

CHAPTER 1

MEDIA ENGAGEMENT AND ADVERTISING EFFECTIVENESS

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In an era of extreme advertising clutter and consumer avoidance, perhaps no other recent concept has captured more interest from marketers than *engagement*. This interest is symptomatic of changes in the field. Traditionally, marketers have thought about advertising as a process of translating a brand, expressed as a benefit, a promise to the consumer, a value proposition, or a positioning in the consumer's mind into a message that is delivered to the consumer through some medium. This advertising will be effective to the extent that the consumer values the brand idea and the message does a good job creatively of communicating the idea. Two things are critical, the quality of the brand and the quality of the message. The media used is more of a tactical matter of achieving the desired reach and frequency against the consumer target group. The present interest in engagement brings something new to this picture.

You can think about engagement in two ways. One way, and the focus here, is on *engagement with the advertising medium*. If the journalistic or entertainment content of a medium engages consumers, this engagement may affect reactions to the ad. In the past, the medium was thought of as being only a vehicle for the ad, a matter of buying time or space to place the ad to expose the audience to it—a matter of buying eyeballs. But this ignores the fact that the medium provides a context for the ad. If the media content engages

The authors wish to thank the Magazine Publishers of America, the Newspaper Association of America, the Online Publishers Association, the Knight Ridder Foundation, the Meredith Corporation, Starcom United States, and the Media Management Center at Northwestern University for supporting our research. We wish to thank Suzanne B. Calder for comments on the manuscript.

consumers, this in turn can make the ad more effective. Another way of thinking about engagement is in terms of *engagement with the advertised brand itself*. We return to this at the end of the chapter; the focus here is on how engagement with the medium affects advertising effectiveness.

The Advertising Research Foundation (ARF) defines engagement as follows: “Engagement is turning on a prospect to a brand idea enhanced by the surrounding media context” (ARF 2006). This definition highlights the synergy between the brand idea and media context as the key issue for marketers. What is not clear from the definition is what engagement *is*, as opposed to what it might do.

WHAT IS ENGAGEMENT?

We all know what engagement feels like. It embodies a sense of involvement. If a person is engaged with a TV program, he or she is connected with it and relates to it. But the concept is hard to pin down beyond this. Ultimately, we need not only to pin it down but also to measure it.

Let’s start with what engagement *is not*. Our conceptualization of engagement is different from others who often characterize it in ways that we regard as the *consequences* of engagement. Marc (1966), for example, defines engagement as “how disappointed someone would be if a magazine were no longer published.” Syndicated market research often asks whether a publication is “one of your favorites,” whether a respondent would “recommend it to a friend” or is “attentive.” Many equate engagement with behavioral usage. That is, they define engaged viewers or readers as those who spend substantial time viewing or who read frequently.

While all of these outcomes are important, we argue that they are consequences of engagement rather than engagement itself. It is engagement with a TV program that causes someone to want to watch it, to be attentive to it, to recommend it to a friend, or to be disappointed if it were no longer on the air. Likewise, it is the absence of engagement that will likely cause these outcomes not to occur. But, while these outcomes may reflect engagement, many other things can produce the same outcomes as well. A person may watch a TV program for many reasons. Your spouse may watch it with you to be companionable. Someone in the household gets a magazine so you look at it in spare moments because it is on the coffee table. You like the local newspaper and even recommend it to people moving into the area, but you do not have time to read it yourself. All of these outcomes or consequences are due to something else besides engagement. They should not be confused with engagement. Moreover, to the extent that an outcome is due to engagement, the outcome still does not tell us what engagement actually *is*.

To think about what engagement really means, come back to engagement as a sense of involvement, of being connected with something. This intuition is

essentially correct. It needs elaboration to be useful, but it is correct in that it captures a fundamental insight—engagement comes from *experiencing* something like a magazine or TV program in a certain way. To understand engagement, we need to be able to understand the experiences consumers have with media content.

The notion of focusing on consumer experiences has itself become a hot topic in marketing, and the question that follows is: What is an experience? A simple answer is that an experience is something that the consumer is conscious of happening in his or her life. The philosopher John Dewey (1934/1980) captured the nuances of experience best:

. . . we have *an* experience when the material experienced runs its course to fulfillment. Then and then only is it integrated within and demarcated in the general stream of experience from other experiences . . . is so rounded out that its close is a consummation and not a cessation. Such an experience is a whole and carries with it its own individualizing quality and self-sufficiency. It is *an* experience. (p. 35)

There is always experience, but Dewey points out that much of it is “so slack and discursive that it is not *an* experience” (p. 40). Much of what we do has, in Dewey’s words, an “anesthetic” quality of merely drifting along. An experience is the sense of doing something in life that leads somewhere. Experiences can be profound but typically they just stand out from the ordinary in the stream of experience.

Experiences are inherently qualitative. That is, they are composed of the stuff of consciousness. They can be described in terms of the thoughts and feelings consumers have about what is happening when they are doing something. As such they are primarily accessible through qualitative research that attempts to “experience the experience” of the consumer (for more on this view of qualitative research, see Calder 1977, 1994, 2000). Thus, we can seek to capture the qualitative experience of, for instance, reading a magazine. This experience will have a holistic or unitary quality but can be broken down into constitutive experiences that have their own holistic quality. As we will see, one such experience for magazines has to do with consumers building social relationships by talking about and sharing what they read with others, the *Talking About and Sharing* experience. You have undoubtedly had the experience of reading something then using it in conversation with others. To the extent that this experience stands out in the ordinary stream of experience, it constitutes a form of engagement with the magazine.

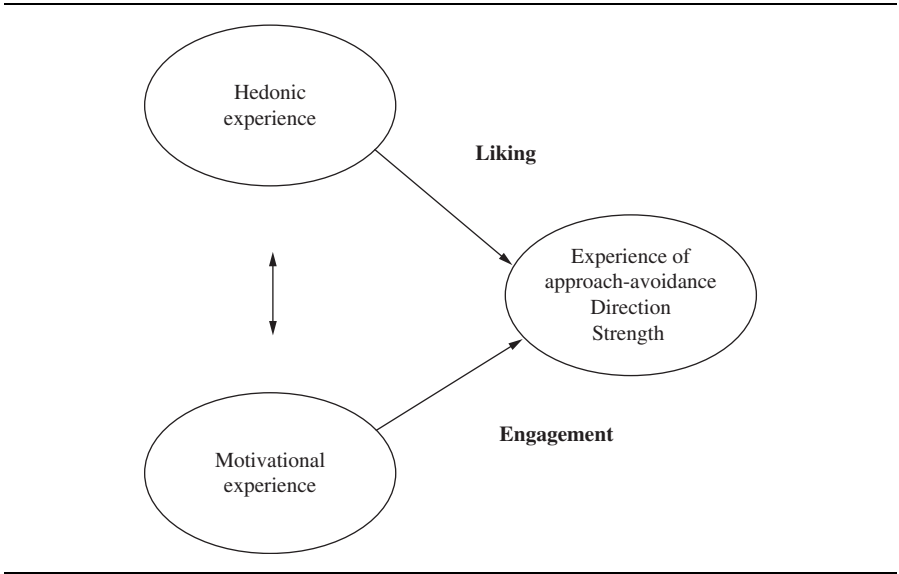
To further clarify what is unique about the engagement concept, it is useful to distinguish experiences that are closely related to engagement from other experiences. For this, we turn to some ideas from psychology.

Engagement and Experiences

Although much of our work is anchored in qualitative research on experiences, a theoretical model proposed by Columbia University psychologist Tory Higgins (2005, 2006) provides a useful framework for thinking about the relationship of engagement and experience. We follow Higgins and a long tradition in psychology of conceptualizing experience as either *approach* toward something or *avoidance* of something. Experiencing something positively means feeling attracted toward it; experiencing something negatively means feeling repulsion away from it. This holistic experience of approach or avoidance is what we want to understand.

Figure 1.1 presents a model of the approach-avoidance experience. One factor affecting the experience is the hedonic value associated with the object of the experience—what is desirable or undesirable about it, the pleasure/displeasure taken in it. This factor, call it *liking*, primarily affects the direction of the experience toward approach or toward avoidance. The second factor affecting the experience is engagement. Engagement is thus one of two components of experience, and it is different from the liking component of

Figure 1.1
Engagement as Motivational Experience



Adapted from Higgins (2006).

experience. I may like the local newspaper, but not be particularly engaged with it. Or, I may be engaged with it, but not particularly like it.

