

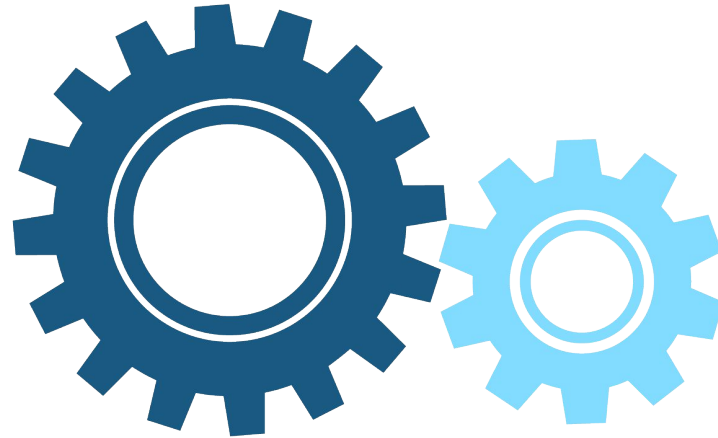
# **Media Context effects on Recognition of Online Ads**

MGTA 458: Experiments in firms (Group 4)

Presentation by, Robin. R, Lian. W, Bansari. K, Sheena. T, Shefali. S

# Content:

1. Background, Motivation
2. Casual research Question
3. Pilot Experiment
4. Analysis Results
5. Limitation
6. Managerial implications



## **Background:**

- News industry adage: "If it bleeds, it leads". Bad news has dominated headlines for decades
- Advertisers believe negative content can lead to "avoidance" and reduce ad recall
- Negative event categories are less demanded and bring in less advertising dollars

## **Past Research:**

2013 - "Context Effects on Recall and Recognition of Magazine Advertisements"

2019 - "Impact of Media Context on Advertising Memory"

## **Motivation Object:**

- Explore how news category differences, individual interest differences, relevancy, frequency, and contextual factors mediate the relationship between negative content and ad effectiveness
- Test the hypothesis that stronger emotion and more attention to negative news is inversely related to recall effectiveness of accompanying advertisements.

# Research Question:

Does the presence of negative news article influence the recall of advertisements featured within the article?

$H_0$ : The avg Ad recall rate for negative and positive articles is equal.

$H_a$ : The avg Ad recall rate for negative and positive articles is different

## Causal (Independent Variable) Event A:

Negative media feeds where the Ads are shown to customers.

## Effect (Dependent Variable) Event B:

The customers' recall and recognition memory of the ads.

# Methodology:

- Show 3 groups of audiences with positive, neutral, negative news and embedded identical display ads in content. After expose to the news article, measure the Ads recall.

**Treatment Group:** Receives negative articles to read. Following the reading, participants are directed to a survey with questions about the ads to measure recall.

**Control Group:** Receives positive articles to read. Similarly, these participants are then directed to complete the same survey as the Treatment Group, focusing on ad recall.



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## ISRAEL BOMBARDS GAZA, WITH BIGGEST FUNCTIONING HOSPITAL UNDER SIEGE

by Tyler Durden 6:49 AM News



Gaza's largest operating hospital, Nasser Hospital in Khan Younis, faced a crisis amidst Israel's conflict with Hamas. Israeli forces took control of the hospital, citing the presence of militants. This action resulted in power outages, threatening patient care, including the deaths of five ICU patients. The hospital's electricity issues were partially addressed by the Israeli military, which provided generators to keep vital systems running.

Amid the siege, difficult conditions forced two women to give birth without basic necessities. The Israeli military's presence in the hospital led to restrictions on patient and staff movement, transforming the maternity department into a military zone. An aid convoy was blocked from delivering supplies, though the military claims it provided aid.

The hospital's role shifted as it became a shelter for displaced Palestinians and a site of controversy over the presence of militants and weapons. The WHO expressed concern for the critical need for medical supplies and fuel.

The broader conflict saw Hamas launching attacks into Israel, leading to a severe Israeli military response in Gaza. This escalation resulted in significant civilian casualties and displacement, with the humanitarian situation deteriorating rapidly. An Israeli airstrike in Rafah killed 10, highlighting the widespread danger across Gaza.

