, presented with a defendant whose wireless connection was used to commit a crime.

Method: Interpretive - Policy Analysis

Theory: Interpretive - Policy

K.A. Taipale, "Technology, Security and Privacy: the Fear of Frankenstein, the Mythology of Privacy and the Lessons of King Ludd," *International Journal of Communications Law and Policy*, 9.1 (Autumn

2004).

Keywords: N/A

Abstract: This article suggests that the current public debate that pits security and privacy as dichotomous rivals to be traded one for another in a zero-sum game is based on a general misunderstanding and apprehension of technology on the one hand and a mythology of privacy that conflates secrecy with autonomy on the other. Further, political strategies premised on outlawing particular technologies or techniques or seeking to constrain technology through laws alone are second-best-and ultimately futile-strategies that will result in little security and brittle privacy protection. This article argues that civil liberties can best be protected by employing value sensitive technology development strategies in conjunction with policy implementations, not by opposing technological developments or seeking to control the use of particular technologies or techniques after the fact through law alone. Value sensitive development strategies that take privacy concerns into account during design and development can build in technical features that can enable existing legal control mechanisms and related due process procedures for the protection of civil liberties to function. This article examines how identification, data aggregation and data analysis (including data mining), and collection technologies intersect with security and privacy interests and suggests certain technical features and strategies premised on separating knowledge of behavior from knowledge of identity based on the anonymization of data (for data sharing, matching and analysis technologies) and the pseudonymization of identity (for identification and collection technologies). Technical requirements to support such strategies include rule-based processing, selective revelation, and strong credential and audit.

Method: Interpretive - Policy Analysis

Theory: Interpretive - Policy

Jason M. Young, "Surfing While Muslim: Privacy, Freedom of Speech and the Unintended Consequences of Cybercrime Legislation: A Critical Analysis of the Council of Europe Convention on Cyber-crime and the Canadian Lawful Access Proposal," *International Journal of Communications Law and Policy*, 9.1 (Autumn 2004).

Keywords: N/A

Abstract: The Canadian government's Lawful Access discussion paper fails to provide empirical-or anything beyond anecdotal-evidence that the legislative amendments proposed are actually needed. Evidence derived from U.S. law enforcement agencies suggests that technological and administrative impediments - more than legal ones - are the cause of most difficulties experienced in cybercrime investigations and prosecutions, specifically: insufficient basic record keeping by telecommunications and Internet service providers; inability to effect data preservation extraterritorially; inability to circumvent encryption; and, a lack of common data-sharing protocols. Under the guise of international obligations, the government seeks to adopt new legal investigatory tools, the effect of which would be a dilution of judicial oversight for the production of digital "traffic data" in criminal investigations. These initiatives fail to address the fact that value is inherent in all technology and must be factored into the application of laws which seek to regulate new technologies. Unlike the analog analogue, digital traffic data will often reveal a great deal about one's lifestyle, intimate relations or political or religious opinions. Canadian courts have unequivocally found that information of this nature is subject to the highest constitutional protections, particularly in the criminal investigation context. The Lawful Access consultation paper misinterprets the Supreme Court's standard for finding a 'reasonable expectation of privacy', by failing to distinguish between the nature of information contained in the various categories of traffic and the label "traffic data", which is otherwise legally meaningless. "Traffic data" should

attract a reasonable expectation of privacy under the Plant doctrine if it passes within the permeable walls of the biographical core or, under the Shearing and Law doctrines, if the owner of the information held a subjective reasonable expectation of privacy in the data, regardless of its content. Such an expectation could flow inter alia from the nature of the relationship between a subscriber and a provider.

Method: Interpretive - Policy Analysis

Theory: Interpretive - Policy

Beryl A. Howell, "Real World Problems of Virtual Crime," *International Journal of Communications Law and Policy*, 9.1 (Autumn 2004).

Keywords: N/A

Abstract: Theoretical debates about how best to address cybercrime have their place, but, in the real world, companies and individuals face harmful new criminal activity that poses unique technical and investigatory challenges. One of the greatest challenges posed by this new technology is how to combat wrongdoing effectively without netting innocent actors. This Article will present three case studies drawn from recent high-profile news stories to illustrate the pitfalls of legislating in the e-crimes arena.

Method: Interpretive - Policy Analysis

Theory: Interpretive - Policy

Sonia K. Katyal, "Privacy vs. Piracy," *International Journal of Communications Law and Policy*, 9.1 (Autumn 2004).

Keywords: N/A

Abstract: Nearly 20 years ago, in a casual footnote at the end of an important essay, renowned property scholar Charles Donahue drew a distinction between "property as a sword," and "property as a shield." Donahue's distinction symbolized an important difference between two facets of the institution-as well as the execution-of property rights; suggesting that property rights can be used for both defensive and offensive purposes in relationships with third parties. Today, Donahue's distinction offers us a rich metaphor for understanding the transformation that has taken place in the digital era, particularly with respect to the relationship between intellectual property and privacy in cyberspace. As is now clear, the Internet is no longer a smooth-functioning patchwork of anonymous communication between peers. Instead, lurking behind the façade of such potential connections lies an increasing and subtle host of opportunities for legal accountability and detection, particularly where the use (or misuse) of intellectual property is concerned. The result, this paper argues, heralds an important shift in property rights in the digital era: compared to real space, where property rights tended to serve as a shield from harm, property rights in cyberspace serve to form the basis for a host of potentially offensive strategies that have deleterious implications for privacy, anonymity, and freedom of expression.

Method: Interpretive - Policy Analysis

Theory: Interpretive - Policy

Curtis E.A. Karnow, "Launch On Warning: Aggressive Defense of Computer Systems," *International Journal of Communications Law and Policy*, 9.1 (Autumn 2004).

Keywords: N/A

Abstract: There has been a growing interest in "self help" mechanisms to counter Internet-mediated

threats. Content providers such as record labels and movie studios have favored proposed federal legislation that would allow them to disable copyright infringers' computers. Software licensors have backed multiple-state legislation, permitting the remote disabling of software in use by the licensee when the license terms are breached. Internet security professionals debate the propriety, and legality, of striking back at computers which attack the Internet through the introduction of worms, viruses, and so on, collectively "malware." Systems administrators are frustrated that the usual means of enforcing rights do not work on the Internet. Although national laws and civil jurisdiction usually stop at the border, attacks are global, and those responsible for infringements and network attacks are not only legion, but anonymous. The Internet's massive, instantaneous distribution of software tools and data permits very large numbers of unsophisticated users access to highly efficient decryption tools, as well as to very powerful data attack weapons. Small children in Hanoi, Prague and Fairbanks can collapse central web servers in Silicon Valley and Alexandria, Virginia, and freely distribute the latest films and pop tunes. The irony is that as more of the global economy is mediated by the Internet - that is, as we increasingly rely on the Internet - the technologies become more complex, and more vulnerable to attack from more people. Even a cursory look at the figures suggests an almost exponential increase in these vulnerabilities. Simultaneously, the legal system is increasingly incapable of policing the illegal behavior. The United States court system is ponderous and expensive. One simply cannot go after every malefactor, and as a practical matter, it is usually impossible to pursue infringers outside the United States. The Internet and its language of code are global. They are not coterminous with any of the usual means of enforcement of laws and values, because the Internet is not coterminous with any country, region, or cultural group. The Internet gathers those who have no contractual relationship, speak no common language, and are not bound by a common law. Trade sanctions will not assist. Nations will not permit their citizens to be policed directly by authorities across the globe. Author says in his own work, he has tracked anonymous malefactors to towns in Australia, Eastern Europe and the Bahamas; and there, the trail went cold. Only in Australia could one have retained local counsel and perhaps pressed matters with the police, but it was too expensive, all told.

Method: Interpretive - Policy Analysis

Theory: Interpretive - Policy

Manuel J. Sánchez-Franco and Joaquina Rodríguez-Bobada Rey, "Personal Factors Affecting Users' Web Session Lengths," *Internet Research*, 14.1 (2004): 62-80.

Keywords: N/A

Abstract: The objective in this study is to evaluate the mediating role of personal factors affecting the Web behavior and in turn the length of Web sessions as a highly-subjective variable among individuals. This could be used to explain and improve the users' experience of being and acting in the Web. The present study uses a flow- versus goal-directed theoretical and practical approach to determine the influence of personal factors on Web behaviors and session lengths. A field study of 209 Web users was conducted to validate measures used to operationalize model variables and to test the hypothesized network of relationships using partial least squares (PLS) as a second-generation multivariate analysis technique. The study findings indicate that experiential behavior, followed by goal-directed behavior, has the largest influence on the lengths of Web sessions.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

Shintaro Okazaki, "Do Multinationals Standardize or Localize? The Cross-cultural dimensionality of Product-based Web Sites," *Internet Research*, 14.1 (2004): 81-94

Keywords: N/A

Abstract: Despite the growing use of the Internet as an effective marketing channel, there is a lack of comprehensive research regarding multinational corporations' (MNCs') Web sites for multiple cultures. In this paper, Japanese MNCs' product-based Web sites were content-analyzed, comparing the Web sites created by the same firms in domestic and external markets. In total, 150 product-based Web sites were chosen from the Japanese, Spanish and US market samples. Three explanatory variables (information content, cultural values and creative strategies) were examined on the basis of cultural dimensions and contexts. The results revealed that Japanese MNCs are likely to localize their Web sites to meet the target market culture through tailoring content and creative strategies, but also that online product presentations do not reflect target-market values. In closing, implications and future research directions are discussed.

Method: Survey - Content Analysis

Theory: Social Interaction

M.P. Jaiswal and Bhoopesh Raghav, "Cost-quality Based Consumer Perception Analysis of Voice Over Internet Protocol (VoIP) in India," *Internet Research*, 14.1 (2004): 95-102

Keywords: N/A

Abstract: Telecom in developing countries faces a distinct challenge as compared to developed countries. The technology of voice over Internet protocol (VoIP) would be a key enabler for growth and service delivery in the former case. VoIP, though reported not widely accepted in developed countries, would be acceptable in developing countries owing to its affordable quality and lower costs. This hypothesis was tested through a user survey conducted recently in India. Five different attributes of voice quality, telephone billing, VAS, reliability and responsiveness were analyzed for testing the hypothesis, along with a few case studies from other developing countries.

Method: Survey - Content Analysis

Theory: Information Processing/Uses and Gratification

Efthymios Constantinides, "Influencing the Online Consumer's Behavior: the Web Experience," *Internet Research*, 14.2 (2004): 111-126.