Engagement stems from the underlying motivational component of the experience. According to Higgins (2006), it is a second source of experience that:

does not involve the hedonic experience of pleasure or pain per se but rather involves the experience of a motivational force to make something happen (experienced as a force of attraction) or make something not happen (experienced as a force of repulsion). Although the hedonic experience and the motivational force experience often are experienced holistically, conceptually they are distinct from one another. (p. 441)

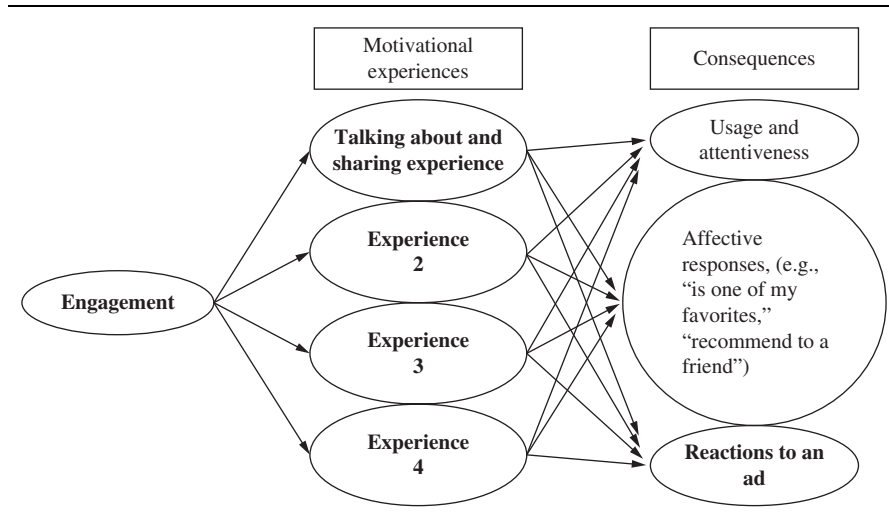
It is thus useful to separate the hedonic side of the experience from the motivational side and to view engagement as the motivational side of the experience.

Media engagement is to be distinguished from liking, that is, the experience of the desirable or undesirable features of a particular magazine, program, or site. In contrast, engagement is about how the magazine or other media product is experienced motivationally in terms of making something happen (or not happen) in the consumer's life. Note that the magazine experience we described earlier, consumers building social relationships by talking about and sharing what they read with others, is just this sort of experience. It is more about what the content does for the consumer than what the consumer likes about it per se.

These considerations lead us to view engagement as the sum of the motivational experiences consumers have with the media product. The individual experiences contribute more or less to an overall level of engagement. We therefore analyze engagement in the way shown in Figure 1.2. Separate motivational experiences underlie an overall level of engagement. One of these might be the *Talking About and Sharing* experience. It is this overall level of media engagement and its constitutive experiences that could affect responses to an ad in the medium. Engagement and experiences may also affect things like usage of the media product, but this should be viewed as a consequence or side effect.

Besides providing some conceptual clarity for thinking about engagement, this discussion also points up the reason why media engagement may be important to marketing. All things being equal, it is probably a good idea to place ads in media vehicles that consumers like (have a positive hedonic experience with). However, there is much more at stake with engagement. If consumers are engaged with a media vehicle, and are having at least some strong

Figure 1.2
Analysis of Engagement and Experiences



motivational experiences, an ad potentially becomes part of something the consumer is trying to make happen in his or her life.

Identifying Experiences

Engagement is comprised of motivational experiences. To understand and measure engagement, we need to identify relevant experiences. It is useful to think about these experiences in the following way. As already indicated, some experiences may be positive, about *Approach*, whereas others may be negative, about *Avoidance*. Another useful distinction is that some experiences may reflect *Intrinsic Motivation* and others *Extrinsic Motivation* (see Deci and Ryan 1985). In the former case, the consumer's goal is the activity—it is an end in itself. In the latter case, the activity is the means to an end—the goal is extrinsic to the activity itself. The difference between these two cases is the person who relaxes with the Sunday newspaper over brunch versus the person who busily scans the newspaper looking for something to do later in the evening or for travel tips for a vacation. Figure 1.3 identifies the four types of experiences relevant to engagement.

We refer to *Approach* experiences, where the activity itself is the goal, as *Transportation*. Here the consumer's goal is either to be transported into a different state, from bored to happy for example, or to be transported into taking

Figure 1.3
The Four Types of Engagement Experiences

	Approach	Avoidance
Intrinsic Motivation	Transportation	Irritation
Extrinsic Motivation	Promotion/Prevention	Rejection

part in an activity. The latter is especially significant in the case of media. It is the experience of being absorbed into a story or program and shutting out the real world. Researchers (Green and Brock 2000; Green, Strange, and Brock 2002) have defined this form of transportation as “a convergent process, where all mental systems and capacities become focused on events occurring in the narrative (2000, p. 701).” Csikszentmihalyi (1990, 1997) describes the more general variant of the experience as the individual being caught up in the “flow” of an activity and absorbed into it.

Approach experiences where the goal is extrinsic to the activity are of two kinds. Higgins (1997) distinguished between Promotion experiences and Prevention experiences. The Promotion experience involves the pursuit of hopes and aspirations; the goal is to gain or attain something. The Prevention experience involves duties or obligations, what one ought to do; the goal is to avoid losses.

In our work on media experiences, we have focused on Promotion experiences. Prevention experiences are to some extent just a different way some individuals approach a goal. The *Talking About and Sharing* experience noted previously may be experienced more as a Prevention experience by some consumers (as in using the media content to be sure that one does not get left out of a conversation or appear ignorant). This distinction deserves more attention in future work. Wang and Lee (2006) demonstrate that exposure to an ad in the context of either a Promotion or a Prevention experience can differentially affect a given ad.

Avoidance experiences are of two types. When the goal is extrinsic to the activity, we have the simple case of Rejection. The person wants to have something not happen as a consequence of the activity. When the person

wants to avoid the activity itself, we refer to this as Irritation. The person feels forced to perform the activity and is annoyed by this and adverse to it. Irritation experiences are mitigated, but not irrelevant, in the case of media use because consumers generally exercise choice in this area. In both of these cases, the experience contributes negatively to engagement, that is to say, to disengagement. To see the difference between Rejection and Irritation think about local TV news. A person who sees watching the news as a waste of time because the things it covers are trivial is experiencing Rejection. Probably this person rarely watches the news or views it incidentally. A person who watches the news but feels disheartened by the frequency of negative stories is experiencing Irritation.

This classification of experiences provides a framework for identifying the breadth of experiences that may underlie media engagement. Another dimension to this, however, is depth (Figure 1.4).

Every individual's experience is idiosyncratic to herself and the specific object of that experience. An example of an idiosyncratic experience is, for example, you reading a certain magazine. For marketing purposes, we cannot hope to deal with experiences at this level. It is more feasible to try to identify common or shared experiences that cut across people and apply to a wide variety of media products. We can seek to deal with readers of the top 100

Figure 1.4
Levels of Experience Description

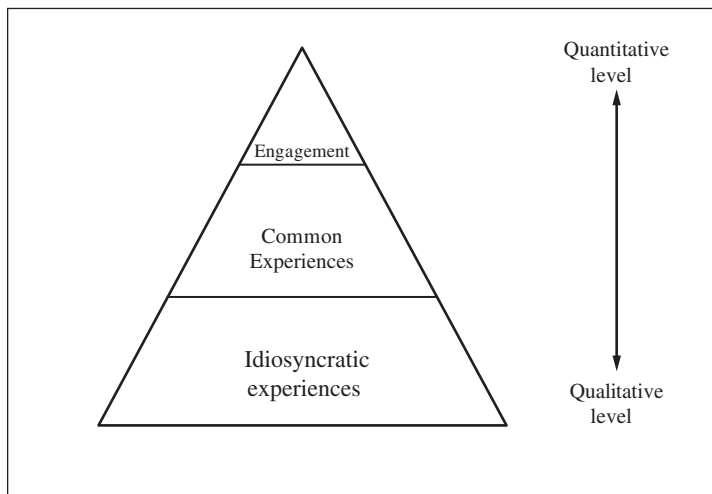


Table 1.1
Dutch Media Monitor Experiences

Experience	Description
Information	Offered something new, gave useful information, taught me about what is going on
Stimulation	Excited me, made me curious, made me enthusiastic
Negative emotions	Irritated me, was unclear, disturbed me, made me sad
Transformation	Gave me enjoyment, made me cheerful, made me forget everything for a moment, was relaxing
Pastime	Filled an empty moment
Identification	Recognized myself in it, felt involved, empathized with it
Social	Subject of conversation
Practical use	Useful tips/advice, motivated to do something

magazines, for instance. For these readers, we can try to identify experiences that are common in the sense of being similar, though certainly not exactly the same, across readers and magazines. We seek to identify experiences that large numbers of consumers have, to varying extents, with different media products. At a higher level still, these experiences reduce to an overall level of engagement, and this is highly comparable across people.

