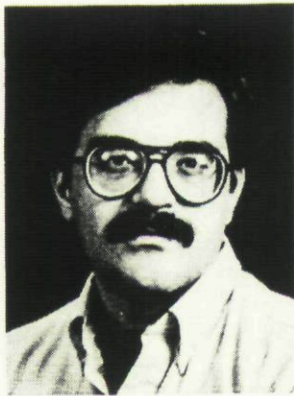


# A BIBLIOMETRIC STUDY OF ADVERTISING CITATIONS



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## ABSTRACT

A bibliometric investigation identified citation patterns in advertising-related articles published during 1981-83 in a number of core journals and conference proceedings in advertising, marketing, consumer research and communication. Business publications and psychology publications were found to have accounted for more than half of the 6,312 citations coded in this study. Although the raw data indicated that the *Journal of Marketing Research* and the *Journal of Advertising Research* were historically the most-cited journals, a method that controls for differences in years of publication, number of articles published per year and frequency of self-citations detected an increased impact, in recent years, on the part of the *Journal of Advertising* and of consumer-research publications.

Received May 20, 1985. Accepted for publication June 19, 1985.

Citation indexing is a useful method of keeping track of patterns in scholarly publishing. Members of academic disciplines need to be aware, every once in a while, of who cites whom in the scholarly journals, as well as which publications cite which other publications. Periodic studies of citation patterns not only present a "situation analysis" of publishing activity within a discipline, but also help identify shifts in the relative impact of publications, authors, institutions and schools of thought, as well as linkages among disciplines.

This article reports on a citation study of scholarly serial publications in advertising. Articles, published

during a recent three-year period, in advertising, marketing, communication and consumer-research journals and conference proceedings were examined to investigate the relative incidence of citations to these publications.

## BACKGROUND

Interest in citation studies is evident in many disciplines. Examples abound in the social and natural sciences (2, 3, 9, 15, 16), as well as in economics (6), general business (5, 10), finance (12), marketing (8, 11, 19), communication (14, 17, 21, 22) and other areas of scholarship.

For example, Hamelman and Mazze's (11) study of cross-referencing between American Marketing Association journals and other publications in 1966-70 showed that the *Journal of Marketing* and the *Journal of Marketing Research* had strong linkages with the *Journal of Advertising Research*. Goldman's (8) study of 1967, 1968, 1971 and 1976 references in *Journal of Marketing* and *Journal of Marketing Research* articles also showed that, other than themselves, the AMA journals had cited the *Journal of Advertising Research* most often, followed by the *Journal of Business*, *Public Opinion Quarterly* and *Psychometrika*.

Similar findings were obtained by Russell and Martin (19), who, in their study of 1970-74 issues of marketing, advertising and public relations publications, found that *JM*, *JMR* and *JAR* had cited themselves and each other most often. *Advertising Age* was another advertising publication cited with some frequency by publications included in these studies. As one would expect, these studies show considerable cross-referencing between publications in the areas of advertising and marketing.

Other articles that have reported on publishing activity in advertising are a study of replication in advertising research (18) and Soley and Reid's (20) study of advertising article productivity. The literature, however, shows no similar comprehensive study of published advertising citations.

Several of the studies mentioned above employed the method of counting citations in selected issues of selected publications. A different (and somewhat easier, but no less illuminating) method was employed by Reeves and Borgman (17), who relied on previously compiled citation indexes to study linkages among journals in communication research.

The three most comprehensive sources of already-compiled citation indexes are the *Social Science Citation Index*, the *Science Citation Index* and the



*Arts and Humanities Citation Index*. Summary analyses of the three indexes appear annually in *Journal Citation Reports*, which cross-lists all citations made by and to publications listed in the indexes. Thus, interested (and patient) parties can use this publication to map patterns in scholarly publishing.

## RATIONALE FOR THE STUDY

Identifying citation patterns in published advertising research is a cumbersome task for two reasons. First, only one advertising journal, the *Journal of Advertising Research*, is indexed in the *Social Science Citation Index*. The *Journal of Advertising*, barely a decade old at the time of this study (1984), was not indexed as a citing journal, although it appeared as a cited journal.

