

COMM 480: Seminar: International Advertising

Research Topic Posting Assignment

Research Topic Posting on Blackboard (15 pts.)

- You will post your **research topic**, including **research paper title, hypotheses/research questions, and theoretical model(s)** to be used in your final paper, on Blackboard Discussion Board. You will get 5 points only if you meet this deadline. You eventually need to post it to get my approval, receive additional 10 points, and start/continue working on your paper. The revision should be done by JULY 29 (M) midnight.
- Due by JULY 15 (F) midnight

-> You can refer to the “Sample Research Topic Posting Assignments” in “Resources for Research Proposal” on Blackboard.

Sample Research Topics

- Chu, S-C., & Choi, S.M. (2011). **Electronic word-of-mouth in social networking sites**: A cross-cultural study of the United States and China. *Journal of Global Marketing*, 24, 263-281.
 - Theory:
 - Triandis's (1995) H-V-I-C originated from Hofstede's (1984) cultural dimension – Individualism vs. collectivism
 - Method: Survey

-> You can read the full article posted in "Sample Completed Research Papers" in "Resources for Research Proposal" on Blackboard.

Sample Research Topics

- Choi, Y.K., & Miracle, G.E. (2004). **The effectiveness of comparative advertising** in Korea and the United States: A cross-cultural and individual-level Analysis. *Journal of Advertising*, 33(4), 75-87.
 - Theory:
 - Hall's (1984) high-context vs. low-context communication originated from Hofstede's (1984) cultural dimension – Individualism vs. collectivism
 - Singelis and Sharkey's (1995) self-construals
 - Method: Experiment

-> You can read the full articles posted in "Sample Completed Research Papers" in "Resources for Research Proposal" on Blackboard.

Sample Research Topics

- Choi, S.M., Lee, W-N., & Kim, H-J. (2005). Lessons from the rich and famous: A cross-cultural comparison of **celebrity endorsement in advertising**. *Journal of Advertising*, 34(2), 85-98.
 - Theory:
 - Hall's (1984) high-context vs. low-context communication originated from Hofstede's (1984) cultural dimension – Individualism vs. collectivism
 - Method: Content Analysis

-> You can read the full articles posted in "Sample Completed Research Papers" in "Resources for Research Proposal" on Blackboard.

Sample Hypotheses / Research Questions

Adopted from Chu & Choi (2011)

- H1: Chinese SNS users engage in a greater level of (a) information giving, (b) information seeking, and (c) pass-along behavior in SNSs than do their American counterparts.
- H2: (a) American SNS users gain more bridging social capital in SNSs than do their Chinese counterparts, and (b) Chinese SNS users gain more bonding social capital in SNSs than do their American counterparts.
- H3: (a) American SNS users have more weak ties in SNSs than do their Chinese counterparts, and (b) Chinese SNS users have more strong ties in SNSs than do their American counterparts.
- H4: Chinese SNS users have a higher level of trust in their contacts in SNSs than do their American counterparts.
- H5: Chinese SNS users are more susceptible to (a) informational and (b) normative interpersonal influence than their American counterparts.
- RQ: What social relationship factors influence consumers' engagement in eWOM in SNSs? Are there differences in the identified predictors between the United States and China?

Sample Hypotheses / Research Questions

Adopted from Choi & Miracle (2004)

- H1: When exposed to DCA, U.S. consumers will have more favorable (a) ad attitudes, (b) brand attitudes and (c) purchase intentions than Korean consumers.
- H2: When exposed to ICA, U.S. consumers will have more favorable (a) ad attitudes, (b) brand attitudes and (c) purchase intentions than Korean consumers.
- H3: When exposed to NCA, there will not be any significant difference in (a) ad attitudes, (b) brand attitudes and (c) purchase intentions between U.S. and Korean consumers.
- H4: The effects of national culture on the effectiveness of DCA and ICA will be mediated by self-construals: (a) independent self will be positively related to ad attitudes (b) interdependent self will be negatively related to ad attitudes.

Sample Hypotheses / Research Questions

Adopted from Choi, Lee & Kim (2005)

- RQ1 : Does Korean television advertising use more celebrities than its U.S. counterpart? Also, what are the types and characteristics of celebrities appearing in U.S. and Korean television advertising?
- RQ2a: What are the product types for which celebrities are commonly employed as endorsers in U.S. and Korean television advertising? / RQ2b: Does the frequency of celebrity appearances vary with product types in U.S. and Korean television advertising? / RQ2c: Does the relation between the use of celebrities and product types differ between the two countries?
- RQ3: What role do celebrity endorsers play in U.S. and Korean television advertising? Does their function differ between the two countries?
- RQ4: Does Korean celebrity advertising convey less information than U.S. celebrity advertising?
- RQ5: Does Korean celebrity advertising emphasize more collectivistic values than U.S. celebrity advertising?