ANNOUNCEMENT

Bachelor Thesis

KEYWORDS

- Image of Advertising
- Text analysis with ngrams
- Statistical software R

TOPIC: DOES ADVERTISING HAVE AN IMAGE PROBLEM?

Advertising is considered as an essential function for value creation of a company. It ensures consumers become aware of existing and new products and their utility on the market, thus helping consumers to decide and increase their welfare. From a companies' perspective, advertising enables customer acquisition and retention through continuous communication as well as keeping a companies' innovative power through maintaining competition on the market (e.g., Bagwell 2007, Homburg 2020).

However, the present public perception of advertising is different. Consumers are skeptical and distrustful towards the profession and its practices (Cluley 2016). Such negative attitudes towards advertising impact advertising effectiveness (e.g., Mehta 2000), counter-acting advertising's functions. In addition, the field has undergone dramatic changes in the last decade shifting to digital and thereby changing market dynamics (e.g., Kumar & Gupta 2016). Thus, how have attitudes towards advertising changed over time and does this indicate a problem for advertising as a field and its function?

To investigate this research question, students are expected to extract data from Google's Ngram Viewer. This tool allows a historic view into phrases used within select published books. Students should use tools of text and regression analysis within the statistical software R to analyze trends in frequency and sentiment over time and compare their results with prior research to draw conclusions.

LITERATURE:

- Zanot, Eric J. (1984), Public Attitudes towards Advertising: The American Experience, International Journal of Marketing Communications, 3(1), 3-15.
- Shavitt, Sharon, Lowrey, Pamela, Haefner, James (1998), Public Attitudes Towards Advertising: More Favorable Than You Might Think, Journal of Advertising Research, (July/Aug), 7-22.
- O'Donohoe, Staphanie (1995), Attitudes To Advertising: A Review of British and American Research, International Journal of Marketing Communications, 14(3), 245-261.

- Cluley, Robert (2016), The depiction of marketing and marketers in the news media, European Journal of Marketing, 50(5/6), 752-769.
- Silge, Julia, Robinson, David (2016), Text Mining in R, available online: https://www.tidytextmining.com/index.html

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APPLICATION

Applications with CV and transcript of records should be sent to Ulrike Phieler (ulrike.phieler@wu.ac.at).