A second difficulty in assessing the impact and spread of published advertising research stems from the broad interdisciplinary interest in the field. Advertising-related articles can be found in the literature of a number of disciplines other than advertising, particularly in marketing, communication and consumer-behavior journals and conference proceedings. The *Index* lists journals cited by all articles in selected marketing, communication and consumer-behavior publications. This information is of little value to researchers interested in citation patterns of only advertising-related research.

Thus, the only way one could carry out such a bibliometric investigation of published advertising research would be to identify all advertising-related articles in advertising and related-discipline publications and actually count the citations. This was the task of the present study.

The tradition of presenting advertising-research findings has not been confined to journals alone. Several annual conferences in advertising and related fields publish proceedings, and there is evidence that, to a certain extent, these are cited regularly in journal articles (1). For this reason, it was decided to include published conference proceedings in the present study. Some less-than-quarterly publications also were included (see list below). Regional publications were not included.

## DATA COLLECTION

Following is a list of journals and conference proceedings included in the study. The list is largely similar, but not identical, to publication lists used by previous studies (18, 20) that have examined the advertising literature.

- 1) ADVERTISING LITERATURE: *Journal of Advertising (JA)*, *Journal of Advertising Research (JAR)*, *Current Issues and Research in Advertising (CIRA)*, Proceedings of the American Academy of Advertising (AAA).

- 2) MARKETING LITERATURE: *Journal of Marketing (JM)*, *Journal of Marketing Research (JMR)*, *Journal of the Academy of Marketing Science (JAMS)*, Proceedings of the American Marketing Association (AMA).
- 3) COMMUNICATION LITERATURE: *Journalism Quarterly (JQ)*, *Journal of Broadcasting (JB)*, *Journal of Communication (JC)*.
- 4) INTERDISCIPLINARY LITERATURE: *Journal of Consumer Research (JCR)*, *Journal of Consumer Affairs (JCA)*, *Advances in Consumer Research (ACR)*; Proceedings of the Association for Consumer Research, *Public Opinion Quarterly (POQ)*.

All citations to scholarly journals and published conference proceedings in advertising-related articles appearing in the above publications were coded as to the following:

- 1) Year of the citing publication (1981, 1982, 1983);
- 2) Citing publication (listed above);
- 3) Year of the cited publication;
- 4) Cited publication (above-listed publications and others that were national journals or published conference proceedings).

The study's purpose was to identify citation patterns in published journals and conference proceedings in the advertising literature. For this reason, references to other types of works (books, monographs, legal documents, unpublished conference papers, working papers, popular and trade-press articles, etc.) were not included in the coding scheme.

Relevant citations listed in all articles (including rejoinders/responses; excluding editorials and book reviews) in 1981-83 issues of the selected publications were coded.

## DATA ANALYSIS AND FINDINGS

Of 6,312 citations coded, 3,313 (52.4%) were in advertising publications, 1,416 (22.4%) in marketing publications, 1,331 (21.1%) in interdisciplinary publications and 252 (4.0%) in communication publications. A breakdown of the citations by citing publication group and individual cited publication is presented in Table 1. Because psychology publications were found to account for a sizable percentage of citations, they were treated as a separate group of cited publications.

Overall, business publications were found to have accounted for approximately one-third of all cited works, followed by psychology publications (20% of all cited works), advertising publications (18.7%) and interdisciplinary publications (14.6%). Communication publications were the least-cited. Slight changes in these proportions were noted when self-citations