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## HOLIDAY HOME OWNERS MAY FACE HIGHER TAX BILLS

Tyler Durden 6:49 AM News



Owners of holiday homes and second houses may face an increase in tax bills and waste collection charges.

According to Office for National Statistics data, around one in 10 properties in the Cotswolds are often vacant.

Councillor Gina Blomefield said the rise of empty properties let for business are decreasing the supply of housing available for would-be residents.

"The popularity of the Cotswolds... is mirrored in places such as the Lake District... it would be good to have greater control of these type of tenures and also capture more financial benefit for Cotswold District Council," she said.

The proportion of a band D property's annual council tax bill which goes towards Cotswold District Council services is currently £148.93, according to the Local Democracy Reporting Service.

At a recent meeting Councillor Blomefield asked if leaders could form a group to look into increasing taxes on empty homes and waste charges on holiday homes registered as a business.

Finance cabinet member Mike Every replied the authority would be considering the issue in March.

However, he did not feel there was a need to create a formal group as officers are already working on a potential proposal to increase council tax on second homes and vacant properties.

He added that the council is also working on charges to second properties for waste collection.

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## THIS GOLDEN RETRIEVER IS NURSING 3 AFRICAN PAINTED DOG PUPS AT A ZOO BECAUSE THEIR OWN MOTHER WOULDN'T CARE FOR THEM

Tyler Durden 6:49 AM News



An Indiana zoo celebrated the arrival of a litter of endangered African painted dogs, with three surviving under the care of a golden retriever surrogate. The Potawatomi Zoo reported the birth of eight pups in September, but due to the parents' neglect, the zoo staff decided to intervene. With fewer than 7,000 African painted dogs left in the wild, endangered by human conflict, habitat loss, and disease, the zoo sought a non-traditional solution to ensure the pups' survival.

Consulting with breeding experts, the zoo opted against bottle feeding, instead integrating the pups with a surrogate golden retriever named Kassie, who had recently given birth. Kassie accepted the painted dog pups alongside her own, although the first week proved challenging, leading to the loss of five pups. The three survivors, named Blue, Red, and Orange, are being raised next to the adult painted dogs but separate, due to the pack's lack of interest. The zoo aims to reintroduce them when older, highlighting the zoo's commitment to preserving wild species through extraordinary efforts.

African painted dogs, also known as African wild dogs or painted wolves, are known for their intricate social structures and efficient hunting strategies, often achieving a 60% success rate. Now 11 weeks old, the pups are thriving with Kassie's care, with plans to teach them about their heritage in a dedicated space at the zoo.

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# Survey Questions:

## 1. Demographics:

- Age, gender, Education level.

## 2. Article Sentiment:

- How did reading the article make you feel?
- How attentively did you read the article?
- Do you remember seeing an advertising in the article?
- How did the ad make you feel?