Keywords: Internet marketing, Worldwide web, Online operation, Consumer behavior, Buying behavior

Abstract: Addresses one of the fundamental issues of e-marketing: how to attract and win over the consumer in the highly competitive Internet marketplace. Analyses the factors affecting the online consumer's behavior and examines how e-marketers can influence the outcome of the virtual interaction and buying process by focusing their marketing efforts on elements shaping the customer's virtual experience, the Web experience. Identifying the Web experience components and understanding their role as inputs in the online customer's decision-making process are the first step in developing and delivering an attractive online presence likely to have the maximum impact on Internet users. Click-and-mortar firms delivering superior Web experience influence their physical clients' perceptions and attitudes, driving additional traffic to traditional sales outlets. Provides a contribution to the theoretical debate around the factors influencing the online consumer's behavior and outlines some noticeable similarities and differences between the traditional and virtual consumers.

Method: Interpretive - Essay (including History)

Theory: Information Processing/Uses and Gratification

Chanaka Jayawardhena, "Personal Values' Influence on e-Shopping Attitude and Behavior," *Internet Research*, 14.2 (2004): 127-138.

Keywords: Social values, Attitudes, Consumer behavior, Shopping

Abstract: A value-attitude-behavior model was applied to investigate the roles of personal values in e-shopping consumer behavior. Structural equation modeling identified that personal values (self-direction values, enjoyment values and self-achievement values) were significantly related to positive attitudes toward e-shopping. Individual attitudes toward e-shopping were a direct predictor of e-shopping behavior and mediated the relationship between personal values and behavior. This hierarchical relationship among personal values, attitudes and behavior may be exploited by e-tailers to position e-shops and provide a persuasive means for e-shoppers to satisfy their needs.

Method: Survey - Content Analysis

Theory: Other (Value-attitude-behavior model)

Changsu Kim and Robert D. Galliers, "Toward a Diffusion Model for Internet Systems," *Internet Research*, 14.2 (2004): 155-166.

Keywords: Electronic commerce, Internet, Shopping, Diffusion, Economic policy

Abstract: The world of business is being profoundly transformed by the Internet and electronic commerce. The rapid advancement of Internet technology and its applications holds promise for the expansion of business opportunities in the global digital economy. Internet systems support a worldwide broadcasting capability, a mechanism for information dissemination and a medium for electronic commerce between organizations and customers across countries. Describes research that leads to the derivation of a diffusion model of Internet systems, comprising four key dimensions: external market factors, external technical factors, internal organization factors and internal systems factors. The intention is for this model to provide a theoretical base for further research on electronic commerce and Internet technology diffusion.

Method: Survey - Interview/Case Study

Theory: Other (Learning Theory)

Shyamala C. Sivakumar and William Robertson, "Developing an Integrated Web Engine for Online Internetworking Education: a Case Study," *Internet Research*, 14.2 (2004): 175-192.

Keywords: Learning methods, Computer based learning, Students, Remote consoles

Abstract: An integrated Web engine (IWE) has been developed by the Internet-working program at Dalhousie University, Halifax, Canada to deliver remote learning experience to geographically remote Master's students. The University intends to increase its student base through online education, retaining the same quality of interactions as the onsite program. To this end, the IWE accommodates three technology-enabled learning environments that correlate with the three pedagogical approaches and types of onsite interaction. Discusses the e-learning metrics, pedagogical and technical considerations that influence the design and implementation of the IWE environment. The IWE uses de facto networking standards, commercial and broadband Internet connectivity to ensure real-time secure interaction with equipment and deliver lectures respectively. A four-tier role architecture, consisting of faculty, locals, remote facilitators and students, has been determined to be appropriate and adapted to

maintain academic integrity and offer the same quality of interaction as the onsite program.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

Joey F. George, "The Theory of Planned Behavior and Internet Purchasing," *Internet Research*, 14.2 (2004): 198-212.

Keywords: Internet, Shopping, Retail trade, Buying behavior, Privacy, Trust

Abstract: Several opinion polls have found that many consumers resist making purchases via the Internet because of their concerns about the privacy of the personal information they provide to Internet merchants. Using the theory of planned behavior as its basis, this study investigated the relationships among beliefs about Internet privacy and trustworthiness, along with beliefs about perceived behavioral control and the expectations of important others, and online purchasing behavior. Data were collected from 193 college students. Analysis of the data indicates that beliefs about trustworthiness positively affect attitudes toward buying online, which in turn positively affect purchasing behavior. Beliefs about self-efficacy regarding purchasing positively affect perceived behavioral control, which in turn affects online purchasing behavior. In short, respondents who believed in the trustworthiness of the Internet and in their own abilities to buy online were more likely to make Internet purchases than were those without such beliefs.

Method: Survey - Content Analysis

Theory: Information Processing/Uses and Gratification

Ya-Yueh Shih and Kwoting Fang, "The Use of a Decomposed Theory of Planned Behavior to Study Internet Banking in Taiwan," *Internet Research*, 14.3 (2004): 213-223.

Keywords: Virtual banking, Consumer behavior, Mathematical modeling, Taiwan

Abstract: With the liberalization and internalization of financial markets, in terms of the entrance of the World Trade Organization, banks in Taiwan face pressures in service quality and administrative efficiency. Predicting customers' intention to adopt Internet banking is an important issue. Attempts to understand how an individual's belief, embracing attitude, subjective norm and perceived behavioral control, can influence intention. Two versions of the model of the theory of planned behavior (TPB) - pure and decomposed - are examined and compared to the theory of reasoned action (TRA). Data are collected from approximately 425 respondents and structural equation modeling is used to analyze the responses. Results generally support TRA and TPB and provide a good fit to the data.

Method: Survey - Content Analysis

Theory: Information Processing/Uses and Gratification

Tero Pikkarainen, Kari Pikkarainen, Heikki Karjaluoto and Seppo Pahnla, "Consumer Acceptance of Online Banking: an Extension of the Technology Acceptance Model," *Internet Research*, 14.3 (2004): 224-235.

Keywords: Virtual banking, Consumer behavior, User studies

Abstract: Advances in electronic banking technology have created novel ways of handling daily banking affairs, especially via the online banking channel. The acceptance of online banking services has been rapid in many parts of the world, and in the leading e-banking countries the number of e-banking contracts has exceeded 50 percent. Investigates online banking acceptance in the light of the traditional

technology acceptance model (TAM), which is leveraged into the online environment. On the basis of a focus group interview with banking professionals, TAM literature and e-banking studies, we develop a model indicating online-banking acceptance among private banking customers in Finland. The model was tested with a survey sample (n 1/4 268). The findings of the study indicate that perceived usefulness and information on online banking on the Web site were the main factors influencing online-banking acceptance.

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

Jonathan M. Lace, "At the Crossroads of Marketing Communications and the Internet: Rperiences of UK Advertisers," *Internet Research*, 14.3 (2004): 236-244.

Keywords: Internet, Information media, Marketing communications, Advertising, United Kingdom

Abstract: The crossroads between new media (predominantly the Internet) and marketing communications is a topic of growing interest and importance. Several themes are addressed in this paper including the involvement of the advertising agency, the role and features of Web sites, the measurement of effectiveness, Internet advertising and e-commerce and the management of new media marketing communications. The author presents empirical evidence from a comprehensive study amongst UK marketers on contemporary practice, and proffers advice on best practice.

Method: Interpretive: Essay (including History)

Theory: Other (Grounded Theory)

Songpol Kulviwat Chiquan Guo and Napatsawan Engchanil, "Determinants of Online Information Search: a Critical Review and Assessment," *Internet Research*, 14.3 (2004): 245-253

Keywords: Information retrieval, Internet, Consumer behavior

Abstract: Developments in electronic technology are changing the way business is normally done. This paper investigates how Internet technology reshapes consumer behavior, specifically in online information search. While information search has been a major research stream in the consumer behavior literature, online search for product/service information is a relatively new area. This paper proposes a conceptual framework for studying the determinants of online information search. Since information search online is a precursor to online purchase, an in-depth understanding of how consumers gather information online is critical to Internet business success.

Method: Interpretive: Essay (including History)

Theory: Information Processing/Uses and Gratification

Duen-Ren Liu and Chouyin Hsu, "Project-based Knowledge Maps: Combining Project Mining and XML-enabled Topic Maps," *Internet Research*, 14.3 (2004): 254-266.

Keywords: Knowledge management, Extensible Markup Language, Topic maps, Internet, Data handling

Abstract: Many enterprises implement various business projects on the Internet in the global knowledge economy. The task of managing distributed and heterogeneous project knowledge is very important in increasing the knowledge assets of enterprises. Accordingly, this work presents a project-based knowledge map system to properly organize project knowledge into topic maps, from which users can obtain in-depth concepts to facilitate further project development. A two-phase data mining approach involving the ISO/ISEC 13250 topic maps and Extensible Markup Language (XML) is used to establish

the proposed system, which can determine knowledge patterns from previous projects and transform these patterns into a navigable knowledge map. The map can help users to locate required information and also offers subject-related information easily and rapidly over the Internet.

Method: Survey - Content Analysis

Theory: Information Processing/Uses and Gratification

A. Phippen, L. Sheppard, and S. Furnell, "A Practical Evaluation of Web Analytics ," *Internet Research*, 14.3 (2004): 284-293.

Keywords: Internet, Electronic commerce, Measurement

Abstract: E-commerce has resulted in organizations investing significant resources in online strategies to extend business processes on to the World Wide Web. Traditional methods of measuring Web usage fall short of the richness of data required for the effective evaluation of such strategies. Web analytics are an approach that may meet organizational demand for effective evaluation of online strategies. A case study of Web analytics usage in a large multinational airline company demonstrates an application of the theory to a practical context with a company that invests significant resources in their Web strategies. The attitudes of company individuals toward the evaluation of Web strategy and the value of the approach are shown through a survey of key employees. This work demonstrates the potential value of Web analytics and also highlights problems in promoting an awareness of Web analytics and how it can be applied to corporate goals.

Method: Survey - Interview/Case Study

Theory: Other (Consumer Lifecycle)

John D'Ambra and Concepción S. Wilson, "Explaining Perceived Performance of the World Wide Web: Uncertainty and the Task-technology Fit Model," *Internet Research*, 14.3 (2004): 294-310.

Keywords: Worldwide web, Modeling, Information science, Performance appraisal, Variance

Abstract: The performance of the World Wide Web is evaluated as an information resource in a specific information domain. The theoretical framework underpinning this approach recognizes the contribution of information-seeking behavior from the discipline of information science and models of information systems success from the discipline of information systems in explaining World Wide Web usage as an information resource. A model integrating the construct of uncertainty and the task-technology fit model is presented. A questionnaire-based empirical study is used to test this integrated approach. Our results confirm that richer models representing the broad context of World Wide Web usage are required to evaluate usage of the World Wide Web as an information resource. Usage for travel tasks, uncertainty reduction, the Web as an information resource, and mediation all have a significant impact on users' perception of performance, explaining 46 per cent of the variance.

