Matthew S. Eastin (University of Texas at Austin, USA), Terry Daugherty (The University of Akron, USA) and Neal M. Burns (University of Texas, Austin, USA)

Media professionals today are facing numerous changes within mass media that will continue to impact the creation and delivery of persuasive messages.

The Handbook of Research on Digital Media and Advertising: User Generated Content Consumption bridges the gap between professional and academic perceptions of advertising in new media environments through defining the evolution of consumerism within the context of media change. Containing findings from international experts, this Handbook of Research provides coverage of practical issues related to consumer power shifts, economic issues related to media exposure, and definitions to understand the dynamics involved with consumerism.

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