Preface

Social media and advertising are two major business arenas. Since they have been established as active fields of business, there have been many problems and problematics in the advertising arena. Finding solutions to these problems and problematics, and developing effective advertising strategies in the advertising sector that enable the circulation of global and local economies simultaneously, could only be achieved in an interdisciplinary arena, which requires collaborative researches or shared viewpoints on the issue. Just like advertising, another active field of business in the age of speed and technology is social media phenomena.

So many problems and problematics in the social media age require competent academicians to be attendant to such issues, from conceptualization of advertising to the functions of advertorial actors: from establishment of new agencies to research types; from advertising environment to the changes that new media has provided in media strategies and creative business; from aesthetics to ethics; from advertising reality to the contemporary tendencies; from factual definition to the models developed in advertising business. This book will address many of these pressing concerns.

**OBJECTIVE OF THE BOOK**

The major aim of the book is to bring together related academicians who dedicate themselves to find solutions to these problems scientifically and objectively and provide space for them to claim their opinions, put forward ideas or models, and contribute to the field with their enlightening viewpoints.

Now let’s have an outlook over the contents of chapters in sequence.

**A Model for Mind-Device Dialectic and the Future of Advertising in the Social Media Age**

Every advertisement text has a specific impact on the mind of receivers. Just like a water-mill or wind mill, human mind develops a specific systematic interaction against different advertisement texts. This section focuses on how information presented and carried by different texts are built on human mind. The basic aim is to reveal how advertisement texts operate human mind. In this sense, the authors try to understand the impact of analogue media on our minds through discussing the nature of science, the way human mind operates, and the structure of mass communication means. On top of that, the authors
visualize this interaction on a model. This model would not only make it possible for us to understand our interaction with analogue media but also would give clues about digital media. With these clues, it would be possible to make predictions about changing advertising environment, and accordingly the way of making more effective strategies and future of advertising sector.

**Gamification and Social Media as Tools for Tourism Promotion**

The goal of this chapter is to present the application of gamification mechanism and social media tools in the promotion of tourism regions and enterprises as well as the promotion of tourism activity itself. The framework distinguishes between stimulus characteristics of the game (promotion mechanism) that lead to sociological responses toward the game (tourism brand) and actual buyers’ (tourists’) behaviour. Though the game-like mechanism has been applied in tourism for decades and some funware elements are well known among teens – they hardly deal with competition of computer games. Two popular systems of tourism badges in Poland are thus discussed in order to look for reasons of their falling popularity and teenagers’ resistance to participate in the systems. Mobile devices enable teens to combine playing and travelling. The development of mobile applications, integrating social gaming, and location-based technology has led to the growing interest in location-based social network marketing, particularly in tourism and hospitality. The chapter concludes with a proposal how to revitalize an old-school system of tourism badges through the modern gamification mechanism combined with social media tools.

**Social Media as an Advertisement Tool: Strategical Need of Being More Experiential**

Daily routine and time pressure have become the reason for ignoring social media advertisements; because of thousands of messages on Internet, and social media, consumers need more reliable and differentiated messages. Today’s customer is looking for utilitarian and hedonic attributes in the content of advertisement. Otherwise they would interpret advertisements as “time loss.” In this chapter, some suggestions are offered to companies as well as to the advertising agencies who should look for a new way of attracting customers to advertisement. Experiential components are becoming more and more vital, in advertisement as well as in marketing. Feel, sense, think, act, and relate as subjects of experiential marketing can be transferred into social media advertisements and touch consumer’s heart for acquiring effective and efficient outcomes.

**Advertising in Games: Advergaming Applications in the Tourism Industry**

Communication sources for marketing have changed greatly over the last decade. Mainly due to the impact of new media and technologies, traditional marketing communication techniques are of diminishing effectiveness and marketers are developing creative applications to attract consumers. Advergames can be seen as an attractive and new marketing tool that increases product, brand, and company awareness. Advergames are a form of branded entertainment that features advertising messages, brand logos, brand products, and trade character in a game format. Advergames combined with the technology available on the World Wide Web (the Web) are changing the way companies communicate with consumers. Market-
ing the tourism products with advergaming is relatively new in the tourism research field. The purpose of this chapter is to provide an understanding of the qualities and potentials of the advergames as an advertising and marketing communication tool for the tourism industry. Eleven advergame examples, which are applied in tourism industry, are found from the Internet via snowball sampling method. Firstly, an overview of the various definitions of advergaming is provided as well as a review of existing literature regarding its effectiveness. The research next examines the advergaming applications in tourism industry using SWOT analysis. The study concludes with a discussion of the needs, challenges, and opportunities faced in marketing tourism products by advergaming.

