

Public Abstract

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Title:THE EFFECTS OF VARYING LEVELS OF OBJECT CHANGE ON EXPLICIT AND IMPLICIT MEMORY FOR BRAND MESSAGES WITHIN ADVERGAMES

The purpose of this study is to examine how varying levels of object change in advergames affect implicit and explicit memory for the brand sponsoring the game. For the purposes of this thesis, object change is defined as an object entering the screen of an advergame to which a player must react to with a motor response using a mouse movement/button press and/or keyboard button press. Advergames are a fast growing method of brand messaging in which products or brands are placed within a playable online gaming environment.

This study utilized a 2 (level of object change) x 5 (advergame) repeated-measures experiment. Explicit memory was measured using a speeded recognition test. Implicit memory was measured via a word-fill task assignment.

A signal detection analysis of explicit memory data revealed that participants were less able to recognize brands they had seen in high object change games versus brands in low object change games. Specifically, participants were less able to discern brands they had seen and brands they hadn't seen in high object change games compared to low object change games. There were no significant differences in implicit memory for high object change game brands and low object change game brands.

Results from this study indicate those seeking to use brand messaging in advergames need to be careful so as to avoid overloading their games with too many object changes, which can lead to lower abilities of consumers to be able discern their brand from that of the competition.