

Online Appendix

IJA articles that mention privacy in content but are not cited

- A survey of members of FEDIM. 1996. Direct marketing in Europe: How European advertising and media companies and agencies see direct marketing. *International Journal of Advertising* 15(4): 314-324.
- Alhabash, S., Mundel, J., Deng, T., McAlister, A., Quilliam, E.T., Richards, J.I. and K. Lynch. 2021. Social media alcohol advertising among underage minors: effects of models' age. *International Journal of Advertising* 40(4): 552-581.
- Auton, F. 2004. The advertising of pharmaceuticals direct to consumers: A critical review of the literature and debate. *International Journal of Advertising* 23(1): 5-52.
- Balabanis, G., Mitchell, V.W. and S. Heinonen-Mavrovouniotis. 2007. SMS-based surveys: Strategies to improve participation. *International Journal of Advertising* 26(3): 369-385.
- Bandyopadhyay, S., Kindra, G. and L. Sharp. 2001. Is television advertising good for children? Areas of concern and policy implications. *International Journal of Advertising* 20(1): 89-116.
- Bartsch, A. and A. Kloß. 2019. Personalized charity advertising. Can personalized prosocial messages promote empathy, attitude change, and helping intentions toward stigmatized social groups? *International Journal of Advertising* 38(3): 345-363.
- Bergkvist, L. and J.R. Rossiter. 2009. Tailor-made single-item measures of doubly concrete constructs. *International Journal of Advertising* 28(4): 607-621.
- Chen, H.C. and D. Allmon. 1998. Perceptions of the media in three different cultures: the US, Australia & Taiwan. *International Journal of Advertising* 17(2): 233-253.
- Chen, H. and L. Zhou. 2018. The myth of big data: Chinese advertising practitioners' perspective. *International Journal of Advertising* 37(4): 633-649.
- Choi, C.S., Cho, Y.N., Ko, E., Kim, S.J., Kim, K.H. and M.E. Sarkees. 2019. Corporate sustainability efforts and e-WOM intentions in social platforms. *International Journal of Advertising* 38(8): 1224-1239.

- De Jans, S., Van de Sompel, D., Hudders, L. and V. Cauberghe. 2019. Advertising targeting young children: an overview of 10 years of research (2006–2016). *International Journal of Advertising* 38(2): 173-206.
- Eisend, M. 2017. International diversity of authorship in advertising research. *International Journal of Advertising* 36(1): 3-10.
- Eisend, M. 2018. Old meets new: How researchers can use existing knowledge to explain advertising in new media. *International Journal of Advertising* 37(5): 665-670.
- Ham, C.D. and H.S. Lee. 2015. Internet media personality: scale development and advertising implications. *International Journal of Advertising* 34(2): 327-349.
- Hoek, J. and P. Gendall. 1994. Wishful Thinking or Hard Core Hostility? Viewers' Support for a Reduction in Television Advertising. *International Journal of Advertising* 13(1): 65-76.
- Kim, T. and Y. Sung. 2021. CEOs' self-disclosure on Instagram and consumer-brand relationships: the moderating effect of relationship norms. *International Journal of Advertising* 40(6): 897-921.
- Lee, T., Sung, Y. and S.M. Choi. 2011. Young adults' responses to product placement in movies and television shows: A comparative study of the United States and South Korea. *International Journal of Advertising* 30(3): 479-507.
- Lyonski, S. and R.W. Pollay. 1990. Advertising sexism is forgiven, but not forgotten: Historical, cross-cultural and individual differences in criticism and purchase boycott intentions. *International Journal of Advertising* 9(4): 317-329.
- Manceau, D. and E. Tissier-Desbordes. 2006. Are sex and death taboos in advertising? An analysis of taboos in advertising and a survey of French consumer perceptions. *International Journal of Advertising* 25(1): 9-33.
- Miracle, G.E., Rijkens, R. and A. Tempest. 1988. The Saga of the Directive on Misleading Advertising. *International Journal of Advertising* 7(2): 118-129.
- Newman, K. 1991. Editorial. *International Journal of Advertising* 10(1): ii.
- Pfeuffer, A. and J. Huh. 2020. Effects of different sponsorship disclosure message types on consumers' trust and attitudes. *International Journal of Advertising* 40(1): 49-80.
- Prendergast, G. and H.C. Hwa. 2003. An Asian perspective of offensive advertising on the web. *International Journal of Advertising* 22(3): 393-411.