The Organizational Structure of Advertising Agencies and New Directions

The research basically focuses on the organizational structure of advertising agencies developed by the acceleration of globalization caused transformations in the area of communication like in many other areas, and innovations brought about by information technologies diversified operation methods and management and organization understandings of business companies within the global competition environment. Evolving towards post-modern structuring, companies gravitated to customer-oriented business management strategies, which created the requirement that companies see their customers and market environment from different angles while conducting their advertisement activities. With improvement of communication technologies and the understanding of information management, traditional sense of advertisement gave way to settlements possessing the fitments that could appeal to the customer profile, which utilizes the Internet and more quickly accesses information, and advertisement productions directed to gain more share in the now-global market. The mass marketing sense, which was effective for a long period, was gradually alienated and particularly with intense utilization of social media and digital environments; the understanding of personal marketing, which more quickly meets products with target audiences, was adopted in order to create an influence on customers, who now have a multitude of choices. Internet has become an advertisement medium on its own, and due to its differences, such as usability in terms of viral marketing, ability to reach large masses quickly and concurrently, and interactive usability, it has become a new field of work for advertising agencies.

On-Line Media Planning and On-Line Media Common Measurement Currencies

This chapter examines on-line media planning techniques and the common on-line measurement metrics, which are used in evaluating the effectiveness of an advertising campaign. It uses highly accessible and scalable Web-based and mobile communication techniques, which turn communication into interactive dialogue as opposed to traditional media. On-line media planning is analyzed in four different dimensions, such as on-line display advertising, performance marketing, social media marketing, and mobile advertising. In addition to this, the meanings and the implications of some concepts such as on-page and off-page search engine optimization and search engine marketing, impression, cost per thousand impressions, also click through rate, pay per click, cost per lead. Please note that conversion and engagement rates are also investigated in this chapter. Social media tools in building the social media strategy such as Facebook social graph, custom audiences, lookalike audiences, interest analysis, and Google analytics also receive special attention.
Augmented Reality Advertisements in Tourism Marketing

The rapid growth in the use of smart phones and respective mobile applications has created new ways for the tourism industry to market the services to customers. The growing use of smart phones is driving the mobile applications market to be one of the fastest growing media outlets in the history of consumer technology. Augmented reality, or AR, has become one of the new advertising and marketing tool. Many brands use AR to attract customers and to increase customer engagement. AR allows smart phone and tablet computer users to point their phone or tablet cameras at certain objects—be they print advertisement or even coffee cups—that trigger a 3D video. Augmented reality gives businesses opportunity to unexpectedly integrate the digital world with the real world. This chapter presents the profile of AR applications and AR advertisements in the tourism industry.

The Strategic Planning Process of Social Media Advertising in the Context of Integrated Marketing Communication

This chapter aims to evaluate the process of advertising planning in social media in the context of integrated marketing communication and contains detailed steps of advertising planning processes in social media and comparison between planning processes of mass media advertising. With the rising number of Internet users and social media platforms, advertising established a new source for flourishing. However, social media advertising contains different characteristics, compared with conventional or mass media advertising. Social media advertising can provide peer-to-peer communication (instead of one-way communication as in mass media advertising). The research focuses on social media advertising, commonly where no need for payment, and it works with a broadly planned strategy, when right social networks are employed for the right target mass.

Advertising in the World of Social Media-Based Brand Communities

This chapter provides the essentials all marketers should know before facilitating brand communities in social media. Social media has revolutionized marketing practices and created many opportunities for smart marketers to take advantage of its unique characteristics. The purpose of this chapter is to introduce the concept of Social Media-Based Brand Community to advertisers and show how they can use these communities to work for them in creating and distributing favorable communication messages to masses of consumers. The research underscores that consumers in a brand community can be employed as unpaid volunteer ambassadors of the brand who diligently try to create favorable impressions about the brand in the external world. Social media has also empowered them to do so through participating in brand communities based in social media. Within the frame, it is claimed that these communities, however, are different from conventional brand communities on at least five dimensions: social context, structure, scale, storytelling, and myriad affiliated communities, and therefore, marketers should treat such communities differently.
The Role of Social Media in International Advertising

This chapter introduces the role of social media in international advertising, thus explaining the concept of social media; the overview of international advertising; the relationship between social media and international advertising; the significance of network capability describing the concept of network capability, the application of network capability, and the emerging research trends in network capability; the significance of image transferability describing the concept of image transferability, the application of image transferability, and the emerging research trends in image transferability; and the significance of personal extensibility describing the concept of personal extensibility, the application of personal extensibility, and the emerging research trends in personal extensibility. Social media has the opportunity to capitalize on network capability to bring people together, image transferability which enables marketers to build the brand with larger audiences than ever before, and personal extensibility which allows interactions and relationships in international advertising.

