

Advanced Advertising History: Scientific and Theoretical Foundations

Advertising History · Answer Key · 16 Questions

1. Which early advertising theorist proposed the AIDA (Attention, Interest, Desire, Action) model, a foundational concept in understanding consumer response to persuasive messages?

- A) John E. Kennedy
- B) E. St. Elmo Lewis**
- C) Claude Hopkins
- D) Walter Dill Scott

2. The development of psychographics in advertising research owes a significant debt to the work of Ernest Dichter, whose theories focused on tapping into consumers' unconscious motivations and desires. What specific psychological school of thought most heavily influenced Dichter's approach?

- A) Behaviorism
- B) Gestalt Psychology
- C) Psychoanalysis**
- D) Cognitive Psychology

3. Early empirical research into advertising effectiveness, particularly in the late 19th and early 20th centuries, often employed experimental methods to test the impact of specific advertising elements. Which of these early researchers is credited with pioneering such experimental approaches, notably in his work on 'The Psychology of Advertising'?

- A) Daniel Starch
- B) Claude Hopkins
- C) Walter Dill Scott**
- D) Harold C. Peterson

4. The concept of 'brand recall' and 'brand recognition' as key metrics for advertising success gained prominence with the work of researchers like Daniel Starch. What specific methodology did Starch extensively utilize to measure advertising readership and recall?

- A) Focus groups
- B) Surveys and recall tests**
- C) Eye-tracking studies
- D) Content analysis

5. The 'Two-Step Flow of Communication' theory, proposed by Elihu Katz and Paul Lazarsfeld in the 1950s, significantly impacted understanding how mass media messages, including advertising, influence public opinion. What is the core premise of this theory?

- A) Direct, uniform effects of media on all audiences.
- B) Media messages are primarily interpreted by opinion leaders who then influence others.**
- C) Audiences actively filter and resist media messages.
- D) The internet has rendered traditional media influence obsolete.

6. What scientific principle, rooted in Thorndike's Law of Effect, was fundamental to early advertising strategies that emphasized rewarding desired consumer behavior and minimizing negative outcomes?

- A) Classical Conditioning
- B) Operant Conditioning**
- C) Social Learning Theory
- D) Cognitive Dissonance

7. The development of the 'Unique Selling Proposition' (USP) by Rosser Reeves in the mid-20th century was a theoretically grounded approach to advertising. What was the central scientific principle or proven theory that underpinned the USP?

- A) The halo effect
- B) Repetition and memorability of a single, distinct benefit**
- C) Emotional appeal over rational argument
- D) Targeting niche market segments exclusively

8. Before sophisticated quantitative methods, advertising effectiveness was often judged through qualitative analysis and persuasive rhetoric. However, early academic attempts to quantify advertising's impact often relied on what type of data collection?

- A) Neuroimaging data
- B) Sales figures and coupon redemption rates**
- C) Biometric feedback
- D) Social media sentiment analysis

9. The 'mere-exposure effect,' a psychological phenomenon where people develop a preference for things merely because they are familiar with them, has been implicitly and explicitly leveraged in advertising throughout history. Who is most credited with initial empirical investigations into this effect?

- A) B.F. Skinner
- B) Robert Zajonc**
- C) Albert Bandura
- D) Leon Festinger

10. Which advertising era saw a significant shift towards scientific research and data-driven decision-making, moving away from purely creative or intuition-based approaches, often attributed to the rise of market research firms?

- A) The Early Days (pre-1900s)
- B) The Golden Age of Advertising (1920s-1950s)**
- C) The Creative Revolution (1960s-1970s)
- D) The Digital Age (1990s-Present)

11. The concept of 'framing' in persuasive communication, including advertising, posits that the way information is presented can influence audience perception and decision-making. Which Nobel laureate economist's work significantly contributed to the academic understanding of framing effects?

- A) Milton Friedman
- B) Daniel Kahneman**
- C) John Maynard Keynes
- D) George Akerlof

12. The advertising industry's move towards more ethical considerations in the mid-20th century was partly a response to scientific critiques and public concern about manipulative practices. What theoretical concept, concerning the potential for advertising to exploit vulnerabilities, was a driving force in these discussions?

- A) Confirmation bias
- B) Cognitive dissonance
- C) Subliminal perception**
- D) The availability heuristic

13. The development of standardized testing and measurement in advertising research, particularly for elements like headline effectiveness and ad comprehension, was heavily influenced by early psychologists applying scientific methodologies. Which of these psychologists is renowned for their contributions to psychometrics and the measurement of psychological constructs, which indirectly informed advertising research?

- A) William James
- B) Charles Spearman**
- C) Sigmund Freud
- D) Carl Rogers

14. The 'Hierarchy of Effects' model, a progression of stages a consumer moves through from initial awareness to purchase, is a theoretical framework foundational to advertising strategy. While often attributed to Robert Lavidge and Gary Steiner, its roots can be traced to earlier academic work on persuasive communication, particularly in the realm of:

- A) Sociolinguistics
- B) Attitude change research**
- C) Semiotics
- D) Behavioral economics

15. The advent of television as a mass medium dramatically altered advertising strategies. From a scientific perspective, which aspect of television's impact was most profoundly studied in early advertising research concerning its persuasive power?

- A) Its ability to convey complex data efficiently
- B) Its dual sensory appeal (audio-visual) and emotional resonance**
- C) Its democratizing effect on information dissemination
- D) Its limited reach compared to print media

16. The concept of 'brand loyalty' as a measurable outcome of effective advertising gained traction with empirical studies in the mid-20th century. What specific theoretical framework, related to consumer behavior and decision-making, helps explain the formation and maintenance of brand loyalty?

- A) Rational choice theory
- B) Cognitive learning theory
- C) Social exchange theory
- D) All of the above**