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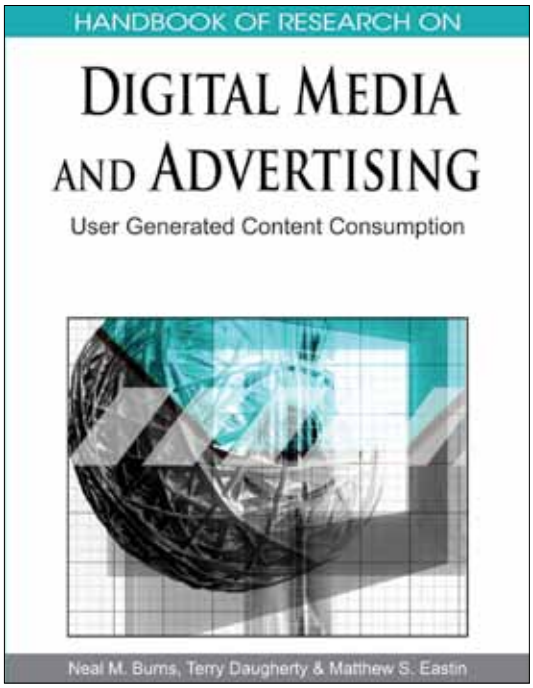
Handbook of Research on Digital Media and Advertising: User Generated Content Consumption



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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.

Topics Covered:

- Media regulation
- Product placement effectiveness
- Media and Web 2.0
- Audience engagement
- Virtual environments and virtual identities
- Marketing in virtual worlds
- Digital metrics
- Consumer-generated blog advertising
- In-game ad placement
- Web advertising

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners and is ideal for classroom use.

Matthew S. Eastin (Ph.D., Michigan State University) is an Associate Professor in the Department of Advertising and Co-Director of the Media Research Lab at the University of Texas at Austin. Dr. Eastin's research focuses on new media behavior and has appeared in the *Journal of Communication, Communication Research, Human Communication Research, Journal of Broadcasting & Electronic Media, CyberPsychology & Behavior, Journal of Computer-Mediated Communication, Computers in Human Behavior* and is Co-Editor of the forthcoming *Handbook of Research on Digital Media and Advertising.*

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