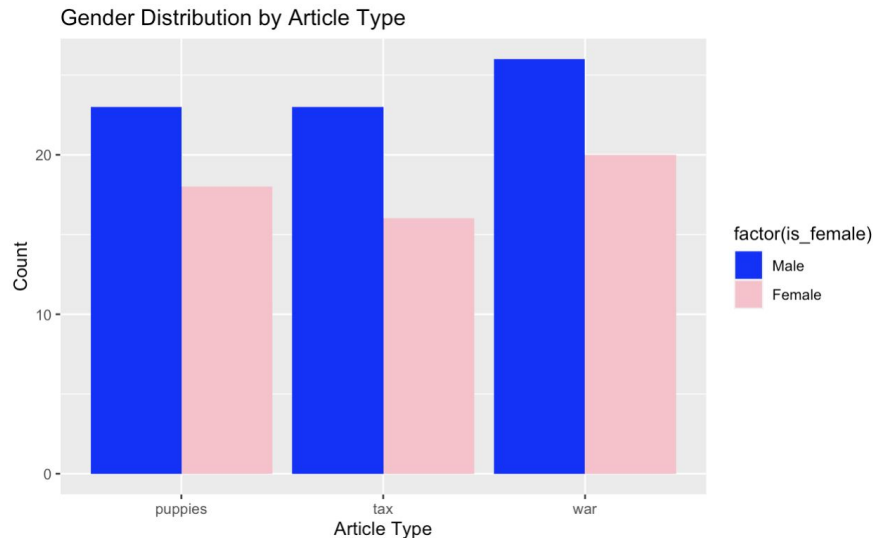
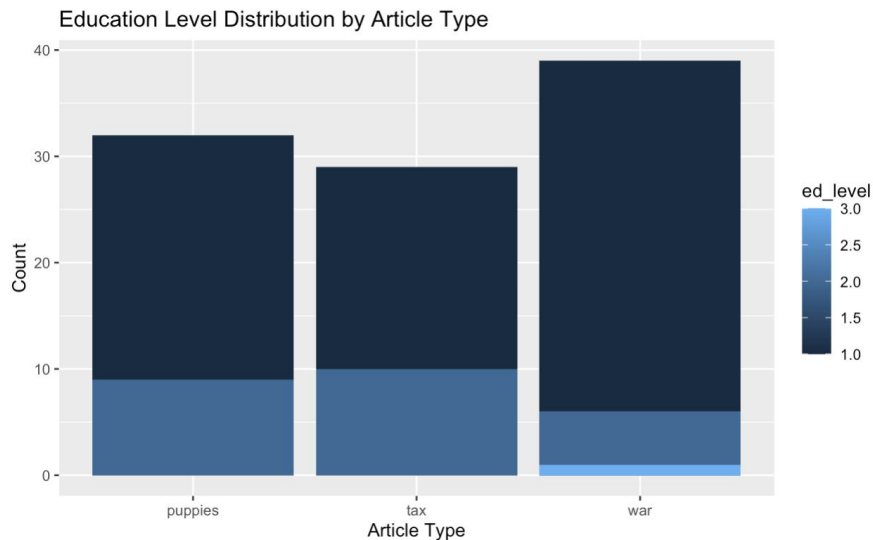
## 3. Ad Recall:

- What was the Advertising about? (describe anything could recall)
- Can you recall any specific details about the ad, such as the product, brand name, or message?