Method: Survey - Interview/Case Study

Theory: Other (Task Technology Fit)

Helen Dixon and Barry Quinn, "Franchising and the Internet: an Exploratory Study of Franchisor Web Sites," *Internet Research*, 14.4 (2004): 311-322

Keywords: Franchising, Electronic commerce, World wide web, Internet

Abstract: This paper explores the impact that electronic commerce is beginning to have on franchising, with the objective of discovering how franchisors are utilizing their Web sites. Results are presented

from a survey of franchisor Web sites illustrating what content and features are being made available online. The analysis of franchise Web sites indicates that most franchisors use them for marketing purposes and to provide information. However, a significant number provide a fully developed electronic commerce site accepting both online orders and payments. The results of the study should help to significantly inform debate on this subject and serve as a starting-point for further research into the impact of electronic commerce, and more generally Internet technologies, on the franchising growth strategy.

Method: Survey - Interview/Case Study

Theory: Other (Resource Scarcity)

David M. Berry, "Internet Research: Privacy, Ethics and Alienation: an Open Source Approach," *Internet Research*, 14.4 (2004): 323-332.

Keywords: Internet, Research, Ethics, Privacy, Public domain software

Abstract: This paper examines some of the ethical problems involved in undertaking Internet research and draws on historical accounts as well as contemporary studies to offer an analysis of the issues raised. It argues that privacy is a misleading and confusing concept to apply to the Internet, and that the concept of non-alienation is more resourceful in addressing the many ethical issues surrounding Internet research. Using this as a basis, the paper then investigates the Free/Libre and Open Source research model and argues for the principles of "open source ethics" in researching the online world, which includes a participatory and democratic research method.

Method: Interpretive - Essay (including History)

Theory: Policy Analysis

Craig Valli, "Non-business Use of the WWW in Three Western Australian Organizations," *Internet Research*, 14.4 (2004): 353-359.

Keywords: Worldwide web, User studies, Cost accounting, Australia

Abstract: This paper is an outline of findings from a research project investigating the non-business use of the World Wide Web in organizations. The study uncovered high non-business usage in the selected organizations. Pornography and other traditionally identified risks were found to be largely non-issues. MP3 and other streaming media and potential copyright infringement were found to be problematic. All organizations had end-users displaying behaviors indicating significant, deliberate misuse that often used a variety of covert techniques to hide their actions.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

P. Joshi, H. Singh and A.D. Phippen, "Web Services: Measuring Practitioner Attitude," *Internet Research*, 14.5 (2004): 366-371.

Keywords: Internet, Worldwide web, Servicing, Function evaluation

Abstract: Distributed computing architecture has been around for a while, but not all of its benefits could be leveraged due to issues such as inter-operability, industry standards and cost efficiency that could provide agility and transparency to the business process integration. Web services offer a cross platform solution that provides a wrapper around any business object and exposes it over the Internet as service. Web services typically work outside of private networks, offering developers a non-proprietary route to their solutions. The growth of this technology is imminent; however, there are various factors that could impact its adoption rate. This paper provides an in-depth analysis of various

factors that could affect adoption rate of this new technology by the industry. Various advantages, pitfalls and future implications of this technology are considered with reference to a practitioner survey conducted to establish the main concerns effecting adoption rate of Web services.

Method: Interpretive - Essay (including History)

Theory: Adoption/Diffusion

S. Shyam Sundar and Sriram Kalyanaraman, "Arousal, Memory, and Impression-formation Effects of Animation Speed in Web Advertising," *Journal of Advertising*, 33.1 (Spring 2004): 7-17.

Keywords: N/A

Abstract: Animated advertisements on the Web come in a variety of shapes, sizes and colors. But, they also animate at different speeds. While recent studies have shown animated ads to be more effective than still ads, the role played by the rate of motion in animated ads has been neglected. Given that the primary function of animation is to attract attention, such differences in speed of animation are likely to lead to differential levels of attention to the ads. Researchers have pointed out that speed is an obvious component of an interactive media system, and the degree to which it is realized in an interaction is bound to determine one's psychological experience with the system. An experiment was designed to address this issue by focusing specifically on the physiological and psychological effects of animation speeds in Web ads.

Method: Experiment

Theory: Other (Motion Effects)

David Griffith and Qimei Chen, "The Influence of Virtual Direct Experience on Online Ads Message Effectiveness," *Journal of Advertising*, 33.1 (Spring 2004): 55-69.

Keywords: N/A

Abstract: The World Wide Web has created a new communication environment for advertising campaigns, thus initiating a new era of firm-consumer interaction (Rust and Oliver 1994). Firms use advertising messages and direct experience (DE) as two common sources of information to communicate with consumers about products (Singh, Balasubramanian and Chakraborty 2000). These two sources of information differ significantly in their ability to foster strongly held beliefs about search and experiential product attributes. Advertising has been found to be superior at communicating search attribute beliefs and DE has been found to be superior at fostering experiential attribute beliefs (Kempf and Laczniak 2001).

Method: Experiment

Theory: Information Processing/Uses and Gratification

James C. Tsao and Stanley D. Sibley, "Displacement and Reinforcement Effects of the Internet and Other Media as Sources of Advertising Information," *Journal of Advertising Research*, 44.1 (2004): 126-142.

Keywords: N/A

Abstract: This Study measured to what extent consumers used the Internet to displace or reinforce the use of other media as sources of advertising information. The sample was 2,032 households from 5,031 households randomly selected from a Midwestern state. The results showed that although Internet advertising provided many unique features, it has not displaced most media as sources of advertising

information. Many consumers found that Internet advertising was a complementary medium based on their favorable attitudes or frequent use of other media advertising. The research also indicated that the reinforcement effects will be likely more evident for the future use of Internet advertising associated with the use of billboards, direct mail, magazines and television. However, the displacement effects may continue to occur for the future use of Internet advertising associated with the future use of free community papers and weekly paid papers as advertising sources.

Method: Survey - Content Analysis

Theory: Information Processing/Uses and Gratification

Ali M. Kanso and Richard Alan Nelson, "Internet and Magazine Advertising: Integrated Partnerships or Not?" *Journal of Advertising Research*, 44.4 (2004): 317-326.

Keywords: N/A

Abstract: This study examines the mixed-media strategy of advertising online and publicizing the web location in magazine advertisements. It also analyzes the extent of integration between websites and print advertisements in six major U.S. magazines. In creating an online commercial site, it is important to recognize that the internet requires different marketing and advertising practices than those used in traditional media. Mixed-media advertising necessitates coordinated efforts between those managing the website and those designing advertisements for other media. The findings suggest that marketers are not exploiting all possible benefits of their websites by not adequately integrating print and online advertising efforts.

Method: Survey - Content Analysis

Theory: Information Processing/Uses and Gratification

William J. Havlena and Jeffrey Graham, "Decay Effects in Online Advertising: Quantifying the Impact of Time Since Last Exposure on Branding Effectiveness," *Journal of Advertising Research*, 44.4 (2004): 327-332.

Keywords: N/A

Abstract: Advertising effectiveness tests combining surveys and electronic tracking of online advertising are common, and the method is increasingly being utilized within more comprehensive, cross-media methodologies. The validity of these tests, however, has sometimes been called into question because of the short duration between online advertising exposure and survey taking. Using a unique database containing more than 1,600 online advertising campaigns, we find that there is a measurable but weak relationship between time since last exposure and branding effectiveness, indicating the shortness of duration does not have a substantial impact on the validity of these tests.

Method: Survey - Content Analysis

Theory: Information Processing/Uses and Gratification

Joseph E Phelps, R Lewis, L Mobilio, D Perry and N Raman, "Viral Marketing or Electronic Word-of-Mouth Advertising: Examining Consumer Responses and Motivations to Pass Along Email," *Journal of Advertising Research*, 44.4 (2004): 333-348.

Keywords: N/A

Abstract: Although viral marketing has garnered a great deal of attention in the trade press, almost nothing is known about the motivations, attitudes, and behaviors of the people (those sending the email

to others) that constitute the essential component of any such strategy. This article reports the results of three studies that examine consumer responses and motivations to pass along email. Implications for target selection and message creation are discussed for advertising practitioners interested in implementing viral efforts, and suggestions for future research relating to computer-mediated consumer-to-consumer interactions are presented.

Method: Meta-Analysis

Theory: Information Processing/Uses and Gratification

Wenyu Dou, "Will Internet Users Pay for Online Content?" *Journal of Advertising Research*, 44.4 (2004): 349-359

Keywords: N/A

Abstract: This study investigated determinants of internet users' willingness to pay for online content. A survey of internet users of a clip art website found that they did conduct benefits/costs analysis when evaluating whether to pay for online content. Usage purpose and experience with online purchasing emerged as significant predictors. Further, the study confirmed the existence of "free" mentality among online content users. Managerial implications are explored.

Method: Survey - Content Analysis

Theory: Information Processing/Uses and Gratification

Alan C.B. Tse and Chi-Fai Chan, "The Relationship between Interactive Functions and Website Ranking," *Journal of Advertising Research*, 44.4 (2004): 369-374.

Keywords: Two-way Communication, Customization, Content Variety, and Interactive Job Search.

Abstract: This study looks into different types of interactive functions, and the associative relationship between these interactive functions and website ranking. Six types of interactive functions are identified, and four of them are found to be significant in affecting website ranking. The four important types of interactive functions are Online Two-way Communication, Customization, Content Variety, and Interactive Job Search.

Method: Survey - Content Analysis

Theory: Information Processing/Uses and Gratification

Sorin Matei, "The Impact of State-Level Social Capital on the Emergence of Virtual Communities," *Journal of Broadcasting & Electronic Media*, 48.1 (2004): 23-40.

Keywords: N/A

Abstract: A rich literature describes the Internet's ability to foster new types of social relationships and groups (Baym, 2001; Flanagin and Metzger, 2001; Howard, Rainie, and Jones, 2002; Jones, 1998; Katz and Rice, 2002; Kazmer and Haythornthwaite, 2001; Lievrouw and Livingstone, 2002; Nie, 2001; Putnam, 2000; Smith and Kollock, 1999; Wellman and Haythornthwaite, 2002). E-mail lists, Web pages and chatting facilities make it easier than ever for people with similar interests or backgrounds to meet and maintain social ties without being in the physical presence of each other. This phenomenon, usually labeled as "online" or "virtual communities," has proliferated across the globe and is particularly strong in the United States (Baym, 1998; Matei and Ball-Rokeach, 2002; McLaughlin, Osborne, and Ellison, 1997; Rheingold, 2001; Watson, 1997). One of the important subjects of debate sparked by this development is the relationship between computer-mediated social formations and more traditional

social arrangements, especially those that are geographically anchored. The Internet's rapid diffusion and the online social ties it made possible have created hopes for building "community without propinquity" (Webber, 1963), where individuals can interact at a distance through technology, rather than by face-to-face exchanges (Rheingold, 2001).