There is one last point about identifying experiences. It is possible to take a top-down approach or a bottom-up approach. For instance, Fred Bronner and Peter Neijens (2006) at the University of Amsterdam have taken more of a top-down approach with their Dutch Media Monitor Experience study. Based on a review of the literature, they identified eight experiences as important for media and developed metrics (scales) to measure them (see Table 1.1). Our approach is more bottom-up. We try to identify common experiences from qualitative research on idiosyncratic experiences—the bottom level in Figure 1.4. This tends to lead to a longer list of somewhat narrower experiences. Aside from this, however, the two approaches seem to yield comparable results.

We now describe our approach in more detail. Following this we describe specific media engagement experiences and consider the evidence that media engagement impacts advertising effectiveness.

IDENTIFYING MEDIA EXPERIENCES

Media experiences, as noted, can be described at different levels. At the most basic level, there is the concrete experience of the particular content of a given media product. While this level of description may well be of interest, it is too

saturated with specific details and unique characteristics of the particular content to be useful for comparison purposes. If our goal is to compare across different media products, we need a more abstract or generalized description of experiences, albeit one that tries to preserve something of the underlying idiosyncratic quality of experience.

We approach this in the following way. As a first step, we conduct qualitative research in the form of individual in-depth interviews with users. Each interview focuses on a specific media product, such as a specific magazine. But we seek to describe the experiences talked about in the interviews at a level that is common across the media category, for example, across magazines. We essentially seek to paraphrase the specific things that people report experiencing with individual media products in a way that preserves the common essence, or gist, across products but does not include details peculiar to individual products in the category. For example, exactly what people say about *Better Homes and Gardens* magazine is different from exactly what others say about *Parents* magazine, but at a higher-level people may be describing the same experience. They may be describing the extent to which they would say, paraphrasing across users, that “I get ideas from this magazine.” We refer to this description as an *experience item*. The “ideas” in the item could be about designing a flowerbed or keeping a toddler occupied on a long trip—in either case, the reader is having a *Utilitarian* experience.

The logic of our approach is as follows. From qualitative interviews we induce a large number of experience items. Then we employ quantitative methods to explore the relationships among the items. If some experience items are highly interrelated, this indicates that they are alternative measures of the same experience. No single item is a perfect measure because no one item captures a single experience in total. We refer to these sets of items as experience metrics or scales and use them to measure experiences.

We have applied this approach to magazines, newspapers, TV, and online sites. The following examples are from our research of some media experiences. Although our research has focused on identifying experiences for different categories of media, for present purposes we describe experiences that occur similarly with several kinds of media. For each experience, we include some of the statements made by consumers that characterize the experience.

Talking About and Sharing Experience

- Reading/looking at this magazine/newspaper/TV programming/site gives me something to talk about.

- I bring up things I have read/looked at in this magazine/newspaper/TV programming/site in conversations with many other people.
- I use things I have read/looked at in this magazine/newspaper/TV programming/site in discussions or arguments with people I know.
- A big reason I read it is to make myself more interesting to other people.
- I show things in the magazine/newspaper/site/program to people in my family.

This is a Promotion experience (though as noted earlier it could well have Prevention overtones for some consumers). The goal is to become more interesting to other people. Media enables people to be more interesting because they can talk to others, and even to themselves, about what they read or view. In some cases, topics could be about strange or silly things: “Did you see where some guy tried to dry his dog by sticking it in the microwave oven?” “Can you believe that some couple in New Zealand wants to call their son ‘4real?’ Imagine when the poor kid goes to school.” Some people like to argue about or debate current events. “Why on earth would the governor do this when all the facts show that it is the worst possible decision?” “How could the quarterback have been so stupid?” “Why is the team trading that player?” The media content engages the consumer in the experience of being more interesting conversationally.

Utilitarian Experience

- I learn about things to do or places to go in this magazine/newspaper/TV programming/site.
- This magazine/newspaper/TV programming/site gives good tips and advice.
- It shows me how to do things the right way.
- I get good ideas from this magazine/newspaper/TV programming/site.
- You learn how to improve yourself from this magazine/newspaper/TV programming/site.
- It helps me make up my mind and make decisions.
- This magazine/newspaper/TV programming/site provides a lot of “how-to” information.

This is another Promotion experience. A good example of content that is engaging in this way occurs with the experience of cooking TV programs, cooking magazines, newspaper “food” sections, and the like. Consumers use the advice or tips to do something in their own lives—new techniques,

ingredients, recipes, and so on. Likewise, a gardening magazine could help a person decide what flowers to plant in a shady location. An online astronomy site could tell someone how to find a certain star. A TV program could provide the viewer with diets and exercises to try out.

Makes Me Smarter Experience

- It addresses issues or topics of special concern to me.
- It updates me on things I try to keep up with.
- It's important I remember later what I have read/looked at.
- Even if I disagree with information in this magazine/newspaper/TV programming/site, I feel I have learned something valuable.
- I look at it as educational. I am gaining knowledge.

The Makes Me Smarter experience is similar to the Utilitarian experience, but is focused more on keeping up with certain topics than on how to do something specific. Keeping up with international affairs by using certain publications or programs is a Makes Me Smarter experience, as is keeping up with celebrities, next year's automobiles, fashion, technologies, and so on. An article in a computer magazine describing the next generation of storage devices is providing a Makes Me Smarter experience, while an article describing how to install a program is perhaps more of a Utilitarian experience. A given media product may well produce both kinds of experience.

Credible and Safe Experience

- They do a good job of covering things. They don't miss anything.
- I trust it to tell the truth.
- It does not sensationalize things.
- You don't have to worry about accuracy with this magazine/newspaper/TV programming/site.
- It is unbiased in its reporting.
- I would trust this site with any information I give it. (more for online sites)
- I feel safe in using this site. (more for online sites)

This is more of a Prevention experience. The goal is about not being misled. This is distinct from the Makes Me Smarter experience, which is more about having confidence that topics and stories the consumer thinks are important are covered.

Timeout Experience

- I lose myself in the pleasure of reading/looking at this magazine/newspaper/TV programming/site.
- It is a quiet time.
- I like to kick back and wind down with it.
- It's an escape.
- The magazine/newspaper/TV programming/site takes my mind off other things that are going on.
- I like to go to this magazine/newspaper/TV programming/site when I am eating or taking a break.
- I feel less stress after reading it.
- It is my reward for doing other things.
- This magazine/newspaper/TV programming/site improves my mood, makes me feel happier.

This is a Transportation experience. The experience is one of having a break and forgetting about everything else, of being transported into a better mood or state of mind. With some kinds of media, it is also possible to separate out the experience of being transported into the narrative world of the content.

Visual Imagery Experience

- I look at the pictures in it and think “Wow.”
- Most often I look at the pictures/videos before anything else. I like to look at the pictures/video even if I don't read the story.
- I sometimes show a picture in it to someone else.
- I like to look at the pictures for a while.
- I love the photography on this show.
- The photography is one of the main reasons why I watch this show.

This is another Transportation experience. The experience is one of being absorbed visually into the content. Travel magazines may feature photography that makes readers feel as if they are there. Other magazines often feature pictures of beautiful homes and food that give a similar vicarious experience. Even newspaper photographs can convey this sense of being there. Television can obviously be visually intensive as well.

Regular Part of My Day Experience

- It's part of my routine.
- I use it as a big part of getting my news for the day.

- I usually read/look at it at the same time of the day.
- This is one of the sites I always go to anytime I am online.
- I follow a routine pattern each time I read it, reading the same sections in the same order.
- It helps me get my day started in the morning.

