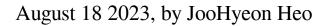
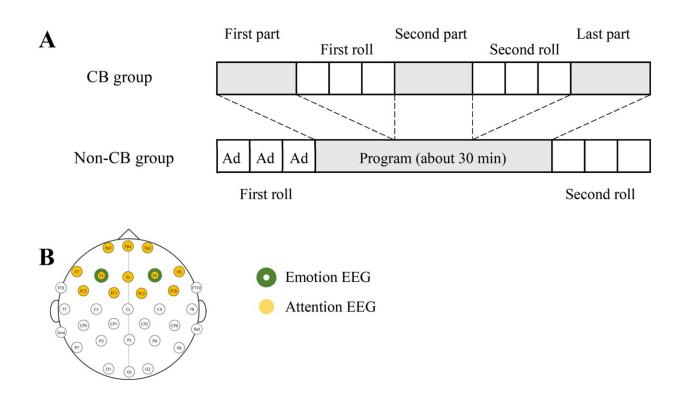


Study sheds light on the impact of in-stream video advertising on ad information encoding





(A) Experimental protocol in the first session of the experiment and (B) EEG channels involved in emotion and attention process. Credit: Ulsan National Institute of Science and Technology

The effects of in-stream video advertising on ad information encoding have long remained a mystery. A recent study, published in the *Journal of Advertising* and led by Professor Sung-Phil Kim and his research team in the Department of Biomedical Engineering at UNIST, sheds light on



this subject.

By integrating the negative emotion-memory model (NEMM) and the limited capacity model of motivated-mediated message processing (LC4MP), researchers investigated how advertising content is encoded within the context of in-stream video advertising.

The study involved comparing two groups: One exposed to mid-roll ads and those exposed to pre- and post-roll ads. Through <u>electroencephalography</u> (EEG) analysis, which measures brainwave activity, the research team assessed negative emotions and bottom-up attention during advertisement viewing.

Findings from the study indicate that while viewers experienced initial negative emotions induced by mid-roll ads, these feelings were attenuated with subsequent mid-roll exposures. Interestingly, negative emotions resulting from mid-roll ads reduced the influence of bottom-up attention in information encoding. Conversely, pre- and post-roll ads did not elicit negative emotions; thus, bottom-up attention played a significant role in encoding information from these types of advertisements.

Furthermore, despite experiencing transient negative reactions during mid-roll exposures, <u>viewers</u>' purchase intention for advertised products remained unaffected—an important insight for advertisers seeking to understand <u>consumer behavior</u>.

"This research provides valuable insights into how intermediate advertisements impact memory formation," explained Professor Kim. "Understanding how <u>negative emotions</u> influence memorability can enhance advertising effectiveness and revenue generation."

More information: Seungji Lee et al, The Effects of In-Stream Video



Advertising on Ad Information Encoding: A Neurophysiological Study, *Journal of Advertising* (2023). DOI: 10.1080/00913367.2023.2222782

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