

Transcultural exchanges & communication flows

#etmaal2018 | 8-9 February 2018

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2018



Conference programme

(Full programme? Etmaal2018-app via Play and Apple Store)

Advertising literacy II - Persuasive communication

Location: AUD D - **Chair:** Liselot Hudders

Sophia van Dam and Eva Van Reijmersdal	Mapping out adolescents' persuasion knowledge, perceptions and responses with regard to online sponsored videos
Glen Joris, Karolien Poels and Peter Mechant	Ad blockers onder de loep: waarom gebruiken jongeren en jongvolwassenen nieuwe geautomatiseerde vormen van reclamevermijding?
Brahim Zarouali, Karolien Poels, Koen Ponnet and Michel Walrave	Disclosing advertising on social networking sites: Explaining how and when a heuristic-based disclosure empowers adolescents through descriptive norms
Rhianne Hoek, Esther Rozendaal and Moniek Buijzen	Word categorization: an indirect measure of advertising literacy activation?

Gaming and society - Media psychology

Location: AUD F - **Chair:** Laura Herrewijn

Lars de Wildt, Cindy Krassen and Stef Aupers	Follow the Leader: the Emergence of Organizational Structures in Online Digital Gaming
Rob van Roy, Sara Santens, Jan Derboven and Bieke Zaman	Turning Gamification Inside Out: Exploring the Negative Consequences of Using a Digital Gamified Learning Platform
Ruud Jacobs, Stefan Werning, Jeroen Jansz and Julia Kneer	Procedural Arguments of Persuasive Games: An Elaboration Likelihood Perspective
Jeroen Lemmens and Sindy Sumter	Fear and loathing in VR: The effects of immersive gaming on fear, aggravation and enjoyment