For some, breakfast is not complete without watching a morning news program. Watching is part of a ritual: turn on the program, make coffee and breakfast, and watch or perhaps listen. For others, the morning newspaper is the habitual breakfast companion. Some people have a news site (e.g., cnn.com or nytimes.com) or aggregators such as Yahoo as their homepage. These sites become a habitual way of checking news. Some people have a ritual of watching the late-night news before going to bed. They do not feel ready for bed until they have watched it. Similar experiences occur with all sorts of other media content. This is a Transportation experience in the sense that the media content puts people in a comfortable, calming state of mind. For some people, as noted next, the news can result in an Irritation experience that is the opposite of this calming effect.

Overload, Too Much Experience

- Reading/looking at this magazine/newspaper/TV programming/site makes me feel like I am drowning in the flood of information that comes out each day.
- It tries to cover too much.
- Too many of the articles are too long.
- It has too many special sections.
- I wish this newspaper had fewer pages.
- Unread copies of this newspaper pile up.

This is a Rejection experience. It is especially strong for many consumers for newspapers, as reflected in some of the preceding statements. Consumers wish to avoid the deluge of information that they feel they are being exposed to continuously. The experience is a negative one, a feeling of drowning in too much information and wanting to escape. This experience also touches on the issue of control (especially with online media). Consumers resent having information forced on them.

Ad Interference Experience

- The number of ads makes it harder to read/look at the magazine/newspaper/TV programming/site.

- I make a special effort to skip over and avoid looking at ads.
- I am annoyed because too many of the ads on this site have too much movement.
- I don't like the number of pop-up ads on this site.
- All too often the ads are dull or boring.
- I hate the inserts they put in it.
- Sometimes the ads are overdone or even weird.
- The ads are so similar in style they blend together.

This is an Irritation experience. The consumer does not want to look at many of the ads in the media product but feels forced to. The same experience can occur with other kinds of content. For instance, with TV many consumers experience violent stories in this way. The local news leads with the automobile accident and you cannot avoid seeing it. It should be noted that advertising is not necessarily part of a negative experience. In fact, advertising can contribute to positive experiences as well.

These experiences are good examples but represent only a few of the experiences consumers can have that engage them with media content. As already noted, some of these experiences arise more with some media than others. The following is an experience characteristic of online media.

Community Connection Experience

- A big reason I like this site is what I get from other users.
- I'm as interested in input from other users as I am in the regular content on this site.
- Overall, the visitors to this site are pretty knowledgeable about the topics it covers.
- This site does a good job of getting its visitors to contribute or provide feedback.
- I'd like to meet other people who regularly visit this site.
- I've gotten interested in causes I otherwise wouldn't have because of this site.

As indicated, this Promotion experience is most associated with online sites. The experience is one of being able to connect to others and participate in a larger social collective.

These examples illustrate the variety of motivational experiences consumers can have with media products. Keep in mind, however, that these are constitutive experiences. An experience with a media product will ordinarily be a combination

of different constitutive experiences. While *an* experience is unitary, it does appear that its constitutive experiences affect advertising independently of each other. Wang and Calder (2006) have shown, for example, that a Transportation experience affects an ad independently of the effects of a Promotion experience with the media vehicle. Breaking down the holistic overall experience is useful for marketing purposes. We now turn to the measurement of experiences.

METRICS FOR MEASURING MEDIA EXPERIENCES AND ENGAGEMENT

Advertising and media organizations should measure experiences and engagement for several reasons. First and foremost, experiences with media content can affect reactions to advertising. We present evidence for this in the next section. Marketers need to understand the experiences offered by various media vehicles when placing ads. We also offer some evidence that ads appearing in vehicles that are experientially congruent with the ads will be more effective. So it may be that advertisers should consider media experiences even in creating the ad itself. As for media organizations, they should monitor consumer experiences as a marketing management tool. Recall that experiences, in part, drive usage of the media product. A drop in the *Talking About and Sharing* experience could be an early warning and a diagnostic tool, alerting the media organization to take action before usage levels also decrease. At a more micro level, a media organization may wish to test new content to determine whether certain experiences can be improved. For example, an online site might develop a feature to increase the *Utilitarian* experience. It is necessary for all of these reasons to be able to measure media experiences and engagement.

An organization wishing to measure experiences has a choice between *à la carte* and *table d'hôte* options, depending on its objectives. Consider an advertiser who wants a media vehicle high on certain experiences, or a media company that wants to focus on certain experiences to attract consumers and/or advertisers. Both could measure these particular experiences in an *à la carte* fashion, measuring just the experiences that are relevant to them. For a magazine, let's say, metrics might be added to an ongoing reader survey. The magazine would only have to add a set of questions specific to the experiences they are focusing on. If one of the experiences was the *Timeout* experience described in the previous section, measurement could be accomplished by asking survey participants to rate how much they agree or disagree on a five-point scale with three to five statements such as:

- I like to kick back and wind down with [magazine name].
- I lose myself in the pleasure of reading [magazine name].

- [Magazine name] takes my mind off other things that are going on.
- I feel less stress after reading [magazine name].

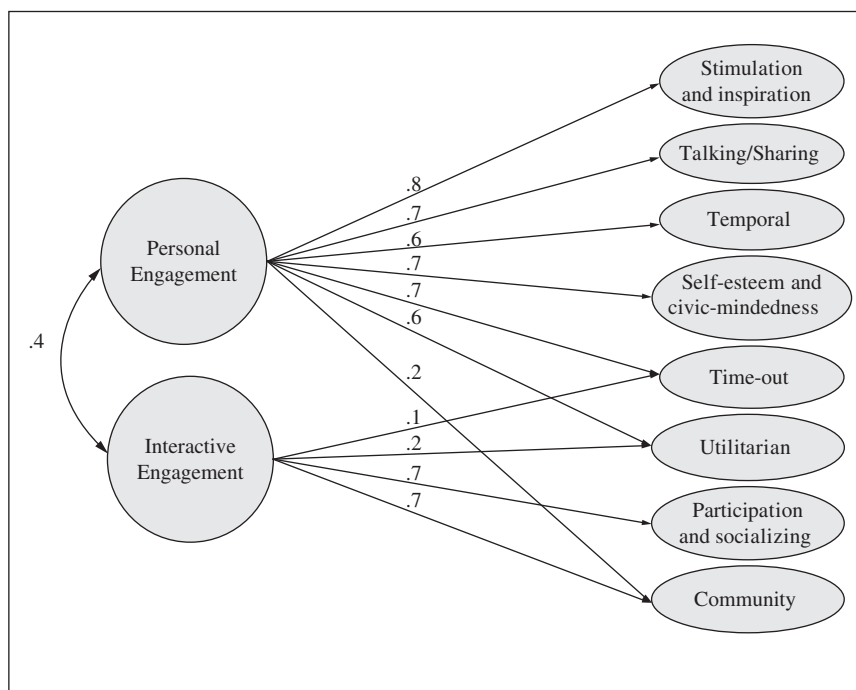
The average of the ratings of these four statements measures a survey respondent's *Timeout* experience.

In our research, we have developed scale items like this one for a variety of experiences. The resulting metrics or scales have been shown to have good psychometric properties. For most experiences with a particular medium, we have been able to show that the statements “hold together” as a scale in multiple studies using different data collection methods and across many publications within the medium. For example, in the case of online web sites, we have run three separate experience studies. The first studied 39 general news, business, local news, and aggregator web sites using a marketing research panel. After identifying the experiences, we conducted two studies in which online users were intercepted at various web sites in order to confirm that the scales factored properly and had acceptable reliabilities. The experience scales are thus useful for a variety of sites and data collection methods. Likewise, we have run multiple studies for newspapers, magazines, and TV news.

An organization may wish to add or substitute statements that are more specific to their media product. Care should be taken, however, to find items that relate to the motivational experience of interest. Ideally, the reliability and validity of these items should be tested.

Experience scores can be factor analyzed to identify an overall engagement measurement. For example, Calder, Malthouse, and Schaedel (in press) measured eight experiences with news web sites (the sample of sites included About.com, Washingtonpost.com, PalmBeachPost.com, Reuters.com, DallasNews.com, etc.). The experiences were selected à la carte for relevance to the nature of the sites. We first used a confirmatory factor analysis to show that the eight experiences were distinct and reliable. Next, factoring the eight experiences yielded the structural relations shown in Figure 1.5. Notice that in this case two overall higher-level engagement factors emerged. One was personal engagement with the site reflecting a number of experiences such as the *Temporal Regular Part of My Day* experience. The factor loadings shown in Figure 1.5 indicate that this experience counts for a little less in the overall personal engagement experience than the *Stimulation and Inspiration* experience. Personal engagement is comparable to the sort of individualistic experiences found with magazines and newspapers. In the case of these news web sites, however, another type of overall engagement emerged, which we call *interactive* engagement.