Method: Experiment

Theory: Other (Social Capital)

Mohan J. Dutta-Bergman, "Complementarity in Consumption of News Types Across Traditional and New Media," *Journal of Broadcasting & Electronic Media*, 48.1 (2004): 41-60.

Keywords: N/A

Abstract: The increasing popularity of the World Wide Web has led to a growing academic interest in the effects of the Web on the consumption of traditional media (Kayany and Yelsma, 2000). While 57% of Americans visited the Internet at least once in 2001, 49% of these Internet users used it to gather information. In addition to the increase in Internet consumption, recent years have witnessed decreases in the consumption of traditional media such as newspapers, television, and radio (Stempel, Hargrove, and Bernt, 2000). This decrease in the consumption of traditional media has been attributed to the advent of the Internet. In its monthly telephone surveys conducted in 1998, the Pew Research Center for the People and the Press (2000) reported an increase in online news users on one hand and a decrease in the consumption of news from traditional sources such as TV, newspapers, and magazines on the other hand. Acknowledging the emergent role of the Internet in shaping the current media landscape, media scholars have become increasingly interested in studying its relationship with traditional media (Katz, 1999).

Method: Survey - Interview/Case Study

Theory: Other (Congruence)

Susannah R. Stern, "Expressions of Identity Online: Prominent Features and Gender Differences in Adolescents' World Wide Web Home Pages," *Journal of Broadcasting & Electronic Media*, 48.2 (2004): 218-243.

Keywords: N/A

Abstract: Despite the popularity of World Wide Web home pages among adolescents, we know little about their distinguishing features or utility. Accordingly, this article describes a content analysis of adolescents' pages, noting gender differences when appropriate. Results indicate that home pages are prominent places for adolescents to discuss themselves in textual and multimedia fashions. Authors signal their desire for an audience, and they self-disclose with varying degrees of intimacy. Gender differences are noticeable primarily with regard to substantive rather than stylistic components of home pages. The results suggest that home pages simulate and supplement traditional (offline) fora for adolescent communication.

Method: Experiment

Theory: Other (Identity)

Robert LaRose and Matthew S. Eastin, "A Social Cognitive Theory of Internet Uses and Gratifications: Toward a New Model of Media Attendance," *Journal of Broadcasting & Electronic Media*, 48.3 (2004): 358-377.

Keywords: N/A

Abstract: The addition of the Internet to the electronic media environment has renewed interest in the question of media attendance: the factors that explain and predict individual exposure to the media. Much of the research has been carried out by followers of the uses and gratifications tradition, who anticipated the medium as an exemplar of active media selection that could further validate the core tenets of that paradigm (Morris and Ogan, 1996; Newhagen and Rafaeli, 1996; Ruggiero, 2000). Instead, Internet research has introduced new conceptual and operational approaches and new variables that now challenge some of the basic assumptions, procedures, and findings of uses and gratifications. However, these findings have yet to be integrated into a comprehensive model of media attendance. Moreover, these relationships have been explored among college student samples and must now be extended to the general online population. The present research proposes and tests a model of media attendance inspired by Bandura's (1986) Social Cognitive Theory (SCT) that builds upon the conventional uses and gratifications approach by clarifying important explanatory constructs and identifying new ones.

Method: Survey - Content Analysis

Theory: Information Processing/Uses and Gratification

Kevin C Lee and Stephen D Perry, "Student Instant Message Use in a Ubiquitous Computing Environment: Effects of Deficient Self-Regulation," *Journal of Broadcasting & Electronic Media*, 48.3 (2004): 399-420.

Keywords: N/A

Abstract: Patterns of instant message software use among 409 college students at a small college with universal computing access were investigated based on dependency concepts using American Psychiatric Association DSM-IV criteria in an effort to identify effects of deficient self-regulation. Responses indicated that effects of deficient self-regulation were present, that instant messaging usurped the role of other socialization tools-including face- to-face communication-for many, and that a substantial amount of time was devoted to using it.

Method: Experiment

Theory: Social Interaction

Nojin Kwak, Marko M. Skoric, Ann E. Williams and Nathaniel D. Poor, "To Broadband or Not to Broadband: The Relationship between High-Speed Internet and Knowledge and Participation," *Journal of Broadcasting & Electronic Media*, 48.3 (2004): 421-445.

Keywords: N/A

Abstract: Rapid diffusion of the World Wide Web in past decades has prompted a number of scholars and pundits to inquire about the impact this new technology has on society (Norris, 2001). Researchers have tried to uncover various political and civic consequences of the Internet by focusing mostly on diverse aspects of user characteristics, including time spent online, frequency of Internet use, duration of Internet experience, information processing, and patterns of Internet activities (Bimber, 2001; Kwak, Williams, Joo, and Wang, 2003; Nie and Erbring, 2000; Shah, Kwak, and Holbert, 2001; Tewksbury and Althaus, 2000).

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

Carolyn A. Lin, "Webcasting Adoption: Technology Fluidity, User Innovativeness, and Media Substitution," *Journal of Broadcasting & Electronic Media*, 48.3 (2004): 446-465.

Keywords: N/A

Abstract: Webcasting, hailed by some as the last frontier of the Internet era, has thus far been trekking sluggishly along its diffusion curve at 7% (Morrissey, 2003). This lackluster adoption rate is largely due to the technical constraints of Internet transmission speed and bandwidth. According to industry tracking statistics, the total video streams accessed in 2002 increased 52.3% to nearly 4 billion since 2001; average streams accessed per unique user also showed an increase of 25% per month to 1.53 (Accustream iMedia, 2003). This growth was primarily triggered by the increased penetration of broadband connections to Internet user homes (Atkin and Lau, 2002).

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

Shu-Chu Sarrina Li, "Exploring the Factors Influencing the Adoption of Interactive Cable Television Services in Taiwan," *Journal of Broadcasting & Electronic Media*, 48.3 (2004): 466-483.

Keywords: N/A

Abstract: Television digitalization is an important part of national information infrastructures, and several developed countries such as the United States, United Kingdom and Japan have already started the process of television digitalization. Taiwan's five terrestrial television stations, including one public broadcasting station, started their process of digital conversion in 1998, and the government has mandated that the five stations complete their digital conversion in 2006. More than 80% of Taiwan's television households subscribe to cable television and thus it is necessary that cable television becomes digitalized so that the digital television signals can be received by most people in Taiwan. At the present time, most of Taiwan's cable television system operators have converted part of their channels into digital ones and have provided various interactive services to their subscribers. However, recent studies show that most people in Taiwan do not feel the need to have digital cable, and such reluctance to adopt these interactive services slows down the diffusion process (Li, 2001; Liu, Li, and Chen, 2003). By using Rogers' (1995) diffusion of innovations model, this study attempts to understand the factors that influence the adoption of interactive cable television services and to help policy makers and system operators know how to market these services and accelerate the diffusion of digital television in Taiwan.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Amanda D. Lotz and Sharon Marie Ross, "Toward Ethical Cyberspace Audience Research: Strategies for Using the Internet for Television Audience Studies," *Journal of Broadcasting & Electronic Media*, 48.3 (2004): 501-512.

Keywords: N/A

Abstract: The increasing dissemination of Internet technologies may provide the greatest revolution in the study of media audiences since critical media scholars began turning their attention to audiences in the early 1980s. As is often the case with new technologies and applications, computer-mediated communication (CMC) provides a previously unimaginable tool, but also forces a revision of the standards and practices that governed qualitative audience study prior to its introduction. Researchers in a variety of fields have begun adapting traditional methodological practices and ethics to the new

research tool of CMC and the “field space” provided by the Internet, but using the Web to research audiences of television series poses specific challenges that this research has not addressed.

Method: Interpretive Essay (including History)

Theory: Other (Feminist Theory)

Michael A. Shapiro and T. Makana Chock, “Media Dependency and Perceived Reality of Fiction and News,” *Journal of Broadcasting & Electronic Media*, 48.4 (2004): 675-695.

Keywords: N/A

Abstract: Two studies examined whether familiar and unfamiliar contexts influenced the relationship between the typicality of a news or entertainment story and the perceived realism of that story. For shopping mall patrons in the United States, typicality had a significantly weaker effect when news events were presented as coming from Brazil rather than from the United States. Entertainment stories presented as coming from Brazil were seen as more real than identical stories presented as coming from the United States. However, the familiarity of the setting did not influence the story typicality and perceived reality relationship for entertainment stories.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Pablo J. Boczkowski, “The Processes of Adopting Multimedia and Interactivity in Three Online Newsrooms,” *Journal of Communication*, 54.2 (June 2004): 197-213.

Keywords: N/A

Abstract: This article examines the material culture of newsroom practices by focusing on the dynamics of the processes through which news workers adopt new technologies. More specifically, it looks at some key factors that shape the adoption of multimedia and interactive technologies in online newspapers. Through ethnographic case studies of innovations in 3 online newsrooms, I show that variations in organizational structures, work practices, and representations of the users are related to different ways in which members of the newsroom appropriate these technologies. Author draws from this analysis to reflect on issues related to the technological dimension of editorial work and the dynamics of media convergence.

Method: Survey - Interview/Case Study

Theory: Adoption/Diffusion

Mohan J. Dutta-Bergman, “The Impact of Completeness and Web Use Motivation on the Credibility of e-Health Information,” *Journal of Communication*, 54.2 (June 2004): 253-269.

Keywords: N/A

Abstract: Recent articles on the quality of health information on the Internet reveal two critical criteria: completeness and credibility. This article investigates the effect of Web use motivation on the relationship between completeness and consumer perceptions of credibility. Based on a 2 × 3 experiment conducted with 246 respondents, the article demonstrates that the extent of completeness of health information on the Internet impacts consumer assessment of source and website credibility. In contrast to the extant research on the orthogonality of content and source characteristics, this research demonstrates their interaction.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Nicholas A. Valentino¹, Vincent L. Hutchings and Dmitri Williams, "The Impact of Political Advertising on Knowledge, Internet Information Seeking, and Candidate Preference," *Journal of Communication*, 54.2 (June 2004): 337-354.

