

New Empirical Research on Advertising: Syllabus and Reading List

Kenneth C. Wilbur, UCSD
Email: Kennethcwilbur@gmail.com
December 2015

This workshop will discuss new empirical research on advertising. There is probably more new work on this topic than any other in the quantitative marketing literature.

The reading list below identifies subtopics and papers. For each paper, one participant will lead with a formal 10-minute discussion. The discussion should identify the paper's intended contribution, assess whether the paper makes that intended contribution, identify strong and weak points of the paper, and present a few questions, opinions or comments about specific points within the paper. 20-30 minutes of informal group discussion will follow each formal discussion.

There will be no free riding in discussions. All participants—enrolled students, auditing students, auditing faculty and me—are required to read all papers prior to any class session they attend. It will be obvious during informal discussion if you did not read. If you do not finish reading prior to class, I expect you to skip the discussion in order to read the paper. Unprepared discussants impose negative externalities on others.

All participants will be required to prepare at least one formal discussion. The number of formal discussions per person will depend on the number of participants and is currently expected not to exceed 2 papers per average participant.

Please email me to introduce yourself (a CV would be appreciated). For every class session that you expect to attend, please identify one paper for which you would be willing to prepare a formal discussion.

Enrolled students will be expected to submit one or two final papers. You can choose what to write about. Possible topics: review and synthesize the recent empirical literature on advertising; review a subtopic within the advertising literature that is not covered in the list of sessions below; describe, in detail, an idea or design for new research related to advertising. Final papers should be 1,000-4,000 words and are due by February 1.

The following reading list provides a solid foundation to survey and understand the new empirical literature on advertising, but you should be aware that this list is incomplete. Many authors cited here have additional uncited papers, and there is a great deal of older literature.

Session 1: Advertising Effects

Stephens-Davidowitz, S., H. Varian and M. D. Smith (2015), "Super Returns to Super Bowl Ads?" working paper.

Lewis, R. A. and D. H. Reiley (2014), "Online ads and offline sales: measuring the effect of retail advertising via a controlled experiment on Yahoo!," *Quantitative Marketing and Economics* 12 (3), 235-266.

Draganska, M., W. R. Hartmann, and G. Stanglein (2014), "Internet versus television advertising: A brand-building comparison," *Journal of Marketing Research* 51 (5), 578-590.

- Hoban, P. R. and R. E. Bucklin (2014), "Effects of internet display advertising in the purchase funnel: Model-based insights from a randomized field experiment," *Journal of Marketing Research*, 52 (June), 375-393.
- Hartmann, W. and D. Klapper (2015), "Super Bowl Ads," working paper.
- Sahni, N., D. Zou, and P. K. Chintagunta (2015), "Effects of targeted promotions: Evidence from field experiments," working paper.

Session 2: Estimation of Advertising Effects

- Shapiro, B. (2015), "Positive Spillovers and Free Riding in Advertising of Prescription Pharmaceuticals: The Case of Antidepressants," working paper.
- Blake, T. and Coey, D. (2014). Why marketplace experimentation is harder than it seems: The role of test-control interference. In *Proceedings of the Fifteenth ACM Conference on Economics and Computation, EC '14*, pages 567–582, New York, NY, USA. ACM.
- Lewis, R. and J. Rao (2015), "The Unfavorable Economics of Measuring the Returns to Advertising," *Quarterly Journal of Economics*, forthcoming.
- Lewis, R. A., Rao, J. M., and Reiley, D. H. (2011). Here, there, and everywhere: correlated online behaviors can lead to overestimates of the effects of advertising. In *Proceedings of the 20th international conference on World Wide Web*, pages 157–166. ACM.

Session 3: Spillovers

- Kitts, B., M. Bardaro, D. Au, A. Lee, S. Lee, J. Borchardt, C. Schwartz, J. Sobieski, J. Wadsworth-Drake (2014), "Can Television Advertising Be Measured on the Web? Web Spike Response as a Possible "Conversion Tracking System for Television," *Proceedings of the Eighth International Workshop on Data Mining for Online Advertising*, 1-9.
- Joo, M., Wilbur, K. C., Cowgill, B. and Y. Zhu (2014), "Television Advertising and Online Search" *Management Science*, 60(1), 56-73.
- Gong, S., J. Zhang, P. Zhao, and X. Jiang (2015), "Tweeting Increases Product Demand," working paper.
- Sahni, N. (2015), "Advertising Spillovers: Field-Experiment Evidence and Implications for Returns from Advertising," working paper.
- Ghose, A., S. Han, S. Park. (2014). "Analyzing the Interdependence between Web and Mobile Advertising: A Randomized Field Experiment," Working Paper.
- Ghose, A. and V. Todri. (2015) "Towards a Digital Attribution: Quantifying the Impact of Display Advertising on Online Search Behavior," forthcoming, *MIS Quarterly*.

Session 4: Attribution of Advertising Effects

- Li, H., and Kannan, P. (2014), "Attributing Conversions in a Multichannel Online Marketing Environment: An Empirical Model and a Field Experiment," *Journal of Marketing Research*.
- Blake, T., C. Nosko, and S. Tadelis (2015), "Consumer Heterogeneity and Paid Search Effectiveness: A Large Scale Field Experiment," *Econometrica* 83(1), 155-174.
- Simonov, A., C. Nosko and J. Rao (2015), "Competition and Cannibalization of Brand Keywords," working paper.
- Zantedeschi, D., Feit, E. M., and Bradlow, E. T. (2014). Measuring multi-channel advertising response using consumer-level data.
- Lambrecht, A., C. Tucker (2013) When Does Retargeting Work? Information Specificity in Online Advertising. *Journal of Marketing Research*, 50(5), 561-576.

Session 5: Advertising Content

- Sudhir, K., S. Roy, M. Cherian (2015), "Do Sympathy Biases Induce Charitable Giving? The Persuasive Effects of Advertising Content," *Marketing Science*, forthcoming.
- Tucker, C., 2015, "The Reach and Persuasiveness of Viral Video Ads," *Marketing Science*, forthcoming.
- Liaukonyte, J., T. Teixeira and K. C. Wilbur (2015), "Television Advertising and Online Shopping," *Marketing Science*, 34(3) ,311-330.
- Rao, A. and E. Wang (2015), "Demand for 'Healthy' Products: False claims in Advertising", working paper.
- Xu, L., K.C. Wilbur, S. Siddarth and J. Silva-Risso (2014), "Price Advertising by Manufacturers and Dealers," *Management Science* 60(11),2816-2834.
- Teixeira, T., R. Picard, R. el Kaliouby (2013), "Why, When and How Much to Entertain Consumers in Advertisements? A Web-based Facial Tracking Field Study. *Marketing Science*, 33(6), 809-827.

Session 6: Consumer Demand for Advertisements

- Tuchman, A., Nair, H. S., and Gardete, P. (2015). Complementarities in consumption and the consumer demand for advertising. Working paper.
- Goldstein, D. G., Suri, S., McAfee, R. P., Ekstrand-Abueg, M., and Diaz, F. (2014). The economic and cognitive costs of annoying display advertisements. *Journal of Marketing Research*, 51(6):742–752.
- Wilbur, K.C. (2015) Advertising Content and Television Advertising Avoidance. Working paper.
- We will reserve time for papers that were not fully covered in earlier sessions.*