TABLE 1

## CITED PUBLICATIONS BY CITING PUBLICATION GROUP

Cited Publication	Citing Publication Group					Total Excluding Self-Cites (N=5603)
	Advertising (N=3313)	Marketing (N=1416)	Interdisciplinary (N=1331)	Communication (N= 252)	Total (N=6312)	
<i>Advertising</i>						
<u>JA</u>	5.7%	1.3%	3.2%	4.4%	4.1%	3.8%
<u>JAR</u>	17.6	8.4	5.7	11.1	12.8	10.2
<u>CIRA</u>	1.8	.6	.7	2.4	1.3	.3
<u>AAA</u>	.8	.2	.0	2.0	.5	.4
<i>Business</i>						
<u>JM</u>	9.2	10.7	6.3	6.3	8.8	8.8
<u>JMR</u>	11.0	17.2	12.5	8.7	12.6	12.4
<u>JAMS</u>	.2	.1	.0	.0	.2	.2
<u>AMA</u>	2.0	3.4	1.6	.4	2.2	2.0
Other Business	9.5	10.7	5.6	5.6	8.8	9.9
<i>Interdisciplinary</i>						
<u>JCR</u>	3.7	7.3	10.2	1.6	5.8	5.8
<u>JCA</u>	.6	.6	1.4	.4	.8	.6
<u>ACR</u>	4.1	6.9	9.0	1.6	5.6	4.9
<u>POQ</u>	2.4	1.9	2.8	2.8	2.4	2.7
<i>Communication</i>						
<u>JQ</u>	1.6	.7	.5	11.9	1.6	1.3
<u>JB</u>	.6	.4	.8	2.4	.6	.7
<u>JC</u>	1.2	1.7	.6	5.6	1.4	1.6
Other Communication	2.7	1.6	1.7	4.4	2.3	2.6
All Advertising	25.8	10.5	9.6	19.8	18.7	14.7
All Business	31.9	42.2	26.1	21.0	32.5	33.2
All Interdisciplinary	10.8	16.7	23.4	6.3	14.6	14.1
All Communication	6.2	4.3	3.5	24.2	5.9	6.2
All Psychology	17.0	17.7	30.6	13.1	19.9	22.4
All Others	8.4	8.5	6.9	15.9	8.4	9.5

(citations of individual publications to themselves) were excluded.

Advertising publications were found to have cited advertising publications frequently (25.8%), but not as frequently as they had cited business publications (31.9%); marketing publications had a higher frequency of citing business publications; interdisciplinary publications most often cited psychology publications; and communication publications had

the largest percentage of citations to communication publications. The *Journal of Marketing Research* and the *Journal of Advertising Research* were the most-cited individual publications.

Obviously, older publications, as well as those that publish more articles per year, would have an inherent advantage over publications that are more recent and/or publish fewer articles per year. A better comparison of citation patterns, then, would

TABLE 2

## CITATIONS TO PUBLICATIONS DATED 1978 OR LATER

<u>Cited Publication</u>	<i>1978+ cites to each publication as percent of all cites to the publication</i>	<u>Percent of all cites</u>		<u>Impact Factor</u>
		<u>Including self-cites (N=2236)</u>	<u>Excluding self-cites (N=1932)</u>	
<i>Advertising</i>				
<u>JA</u>	71.2%	8.2%	7.9%	1.36
<u>JAR</u>	33.5	12.1	10.4	1.41
<u>CIRA</u>	100.0	3.7	2.1	.78
<u>AAA</u>	67.7	1.1	.8	.12
<i>Business</i>				
<u>JM</u>	34.9	8.7	9.0	
<u>JMR</u>	32.3	11.5	12.1	
<u>JAMS</u>	72.7	.4	.4	
<u>AMA</u>	50.4	3.1	3.0	
Other Business	29.6	7.3	8.4	
<i>Interdisciplinary</i>				
<u>JCR</u>	57.0	9.3	9.7	
<u>JCA</u>	62.8	1.4	1.3	
<u>ACR</u>	64.0	10.2	9.1	
<u>POQ</u>	10.0	.7	.8	
<i>Communication</i>				
<u>JQ</u>	34.4	1.5	1.1	
<u>JB</u>	24.4	.5	.5	
<u>JC</u>	28.6	1.2	1.3	
Other Communication	26.9	1.8	2.1	
All Advertising	47.4	25.1	20.9	
All Business	33.7	30.9	32.9	
All Interdisciplinary	52.4	21.6	20.9	
All Communication	28.9	5.0	5.0	
All Psychology	20.4	11.4	13.3	
All Others	25.9	6.1	7.1	
All Cites	35.4	100.1*	100.1*	

\*Rounding error

be one that takes these differences into account. Table 2 shows total citations to articles dated 1978 (the first year of *CIRA*, the most recent publication) or later.