Keywords: N/A

Abstract: Previous research has suggested that exposure to political advertising is generally informative and may even reduce information gaps between the most and least aware in society, but does not produce large shifts in candidate preference. Drawing on extant models of opinion change, we predicted that the informational benefits of political ads would vary by level of awareness, such that the most aware would experience the largest gains, especially when they are asked to make inferences about issues not explicitly discussed in the ad. Further, we predicted that the most aware would use information in advertisements as a substitute for other kinds of information seeking, while the least aware would be relatively unmotivated to seek out new information, regardless of exposure. Finally, the least aware would be more susceptible to persuasion via ads than the most aware would be. Experimental evidence confirmed these predictions.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Mike Allen, Edward Mabry, Michelle Mattrey, John Bourhis, Scott Titsworth and Nancy Burrell, "Evaluating the Effectiveness of Distance Learning: A Comparison using Meta-analysis," *Journal of Communication*, 54.3 (June 2004): 402-420.

Keywords: N/A

Abstract: This article uses meta-analysis to summarize the quantitative literature comparing the performance of students in distance education versus traditional classes. The average effect (average $r = .048$, $k = 39$, $N = 71, 731$) demonstrates that distance education course students slightly outperformed traditional students on exams and course grades. The average effect was heterogeneous, and the examination of several moderating features (presence or absence of simultaneous interaction, type of channel used in distance education, and course substance) failed to produce a homogeneous solution. The results demonstrate, however, no clear decline in educational effectiveness when using distance education technology.

Method: Meta-Analysis

Theory: Adoption/Diffusion

Ananda Mitra, "Voices of the Marginalized on the Internet: Examples From a Website for Women of South Asia," *Journal of Communication*, 54.3 (June 2004): 492-510.

Keywords: N/A

Abstract: With increasing availability of the Internet, many marginal groups are producing a presence in cyberspace. The presence can be thought of as a phenomenon in which the Internet is providing a unique forum for the dispossessed to find a voice in the public sphere. Using the theories of voice, the presence in cyberspace opens up questions of trust, authenticity, and power with respect to individual and institutional "speakers." This article explores the textual and discursive strategies used by a South Asian women's Web portal to understand the consequences of gaining a voice in cyberspace.

Method: Survey - Content Analysis

Theory: Other (Gender)

Steve Fox, "The New Imagined Community: Identifying and Exploring a Bidirectional Continuum Integrating Virtual and Physical Communities through the Community Embodiment Model (CEM)," *Journal of Communication Inquiry*, 28 (2004): 47-62.

Keywords: Community Embodiment Model; virtual community; imagined community; physical community; Internet; continuum of virtuality/physicality

Abstract: The Internet has enabled global growth in the use of virtual communities. Virtual communities provide Internet researchers with an excellent opportunity to study human communication across different conceptualizations of community, different technologies, and different cultures. This article introduces a theoretical framework called the Community Embodiment Model (CEM) to better understand the nature of the virtual community. It is proposed that CEM can help us better understand how participants interact with virtual communities by defining interaction within virtual communities as beginning with a conceptualization of community (imagined community) that embodies a continuum of virtuality/physicality. This article also describes a pilot study, as part of a wider research project that used CEM as its theoretical framework.

Method: Experiment

Theory: Other (Community Embodiment Model)

Mark Giese, "Community Property: Digital Music and the Economic Modalities of Transmission and Ritual Modes of Communication," *Journal of Communication Inquiry*, 28 (2004):342-362.

Keywords: James Carey; ritual mode; transmission mode; Harold Innis; file sharing; MP3s; digital music; copyright; Internet; peer-to-peer networking; P2P; media economics

Abstract: Using the evolution of the peer-to-peer music-sharing phenomenon as a springboard, this article explores the economic modalities inherent in two different but not mutually exclusive theoretic constructs of communication advanced by James Carey. The transmission mode of communication theorizes that communication is the transmission of information from one point to another. The ritual mode of communication theorizes forms of communication whose primary purpose is to strengthen communal bonds by sharing communication/communal experiences. Religious ceremonies and music are two prime examples of communication experiences whose primary purpose is not to transmit information. This article examines the role digital recording technologies, the Internet, and The World Wide Web play in pointing out the economic conflicts inherent in these two modes of communication. The recent spate of lawsuits initiated by the Recording Industry Association of America (RIAA) against music swapping and file sharing over the Internet is one tangible example of these economic conflicts.

Method: Interpretive Essay (including History)

Theory: Information Processing/Uses and Gratification

George R. Milne, Andrew J. Rohm and Shalini Bahl, "Consumers' Protection of Online Privacy and Identity," *The Journal of Consumer Affairs*, 38.2 (2004): 217-232.

Keywords: N/A

Abstract: This article examines online behaviors that increase or reduce risk of online identity theft. The authors report results from three consumer surveys that indicate the propensity to protect oneself from

online identity theft varies by population. The authors then examine attitudinal, behavioral, and demographic antecedents that predict the tendency to protect one's privacy and identity online. Implications and suggestions for managers, public policy makers, and consumers related to protecting online privacy and identity theft are provided.

Method: Survey - Content Analysis

Theory: Policy Analysis

Jacqueline K Eastman and Rajesh Iyer, "The Elderly's Uses and Attitudes towards the Internet," *Journal of Consumer Marketing*, 21.2/3 (2004): 208-220.

Keywords: N/A

Abstract: Despite the growth of the Internet, one area that marketers have not really discussed is the elderly's use of the Internet. Given the rapid growth of this population as well as the potential the Internet holds for them, it is a subject worth consideration. This paper discusses the use of the Internet by a national random survey of elderly consumers and the impact of attitude, innovation, and demographics on their use. This study shows that the elderly consumers have favorable intentions towards using the Internet; most learned to use the Internet on their own; and they preferred to learn more about the Internet if such classes were offered at convenient locations. Those seniors with higher levels of income are more willing to both use the Internet and purchase products online; while education levels positively impacted only Internet use. Finally, this paper provides implications for marketers and suggestions for future research.

Method: Survey - Content Analysis

Theory: Information Processing/Uses and Gratification

Dennis L Duffy, "Using On-line Retailing as a Springboard for Catalog Marketing," *Journal of Consumer Marketing*, 21.2/3 (2004): 221-225.

Keywords: N/A

Abstract: Chronicles the launch of a new e-commerce business. Reviews the implications and considerations of such a venture and documents the critical lessons learned. Concludes that the Internet provides an effective place for the development of a new business.

Method: Survey - Interview/Case Study

Theory: Policy Analysis

Judi Strebel, Tülin Erdem and Joffre Swait, "Consumer Search in High Technology Markets: Exploring the Use of Traditional Information Channels," *Journal of Consumer Psychology*, 14.1-2 (2004): 96-104.

Keywords: N/A

Abstract: Understanding the use of information channels during the purchase process for high technology durable goods is vital if marketing managers want to efficiently allocate their communication budgets. This article examines how the perceived quality of information, as well as demographic and other consumer characteristics, affects consumers' information-channel-choice behavior. The results suggest that (a) information channels operate as substitutes as far as information quality is concerned; (b) during each segment of the search consumers tend to use multiple sources of information, and in that context information channels act as complements, which illustrates the

synergistic effect of search between channels and the importance of jointly estimating consumers' information channel choices; and (c) utility derived from information search changes as time passes, which indicates that empirical research should use panel data to capture the dynamics of the search process.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

Michael A. Kamins, Xavier Dreze and Valerie S. Folkes, "Effects of Seller-Supplied Prices on Buyers' Product Evaluations: Reference Prices on Buyers' Product Evaluations: Reference Prices in an Internet Auction Context ," *Journal of Consumer Research*, 30.4 (March 2004): 622-628.

Keywords: N/A

Abstract: A field experiment investigated the impact of two external reference points under the seller's control on the final price of an auction. when an item's seller specified a high external reference price (a reserve price), the final bid was greater than when the seller specified a low external reference price (a minimum bid). When the seller provided both high and low reference prices, the reserve influenced the bid more. The low reference price led to a lower outcome compared to when the seller did not communicate any reference price. The number of bidders influenced outcomes in the absence of seller-supplied reference prices.

Method: Experiment

Theory: Other (Herd Behavior Bias)

Charla Mathwick and Edward Rigdon, "Play, Flow, and the Online Search Experience," *Journal of Consumer Research*, 31.2 (September 2004): 324-332.

Keywords: N/A

Abstract: This study examines the conditions necessary to transform online information search into "play," a highly positive experience capable of delivering intrinsic value in the form of escapism and enjoyment. On the basis of the four-channel model of flow, perceived play is investigated as the consequence of flow versus various nonflow states. Moderated by product involvement, play serves as a link between flow theory and the online consumer attitude formation process.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Douglas A. Ferguson and Elizabeth M. Perse, "Audience Satisfaction Among TiVo and ReplayTV Users," *Journal of Interactive Advertising*, 4.2 (Spring 2004)

Keywords: N/A

Abstract: This study explores how early adopters of DVRs are using them as functional replacements for VCRs and as tools for enhanced viewing of live television. Two national samples totaling 198 users completed an online survey that measured TV uses and gratifications, viewing satisfaction, and attitudes toward DVR functions. DVR owners reported watching television, live and recorded, with more enjoyment and greater control. TiVo owners in the second sample noted a higher degree of satisfaction than in the first sample.

Method: Survey - Content Analysis

Theory: Information Processing/Uses and Gratification

Wendy Macias, Liza Stavchansky Lewis and Vandana Shankar, "Dr. Mom and Dr. Web: A Qualitative Analysis of Women's Use of Health Information on the Web," *Journal of Interactive Advertising*, 4.2 (Spring 2004)

Keywords: N/A

Abstract: The primary goal of this qualitative study was to begin to understand and gain insight into how women use the Web to search for health information. This has become an increasingly important area to understand because more consumers are taking control of their healthcare, women tend to take responsibility more than men, and the Web is a key source of healthcare information. Several key findings support the literature and theory saying that women are highly involved in searching for health information and they increasingly rely on the Web. These women are not relying on their doctors to provide their healthcare information and they are skeptical of health information with a sales purpose. Implications for marketers are discussed.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

Hanjun Ko, Jaemin Jung, JooYoung Kim, and Sung Wook Shim, "Cross-Cultural Differences in Perceived Risk of Online Shopping," *Journal of Interactive Advertising*, 4.2 (Spring 2004)

Keywords: N/A

Abstract: This study investigates the perceived risk that has been considered as influencing the consumer purchase decision process during online shopping. For the purpose of this study, perceived risk is defined as the potential for loss in pursuing a desired outcome from online shopping. Specifically, this research investigates the differences in perceived risk between online shoppers and non-online shoppers, as well as online shoppers' perceived risk relating to two culturally different countries (i.e., Korea and the United States). The results indicate that the perceived risk is higher for non- (or less-experienced-) online shoppers than for frequent online shoppers, and that both Korean and US Internet users have a similar aggregated degree of perceived risk toward online shopping, though there are significant relative differences in specific risk items (i.e., social, financial, time and psychological risk), which reflect the existence of the cultural differences in response to the specific risk factors.

