**Part 1: Title and Author**

* The Effects of Video Advertisements on Video Enjoyment Post-Advertisement
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**Part II: Introduction and Background**

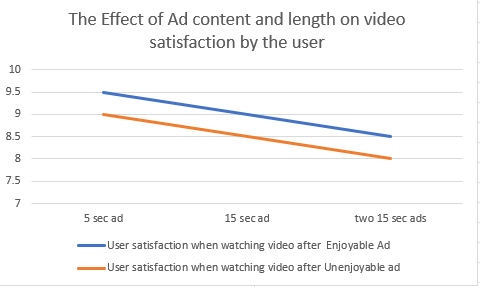
* **Theory**: Advertisements have become more and more prevalent in today’s society. Specifically, advertisements on YouTube ads prior to videos have become longer in duration and increased in quantity. One would assume that an increase in ads would cause an increase in user frustration. I want to test how exactly video ads effect a user’s enjoyment of a video, after the ad has played. I want to test a user’s enjoyment on videos by making them different ads and different ad content of the, to see if it impacts the user’s enjoyment on the video after the ad as well.
* **Research Question**: To what extent do video advertisements impact a user’s enjoyment on a video after the ad has played? Does the length and content on the ad have an impact on the user’s enjoyment of the video after the ad?
* **Conceptual IVs & DV:**
  + IV#1: Ad content
  + IV#2: Ad length
  + DV: User enjoyment/ satisfaction of the video shown after the ad
* **Background**
  + Based on the findings of previous research, it has been established that ad annoyance has a detrimental impact on customer perceptions when used in conjunction with an online video commercial; more or less 28 percent (Raditya, D., Gunadi, W., Setiono, D. A., & Rawung, J. A. 2020). Furthermore, it was concluded that joy and surprise increase the retention rate of a user when watching ads (Thales Teixeira, Michel Wedel, Rik Pieters, 2020).
* **Hypotheses**
  + The longer the ad is, the more likely participants will give a lower rating on their overall enjoyment of the video shown after the ad.
  + The more enjoyable the ad content is, the more likely participants will have lower ad irritation and enjoy the video afterwards.
  + Even if an ad is rated as enjoyable, the longer the length, the more the user will be inclined to rate the video afterwards as lower, compared to an equally enjoyable ad, with a shorter duration.

**Part III: Method**

* **Study design**:
  + 2 (Ad content: enjoyable ad, unenjoyable ad) X 3 (User rating: high rating, medium rating, low rating) between-subjects factorial design. 3 (Ad length: 5 sec ad, 15 sec ad, two 15 sec ad, that can be skipped 5 sec into second ad) X 3 (User rating: high rating, medium rating, low rating) between-subjects factorial design. The conceptual DV is user satisfaction which will be measured by a 5-point Likert Scale (Very Satisfied, Satisfied, Neutral, Dissatisfied, and Very Dissatisfied).
* **Operationalizations**:
  + IV#1: Ad content: Participants will be randomly assigned to the experimental group which will include completing a quick 3 question survey measuring what they like. The three questions will be: Q1: “Do you love dogs”? Measured on a 5-point Likert scale (strongly disagree to strongly agree). Q2: “Do you love cheeseburgers and fries? Measured on a 5-point Likert scale (strongly disagree to strongly agree). Q3: “Do you love cars?” Measured on a 5-point Likert scale (strongly disagree to strongly agree). Once the survey is completed participants will be split into 6 different groups
  + IV#2: Ad length: The ad length will be measured in the duration of the ad. There will be three options: 5 sec ad, 15 sec ad, two 15 sec ad, that can be skipped 5 sec into second ad.
  + DV: User satisfaction of the video after the ad is played: Once the ad(s) have finished playing, then a user will be shown a video that correlates with the survey they took earlier. Once the video is over, the participants will rate the video based on how much they enjoyed it, on a scale of 1-10.

**Part IV: Expected Results**

* I will be conducting a 2x2 ANOVA to test my hypotheses. I expect the main effects to be statistically significant. I do not expect the interaction to be significant, since I expect parallel lines. The figures below demonstrate my expected results:

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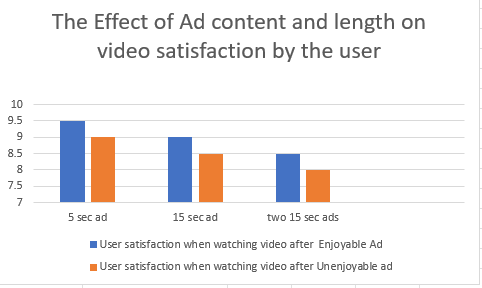
**Part V: Discussion**

My predicted results will show the extent to which ad content, and ad length, have an effect on a user’s enjoyment on the video played after the ad. I believe this research is important for company’s that make utilize video advertisements. If companies work towards making the most enjoyable and short ad possible, then I believe the user might be more willing to actually purchase the products that is being advertised. There are very small variables that I might not be able to account for. For example, if a participant chose strongly agree on question #1 (do you like dogs?) and then watched a video that had a specific breed of dog they dislike, then it might alter the data in an unpredictable manner.

**Part VI: References**

Raditya, D., Gunadi, W., Setiono, D. A., & Rawung, J. A. (2020). The effect of ad content and ad length on consumer response towards online video advertisement. The Winners, 21(2), 119-128. <https://doi.org/10.21512/tw.v21i2.6797>

TEIXEIRA, T., WEDEL, M., & PIETERS, R. (2012). Emotion-Induced Engagement in Internet Video Advertisements. *Journal of Marketing Research*, *49*(2), 144–159. <http://www.jstor.org/stable/23142841>

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