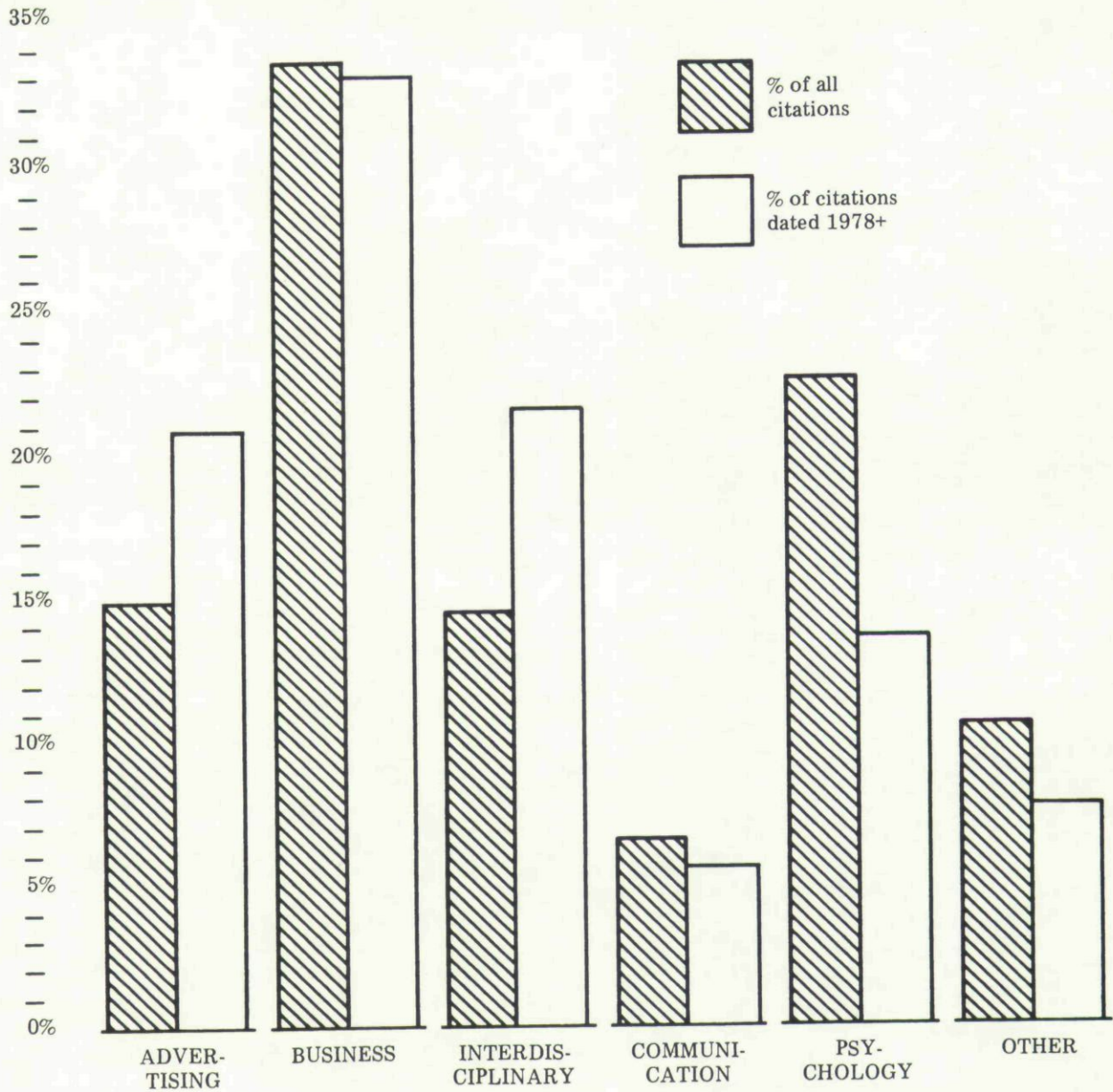
The first column of numbers in Table 2 shows the percentage of all citations to each publication

that were dated 1978 or later. Of all citations, 35.4 percent were dated since 1978. Other than *CIRA* (all citations to which were since 1978) and *JAMS* (total number of citations to which was negligible), the *Journal of Advertising* had the largest percentage of citations to articles it had published



FIGURE 1

PERCENTAGES OF ADVERTISING CITATIONS (CITED PUBLICATIONS)



since 1978 (71.2%). A similar, although slighter, pattern was detected in the case of consumer-research publications (*JCR*, *JCA*, *ACR*). The majority of citations to the two major marketing journals, to psychology publications and to communication publications were dated before 1978. Only 10 percent of citations to *POQ* were to recent *POQ* articles.