Figure 1.5
Online Engagement and Experiences Measurement Model Used
for Testing Effects on Advertising



Experiences such as the *Community Connection* experience described earlier factor more heavily into this. The second-order factor scores for personal and interactive engagement can be used in subsequent analyses, as we illustrate with the study described next.

Advertisers and media companies may wish to conduct a more comprehensive assessment of experiences and engagement. Ideally, this assessment might be obtained from syndicated marketing research firms who could measure a broad cross section of experiences spanning many media vehicles. Due to the larger number of questions, this might have to be a stand-alone engagement study as opposed to adding a few questions to another survey. The Appendix at the end of this chapter makes some table d'hôte recommendations for magazines, newspapers, online sites, and TV programming based on our research. These recommendations enable an organization to measure several types of experiences that are common for a medium.

In the case of media products with a wide breadth of content and high degree of similarity with other competitive products across publications, our table d'hôte recommendations provide a good starting point. It is more difficult to make table d'hôte recommendations for specialized media products. You may wish to omit some experiences or even identify new, more relevant ones. For example, the distinction between the *Utilitarian* and another experience we call *Inspiration* may be too subtle for some purposes. Utilitarian is about feeling a media product gives actionable advice and tips while Inspiration is about making consumers feel they can do important and meaningful things in their life. If an article telling the story of a woman who lost 50 pounds is typical of a magazine's content, it is probably relevant to Inspiration. If the typical article gives specific diets and exercises, then it is probably providing a Utilitarian experience. For some publications about, for example, shelter, health, parenting, the two are distinct and very important. For others, such as news weekly or business publications, the two blend together and this should be factored into the measurement approach.

Our point is that both an advertiser and a media company should think carefully about the experiences that it wants to measure. Our table d'hôte suggestions will be helpful in this.

ENGAGEMENT AND ADVERTISING EFFECTIVENESS

It may be useful at this point to give a brief summary of the role of media engagement in advertising. The effectiveness of advertising depends on the brand being advertised, the quality of the ad itself, and characteristics of the execution such as the size of the ad and placement in the medium (e.g., back cover, inner front cover, top of the web page). Marketers have not, however, considered one factor in an explicit way—the consumer's engagement with the surrounding media content. The emerging view is that media should not be treated as merely the passive vehicle through which consumers are exposed to ads simply because they are viewing or reading media content. The actual *contact* with the consumer is formed by both the ad and the surrounding media context. The journalistic or entertainment content of the media product itself provides experiences for the viewer or reader that may affect the advertising.

What is the evidence that media engagement and its constitutive experiences can actually impact advertising effectiveness? There have been many demonstrations that the context in which an ad appears can affect consumer reactions.¹ Here, we shall focus more specifically on what is known about how context characterized by media experiences affects reactions. First, we

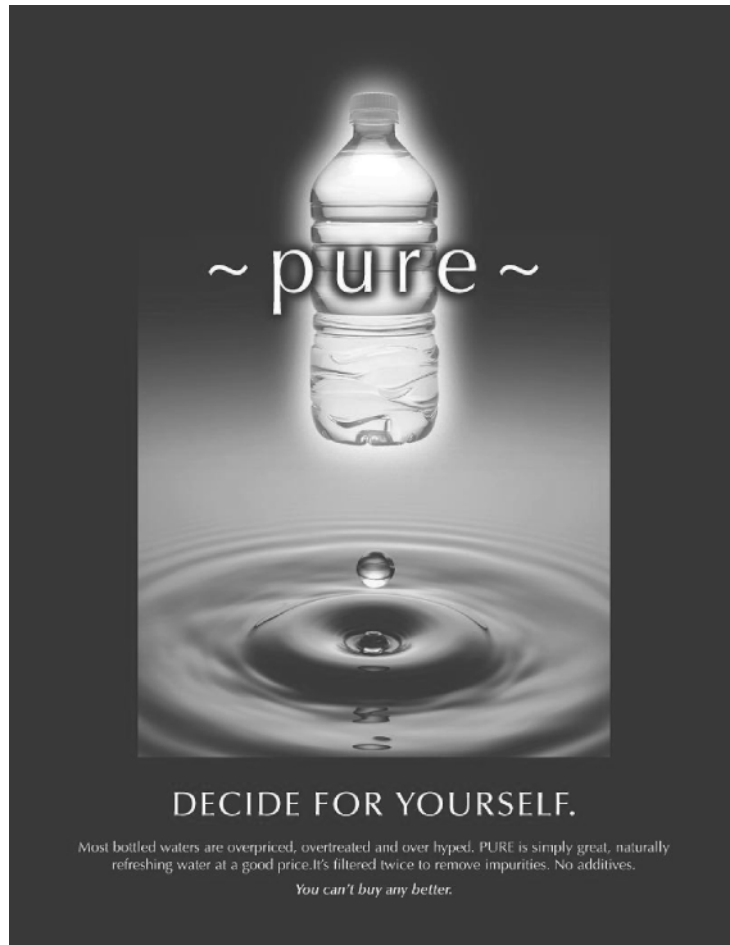
summarize several studies that demonstrate the basic effect. Having established that engagement and experiences affect ads, we examine how often this occurs generally and how important such context effects are relative to other factors such as the size and placement of the ad. Finally, we examine the hypothesis that advertising can be more effective when ads are *experientially congruent* with the media vehicle.

Many different studies have shown that experiences with media content can affect reactions to ads. For example, Malthouse, Calder, and Tamhane (2007) have shown that the extent to which readers experience the content of a magazine as Utilitarian or as Makes Me Smarter is related to standard copy-testing measures for a test ad (Figure 1.6) for a fictitious bottled water product (controlling for any spurious effects due to interest in bottled water and sensitivity to ads in general). As can be seen, both the product and the ad are very straightforward. Yet, these and other experiences with the media context affect consumer reactions to it. A control group was used in this research to strengthen the case for a causal connection.

Likewise, Calder, Malthouse, and Schaedel (2007) have shown that web site users who are engaged with web sites are more positive toward an online travel agency (Orbitz) ad and are more likely to click on the ad. Interestingly, both the types of overall engagement described previously, personal engagement and interactive engagement, as well as many of the constitutive experiences, affected reactions to the Orbitz ad. This research also showed that interactive engagement, which is more uniquely characteristic of online media, affected the ad independently of personal engagement. In other words, both types of engagement contributed to ad effectiveness. A control group was again used in this research to make a stronger case for causality.

The evidence for the impact of media engagement and experiences on advertising is persuasive. But how important is the effect? Existing research is limited to ad testing effects, though the online research mentioned previously did show behavioral effects on click-through behavior. Another way of getting at impact, however, is to compare the effects of media experiences with the effects of other advertising variables that are usually considered important for effectiveness and that enter into the cost of advertising. In another study of over 3,000 actual magazine advertisements, we show that the effects of experiences on ad recall and measures of the actions taken because of seeing the ad are very general, holding across this large sample of ads (Malthouse and Calder 2007). We also show that the experience effects are roughly comparable in strength to execution factors including the size (half-page, full page, etc.), placement (run-of-book, back cover, inner back cover, etc.) and the number of colors in the ad.

Figure 1.6
Media Experiences Increase the Effectiveness of a Generic Test Ad



The implications of these findings for marketers is potentially profound in that the media selection and price of most advertising is currently determined by audience size and execution factors such as position and ad size, without consideration of engagement in any formal way. Take an example where two magazines have the same rate base and charge the same amount for an ad, but one magazine is more engaging: its readers find the content more Utilitarian. The research suggests that an ad appearing in the more

engaging magazine will be more effective than the same ad appearing in the other magazine.

Congruence between Advertising and the Media Vehicle

Perhaps an even bigger payoff from paying attention to media engagement lies in adjusting the ad itself to the experience of the media vehicle. It seems entirely reasonable to us that an ad that matches the experience of the medium may benefit even more from that experience. We call this the congruency hypothesis. It needs more research, but studies suggest that it is a real possibility. The study described below is particularly intriguing in this regard.