- What is the advertising's product?
- What is the advertising Brand, price and color?
- Do you believe the content of the article influenced your perception or memory of the ad? Why or Why not?

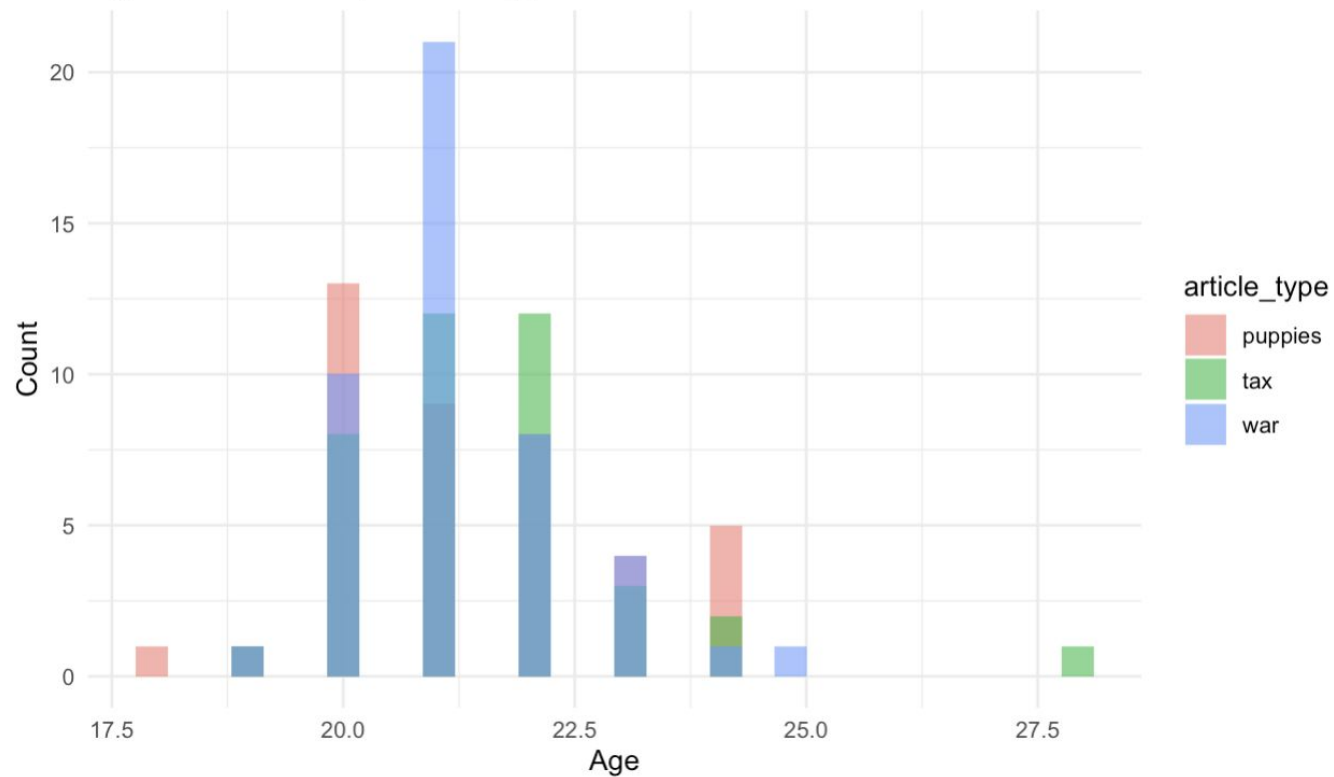
# Pilot Measurement:

