Taylor & Francis
Online

Journal of Advertising ›
Volume 37, 2008 - Issue 3

964 Views | 77 CrossRef citations to date | 0 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 Information Science Journals
>> Sign in here to start your access to the latest two volumes for 14 days

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 77

Cognitive Load and Social Media Advertising

Matthew Pittman et al.
Journal of Interactive Advertising
Published online: 19 Dec 2022

Information for

- Authors
- R&D professionals
- Editors
- Librarians
- Societies

Open access

- Overview
- Open journals
- Open Select
- Dove Medical Press
- F1000Research

Opportunities

- Reprints and e-prints
- Advertising solutions
- Accelerated publication
- Corporate access solutions

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

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