Corporate Advertising at the Age of Social Media

As one of the main issues of public relations, corporate advertising is an important pattern for the companies from the point of ensuring positive communication with their customers and sending image-based messages. Social media, which is one of the important communicational environments, has become a channel with high-level interaction with which the institutions may deliver their corporate advertising to the target group. Social media, which provide symmetrical interaction, may be convenient for increasing the effectiveness of corporate advertising messages and may provide positive contributions to the goodwill of the institutions. In this chapter, the term of corporate advertising with an important public relations aspect for the first thing and then the term of social media are studied, and finally, the benefits of the advertisements which will be held in the social media and their advantages to the corporations are discussed.

Identity Is What We Sell

This chapter argues that the most efficient advertising strategy is one that addresses the identity of the customer and recognizes his or her social construction. The most generally accepted concept of “identity” sees the “identity” of a person determined by social attributes. But identities are far more mobile these days, and we deal with identities created and reinforced by the media and by advertising. Style is the way in which we present ourselves to others, with which we say who we are or, more importantly, who we want to be or to appear. Advertising, therefore, does not emphasize, in the first place, who we are but to what we aspire. Ads sell not only commodities but also desires and aspirations. It is advertising on the one hand and the stories produced by the media on the other hand that supply this ideology of happiness. On its own, consumption always ends in a certain emptiness.
Preface

Effective, Privacy-First Display Advertising: Ambient Intelligence for Online Ambient Environments

This chapter addresses the problem of architecting display ad networks for online social media. The basic question behind this work is: Can display advertising in social media be effective while providing rigorous privacy guarantees? The chapter exposes the problems that display advertising faces in social media, introduces a display ad-network architecture organized around the goals of effectiveness and privacy enforcement, and describes a type of social media for which the architecture is ideally suited. To deliver high effectiveness in a social media environment, the ad network must function as an embedded component of the environment with ambient intelligence. Moreover, the architecture must constrain data and mechanisms in order to deliver rigorous privacy guarantees as a baseline and an additional set of choices to enforce even stricter views on privacy. Ambient social media sites, described later in the chapter, are the most appropriate form of social media for the proposed architecture.

The Role of the Mass Media on Shaping the Public Opinion about the Enlargement of the European Union

The pictures in people’s minds about the outside world are significantly influenced by the mass media, both what those pictures are about and what those pictures are. The agenda-setting effects of the mass media also have significant implications beyond the pictures created in people’s heads. The media are the principal means by which a majority of people receive information about policy issues in general, and the EU in particular. The role of information provided by the mass media is substantially important to public opinion formation and change, especially on critical issues such as European Union enlargement. This chapter investigates why and how mass media affects the public opinion about the enlargement of the European Union.

Turkish Healthcare Industry Promotional Practices and Digital Era

In this chapter, promotional activities of Turkish healthcare sector have been reviewed both on historical and contemporary basis. Anatolian medical folk culture regarding health and Islam give the traces of today’s pharmaceuticals. Herbalists are examined as the first pharmacists and the first promotional practitioners. The importance of good product quality, ethical and socially responsible considerations, community wealth to form health sensitive and conscious stakeholders has been observed. Legendary, made-in-Turkey painkiller and febrifuge pharmaceutical, Gripin, and its successful promotional practices and pioneering promotional activities of Eczacibasi health group has been examined in this chapter as well. Early healthcare promotional efforts between 1950-1990 and afterwards have been studied to forecast the future. In the last parts of this chapter, the importance of crisis management and ingredients of a new reputation formula in pharmaceutical industry and digital communication in health has been studied.
The Influence of Perceived Interactivity of Social Media Advertising and Voluntary Self-Disclosure on Attitudes and Intentions to Pass-Along

Social media provide advertisers with opportunities to disseminate advertising and develop relationships with consumers in an interactive environment. To gain an understanding of this current advertising platform, this chapter examines how the perceived interactivity of an ad in social media and consumers’ voluntary self-disclosure affect attitude toward an ad, attitude toward a brand, and pass-along intentions. An online experiment was conducted to test the hypotheses and answer the research question. Contrary to the prediction, a highly interactive social media ad was not more effective than a low-interactive one. High voluntary self-disclosure individuals had more favorable attitudes and intentions to pass-along the ad. Theoretical and practical implications for social media advertising are discussed.