- Rodgers, S., Wang, Y., Rettie, R. and F. Alpert. 2007. The web motivation inventory: replication, extension and application to internet advertising. *International Journal of Advertising* 26(4): 447-476.
- Stanaland, A.J. and J. Tan. 2010. The impact of surfer/seeker mode on the effectiveness of website characteristics. *International Journal of Advertising* 29(4): 569-595.
- Taylor, C.R. 2009. Editorial: Looking ahead: the future of the International Journal of Advertising. *International Journal of Advertising* 28(2): 195-197.
- Taylor, C.R. 2009. Editorial: The six principles of digital advertising. *International Journal of Advertising* 28(3): 411-418.
- Taylor, C.R. 2009. Editorial: On the need for advertising and public policy research. *International Journal of Advertising* 28(4): 601-604.
- Taylor, C.R. 2013. Editorial: Hot topics in advertising research. *International Journal of Advertising* 32(1): 7-12.
- Taylor, C.R. 2013. Editorial: On the economic effects of advertising—evidence that Advertising= Information. *International Journal of advertising* 32(3): 339-342.
- Taylor, C.R. 2013. Editorial: Customised communications: Relevance vs privacy in targeted messaging. *International Journal of Advertising* 32(4): 483-485.
- Taylor, C.R. 2015. Editorial: Creating win–win situations via advertising: new developments in digital out-of-home advertising. *International Journal of Advertising* 34(2): 177-180.
- Taylor, C.R. 2015. Editorial: On the new era of zipping and zapping: the need for research on how advertisers deal with an Era of time-shifted television program viewing on a variety of devices. *International Journal of Advertising* 34(3): 403-405.
- Taylor, C.R. 2019. Editorial: Over the top, connected, programmatic and addressable television! what does it all mean? definitions and a call for research. *International Journal of Advertising* 38(3): 343-344.
- Taylor, C.R. 2019. Editorial: Artificial intelligence, customized communications, privacy, and the General Data Protection Regulation (GDPR). *International Journal of Advertising* 38(5): 649-650.
- Taylor, C.R. 2020. Editorial: Advertising and COVID-19. *International Journal of Advertising* 39(5): 587-589.
- Taylor, C.R. 2021. Editorial: Charting the path forward for the International Journal of Advertising. *International Journal of Advertising* 40(2): 145-147.

- Truong, Y., McColl, R. and P. Kitchen. 2010. Practitioners' perceptions of advertising strategies for digital media. *International Journal of Advertising* 29(5): 709-725.
- Van Raaij, W.F. 1990. The effect of marketing communication on the initiation of juvenile smoking. *International Journal of Advertising* 9(sup1): 15-36.
- Vargo, C., Gangadharbatla, H. and T. Hopp. 2019. eWOM across channels: comparing the impact of self-enhancement, positivity bias and vengeance on Facebook and Twitter. *International journal of Advertising* 38(8): 1153-1172.
- Voorhoof, D. 1993. Restrictions on television advertising and article 10 of the European Convention on Human Rights. *International Journal of Advertising* 12(3): 189-210.
- Voorveld, H.A., Araujo, T., Bernritter, S.F., Rietberg, E. and R. Vliegenthart. 2018. How advertising in offline media drives reach of and engagement with brands on Facebook. *International Journal of Advertising* 37(5): 785-805.
- Yun, J.T., Pamuksuz, U. and B.R. Duff. 2019. Are we who we follow? Computationally analyzing human personality and brand following on Twitter. *International Journal of Advertising* 38(5): 776-795.