Method: Survey - Content Analysis

Theory: Information Processing/Uses and Gratification

"Frank" Tian Xie, Naveen Donthu, Ritu Lohtia, and Talai Osmonbekov, "Emotional Appeal and Incentive Offering in Banner Advertisements," *Journal of Interactive Advertising*, 4.2 (Spring 2004)

Keywords: N/A

Abstract: This study proposes a contingency framework on the role of emotions and incentives in affecting banner ads effectiveness. More specifically, how emotional appeals affect banner ad click-through rates in the presence or absence of incentives is explored. Data collected from nearly ten thousand real world banner ads is used to empirically test the moderating effect of ad-induced emotional appeals on the relationship between incentive offerings and banner ad effectiveness. The analysis concludes that providing incentives in banner ads is effective in soliciting click-through. When combined with emotional appeals, we found that positive emotions in banner ads enhance the effectiveness of incentives. However, ads with negative or no emotions seem to work better only when no incentives are offered.

Method: Survey - Content Analysis

Theory: Information Processing/Uses and Gratification

Steven Bellman and John R. Rossiter, "The Website Schema," *Journal of Interactive Advertising*, 4.2 (Spring 2004)

Keywords: N/A

Abstract: The website schema is conceptualized as the consumer's set of beliefs about information locations, and routes to those locations, on a website. A meta-analysis of three studies, one of them with a student sample and two with consumer samples, provides evidence that congruence between a consumer's website schema and the actual structure of a particular site is associated with the site being rated easier to navigate, a more favorable attitude toward brands advertised on the site, and higher quality brand decisions. These studies provide evidence of the importance of the website schema for understanding consumer response to websites.

Method: Meta Analysis

Theory: Information Processing/Uses and Gratification

Chan Yun Yoo, Kihan Kim and Patricia A. Stout, "Assessing the Effects of Animation in Online Banner Advertising: Hierarchy of Effects Model," *Journal of Interactive Advertising*, 4.2 (Spring 2004)

Keywords: N/A

Abstract: The present study attempts to examine the effects of animated banner ads, as well as the moderating effects of involvement, on each stage of the hierarchy of effects model, and to explore the applicability of the hierarchy of effects model to the banner advertising environment through an online experiment. The results provide support for the notion that animated banner ads prompt better advertising effects than do static ads. Animated banner advertising has better attention-grabbing capabilities, and generates higher recall, more favorable Aad and higher click-through intention than static ads. Furthermore, an individual's product involvement moderates the effects of animated banner advertising on recall, Aad, and click-through intention. However, the study does not provide solid evidence of the feasibility of the traditional hierarchical model (Cognition -> Affect -> Behavior) in the online banner advertising environment. Several implications and limitations of these results are discussed, and future research is suggested.

Method: Survey - Content Analysis

Theory: Information Processing/Uses and Gratification

Se-Jin Lee, Wei-Na Lee, Hyojin Kim and Patricia A. Stout, "A Comparison of Objective Characteristics and User Perception of Web Sites," *Journal of Interactive Advertising*, 4.2 (Spring 2004)

Keywords: N/A

Abstract: The study reported in this paper employed a combination of web-based content analysis and web-assisted personal interviews to identify key characteristics of Web sites and how consumers perceive them. The extent of site characteristics found via the content analysis showed no major differences among the three designated computer manufacturers' Web sites. On the other hand, the user perception of these site characteristics, obtained through in-depth interviews, provided a different

outcome. Discussion on the incongruence between objective Web site characteristics and subjective perception is provided. Theoretical and methodological concerns and suggestions for future research are also addressed.

Method: Survey - Content Analysis

Theory: Information Processing/Uses and Gratification

Michelle R. Nelson, Heejo Keum and Ronald A. Yaros, "Advertainment or Adcreep Game Players' Attitudes toward Advertising and Product Placements in Computer Games," *Journal of Interactive Advertising*, 5.1 (Fall 2004)

Keywords: N/A

Abstract: Using netnography and questionnaires, authors examine how commercial practices are interpreted by electronic game-players. An analysis of 805 postings on Slashdot (2002-2004) revealed active discussions and insight into gamers' beliefs about the effectiveness and appropriateness of marketers' tactics as well as the perceived impact on self. Players were fairly positive about brands in games when they added realism. Those who were negative about product placements were also negative about advertising. While some players did not think they were influenced by product placements, others reported instances of learning about and then purchasing new brands. A survey of gamers empirically tested observations from the netnography. Positive relationships between attitudes toward advertising in general and attitudes toward product placement in games were noted, and each of these was positively related to perceived impact on purchasing behaviors. Attitudes toward product placements in games partially mediated the effect of attitudes toward advertising on respondents' perceived purchasing behaviors..

Method: Survey - Content Analysis

Theory: Information Processing/Uses and Gratification

Dan M. Grigorovici and Corina D. Constantin, "Experiencing Interactive Advertising beyond Rich Media: Impacts of Ad Type and Presence on Brand Effectiveness in 3D Gaming Immersive Virtual Environments," *Journal of Interactive Advertising*, 5.1 (Fall 2004)

Keywords: N/A

Abstract: Theories from social psychology, consumer psychology and Human Computer Interaction suggest that 3D gaming Virtual Environments increase users affective engagement with the stimuli/environment content due to their particular structural features (high immersion, presence, etc.). This, in turn, modifies the way in which embedded advertisements are processed by providing a direct, although virtual, brand experience. At the same time, product placements and blatant advertisements (i.e., virtual 3D billboards) were previously shown to be processed differently, given the increased reactance of media users toward messages identified as ads. A 2 (ad type: billboard vs. product placement) x 2 (IVE arousability level: high vs. low arousing 3D worlds) mixed factorial design was employed to test the effects of 3D billboards and product placements embedded within a 3D gaming Virtual Environment on brand recall and recognition, and brand preference.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Isabella M. Chaney, Ku-Ho Lin and James Chaney, "The Effect of Billboards within the Gaming

Environment," *Journal of Interactive Advertising*, 5.1 (Fall 2004)

Keywords: N/A

Abstract: Players from all demographic groups are spending more and more of their leisure time playing multiplayer online games. As such, the gaming environment may be a more suitable vehicle to reach target markets. This study assessed whether advertising in the form of embedded billboards has an impact on the online gamer. Even though they could recall passing the billboards many of the players could not recall the names of either the products or the brands after the gaming session. This was possibly due to the immersive nature of the game with peripheral details not fully registering. The embedded billboards within the game had very limited impact on either the enhancement of the game experience or on product purchase intentions.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Fang Wan and Seounmi Youn, "Motivations to Regulate Online Gambling and Violent Game Sites: An Account of the Third-Person Effect," *Journal of Interactive Advertising*, 5.1 (Fall 2004)

Keywords: N/A

Abstract: With online gaming becoming a major entertainment form, there are growing concerns that websites promoting gambling and violent games have undesirable effects. Such concerns have led to numerous calls to regulate controversial gaming sites. However, little research has been done to explain why people support restrictions on gaming sites. One theory, the third-person effect, provides a possible explanation. The third-person effect suggests that when confronted with a negatively perceived message, people tend to overestimate the message's effect on others compared to one's self. This perceptual disparity motivates people to take action against such messages. In a survey of 184 adults, this study found that people perceive gambling and violent game sites to have a greater effect on others than on themselves, and the third-person perception significantly contributes to predicting censorship attitudes. This study also found that age and gender play a part in explaining the magnitude of the third-person effect and the link between third-person perception and censorship attitudes. Public policy implications relating to regulation of gaming sites are discussed.

Method: Survey - Content Analysis

Theory: Social Interaction

Joanna Phillips, Mavis Tandoh, Stephanie Noble and Victoria Bush, "The Value of Relationship Strength in Segmenting Casino Patrons: An Exploratory Investigation," *Journal of Interactive Advertising*, 5.1 (Fall 2004)

Keywords: N/A

Abstract: Increased competition in the gaming industry has resulted in the need for casinos to identify consumer segments that will be most receptive to their communications. In the past, casinos have traditionally used behavioral variables (i.e., frequency of visits, amount of money wagered, etc.) to segment and target customers. However, recent work in segmentation advocates the value of also segmenting customers based on attitudinal variables (i.e., commitment, affect, etc.). The purpose of this study was to explore attitudinal measures of relationship strength to segment casino patrons. Based on a qualitative research design, we used indicators of relationship strength to identify four potential and unique segments. Strategic implications for both online and brick-and-mortar casino marketers are proposed for each segment.

Method: Survey - Interview/Case Study

Theory: Social Interaction

Monica D. Hernandez, Sindy Chapa, Michael S. Minor, Cecilia Maldonado and Fernando Barranzuela, "Hispanic Attitudes toward Advergaming: A Proposed Model of their Antecedents," *Journal of Interactive Advertising*, 5.1 (Fall 2004)

Keywords: N/A

Abstract: Advergaming is gaining recognition around the world as a new, captivating and persuasive environment among advertisers. Despite its growing popularity, very little is known about the formation of attitudes toward advergaming in emerging economies. The objectives of our study were the refinement and empirical testing of a model of the reactions generated by exposure to advergaming among Mexicans, Peruvians and Americans. A series of experiments revealed that Hispanics exhibited positive attitudes toward advergaming. Intrusiveness was found as the factor accounting for most of the negative attitude toward advergaming. Lack of congruence was found to be a precursor of intrusiveness. Interestingly, although ads in games were perceived as more intrusive, they were perceived as less irritating. Implications for advertisers are discussed.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Mark Tremayne, "The Web of Context: Applying Network Theory to the Use of Hyperlinks in Journalism on the Web," *Journalism & Mass Communication Quarterly*, 81.2 (Summer 2004): 237-249.

Keywords: N/A

Abstract: This study applies emerging network theory to the use of hyperlinks in journalism stories on the Web. A five-year data set, including almost 1,500 Web news stories, is examined. The study concludes that the use of links in Web news stories is increasing in ways predicted by network theory. Stories may become both more event-driven and more contextual on the flexible platform of the Web.

Method: Survey - Content Analysis

Theory: Information Processing/Uses and Gratification

Thomas J Johnson and Barbara K Kaye, "Wag the Blog: How Reliance on Traditional Media and the Internet Influence Credibility Perceptions of Weblogs Among Blog Users," *Journalism & Mass Communication Quarterly*, 81.3 (Autumn 2004): 622-642.

Keywords: N/A

Abstract: This study surveyed Weblog users online to investigate how credible they view blogs as compared to traditional media as well as other online sources. This study also explores the degree to which reliance on Weblogs as well as traditional and online media sources predicts credibility of Weblogs after controlling for demographic and political factors. Weblog users judged blogs as highly credible-more credible than traditional sources. They did, however, rate traditional sources as moderately credible. Weblog users rated blogs higher on depth of information than they did on fairness.

