

# COMMUNICATIONS

## THE EUROPEAN JOURNAL OF COMMUNICATION RESEARCH

### EDITORS

*Stefanie Averbeck-Lietz*  
ZeMKI, Centre for Media,  
Communication and  
Information Research,  
University of Bremen, Germany

*Leen d'Haenens*  
Institute for Media Studies,  
KU Leuven, Belgium

### ASSOCIATE EDITORS

*Auksė Balčytienė*  
Department of Public  
Communications,  
Vytautas Magnus University,  
Lithuania

*Philippe J. Maarek*  
Université Paris Est-UPEC,  
CECCOPOP, France

*Tristan Mattelart*  
Université Paris-2, CARISM, France

*Hillel Nossek*  
Kinneret College on the Sea of  
Galilee, Israel

*Christian Pentzold*

Institute for Communication and  
Media Studies, University of Leipzig,  
Germany

*Cristina Ponte*

Faculdade de Ciências Sociais e  
Humanas, Universidade Nova de  
Lisboa, Portugal

### BOOK REVIEW EDITORS

*Olivier Driessens*

Faculty of Humanities, University of  
Copenhagen, Denmark

*Stijn Joye*

Ghent University, Belgium

*Heidi Vandebosch*

University of Antwerp, Belgium

### EDITORIAL MANAGEMENT

*Viviane Harkort*

ZeMKI, Centre for Media,  
Communication and Information  
Research, University of Bremen,  
Germany

e-mail: [ejcr@uni-bremen.de](mailto:ejcr@uni-bremen.de)

**EDITORIAL ASSISTANCE**

*Annalena Oeffner Ferreira*

**EDITORIAL BOARD**

*Hanna Adoni*

Interdisciplinary Center (IDC)

Herzliya, Israel

*Akiba Cohen*

Tel Aviv University, Israel

*Andreas Hepp*

University of Bremen, Germany

*John L. Hochheimer*

Southern Illinois University, USA

*Klaus Bruhn Jensen*

University of Copenhagen, Denmark

*Leif Kramp*

University of Bremen, Germany

*Klaus Krippendorff*

University of Pennsylvania, USA

*Friedrich Krotz*

University of Bremen, Germany

*Ivan Lacasa*

International University of Catalonia,  
Spain

*Ekkehard Mochmann*

German Society for Communication  
Research (DGKF), Cologne, Germany

*Beata Ociepka*

University of Wroclaw, Poland

*Irena Reifová*

Charles University Prague

*Keith Roe*

KU Leuven, Belgium

*Jan Servaes*

City University of Hong Kong, China

*Laura Vandenbosch*

KU Leuven, Belgium

*Katrin Voltmer*

School of Media and Communications,  
University of Leeds, United Kingdom

*Karin Wahl-Jorgensen*

Cardiff University, UK

**ABSTRACTED/INDEXED IN** Baidu Scholar · Cabell's Directory · CIOS: ComAbstracts · Clarivate Analytics: Current Contents/Social and Behavioral Sciences; Journal Citation Reports/Social Sciences Edition; Social Sciences Citation Index; Web of Science · CNKI Scholar (China National Knowledge Infrastructure) · CNPIEC · De Gruyter: IBR (International Bibliography of Reviews of Scholarly Literature in the Humanities and Social Sciences); IBZ (International Bibliography of Periodical Literature in the Humanities and Social Sciences) · EBSCO (relevant databases) · EBSCO Discovery Service · Elsevier: SCOPUS · ERIH PLUS (European Reference Index for the Humanities and Social Sciences) · Gale/Cengage · Google Scholar · Japan Science and Technology Agency (JST) · J-Gate · JournalTOCs · KESLI-NDSL (Korean National Discovery for Science Leaders) · Linguistic Bibliography · MLA International Bibliography · Naviga (Softweco) · PhilPapers · Primo Central (ExLibris) · ProQuest (relevant databases) · Publons · ReadCube · SCImago (SJR) · Sherpa/RoMEO · Summon (Serials Solutions/ProQuest) · TDNet · UB Frankfurt: BLL Bibliographie Linguistischer Literatur · Ulrich's Periodicals Directory/ulrichsweb · WanFang Data · WorldCat (OCLC)

The publisher, together with the authors and editors, has taken great pains to ensure that all information presented in this work reflects the standard of knowledge at the time of publication. Despite careful manuscript preparation and proof correction, errors can nevertheless occur. Authors, editors and publisher disclaim all responsibility for any errors or omissions or liability for the results obtained from use of the information, or parts thereof, contained in this work.

ISSN 0341-2059 • e-ISSN 1613-4087

All information regarding notes for contributors, subscriptions, Open access, back volumes and orders is available online at [www.degruyter.com/view/j/comm](http://www.degruyter.com/view/j/comm)

**RESPONSIBLE EDITORS** Stefanie Aeverbeck-Lietz, ZeMKI, University of Bremen, Linzer Str. 4, 28359 Bremen,

Email: [averbeck.lietz@uni-bremen.de](mailto:averbeck.lietz@uni-bremen.de)

Leen d'Haenens, Institute for Media Studies, KU Leuven, Parkstraat 45 - box 3603, BE-3000 Leuven,

Email: [leen.dhaenens@kuleuven.be](mailto:leen.dhaenens@kuleuven.be)

**JOURNAL MANAGER** Katharina Kaupen, De Gruyter, Genthiner Straße 13, 10785 Berlin, Germany, Tel.: +49 (0)30 260 05-423, Fax: +49 (0)30 260 05-250,

Email: [katharina.kaupen@degruyter.com](mailto:katharina.kaupen@degruyter.com)

**RESPONSIBLE FOR ADVERTISEMENTS** Katharina Kaupen, De Gruyter, Genthiner Straße 13, 10785 Berlin, Germany, Tel.: +49 (0)30 260 05-170,

Email: [anzeigen@degruyter.com](mailto:anzeigen@degruyter.com)

© 2020 Walter de Gruyter GmbH, Berlin/Boston

**TYPESETTING** Dörlemann Satz, Lemförde

**PRINTING** Franz X. Stücker Druck und Verlag e. K., Ettenheim





## Contents

### **Special Issue: Native and Embedded Advertising Formats in the Digital World**

Guest Editors: Brigitte Naderer, Jens Seiffert-Brockmann, Jörg Matthes and Sabine Einwiller

#### **Editorial**

Brigitte Naderer, Jens Seiffert-Brockmann, Jörg Matthes and Sabine Einwiller  
**Native and embedded advertising formats: Tensions between a lucrative marketing strategy and consumer fairness — 273**

#### **Articles**

Wolfgang J. Weitzl, Jens Seiffert-Brockmann and Sabine Einwiller  
**Investigating the effects of sponsorship and forewarning disclosures on recipients' reactance — 282**

Johannes Beckert, Thomas Koch, Benno Viererbl, Nora Denner and Christina Peter  
**Advertising in disguise? How disclosure and content features influence the effects of native advertising — 303**

Nils S. Borchers and Jens Woelke  
**Epistemological and methodical challenges in the research on embedded advertising formats: A constructivist interjection — 325**

Olaf Hoffjann and Oliver Haidukiewicz  
**Good journalist, bad blogger? A study on the labeling of paid content in blogs and journalism — 350**

Alena Kirchenbauer  
**The concept of integrated communication under close scrutiny: A study on the effects of congruity-based tactics — 363**

Eva A. van Reijmersdal and Esther Rozendaal

**Transparency of digital native and embedded advertising: Opportunities and challenges for regulation and education — 378**