

1. Record Nr.	UNINA9910819670903321
Titolo	Diversity in advertising : broadening the scope of research directions / / edited by Jerome D. Williams, Wei-Na Lee, Curtis P. Haugtvedt
Pubbl/distr/stampa	Mahwah, N.J. : , : Lawrence Erlbaum, , 2004
ISBN	1-135-61755-4 1-138-88289-5 1-306-48253-4 1-135-61756-2
Descrizione fisica	1 online resource (924 p.)
Collana	Advertising and consumer psychology
Altri autori (Persone)	HaugtvedtCurtis P. <1958-> LeeWei-Na <1957-> WilliamsJerome D. <1947->
Disciplina	659.1/08
Soggetti	Advertising - Psychological aspects Communication in marketing Consumers - Attitudes
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	Cover; Half Title; Title; Copyright; Contents; Contributors; Preface; I. Historical Perspectives on Diversity and Advertising: Where We've Been and Where We're Going; 1 Diversity in Advertising: A Summary and Research Agenda; 2 Science for Sale: Psychology's Earliest Adventures in American Advertising; II. The Dark Side of Diversity in Advertising: Discrimination, Prejudice, and Bias; 3 On the Predictive Utility of the Implicit Association Test: Current Research and Future Directions; 4 Demystifying the Nonconscious: Unintentional Discrimination in Society and the Media 5 Interethnic Ideology in Advertising: A Social Psychological Perspective6 It's Not Just What You Think, It's Also How You Think: Prejudice as Biased Information Processing; 7 The Transmission of Prejudice: What Do Our Marketing Strategies Really Reinforce?; 8 When Perceptions Affect Broadcasting in the Public Interest: Advertising Media Buyers as an Economic Hurdle for Black-Oriented Radio Stations; III. The Influencing Role of Language in Diversity in Advertising; 9

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Sommario/riassunto

This volume grew out of the annual Advertising and Consumer Psychology conference sponsored by the Society for Consumer Psychology. Representing a collection of research from academics in the fields of social psychology, advertising, and marketing, the chapters all focus on discussing existing and needed research to face the challenges of diversity in the next millennium. The contributors are researchers who have pushed the envelope in understanding diversity in advertising, rather than merely relying on theoretical frameworks developed decades ago when the demographics of the population were