To examine whether some ads benefit from engagement and experiences more than others, we turn to the idea of congruence between an ad and content. Dahlén (2005) reviewed the literature on media context effects and identified possible rationales for why context should affect reactions to ads. One is the congruity principle: “the medium and the advertised brand converge and become more similar in consumers’ minds” (p. 90).

Defining congruity is difficult because there are many different, and potentially conflicting, ways that an ad can be congruent with a vehicle. An ad could be congruent in one respect and dissimilar in another. For example, a vehicle and an ad could both have a consistently emotional tone, but the vehicle could have more of a traditional look while the ad has a more modern look. Congruency could even be viewed simply in terms of “endemicness,” whether the ad is for a product that fits the literal subject matter of the magazine, for example, table saws in woodworking magazines.

Consistent with our focus on media experiences, however, we studied one form of congruence—the congruence between the experiences with a magazine and the experiences with the ad itself. We applied the logic of measuring experiences to the experience of ads and asked whether congruence between the two experiences impacts advertising effectiveness.

We studied four magazines (*Better Homes and Gardens (BH&G)*, *Country Home*, *Fitness*, and *Parents*) and four actual ads (Ware, Bahary, Calder, and Malthouse 2007). All four magazines are read primarily by women, but come from different magazine categories. The four ads are shown Figure 1.7 and could plausibly appear in any of the four magazines.

After selecting the magazines and ads, we recruited readers of each of the magazines to come to an online research site. On the site, they viewed a copy of the cover of one of the four magazines and read typical content from it. As shown in Figure 1.8, they could actually page through the magazine. One of the pages contained one of the four ads. The readers were asked about their

Figure 1.7
Ads Used to Test the Ad Experience-Media Experience Congruence Hypothesis



Our room. Your vision. Your masterpiece.

Meet Your Plan® by BEHR, a new feature of ColorSens® by BEHR, enables you to capture your own total photos and preview color combinations before ever dipping a paintbrush.

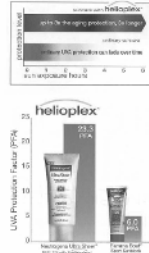
Here's how it works:

1. Take a great photo of the room you'd like to paint.
2. Go to behr.com and get personalized options with Your Plan by BEHR.
3. Choose between 1,000 colors, preview combinations and mix it, and take your choices with the color of choice.
4. Color your world the way you want it to be.

BEHR
GOOD BETTER BEST
www.behr.com

There's more to sun protection than SPF. SPF measures UVB burning rays, but what about UVA aging rays?

With the introduction of **helioplex**, you now have access to the best UVA/UVB protection there is.



Longest lasting protection.

The SPF in your tanning lotion protects effectively blocks burning UVB rays, but what you need more is the UVA protection in many sunscreens begins to break down. The moment your skin is exposed to the sun. Only a stabilizing complex like Helioplex™ can help UVA defense stay strong and steady longer than the top tier sunscreens available.

Strongest protection.

While SPF measures UVB protection, there's a rating system for UVA protection called PFA. The higher a sunscreen's PFA value, the better and longer lasting its UVA protection. With an unbeatable PFA, Helioplex™ gives the highest SPF available. Neutrogena Ultra Sheer™ SPF 30 offers the best UVA/UVB protection there is. Nothing outside or unexpected.

Dermatologists believe even your daily moisturizer should provide superior sun protection.

Look for Helioplex™ and use it together for a powerful UVA/UVB defense. Helioplex™ is the best of both worlds. It's the best of Helioplex™ and Neutrogena Ultra Sheer™. Helioplex™ is the best of both worlds. It's the best of Helioplex™ and Neutrogena Ultra Sheer™.

For more information, visit www.helioplex.com.

WOOLRICH
EST. 1930

Made to be lived in.

For more, it's all in an eye. Visit www.woolrich.com.



"I will never leave another cut untreated."

A Mother's Story

"Last year, Melanie got this little scrape on her knee. It didn't look like much, so I just rinsed it off. Three days later, we were in the emergency room with an infection." Even the most caring mom can't tell which cuts or scrapes, no matter how small, might lead to a serious infection. So stop guessing and treat them all with NEOSPORIN®.

NEOSPORIN® kills more types of infectious bacteria than even the leading topical prescription! And NEOSPORIN® is clinically proven to heal cuts four days faster than a bandage alone. Remember — nothing protects against serious infection better than NEOSPORIN®.



NEOSPORIN
First Aid Antibiotic Ointment

Every cut. Every time.™

Figure 1.8
Online Magazine Testing Procedure



Visual Imagery and Timeout experiences (and four other à la carte experiences) with the magazine and about their reactions to the ad. The magazine experiences were related to ad effectiveness as in other studies. But in this study, we also had another group of readers who were shown the ads without any surrounding editorial content. Each reader was shown one of the ads and asked to rate their Transportation (both Visual Imagery and Timeout) experience with the ad.

We evaluated congruence in the following way. The difference between the average Visual Imagery experience with a magazine and the average Visual Imagery experience with an ad gave a measure of the experiential similarity between the ad and the magazine, as shown in Table 1.2. The distance between *Better Homes and Gardens* and the Behr paint ad is small (0.14) indicating that this ad is experientially similar to, or congruent with, this magazine. In contrast, the distance between *Better Homes and Gardens* and the Neutrogena ad is larger (1.28) indicating incongruence.

The congruity hypothesis predicts that the smaller the distance between the ad and magazine, the more effective the ad. We tested this empirically by relating the average ad effectiveness scores to these congruity measures. The graph in Figure 1.9 shows that there is a strong relationship. The more the Visual Imagery congruence between the magazine and the ad, the more effective the ad.²

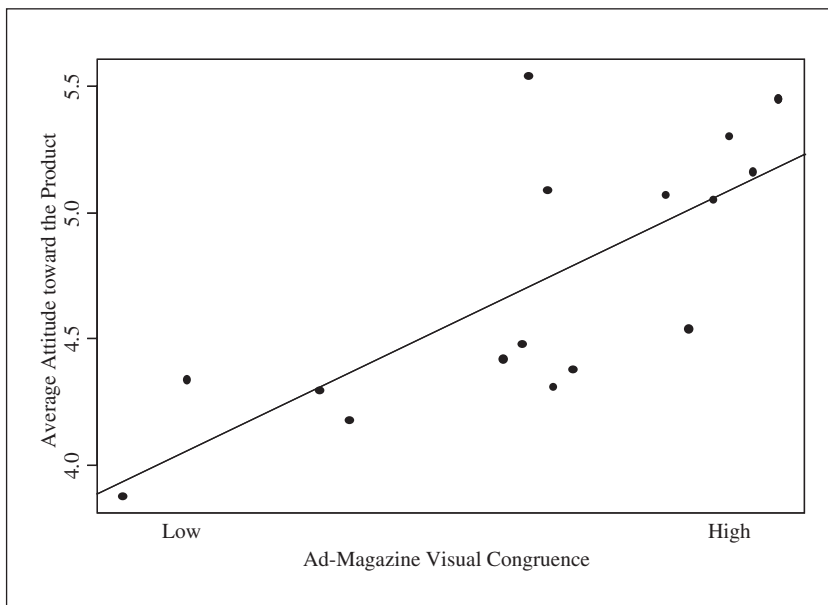
We thus have evidence that experiential congruence is related to advertising effectiveness. This finding has important implications for both advertisers and media companies. Since the experiential congruence of an ad with the

Table 1.2
Experiential Similarity: Four Magazines and Four Ads

Magazine	Behr	Neutrogena	Woolrich	Neosporin
<i>Better Homes and Gardens</i>	0.14	1.28	0.32	0.09
<i>Country Home</i>	0.27	1.41	0.19	0.22
<i>Fitness</i>	0.50	0.64	0.96	0.55
<i>Parents</i>	0.54	0.60	1.00	0.59

media vehicle affects reactions to the ad, it may be that advertisers should sometimes attempt to maximize congruence. This can be done either by developing creative executions with consideration of the experiences in the intended vehicles or through the selection of vehicles. The thought that understanding the experiences offered by a vehicle should guide the creation of an ad is certainly nontraditional thinking. It is something that deserves more consideration.

Figure 1.9
The Relationship between Visual Imagery Congruence and Advertising Effectiveness



At a minimum, measures of experiential congruency could be incorporated into the media selection process. The experiences associated with particular ads could be ascertained through copy testing. These ad experience metrics and media experience metrics could be used to identify the media products that are maximally congruent with a particular ad or ad campaign. The distance approach used in this research provides a formula for calculating a *Magazine Fit Index* that could be used in this way.

