



Journal of Advertising >

Volume 37, 2008 - [Issue 3](#)

944 | 73
Views | CrossRef citations to date | Altmetric

Original Article

Affective Responses to Images In Print Advertising: Affect Integration in a Simultaneous Presentation Context

Rafi M.M.I. Chowdhury, G. Douglas Olsen & John W. Pracejus

Pages 7-18 | Published online: 04 Mar 2013

Cite this article <https://doi.org/10.2753/JOA0091-3367370301>

Sample our
Humanities
Journals

-> [Sign in here](#) to start your access
to the latest two volumes for 14 days

References

Citations

Metrics

Reprints & Permissions

Read this article

Share

Abstract

Print advertising frequently employs multiple images within a single advertisement, each of which is capable of generating an affective response. Little is known, however, about how these multiple ad components combine to impact overall emotional response to advertising. Evidence from three experiments suggests that when advertisement images are all positive or all negative, the most extreme image determines overall response. When an advertisement contains both positive and negative images, a compensatory mechanism seems to drive overall response. This implies that there may be little advantage to using multiple images of similar valence and intensity, but that a greater number of positive pictures will lead to a more positive response in mixed-valence advertisements.

Related research

People also read

Recommended articles

Cited by
73

Information for

Authors

R&D professionals

Editors

Librarians

Societies

Opportunities

Reprints and e-prints

Advertising solutions

Accelerated publication

Corporate access solutions

Open access

Overview

Open journals

Open Select

Dove Medical Press

F1000Research

Help and information

Help and contact

Newsroom

All journals

Books

Keep up to date

Register to receive personalised research and resources
by email

 Sign me up

  

  

Copyright © 2026 Informa UK Limited Privacy policy Cookies Terms & conditions

Accessibility

 Taylor and Francis Group

Registered in England & Wales No. 01072954
5 Howick Place | London | SW1P 1WG