Employing a Mixed Method to Explore Mobile Social Media Users’ Big Data Privacy Concerns

Since its introduction in the early 21st century, mobile social media have played an indispensable part in contemporary human experiences. The convergence of social networking and mobile technologies and services creates a fascinating circumstance because the pervasive nature of mobile social networking technologies has impacted on users’ privacy. The chapter employed a mixed research method to collect and analyze mobile social media users’ experiences and privacy concerns in the age of Big Data. A total of 57 participants were included in this study. Collected data was analyzed by examining mobile social media users’ experiences and their concerns over privacy. Findings from this study showed the rising concerns over personal privacy as a result of convergence of mobile social media and Big Data practices by the advertising industry. Theoretical and practical implications were discussed.

Advertising Ethics in the Social Media Age

Advertising ethics covers a wide range of issues, from the advertising of alcohol to misleading price claims. Advertising ethics research has traditionally concentrated on the influence of advertising on consumers or the society in general. New media tend to give rise to new ethical situations. This chapter aims to examine the issue of advertising ethics in the social media and offer suggestions for resolving some of the ethical concerns raised by social media advertising.

Dynamic Narrative Alignment: Rhetoric in Community-Driven Social Media Management

Effective social media presence is not determined by content creation, but rather by community creation. The trick to successful advertising presence, therefore, is to be able to lead a digital community. Drawing from phenomenology, sociomateriality, grounded theory, and practitioners’ experiences in community sensemaking, this chapter explains why community management is necessary for brand survival given the rising trend of online collaboration. It presents dynamic narrative alignment as a framework for
developing effective community management strategy, and discusses how narrative patterns shape and are shaped by the community during the conception, technical platform selection, project management, member management, brand management, and monetization phases of community development. Finally, the chapter analyses how strategies based on this framework drive brand equity using successful rhetoric and engagement for select case studies across diverse industries, sectors, branches, and audience sizes.

Subliminal Advertising and its Ethical Dimensions in the Social Media Age

This chapter provides an overview of the research on subliminal advertising. Advertising industry experts always look for methods through which to develop effective advertising strategies and to persuade consumers’ choices. This chapter shows that in comparison to the research conducted before the 1990s, and with the recent help of new techniques, there has been a growing body of subliminal influence research that has demonstrated that subliminal priming has an influence on a consumer’s choices and behaviors. In this chapter whether subliminal advertising can play a critical role in attracting the customer to the product or service is examined. Whether our decisions can be affected by subliminal messages is also investigated. In addition, one of the purposes of this chapter is to explore whether subliminal messaging might raise the ethical issues, and whether these issues can lead to moral corruption in society. What is missing is the lack of research on the ethical dimension of subliminal advertising.

Digital Advertising Practices and its Impacts on Students: An Application in the Public and Private Universities in Turkey

Marketing is the most dynamic and the most open to change and innovation within business functions. Marketing is also a business function that is directly and indirectly affected by many technological advances, especially information and communication technologies. Communication in the mid-1990s began to change across the world with the widespread use of the Internet. This change affected marketing activities. Marketing activities done through the Internet have become some of the most important factors for businesses. Internet usage has a direct effect on many issues, such as e-business, e-commerce, e-marketing, and so on. Advertising in the digital area is one of the most important factors among the other Internet marketing usages. By means of digital advertising, businesses can introduce themselves to millions of people, can provide information about to their products and/or services, and also can make their products more attractive. Customers can get information about their desired products and/or services, they can read reviews about products and/or services, and can even buy products abroad. The subject of this chapter is the universities listed on the website of the Council of Higher Education in Turkey. This study aims to reveal the importance of digital advertising in these universities. Results reveal that all efforts are inadequate; therefore, special interest has to be paid to content management on social networking profiles.

The Use of Myths as an Advertisement Strategy at the Age of Social Media

This chapter has been focused on how the myths, which have a narrative style by using symbols, have been used in the advertising sector. Based on this scope, “the myth” concept is considered within Jung’s archetype and collective unconscious approach. The idea that advertising, just like the myths, is based
on symbolic structure and archetypes, is analyzed in terms of “Meaning Transfer Model” and consumer behaviour. In the praxis of this study, to support the relationship between the myth and the commercial, the latter that is in the sample field is thoroughly examined under the light of iconographic analysis. The results of the analysis and the praxis show that myths seem to exist in modern-day mass mediums. The myths in the advertising sector that are used to attract attention and to awaken the feelings of the consumer have symbolic narrative structures, which gives way that they’re very likely to be used in the advertising.

**Does Social Media Marketing Improve Business Performance?**

The recent growth of social media, or consumer-generated media, has given rise to bidirectional communication between consumers and marketers. There is some evidence that the dialogue appears to help the business performance of companies by influencing, for example, product sales, consumer attitudes, and consumer decision-making. This chapter examines the evidence, with a particular focus on on-line consumer product reviews. Also investigated is the role trust plays in how marketing works in the social media. Managerial implications and research directions are indicated.

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