Method: Survey - Content Analysis

Theory: Information Processing/Uses and Gratification

Brian G Southwell and Mira Lee, "A Pitfall of New Media? User Controls Exacerbate Editing Effects On Memory," *Journalism & Mass Communication Quarterly*, 81.3 (Autumn 2004) : 643-656.

Keywords: N/A

Abstract: While much research focuses on main effects of emerging media technologies, the potential for new media attributes to moderate relationships between content features and cognitive outcomes has enjoyed less attention. Do new user controls moderate editing effects on memory? This study demonstrates that control can exacerbate effects. Researchers developed an interface offering two levels of user control. Those assigned to a situation comparable to traditional television viewing were four times more likely to later recognize complex media content than were those for whom user control over pacing and narrative sequence was available. Implications for journalism and strategic communication are discussed.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Hyeseung Yang and Mary Beth Oliver, "Exploring The Impact Of Modality on Perceptions of Credibility for Online News Stories," *Journalism & Mass Communication Quarterly*, 81.4 (Winter 2004): 733-749.

Keywords: N/A

Abstract: The purpose of this experiment was to investigate the influence of website modality on peoples perceptions of source and message credibility for an online news story. Findings indicated that increased modality in online news stories had no direct effect on perceived source or message credibility. However, a positive effect on perceived source credibility was observed when participants used multimedia content that was available in certain versions of the story. The implications of the findings are discussed.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Matthew C Nisbet and Dietram A Scheufele, " Political Talk as a Catalyst for Online Citizenship," *Journalism & Mass Communication Quarterly*, 81.4 (Winter 2004): 877-896.

Keywords: N/A

Abstract: Despite numerous and strong claims regarding the impact of the Internet on civic engagement, there has been limited empirical inquiry into the topic. In order to redress this gap, using survey data from the 2000 American National Election Study (ANES), we test the effects of Internet campaign exposure on political efficacy, political knowledge and campaign participation. Our findings lend only modest support to the optimistic hopes of Internet mobilization theorists. More important, however, our research goes a step further and finds differential gains in civic engagement for those Internet users who also frequently talk about politics, with political discussion amplifying the main effects of Internet campaign exposure.

Method: Survey - Content Analysis

Theory: Other (Civic Engagement Theory)

Werner G. K. Stritzke, Anh Nguyen and Kevin Durkin, "Shyness and Computer-Mediated Communication: A Self-Presentational Theory Perspective," *Media Psychology*, 6.1 (2004): 1-22.

Keywords: N/A

Abstract: This study compared shy and nonshy Internet users in online and offline contexts on the Revised Cheek and Buss Shyness Scale (RCBSS; Cheek, 1983) and other measures intended to gauge 4 underlying aspects of shyness: rejection sensitivity, initiating relationships, self-disclosure, and providing emotional support and advice. University students (N = 134; 76% female) participated in a Web-based survey that investigated the impact of computer-mediated communications (CMC) on shyness level. Results show that individuals classified as shy or nonshy on the basis of their scores on the RCBSS in the offline context were also significantly different on offline measures of rejection sensitivity, initiating relationships, and self-disclosure. However, they were not significantly different on these same three domains in the online context. The results are interpreted as support for a self-presentation theory account that the absence of visual and auditory cues online reduces shy individuals' experience of detecting negative or inhibitory feedback cues from others. We discuss positive and negative aspects of use of CMC by shy individuals.

Method: Survey - Content Analysis

Theory: Other (Self Presentation Theory)

Hyung-jin Woo, Yeora Kim, and Joseph Dominick, "Hackers: Militants or Merry Pranksters? A Content Analysis of Defaced Web Pages," *Media Psychology*, 6.1 (2004): 63-82.

Keywords: N/A

Abstract: Web defacement by hackers has been an emerging topic of concern among those in the online community. Hackers with different psychological motivations may produce different types of defacement. In this study, we content analyzed 462 defaced Web sites to describe how they were changed. In addition, we used social identity theory to predict the severity of the defacement according to the presumed motivations (political vs. personal) of the hackers. About 70% of the defacements could be classified as pranks, whereas the rest had a more political motive. Moreover, the findings suggest that hackers are not the lonely, isolated individuals sometimes portrayed in the media but are members of an extensive social network who are eager to demonstrate their reasons for hacking and often leave calling cards, greetings and taunts on Web pages. Text is the preferred means of defacement. Those sites hacked by individuals with a political motivation contained more aggressive expressions and greater use of various communication channels than those sites that were hit by people whose hacking was primarily for fun or self-aggrandizement.

Method: Survey - Content Analysis

Theory: Other (Social Identity Theory)

Joyce Y.M. Nip, "The Relationship between Online and Offline Communities: The Case of the Queer Sisters," *Media, Culture and Society*, 26.3 (2004): 409-428.

Keywords: N/A

Abstract: One of the effects of the Industrial Revolution was the destruction of communities - at least that was received wisdom among sociologists until 1950s, when studies found that, in fact, traditional communities were maintained through new means (Wellman and Berkowitz, 1988; Wellman and Gulia, 1999). As we are going through what some call the 'information revolution' (Altschiller, 1995), the fear of losing communities has resurfaced. The appearance of human associations on the Internet has prompted claims that it provides an escape from (Willson, 1997) and a substitute for (Doheny-Farina, 1996; Lajoie, 1996; Nguyen and Alexander, 1996) offline communities, that it fragments offline

communities (Sassi, 1996). Are the fears about online communities grounded? Are online communities unconnected to offline communities? Many have pointed out the need to understand how online communities relate to offline communities (Jones, 1999a, 1999b; Kollock and Smith, 1999; Slevin, 2000; Uncapher, 1999), but there have hardly been any such studies (Wellman and Gulia, 1999) and the topic has been left to opinion instead of evidence (Hill and Hughes, 1997; Kollock and Smith, 1999). This article takes a first step towards filling the gap in existing research by examining the autonomy of online communities in relation to their offline counterparts. The article is based on a case study of a bulletin board on the world-wide web and the women's group in Hong Kong, the Queer Sisters, who created the board. Content analysis, an online survey, interviews and observation between September 1999 and August 2000, showed the community formed on the bulletin board differed from the Queer Sisters over major goals and norms. Although participation on the bulletin board increased a sense of belonging to the Queer Sisters, this seemed to be hampered by the differences between the two communities.

Method: Survey - Content Analysis

Theory: Other (Gender)

John Myles, "Community Networks and Cultural Intermediaries: the Politics of Community Net Development in Greater Manchester," *Media, Culture and Society*, 26.4 (2004): 467-490.

Keywords: N/A

Abstract: This article examines the development of civic and community networks in the Greater Manchester area. Civic and community networks (sometimes called PENs or public electronic networks) supply information about local community groups, city council community provision of goods and social services, and information about local government itself. Civic nets can be contrasted to information-providing community nets in that they are dedicated to governmental information, and have recently offered new avenues for political communication and potentially direct democratic forms of local governance. However, British civic nets are at present often little more than town hall web pages, although sites vary in range of information, links to other organizations, and levels of feedback and interactivity (i.e. email, computer conferencing). The so-called 'digital cities' are similar projects, but not necessarily always initiated by local authorities, and they can often be highly commercialized. Digital city networks, however, tend to be more interactive, have higher percentages of graphics to text and simulate a virtual reality (VR) form of participative environment.

Method: Interpretive Essay (including History)

Theory: Policy Analysis

Enrique Bustamante, "Cultural Industries in the Digital Age: Some Provisional Conclusions," *Media, Culture and Society*, 26.6 (2004): 803-820.

Keywords: N/A

Abstract: This study is based on the analysis of the seven main sectors - both in terms of political importance and of social influence - of contemporary culture and communication. It addresses the following: books, disks, cinema, the press, radio, television and the video games industry. The work addresses three main cross-cutting problematics that are considered to be crucial: intellectual property rights; the strategies of transnational multimedia groups; and the development of communication and cultural policies and their evolution in both the analogue and digital worlds (Bustamante, 2002, 2003). The framework that traditionally unified this apparently diverse group of elements was the concept of

the 'cultural industries', which is still useful for analysing the transformations and the most important tendencies of the last decade. It is assumed that the future of our culture cannot escape from being determined by the evolution of the 'old' analogue world, and particularly by three main interrelated processes that have produced important changes in the cultural industries during the past few decades: Deregulation: this has entailed a diminished role for the state and public service and a shift in the cultural industries from overall regulation to regulation by the market. The state's actions and regulation now take a secondary role, subsidiary to that of the market and its dynamics.

Concentration: the 1990s, in part because of the promise and challenge of the digital networks, but mainly because of increasing competition of all types in both national and international markets, brought about a new leap forward in terms of concentration, generally based on external growth (mergers and the take-over of others' assets) and also based on vertical integration.

Globalization of forms and principles of management: this is due to the rapid expansion of national or international markets which entails intensive access to capital markets (stocks, bank loans, general indebtedness) and a permanent search to maximize profits in the short term; in other words, a complete conversion of the cultural industries into institutions defined by finance.

Method: Interpretive Essay (including History)

Theory: Social Interaction

Wilson Lowrey, "More Control, But Not Clarity In Non-linear Web Stories," *Newspaper Research Journal*, 25.2 (Spring 2004): 83-97

Keywords: N/A

Abstract: Non-linear Web stories have a positive effect on the degree of perceived control, a negative effect on the amount of feedback and no significant effect on the degree of perceived credibility. In recent years there has been a call in the online news industry for greater innovation in the production and presentation of news on the Web. Many journalists and scholars say Web news stories should offer more opportunities for readers to interact with journalists, should provide readers with greater control over site navigation and should offer readers both brief and encyclopedic information. Journalism school curricula and media industry think tanks such as the Poynter Institute generally advocate such recommendations in courses on the production of non-linear Web news stories. These recommendations serve the financial needs of the news industry, but there are also more altruistic aims. News that is more interactive and "non-linear" should empower readers and bring about a more equal relationship between news media and audiences. This study has a number of objectives. One, it tests assumptions in the industry that non-linear Web stories benefit readers. Does the non-linear format improve learning of news information? Do audiences find the reading of non-linear text more involving and easier to control? Do readers of non-linear stories provide more feedback? Some recent evidence in the mass communication literature suggests hypermedia do not aid recall, but little research has been conducted on more advanced cognitive processes such as the formulation of feedback. A focus on feedback is also important because increased interaction has been touted as a way to improve relations with increasingly disenchanted news audiences⁹ and to ensure more open and robust public discussion of issues.¹⁰ Finally, the study is an attempt to shed light on the "media logic" of Web news. In other words, the study looks at the degree to which audiences and Web news producers share an understanding of the non-linear format.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Jennifer Greer and Donica Mensing, "U.S. News Web Sites Better, But Small Papers Still Lag," *Newspaper Research Journal*, 25.2 (Spring 2004): 98-112.