The third column of numbers in Table 2 shows percent of total citations since 1978 (excluding self-cites) made to each publication. Compared to percentages in the last column in Table 1, these

figures show increases in percent citations to advertising and interdisciplinary publications and a decrease in percent citations to psychology publications. Of all citations dated since 1978, 7.9 percent were to the *Journal of Advertising*, more than double the percentage in Table 1. There were similar percentage increases in citations to the *Journal of Consumer Research* and to *Advances in Consumer Research*. Thus, relatively more citations were made to recent (1978+) articles in advertising and consumer-research publications; the opposite was true



in the case of psychology publications (see Figure 1). Citations to business publications showed no such changes.

The fourth column of numbers in Table 2 shows the impact factor for advertising publications. The impact factor is obtained by dividing the number of citations to each publication dated 1978-81 by the number of articles in that publication from 1978 to 1981 (13). That is, the impact factor represents the number of citations received per article published in 1978-81. This computation takes into account the fact that the number of articles published by each publication varies. Impact factors are presented only for advertising publications, because citations to business, interdisciplinary and communication publications may not be citations to advertising articles in those publications (this is especially true in the case of citations to method-oriented articles).

With both the length of publication and number of articles per year controlled for, impact-factor figures show that there is no notable difference between the *Journal of Advertising* and the *Journal of Advertising Research* in terms of recent impact on published advertising research. Each of the two journals received approximately 1.4 citations per article it had published in 1978-81.

A final noteworthy pattern in advertising citations is apparent in their mean age; that is, the difference in years between cited publication and citing publication. The fifth column of numbers in Table 3 shows that the average mean citation age is 8.6 years. Citations in advertising publications are the oldest (9.2 years); citations in interdisciplinary publications are the most recent (7.2 years). Citations to psychology publications (12.7 years) and to other publications (10.4 years) are the least recent; citations to interdisciplinary consumer-research publications (6.5 years) and advertising publications (6.8 years) are the most recent.

Other than citations to *CIRA* (the newest publication) and *AAA* (which had a negligible number of citations), citations to the *Journal of Advertising* were the most recent (3.9 years), followed by citations to *ACR* (4.0 years) and *JCR* (4.3 years). *Public Opinion Quarterly* was the oldest cited publication in terms of age of citations.

The last column in Table 3 shows the half-life of each publication. Half-life is a measure of the historical importance of a publication; it represents the number of years previous to year of citation that account for at least 50 percent of all citations to each journal (4). For example, the *Journal of Advertising's* half-life of 3.1 indicates that 50 percent of the citations to *JA* in a given year were to issues of *JA* that were at most 3.1 years old. For all citations, this

figure was 7.0 years. Advertising and interdisciplinary (consumer-research) publications had the shortest half-lives; psychology publications had the longest half-lives.

## DISCUSSION

This study identified certain patterns in scholarly publishing in advertising. To summarize:

1) The majority of all citations in advertising articles are to business and psychology publications. Communication publications are the least cited. Only two individual publications, the *Journal of Marketing Research* and the *Journal of Advertising Research*, each account for more than 10 percent of all advertising citations.

2) Advertising and consumer-research publications, on the other hand, show markedly increased incidences of recent citations. Specifically, more than 70 percent of the citations to the *Journal of Advertising* and more than half of the citations to the *Journal of Consumer Research* and *Advances in Consumer Research* are to recent articles in these publications. Conversely, 80 percent of the citations to psychology publications are to articles published before 1978. Half-life figures also are in line with these findings.

3) The two core journals in advertising, the *Journal of Advertising* and the *Journal of Advertising Research*, do not differ significantly in their recent impact on the advertising literature. Historically, *JAR* has been, and still is, the dominant advertising journal.

Based on the study's findings, advertising's interdisciplinary nature is confirmed. Advertising citations to recent literature indicate that the impact of advertising publications is on the rise, especially with the "coming of age" of the *Journal of Advertising* and the introduction of *CIRA*. The relative decline in impact on the part of psychology publications is offset by the rise in importance of consumer-research publications, perhaps indicating a broadening interdisciplinary interest in the field. At the same time, business (especially marketing) publications are holding their own, while communication publications still account for very little of the scholarly publishing activity in advertising. The incidence of citing publications from outside advertising, business, communication, consumer-research and psychology — most citations in the "other" category were to sociology, political science and law publications — also appears to have declined.

