

Reading Guide 4

Stubb, C., & Colliander, J. (2019). "This is not sponsored content"—The effects of impartiality disclosure and e-commerce landing pages on consumer responses to social media influencer posts. *Computers in Human Behavior*, 98, 210-222. <https://doi.org/10.1016/j.chb.2019.04.024>

1. Define the terms listed below. For this question only, it's ok to use quotations from the article.

Impartiality disclosure: level of brand influence to depend on the presence or lack of sponsorship attachment communicated through disclosure.

Persuasion knowledge model: people develop knowledge about persuasion tactics throughout life, and will use this knowledge when they are subjected to persuasion attempts from advertising or sales messages. People can tell which messages have a persuasive intent.

2. What research method (type of studies) did the author use?

In study 1, an experiment was conducted that had participants watch a video with either an impartial or explicit sponsorship disclosure. After the video, participants then had to fill out a questionnaire. In study 2, an experiment was conducted through exposure to a fictitious product but it was either sponsored by an influencer or not. Then the questionnaire asked participants about source credibility, brand attitude and purchasing.

Study 1

3. What was the hypothesized relationship between impartiality disclosure and source credibility?

With an impartial disclosure, this would lead to higher source credibility compared to explicit source disclosure.

4. Which condition was hypothesized to be the most persuasive (based on H3)?

Impartial disclosure would tend to be more persuasive. It would lead to better brand attitudes and a possibility of purchasing.

5. Who made up the sample?

The study consisted of MTurk workers. However, they were only allowed to be participants if they had an approval rating of 95% or higher.

6. What was the independent variable and how was it manipulated?

The independent variable was the youtube videos shown to the participants. It was manipulated in the introduction. The video either had an impartial disclosure or an explicit disclosure.

7. What were the dependent variables?

The dependent variables were source credibility, product-review credibility, brand attitude and purchase intent.

8. In Table 1, there are two important elements - the mean scores and the superscripts next to them. Below the table are instructions on how to interpret the superscripts. There was no difference in purchase intentions based on condition. However, there was a difference in brand attitude. Which conditions were different and which condition had a more positive brand attitude?

Persuasion knowledge activation was the lowest in impartiality disclosure. Product review credibility was highest for impartiality disclosure. Source credibility was also highest in impartiality disclosure. Brand attitude only had a significant effect between impartiality disclosure and nondisclosure. However, purchase intention had no significant effect; regardless of the disclosure condition.

Study 2

9. The procedure in Study 2 was similar to Study 1 but with what differences?

This study gave both impartial and explicit disclosure. However, in this experiment the disclosure was done through having an influencer promote the fictitious product or having no sponsor listed. Rather than having an introduction that says the disclosure on a video.

10. This study employed a 3x2 design, which creates six conditions ($3 \times 2 = 6$). Use the independent variables to describe each condition in the blue cells below:

Landing Page Content	Disclosure Type		
	impartiality disclosure	explicit sponsorship disclosure	no disclosure control
	product review credibility	source credibility	persuasion knowledge activation

General Discussion

11. What were the author's main conclusions?

With an impartiality disclosure, this lowers the credibility. Also, brand attitude and purchase intent is not influenced by the disclosure condition. Impartiality disclosure has a positive effect on source and product review credibility. Disclosures are very important/necessary when involving SMI. When advertising, a brand page hyperlink can be beneficial in terms of guiding the consumer to the correct place to purchase the product. Disclosure is what helps with this interaction. Basically the researchers aimed this study to get a better understanding of how impartiality and SMI product reviews affect the consumers.

12. What limitations did the author acknowledge? Can you think of any others?

There were a few limitations. One was that they only researched certain types of impartiality disclosure. Also, the products they used were categorized as “goods”. It would have been better to have a variety of products to appeal to certain audiences. Additionally, this study would have been better with more products over a longer period of time. Rather than do a cross-sectional study, longitudinal studies may be more beneficial. These limitations are broad so I can’t think of any more limitations. If anything, I would make a more generalized and diverse group of participants.

13. Were you convinced of the authors’ conclusions? Why or why not?

I am convinced of the author's conclusions. I never really pay attention to the advertisement disclosures so I had no opinion on this topic. Overall, the research seems to have a logical conclusion that has a process to support their claim. It also compared its results to those of another study.

14. Is there anything about this article that you found hard to understand (for Dr. Kretz to explain)?

I understood this article. If anything I would just like to get a better understanding of all these concepts and their true definition.