Engagement is not just something that distinguishes one media vehicle from another. It is not just that one magazine offers more engaged readers than another. This research indicates that consumers have experiences with ads in the same way that they have experiences with editorial content. Advertisers need to think about ads, as well as media vehicles, in terms of engagement. And in a section below we will expand this point to the brand itself. Both media companies and advertisers need to give more thought to the congruence of ads with vehicles by considering the fit of ad experiences to media experiences.

POTENTIAL NEGATIVE EFFECTS OF ENGAGEMENT

We have painted a rosy picture of media engagement and experiences. Unfortunately, things may be a little more complicated. Imagine that you are highly engaged in watching a TV program. A pod of ads appears. You may or may not pay attention to any of the ads. If you do attend to an ad, will your high level of engagement always lead to a more positive impression? Could the effect sometimes even be negative?

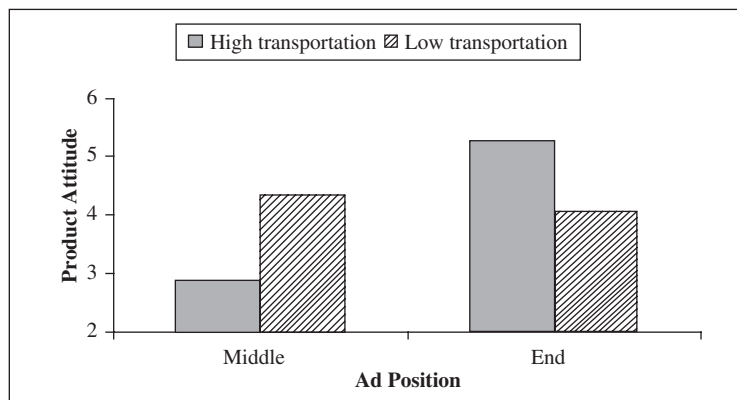
The critical issue of course is *intrusion*. It is possible that an ad may intrude on a media experience. Intrusion may produce a negative response from consumers because the advertising harms the experience of the media content. This in turn could lead to a negative reaction to the advertising, compromising its effectiveness. The consumer may feel that the ad has intruded on the experience with the content and accordingly may have a less positive reaction to the ad.

Research has demonstrated that such negative effects can occur. A recent study (Parker and Furnham 2007) looked at an ad embedded in the TV program *Sex and the City*, an episode entitled “Was It Good for You?” They compared reactions to the ad with reactions to the same ad in a nonsexually themed program (*Malcolm in the Middle*). The results of the study indicated that the sexually themed context decreased recall of the ad. It seems safe to assume

that the sexually themed programming was engaging to the viewers (especially since they were students). This and similar studies thus suggest that engagement may not always enhance advertising.

Engagement can result in positive effects but sometime it can cause negative effects. Wang and Calder (2006, 2007) are doing ongoing research aimed at understanding this better. The research focuses on Transportation experiences, in particular, the experience of being deeply caught up in the world of the story. In the case of print media and ads, they show that transportation enhances ad effectiveness when an ad is at the end of a story but decreases effectiveness if the ad appears in the middle of the story. As shown in Figure 1.10, an ad at the end of the story benefits from the positive transportation experience but an ad in the middle interrupts the transportation experience and is evaluated more negatively because of this. But it is not the placement of the ad per se that matters. It is the degree of intrusion. Suppose an ad is for a product that is particularly relevant to the consumer. The consumer should pay more attention to this ad, which is good, but this also makes the ad potentially more intrusive. Wang and Calder show that even when an ad is at the end of a story, if the product is goal-relevant for the consumer, a high transportation experience with the story decreases the ad's effectiveness compared to the same ad with a low transportation media experience.

Figure 1.10
Positive and Negative Effects of the Transportation Experience Depending on Ad Placement



It seems that many things can make ads more intrusive on media experiences. Wang and Calder (2007) look at an ad in a pod of ads appearing at a climatic point in a TV program, an episode of *ER*. In this case, the ad was *less* effective for people who experienced high transportation with the program. The same ad was also tested in a pod of ads appearing at a nonclimatic point in the program. The pod was at a point just after a key story line climaxed and just before another story line picked up. In this case, the ad was *more* effective for people who experienced high transportation with the program.

Congruence also appears to play a role here. In both the *Sex in the City* and the *ER* TV studies, media-ad congruence in terms of whether the ad was sex or health themed mattered. The effect of the media experience on the ad was only obtained if the ad was congruent. This may simply reflect the fact that attention to TV ads is low and that without congruence an ad was simply ignored. Or it may be that congruence accentuates intrusion.

Clearly, further research along these lines is needed. It does seem clear at this point, however, that the intrusion factor should be of real concern to marketers. And, not surprisingly, this concern should perhaps be greater for TV than for other media. One interesting finding in this regard comes from the work of Bronner and Neijens (2006). They had people report both media experiences and their experiences with advertising for different media. The correlation between TV media experiences and the TV advertising experience was lower than for print. This could be due to the more intrusive nature of TV advertising.

Media engagement and experiences can make ads more effective. But if the ad intrudes on the media experience in any way, the ad may perform better in a less engaging media context. To date, research has been designed to show that this is a possibility, but not how likely it is. What is needed is a better understanding of how the experience of the media product and the experience of the ad fit together and how intrusion can interfere with this process. With more research, we would be in a better position to judge how likely negative effects are and when they might occur.

ENGAGEMENT WITH THE BRAND

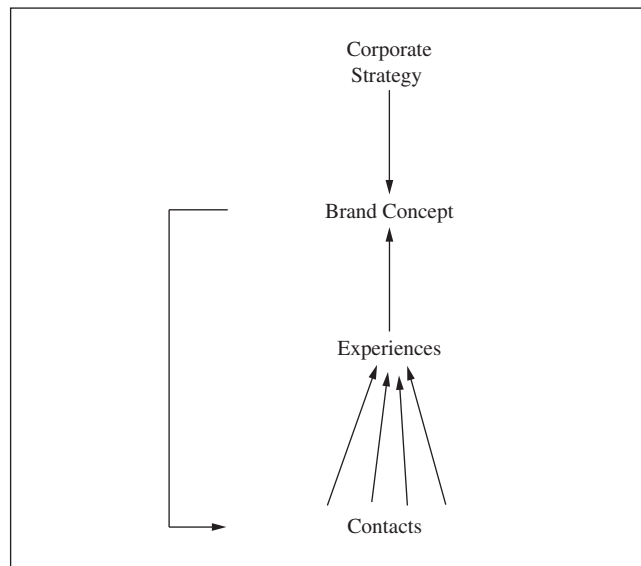
We have focused on engagement with the medium. This is important to marketers because media engagement affects advertising and offers a new avenue to making advertising more effective. But engagement is also important in terms of engagement with the brand. Much of what we have said here applies equally to brands. After all, media products are brands just like any other product. Popular as the notion of brand experience has been over the past few

years, we believe that a more careful analysis of how the concept of experience applies, what it means, and how it can be measured, along the lines proposed here, could be useful in marketing a great many products. For brands, experiences need to be identified at a deeper level (lower in the hierarchy in Figure 1.4), but the same principles apply.

The marketing of a great many products, not just media products, can be based on identifying, measuring, and improving overall engagement with the product and its constitutive experiences. In fact, we have previously suggested how the marketing enterprise can be organized in this way (see Calder and Malthouse 2003, 2005b; Malthouse and Calder 2005). Figure 1.11 illustrates the process, which we refer to as integrated marketing for reasons that will become apparent.

In an integrated marketing process centered on identifying, measuring, and improving consumer experiences, the brand becomes the concept that defines and describes *an* experience that the marketer intends the consumer to have. It is developed out of an understanding of what the consumer's experience currently is and how the product could be more relevant to that or other

Figure 1.11
Integrated Marketing as the Identification, Measurement, and Improvement of Experiences



experiences. The focus is on the experience of the consumer, on the product in the context of the consumer's life experiences, and not on the product per se. Again, the brand is the concept that the marketer wants the consumer to have, the concept of how she or he should experience the product. Notice the loop in Figure 1.11, from experience to brand and back from brand to experience. The brand concept is based on experience and then is used to produce the experience and if necessary to improve it.