## Balance Check for Randomization:

We did not see any significant p-value suggests an imbalance in the distribution of these categories across article types.

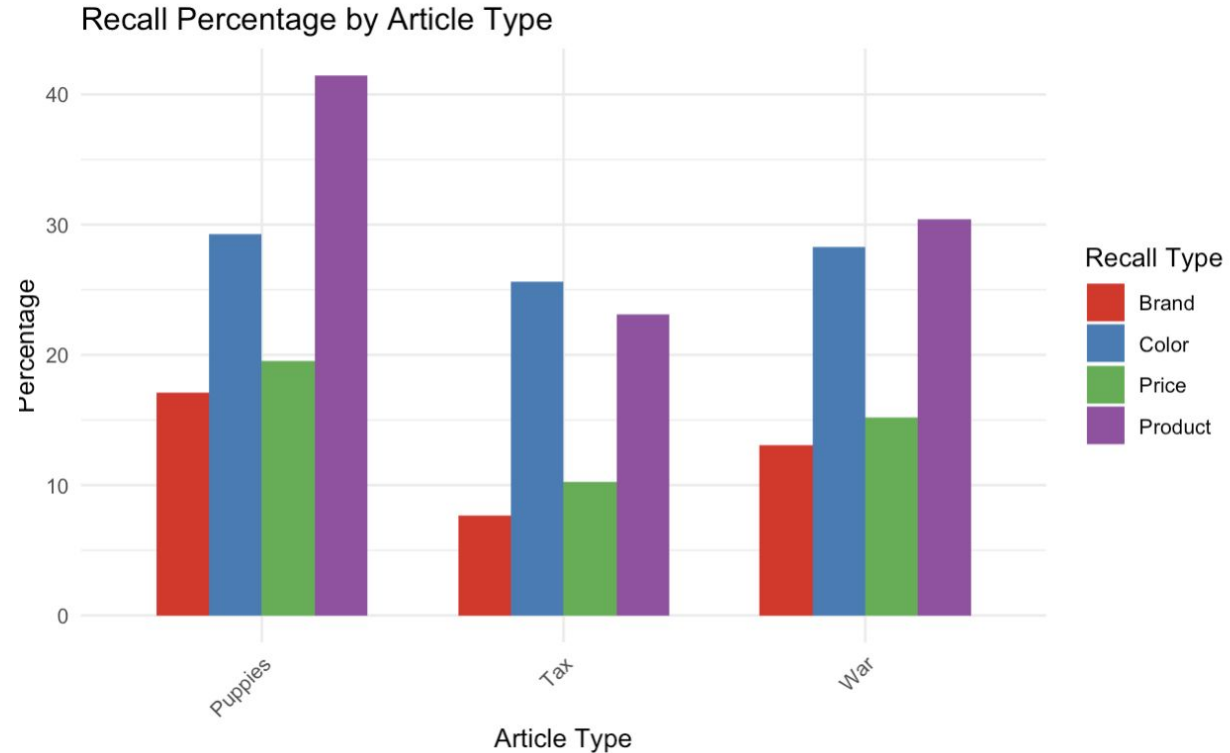


Age Distribution by Article Type

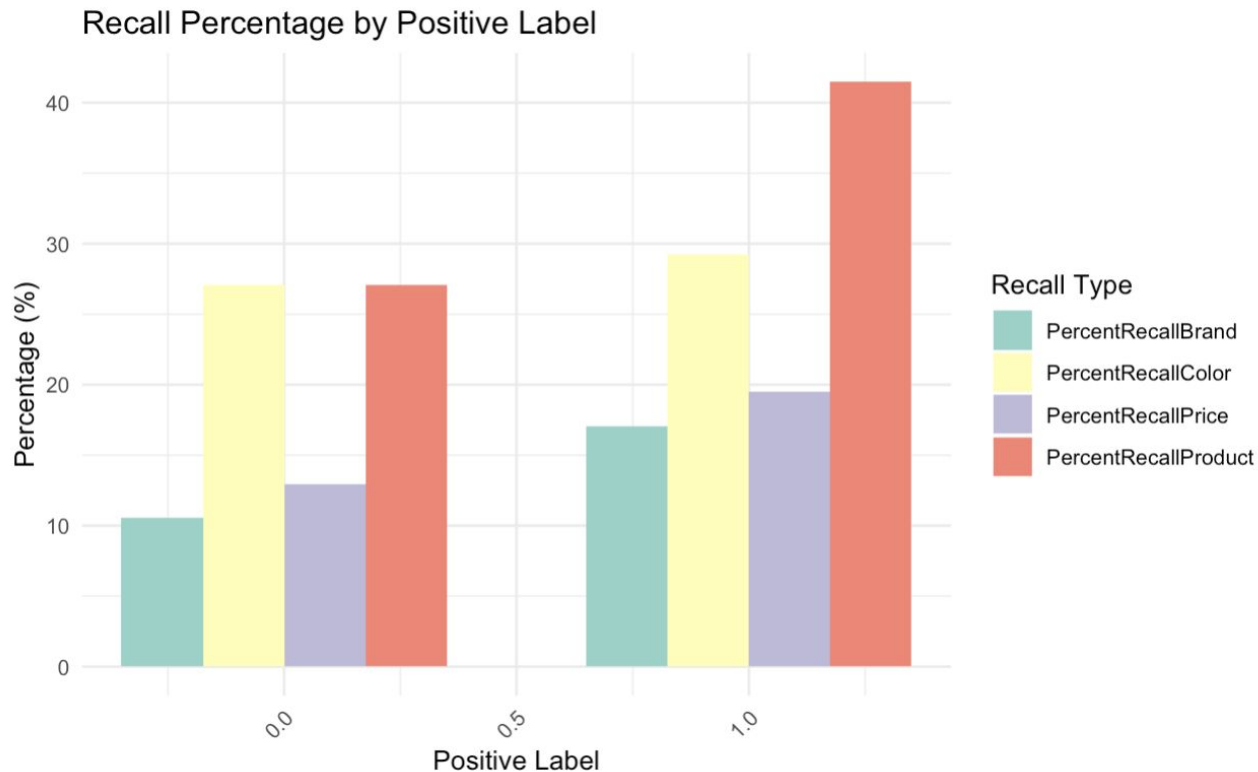


# Pilot Measurement:

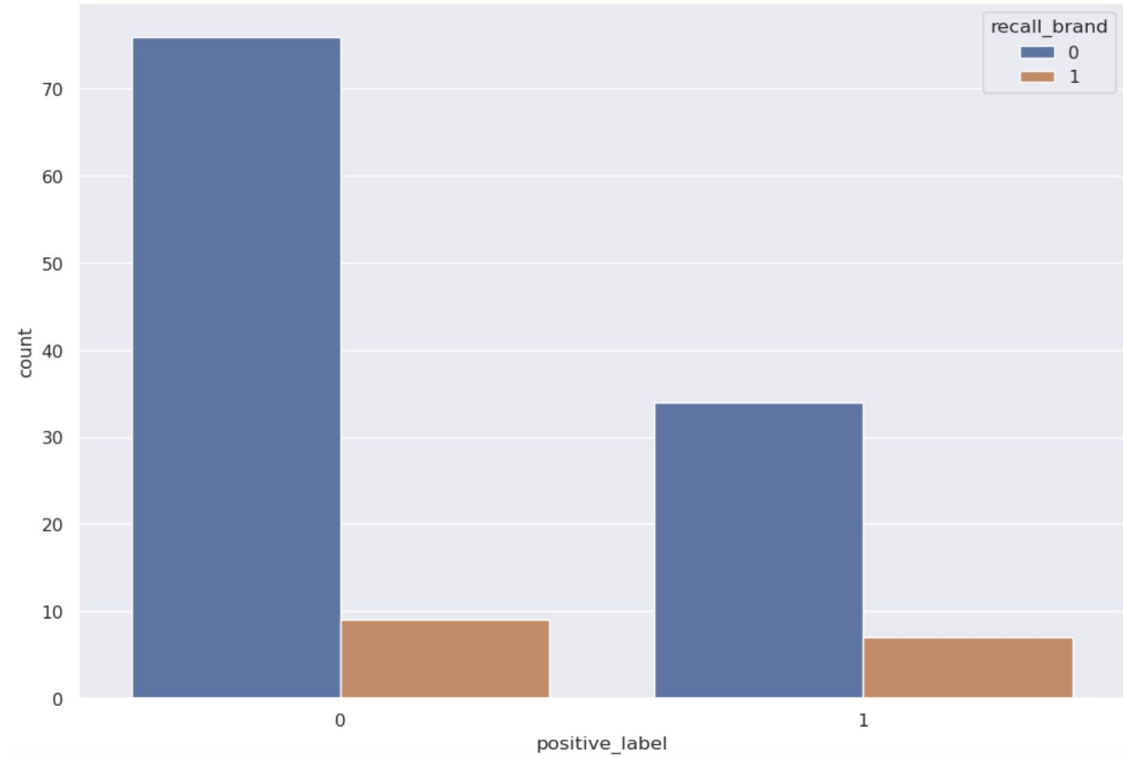
Recall Measurement by 3 article types:



## Recall Measurement by positive/negative article:



# Pilot Measurement:



# Limitations:

## **Selection Bias:**

Participants (all students) sample is not representative of the population, leading to selection bias.  
Only used website pages and side display Ads to run the pilot.

## **Randomization:**

Only runs the pilot in 1 week on Monday. Participant's attention and emotion could have changes.

## **Operationalization of Article Type :**

How article types are categorized might oversimplify or miss nuances that affect ad recall.  
The 3 type of articles might not strongly tie to media context.

## **Ad Recall Measurement:**

The method used to measure ad recall (e.g., self-report, objective test) may have inherent biases or inaccuracies.  
For example, self-report measures may be subject to social desirability bias.

# Managerial Implications:

- Further studies would be needed to prove there are no other negative effects of such placement in order to prove to potential clients that the benefits of advertisements in these categories are worth considering.
- The net benefit may need to be considered on a case-by-case basis taking into account the specific emotions associated with the news articles, the product / brand being placed, specific outlets, and customer segmentation.



# Conclusion:

- **Key Findings:**

- Our study did not find a significant difference in ad recall based on the sentiment of the news article—whether the article was about war, taxation, or puppies.
- The one exception was a higher recall of the brand name in articles with positive sentiments.

- **Recommendation & Call to Action:**

- Advertisers may consider leveraging positive news content for brand placements to optimize recall.
- Further research is recommended to explore this phenomenon across other demographics and contexts.