Table 1. Coding scheme and frequencies

Coded variable	Description	Frequencies (<i>N</i> = 84)
Topic	Topic of article	
Type	Type of article / research	
<i>In content</i>		
	Number of times the word 'privacy' ...	
Title	... appears in the title	5
Abstract	... appears in the abstract	9
Keywords	... is a keyword	6
Introduction to topic	... is used to introduce the article's topic	29
Prior research & hypothesis development	... appears in relation to prior research or in hypothesis (development)	39
Regulations or guidelines	... appears in relation to regulations or guidelines	14
Variable	... is (part of) a variable	7
Measure	... is part of (items in) a measure	7
Results or findings	... appears in results or findings	19
Discussion	... is mentioned in conclusion or discussion	21
Future research	... is mentioned in recommendations for future research	12
Practical implications	... is mentioned in practical implications	11
<i>Not in content</i>		
References	... appears in references	42
Author bio	... appears in author biography	3
Research participants	... is mentioned in context of research participant privacy or as part of participant selection	0
Additional information	... appears in additional information such as (foot)notes, appendix, or header	4

Table 2. Overview of *IJA* articles (2021) mentioning privacy more than 10 times in their content

Author(s)	Year	Advertising format	Privacy discussed in terms of ...			Main privacy-related findings	Theories connected to privacy
			Context	Consumer trait	Effects		
Bao et al.	2019	eWOM	Article reports how Federal Trade Commissions (FTC) have been regulating companies to protect children's privacy and welfare, for instance with the Children's Online Privacy Protection Act (COPPA).	Challenge for children's eWOM: children have different privacy needs than adults.		The authors introduce the value-capacity-vulnerability framework for children's eWOM, which includes privacy concerns as important vulnerability.	Value-capacity-vulnerability framework
Fletcher	2015	Customer relationship management (CRM)		Consumers vary in their knowledge and understanding of CRM activities and privacy issues.		Fletcher presents a privacy grid of different segments of consumers varying in their privacy awareness and trust in companies.	Manipulative marketing mix theory
Gilbert, Stafford,	2021	n.a.	Privacy is a significant issue in the discussion of	Role of privacy		Privacy issues regarding advertising play an important	

Sheinin & Pounders		advertising ethics and consumer well-being.		issues in wellbeing.	(negative) role in consumer wellbeing.	
Ham	2017	Online behavioral advertising (OBA)		Privacy concerns studied as predictor of OBA avoidance	Privacy concerns significantly mediated the perceived risk-ad avoidance, and self-efficacy-ad avoidance relationships. Perceived risks of privacy infringement were generally seen as outweighing the benefits of having relevant ad messages through OBA.	Protection motivation theory; Persuasion knowledge model
Hoy, Childers & Morrison	2012	Food and beverage advertising directed at children	Authors discuss how children's privacy is protected by self-the regulatory Children's Advertising Review Unit (CARU) and the Children's Online Privacy Protection Act (COPPA).		Several CARU cases involve complaints about the lack of compliance with privacy protection.	
Jung et al.	2016	Social networking advertising (SNA)		Privacy concerns as predictor of attitudes and behavioural intentions toward SNA.	When people perceive higher privacy concerns and higher invasiveness in using social networking sites, it leads to a stronger perception of obtrusiveness and negative responses.	
Kim, Kang & Bae	2021	AI-driven interactive recommendation agents (IRAs)	AI-driven IRAs' personalized recommendations may require a privacy policy to ask for permission to collect customers' data for personalization.		Personalized surveys may be useful to build the AI-driven IRA system of the advertisers, solve privacy issues, and supply in depth data resources to support recommendation engines on e-commerce sites.	Personalization–privacy paradox