In this view, *contacts* are anything that creates experiences. A contact could be an aspect of the product that leads to an experience. Or it could be anything else that affects a relevant experience. An ad can be a contact if it affects experience. *If a media vehicle helps engage consumer experiences, the ad is a better contact.* Advertising, or any particular kind of advertising, like TV advertising, is not privileged. Any way of touching the consumer is equally a contact. If new media and new technologies can be used to engage consumers more, advertising should move in this direction. If old media can be managed to build better brands, in just the way suggested here, media engagement will help the old media to remain important in the future as well.

Marketing in our view should, above all, become an exercise in specifying the best set of contacts for matching consumer experiences to the experiences called for by the brand. The identification and measurement of experiences is crucial. The process shown in Figure 1.11 can thus be seen as a continuous feedback loop with experience identification, measurement, and improvement at its core.

FUTURE OF BRANDS

Marketers love buzzwords and there are already those who say that *engagement* and *experiences* are yesterday's buzzwords. Those looking for the next silver bullet may soon move on. One final thought, however.

We all know that marketing increasingly operates in a world of parity products. The danger of winding up with a commodity product is a clear and present danger to most companies. Faced with this, is there really any choice but to look at the experience of the consumer and to focus on what would make a consumer have *an* experience with the product? Can marketing not be centered on finding and creating experiences for consumers? The future of brands depends on finding and creating experiences, and not just experiences based on liking, but experiences reflecting engagement with what consumers are trying to make happen in their lives.

APPENDIX

This appendix first gives some additional experiences. See Malthouse et al. (2007) for a complete listing for magazines, Calder and Malthouse (2004) for newspapers, Calder and Malthouse (2005a) for web sites, and Peer, Malthouse, Nesbitt, and Calder (2007) for TV news. We then make our table d'hôte suggestions for advertisers or media organizations wishing to do experience studies.

Inspirational Experience

- It makes me feel like I can do important things in my life.
- Reading it makes me want to match what others have done.
- It inspires me in my own life.
- Reading this magazine makes me feel good about myself.

The *Inspirational* experience is about believing that one can do something. A good example of the *Inspirational* experience is in the "I Did It!" column of the *Better Homes and Gardens* magazine, featuring normal people who completed impressive projects on their homes. The emphasis is not on how they did it, but rather on the fact that *they* did it.

Civic Looks Out for My Interests Experience

- Reading this newspaper/watching the news makes me feel like a better citizen.
- I count on this newspaper/station to investigate wrongdoing.
- Reading/watching makes me more a part of my community.
- Our society would be much weaker without newspapers/TV news.
- I think people who do not read this newspaper or one like it are really at a disadvantage in life.

People believe that news organizations are vital to the well-being of a community because they connect them with others in the community. They believe news organizations can serve as a balance against the powerful; in particular, investigative reporting that exposes government corruption or illegal business practices gives the reader this experience.

Positive Emotional Experience

- The magazine/show definitely affects me emotionally.
- Some articles/stories/episodes touch me deep down.

- It helps me to see that there are good people in the world.
- It features people who make you proud.

Some people feel touched emotionally by stories or programs they read or watch. For example, seeing a children's choir during the holidays or the neighbor who helped someone in need can create this experience.

Entertainment Experience

- It always has something that surprises me.
- It often makes me laugh.
- It is definitely entertaining.
- Once you start surfing around this site, it's hard to leave.
- I like stories about the weird things that can happen.
- I really do have a lot of fun visiting this site.

This Transportation type experience is about feeling entertained and absorbed in a site, magazine, newspaper, or TV programming. Many TV networks and programs focus on this experience. Certain newspaper content such as the Metropolitan Diary column in the *New York Times* or newspaper stories about unusual topics deliver this experience.

Ad Attention, Turned On by Ads Experience

- I like the ads as much as articles.
- I look at most of the ads.
- I like how colorful the ads are.
- I click on the ads from this site more often than most other sites I visit.
- This site has ads about things I actually care about.
- I use the ads in this newspaper to understand what is on sale.
- I value the coupons in the newspaper.

With some publications or programs, the advertising can be an important part of the content and can be an important reason for buying the publication, visiting the site, or viewing the program. Looking at the ads is a core part of the experience of reading a fashion magazine. Likewise, the ads in hobby magazines and programs could be relevant to readers/viewers in this way.

Participation and Socialization Experience

- I contribute to the conversation on this site.
- I do quite a bit of socializing on this site.
- I often feel guilty about the amount of time I spend on this site socializing.
- I should probably cut back on the amount of time I spend on this site socializing.

This experience applies mostly to online sites and taps into the feeling that the site is replacing real-world activities. “Second Life” is a good example. Other media create a community around a topic (e.g., *American Idol*) that is so involving to its members, they feel they almost spend too much time with it.

Our table d’hôte suggestions for measuring experiences for different media are given in the table that follows. A magazine, for example, might well want to ask about the 10 experiences for which the cells in the table contain the numbers of specific experience items recommended for magazines. The numbers refer to the experience items noted previously or in the text. The experience items would be presented as agree–disagree questions.

Thus, for magazines the *Talking About and Sharing* experience lists “1” as the first recommended item. This refers to “Reading this magazine gives me something to talk about” which is the first item (number 1) in the text where this experience is discussed. Likewise, for Other TV the *Entertainment* experience lists “1, 2, 3, 5” where “1” is “It always has something that surprises me” from the experiences listed previously.

To be comparable with other studies, we recommend using the questions listed next. If comparability is not a goal (i.e., the study is for internal tracking purposes), add or drop experiences and/or exchange items to meet the needs of the study.

Cells that have the notation “LA” indicate that the experience is less applicable in a particular medium. For example, the *Overload, Too Much* experience is less applicable to magazines because usage is more voluntary. “SA” indicates selectively applicable. The experience is highly relevant for some publications within a medium, but not for most. The *Civic Looks Out for My Interests* could be highly relevant for certain news magazines, but will not be central for most hobby, shelter, health, parenting, or women’s magazines. *Inspirational* will be relevant for certain cooking and fitness shows, but not for much TV programming. Similarly, *Positive Emotional* will be highly relevant to the Hallmark network, but less so for a sports TV network. Empty cells indicate we do not have recommendations at this time.

Experiences	Magazines	Media Web	News- papers	TV News	Other TV
Talking about and sharing	1, 2, 3	1, 2, 3	1, 2, 3	1, 2, 3	1, 2, 3
Utilitarian	1, 2, 3	1, 2, 3	1, 2, 3	1, 2, 3	1, 2, 3
Makes me smarter	1, 2, 3, 4	1, 2, 3, 4	1, 2, 3, 4	1, 2, 3, 4	1, 2, 3, 4
Credible and safe	1, 2, 3	1, 2, 3, 6, 7	1, 2, 3	1, 2, 3	
Time-out	1, 2, 3, 4	1, 2, 3, 4	1, 2, 3, 4	1, 2, 3, 4	1, 2, 3, 4
Visual imagery	1, 2, 3	1, 2, 3	1, 2, 3	1, 6, 7	1, 6, 7
Regular part of my day		1, 2, 3, 4	1, 2, 3	1, 2, 3	
Overload, too much	LA	LA	1, 2, 3	LA	
Ad interference	1, 3, 5, 7	1, 2, 3, 4	1, 2, 6	1, 2, 5	1, 2, 5
Community connection	LA	1, 2, 3, 4	LA		
Inspirational	1, 2, 3	1, 2, 3	LA		SA 1, 2, 3
Civic looks out for my interests	SA	1, 2, 3, 4	1, 2, 3, 4	1, 2, 3	SA
Positive emotional	SA 1, 2, 3	SA	LA	1, 2, 3	SA 1, 2, 3
Entertainment	SA	1, 2, 4, 6	1, 2, 3, 5		1, 2, 3, 5
Ad attention, turned on by ads	1, 2, 3	1, 2, 4, 5	2, 6, 7		
Participation and socialization		1, 2, 3, 4			

NOTES

1. See Malthouse et al. (2007), Calder et al. (2007), and Ware et al. (2007) for empirical tests of this claim and for extensive references to other studies. For magazines, see Malthouse et al. (2007). For newspapers see Calder and Malthouse (2004). For online sites, see Calder et al. (2007). Also see Bronner and Neijens (2006).
2. See Ware et al. (2007) for a more thorough analysis controlling for other factors such as the quality of the ad, interest in the product category, and reader engagement with the magazine.

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