

**Melinda Beyerlein**

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**From:** Melinda Beyerlein  
**Sent:** Wednesday, November 11, 2009 8:49 AM  
**To:** Melinda Beyerlein  
**Subject:** Adverse Advertising Subject of Thesis Presentation

**NEWS** *from the* DEPARTMENT *of* COMMUNICATION

## **Adverse Advertising Subject of Thesis Presentation**

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11 November 2009

David Keppel (Communication & Media Technologies) presents his Master's thesis research, "Adverse Advertising: The Impact Advertisements have on Webpage Content Retention," on 16 November at 1 p.m. in Saunders College of Business room 1105.

The study examined the effect of Web-based advertising on Webpage content retention. A single-factor experiment was conducted on three groups of subjects (n=105). Each of the three groups differed only regarding the absence or presence of advertisements and the congruity of these advertisements to the thematic design of the Webpage and informative content. A post-experiment questionnaire assessed the subject retention of advertisements. The results suggest advertisement presence significantly reduces a subject's ability to retain informative content. The results do not suggest the congruity of the advertisement to the content effects retention of either the advertisement or the informative content.

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