

# EXPLORING THE SELF-ENHANCED MECHANISM OF INTERACTIVE ADVERTISING PHENOMENON--BASED ON THE RESEARCH OF THREE CASES

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## ABSTRACT

*Under the background of the new media era with the rapid development of interactive advertising, this paper used case study method based on the summary of the research of the communication effect of interactive advertising from both domestic and foreign academia. This paper divided interactive advertising into three types to examine ---- interactive ads on official website, interactive ads based on SNS and interactive ads based on mobile media. Furthermore, this paper induced and summarized a self-enhanced dissemination mechanism of the interactive advertising, including three parts which are micro level, meso level and macro level mechanism, micro level embodies core interaction, inner interaction and outer interaction which reveal the whole process of interact with contents, with people and with computer, and the communication approach and spread speed shown in meso level which is self-fusion-type spread, finally in macro level the communication effect of IA achieved the spiral increasing. In a word, this article enriches research procedure of the interactive advertising communication effects.*

## KEYWORDS

*interactive advertising, self-enhanced, case study*

## 1. INTRODUCTION

The increasing research of Interactive advertising (IA) is related to the web.2.0, and the interactivity is considered as the key feature compared to traditional advertisement as well as the main factor of successful online advertising. While the former researches were mostly focus on one specific type of interactive ads, the mechanism of ads' effect is hard to apply into other types of interactive ads, so in this article, the author will analyze three cases related to interactive advertising, namely, official website interactive ads, SNS interactive ads, and mobile media interactive ads, from a communication perspective, based on a personal view that has been informed by a review of coverage by a number of related research, both qualitative and quantitative, domestic and foreign, to explore whether a comprehensive mechanism is exist or not.

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**Zhe Xu**



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