The exclusion of individual psychology publications from the coding scheme (and thus from the analysis) allowed no opportunity for investigating whether citations to certain psychology publications were more frequent than citations to other such



**TABLE 3**  
**MEAN AGE AND HALF-LIFE OF CITED PUBLICATIONS**

<u>Cited Publication</u>	Mean Age* of cited publications (in years)					<u>All Citing Publications</u>	<u>Half-life</u>
	<u>Citing Publication Group</u>						
	<u>Advertising</u>	<u>Marketing</u>	<u>Interdisciplinary</u>	<u>Communication</u>			
<i>Advertising</i>							
<u>JA</u>	4.2	3.8	2.4	3.9	3.9	3.1	
<u>JAR</u>	8.3	8.0	7.6	7.8	8.2	6.7	
<u>CIRA</u>	2.9	3.4	1.9	2.2	2.7	2.8	
<u>AAA</u>	4.4	4.0	6.0	2.8	4.6	2.9	
<i>Business</i>							
<u>JM</u>	7.7	8.4	6.7	5.7	7.7	6.1	
<u>JMR</u>	7.7	7.5	5.8	9.2	7.2	6.1	
<u>JAMS</u>	3.6	2.0	.0	.0	3.3	4.1	
<u>AMA</u>	7.0	6.2	4.1	3.0	6.3	4.6	
Other Business	9.3	8.6	6.6	7.4	8.4	6.9	
<i>Interdisciplinary</i>							
<u>JCR</u>	4.2	4.6	4.0	6.5	4.3	3.7	
<u>JCA</u>	4.1	5.0	4.6	4.0	4.4	4.3	
<u>ACR</u>	4.4	4.2	3.3	3.5	4.0	3.9	
<u>POQ</u>	16.1	18.8	12.2	20.1	15.8	15.7	
<i>Communication</i>							
<u>JQ</u>	9.3	7.8	16.0	4.7	8.2	6.9	
<u>JB</u>	8.1	8.8	9.8	2.7	8.4	6.6	
<u>JC</u>	8.3	5.6	6.5	3.2	7.1	5.9	
Other Communication	12.3	11.8	8.0	6.5	1.1	7.6	
All Advertising	7.0	7.6	5.5	5.7	6.8	5.5	
All Business	7.9	7.9	6.1	7.5	7.3	6.2	
All Interdisciplinary	7.0	6.1	4.7	11.1	6.5	5.7	
All Communication	10.3	8.5	9.2	5.6	9.5	6.9	
All Psychology	14.9	12.3	10.0	10.9	12.7	10.7	
All Others	11.1	10.3	9.3	7.9	10.4	7.5	
All Cites	9.2	8.6	7.2	7.7	8.6	7.0	

\*Difference in years between citing publication and cited publication.

publications. This limits any conclusions regarding the relative impact of these publications to generalizations about psychology publications as a group.

Another limitation of the present study is that it dealt only with citations in and to scholarly serial publications. This is not to discount the strong pro-

fessional orientation of advertising. As noted earlier, trade publications are valuable sources for advertising and marketing scholars. Nor should the contribution of the many fine single- and multi-authored and edited books in advertising be ignored. Indeed, that such works are numerous and influential is evident in



the contents of a recent collection of unpublished working papers that have attempted to define the core of the discipline (7).

A future update of published advertising research could include references to all published advertising-related works, and also investigate citation patterns among individual authors, thus offering a more comprehensive view of dominant works, authors and currents of thought.

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Small focus groups are already accepted and used to pre-test creative appeals. Why couldn't a similar body also look at layouts and storyboards to judge if they are basically straightforward and honest (17)? A few of the largest companies, such as General Foods, do this (1). A more widespread use of such committees could greatly enhance the clearance process and make it more effective.

In sum, the regulation of advertising is analogous to a series of screens of different mesh and screening ability that all ads must pass through. The advertising clearance process, with both initial and final clearance by the agency, the advertiser and the media, makes up the first several layers. The *post hoc* regulation of deceptive advertising by formal regulatory and informal self-regulatory agencies constitute additional screens. The last, but hopefully not the least, screen lies in the intelligence, education and critical judgments of the American public.

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illustrations and cartoons. Nelson presents both the editor's and the advertiser's point of view.

The book closes with an excellent five-page annotated bibliography. Instructors and students of graphic arts should include *Humorous Illustration and Cartooning* as part of their reference library.

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