Keywords: N/A

Abstract: Web sites are increasingly more sophisticated in news presentation, revenue-generating features, multimedia and interactive elements. Small papers lag significantly behind medium and large ones. While newspapers have experimented with electronic publishing technologies since the early 1970s-including proprietary services, Videotext and bulletin boards-the World Wide Web, the platform of choice since the mid-1990s- has been the most successful form of online newspaper publishing. The *Casper (Wyo.) Star-Tribune* launched an ISP and Web-based newspaper (called the *Electronic Signpost*) in April 1994. By 1996, 175 North American dailies were online, and 775 publications were online worldwide. One year later, nearly 1,600 newspapers were being published online, including 820 in the United States. Early newspapers were criticized as "little more than static boards displaying weather, tourist and civic information, or telephone numbers of editors at the newspaper."⁴

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

Brian L Massey, "Examination of 38 Web Newspapers Shows Nonlinear Storytelling Rare," *Newspaper Research Journal*, 25.3 (Summer 2004): 96-102.

Keywords: N/A

Abstract: Massey attempts to shed some light on nonlinear storytelling by testing a textbook on the Web editions of U.S. daily newspapers. Among other things, it was suggested that future research should explore the frequency at which news Web sites are redesigned, the reasons for the redesign and how the redesign may affect the technological ways in which journalists configure the news for nonlinear storytelling.

Method: Survey - Content Analysis

Theory: Information Processing/Uses and Gratification

Michael D Kaplowitz, Timothy D Hadlock and Ralph Levine, "A Comparison of Web and Mail Survey Response Rates," *Public Opinion Quarterly*, 68.1 (Spring 2004): 94-101.

Keywords: N/A

Abstract: The Internet (also called the World Wide Web or the Web) is increasingly looked at as a means of surveying the public (Couper 2000). Possible advantages of using the Internet include cost savings associated with eliminating the printing and mailing of survey instruments (Cobanoglu, Warae, and Morec 2001) as well as time and cost savings of having returned survey data already in an electronic format. For special populations that regularly use the Internet, the Web has been found to be a useful means of conducting research (Couper, Traugott, and Lamias 2001; Sills and Song 2002). In some instances, a mixed-mode strategy has been suggested as a means for exploiting the advantages of Web surveys and minimizing non-response (Dillman 2000; Schaefer and Dillman 1998). To reliably use a mixed-mode strategy (e.g., mail surveys and Web surveys) or to select among alternative survey modes, researchers must understand and demonstrate the equivalency and complementarity, or relative strengths of alternative modes (Dillman 2000). Researchers have used survey response rates as one measure of equivalency. The research reported here examines the effect of surface mail contacts on Web survey response rates. We also examine the relative merit of using a mail survey in a population that has ready access to the Web. The reported research is based on a larger research effort at

Michigan State University (MSU). In 2000, MSU commissioned campus researchers and staff to develop a watershed plan that would comply with the storm water management requirements of Phase II of the federal Clean Water Act (Witter et al. 2001). One part of this integrated research, teaching, and outreach effort was a campus-wide survey (N = 19,890) of MSU students' watershed knowledge, perceptions and use.

Method: Experiment

Theory: Access

Mick P Couper, Roger Tourangeau and Kristin Kenyon, "Picture This! Exploring Visual Effects in Web Surveys," *Public Opinion Quarterly*, 68.2 (Summer 2004): 255-266.

Keywords: N/A

Abstract: This article presents information on visual effects in web surveys. Our study focuses on one particular visual element, namely, the use of photographic images to supplement the question text. The task-style continuum suggests several different uses of pictures in web surveys. These include questions in which images play an essential role, such as questions on recall of an advertisement, brand recognition questions, questions on magazine readership. Questions in which images supplement the question text, whether the images are intended as motivational embellishments or as illustrations on the meaning of the question, questions exhibiting all three methods of blending text and image appear to be quite widespread in web surveys. The arguments for questions using the first type of text-image combination are quite compelling and questions in the third category—in which the images are incidental to the task—may also make sense in the highly competitive world of web surveys.

Method: Experiment

Theory: Information Processing/Uses and Gratification

Patricia A. Curtin and T. Kenn Gaither, "International Agenda-building in Cyberspace: a Study of Middle East Government English-language Websites," *Public Relations Review*, 30 (2004): 25-36.

Keywords: N/A

Abstract: This study of the 10 official English-language, Middle East government and presidential web sites determines if and how they are building a dialogue with, and agenda for, English-language media and targeted publics. The paper addresses the dialogic functionality of web sites, what features are supplied to journalists to help build the media agenda, and how well communication across cultural boundaries and expectations takes place. Many results were unexpected and suggest Middle Eastern practitioners are relying on a personal relations model that takes advantage of the lack of a media gatekeeper on the web but not of the web's media agenda-building capacities.

Method: Survey - Content Analysis

Theory: Agenda Building/Setting

Annelie M. E. Naudéa, Johannes D. Froneman and Roy A. Atwood, "The Use of the Internet by Ten South African Mon-governmental Organizations—a Public Relations Perspective," *Public Relations Review*, 30 (2004): 87-94.

Keywords: N/A

Abstract: Practitioners using the internet in their public relations efforts often do not use the interactive features of the medium to their fullest potential. This article explores the interactive nature

of the internet by applying the two-way symmetrical model of public relations to the web sites of 10 South African non-profit, non-governmental organizations (NGOs). The findings confirm that managing a web site successfully requires more than technical knowledge. Much more important is a sound understanding of communication within an organization, especially with regard to public relations. An understanding and practice of the two-way symmetrical model would optimize the communicative use of an organizational web site.

Method: Survey - Content Analysis

Theory: Adoption/Diffusion

Kirk Hallahan, "Protecting an Organization's Digital Public Relations Assets," *Public Relations Review*, 30 (2004): 255-268.

Keywords: N/A

Abstract: This review examines new legal and practical problems confronting organizations that arise out of misdeeds by Internet users outside or inside the organization. Five major culprits are identified: attackers, hackers, lurkers, rogues and thieves. Implications for effective online public relations are discussed.

Method: Interpretive - Policy Analysis

Theory: Policy Analysis

Lynne M. Sallot, Lance V. Porter and Carolina Acosta-Alzuru, "Practitioners' Web Use and Perceptions of Their Own Roles and Power: a Qualitative Study," *Public Relations Review*, 30 (2004): 269-278.

Keywords: N/A

Abstract: Four focus group discussions with 35 practitioners were guided by theory about roles from public relations literature and power from strategic management literature to explore how World Wide Web use is related to practitioners' perceptions of their own status and decision-making power. The web has become essential to public relations. Practitioners use the web extensively for research and evaluation, two-way communication, productivity and efficiency, issues management, and other applications. All four types of practitioners' power, according to Finkelstein's [Acad. Manage. J. 35 (3) (1992) 505-538] taxonomy-structural, expert, prestige and ownership-were enhanced by web use. Because, the web is such a great equalizer, web use may contribute to the blurring of practitioners' roles.

Method: Survey - Interview/Case Study

Theory: Information Processing/Uses and Gratification

Seok Kang and Hanna E. Norton, "Nonprofit Organizations' Use of the World Wide Web: Are They Sufficiently Fulfilling Organizational Goals?" *Public Relations Review*, 30 (2004): 279-284.

Keywords: N/A

Abstract: This study explores nonprofit organizations' Web sites to determine the extent the organizations utilize the Web to accomplish organizational goals. A sample of the 100 largest NPOs in the United States was used for the study. Results found the selected NPOs were effectively using the Web to present traditional public relations materials and connect with publics. However, the organizations were largely unsuccessful in making interactive and relational communications with

publics.

Method: Survey - Content Analysis

Theory: Information Processing/Uses and Gratification

Michael Maynard and Yan Tian, "Between Global and Glocal: Content Analysis of the Chinese Web Sites of the 100 Top Global Brands," *Public Relations Review* 30 (2004): 285-291

Keywords: N/A

Abstract: This study examined the Chinese web sites of the 100 top global brands. It revealed that 58 of the 100 top global brands sponsored a Chinese web site. Refuting the argument that globalization is a homogeneous process, this study found that a glocal strategy, as opposed to a standardized global strategy, was being practiced in cyberspace by many of the companies with top brands. These companies glocalized their Chinese web pages by integrating local cultural characteristics into their brands' strategies, thus presenting themselves as being socially accommodating to the local market. This study confirmed that glocalization is an outcome of the interaction between globalization and localization.

Method: Survey - Content Analysis

Theory: Policy Analysis

Thomas Gould, "Online Communication Research in 33 Mass Communication Journals, 1993-2003," *Web Journal of Mass Communication Research*, 7.2 (March 2004)

Keywords: N/A

Abstract: This study documents the growth of research about online communication in 33 mass communication journals over a decade. Articles on online communication constitute 0.9 percent of the total articles in these journals in 1993. By 2003, such articles constitute 11.4 percent of the total. The research also suggests the methods employed by researchers over the period shifted from qualitative (largely descriptive) to quantitative. This study examines the trends in mass communication research in an area that promises to be important for decades to come. It represents one of the broadest efforts in terms of journals, methods and theories. Its findings, especially in the preference for some areas of research methods and theories, report trends that are and will continue to be significant. What is left for future analysis is the degree to which journals and researchers successfully focus on the changing and converging environment of new communication that does not distinguish among the traditional topics or channels of mass communication.

Method: Survey - Content Analysis

Theory: Policy Analysis

Jin Yang and Padmini Patwardhan, "Determinants of Internet News Use: A Structural Equation Model Approach," *Web Journal of Mass Communication Research*, 8:1 (December 2004).

Keywords: N/A

Abstract: The study examines how demographics, perceived credibility of Internet news and Internet dependency relations directly influence Internet current affairs news use and how perceived credibility of Internet news and Internet dependency relations mediate the influence of demographics on Internet current affairs news use. The study finds that both the perceived credibility of Internet news and Internet dependency relations affect Internet current affairs news positively. Age and education have no

direct impact on Internet current affairs news, but their indirect impact is all negative. In other words, younger people and less educated people access Internet current affairs news more frequently because their relationship with the Internet appears stronger. Moreover, the study finds a positive correlation between Internet credibility and Internet dependency relations suggesting that when people hold a more trusting attitude toward Internet news, they would depend more on the Internet for various life goals achievement; when they depend on the Internet more for various life goal achievements, they would rate the Internet news more credible.

Method: Survey - Content Analysis

Theory: Other (Media System Dependency)

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