Knoll	2016	Social media advertising			Review of studies investigating privacy concerns, privacy beliefs, and privacy protection behaviour in the context of advertising in social media.	Social contract theory; social response theory
Lee & Cho	2019	Digital signage advertising		Privacy concerns as predictor of attitudes toward digital signage advertising.	This study finds no evidence for privacy concerns influencing attitudes toward digital signage advertising	Model of web advertising effectiveness
Morimoto	2020	Personalized advertising		Influence of privacy concerns about personalized advertising across different platforms on advertising-related outcomes.	Privacy concerns mediate the relationship between information control and ad avoidance and intrusiveness.	Persuasion knowledge model; Self-determination theory; Psychological reactance theory; Personalization-privacy paradox
Puzakova, Rocereto & Kwak	2013	Internet recommendation agent	Indicate that the United States Government recognizes consumer privacy concerns by stating that in 2011 the House Bipartisan Privacy Caucus wrote to Groupon expressing its concerns regarding how the company collects and uses consumer information.		The study's findings contribute to the body of research that warns about the negative outcomes of customisation via the potential triggering of greater perceptions of privacy invasion.	Psychological reactance theory; Personalization-privacy paradox
Shin, Lwin, Yee & Kee	2020	App-based mobile advertising	App-based advertising practices directed at youths have raised concern among caregivers and lawmakers, as they can expose young		Adolescents who view themselves as more competent smartphone users do not perceive privacy threats when confronted with applications collecting personal information,	

consumers to various privacy and security risks. Authors discuss the legislation and guidelines several countries have introduced to prevent marketers from promoting child-inappropriate products to children or collecting personal information without parental consent.

especially since it does not intrude into their user experience.

Van Noort, Anteunis & Verlegh	2017	Social network site marketing campaigns	Privacy concerns as a moderator of the effect of self-disclosure on brand and campaign responses.	Consumers' self-disclosure to brands elicits favourable attitudinal and behavioural consumer responses, especially for individuals who have relatively low online privacy concerns in the SNS context.	Privacy paradox; Interpersonal communication theory; Social response theory; Brand relationship theory
Wottrich et al.	2017	Advergame customization	Privacy concerns as moderator of the effects of advergame customization features and brand trust on players' brand attitude and personal information disclosure.	Consumer privacy concerns have negative main effects on brand attitude and personal information disclosure. In addition, privacy concern affects the effectiveness of customization features: When privacy concerns are low, a game containing customization features leads to a more positive brand attitude. When privacy concerns are high, the effect becomes negative. Moreover, for low trust brands, players with high privacy concerns show more negative game responses than players with low concerns.	Privacy paradox; Self-determination theory; Uncertainty reduction theory

Youn & Kim	2019	Newsfeed native advertising on Facebook	Privacy concerns as attribute of attitudes toward Facebook newsfeed ads	Young millennials perceived newsfeed ads as intrusive, and this is attributed to negative experiences, including privacy concerns.	Persuasion knowledge model; Psychological reactance theory; Personalization-privacy paradox
Youn & Shin	2020	Social media newsfeed advertising (SMNA)	Privacy risks associated with Facebook information practices as outcome of persuasion knowledge, and predictor of ad scepticism and information disclosure	Adolescents' persuasion knowledge of SMNA has a positive impact on their benefit assessment (message relevance), but not on risk assessment (privacy risk). Perception of privacy risk showed a positive relationship, with their scepticism toward SMNA on Facebook.	Persuasion knowledge model; Privacy calculus model; Privacy paradox
Zarouali, Poels, Walrave & Ponnet	2019	Personalized advertising	Privacy intrusion of targeting as cause of negative advertising outcomes	Promotion-focused consumers are oriented toward achieving positive outcomes of personalized advertising (the ad relevance of targeting), whereas prevention-focused adolescents emphasize the avoidance of negative outcomes (privacy intrusion of targeting)	Regulatory focus theory; Privacy calculus model; Reactance theory; Personalization-privacy paradox;