# Article information:

Full article: Am I intruding? Developing a conceptualisation of advertising intrusiveness  
<https://www.tandfonline.com/doi/full/10.1080/0267257X.2018.1496130>

# Article summary:

1. Advertising intrusiveness refers to the interruption of an audience's cognitive processes and can have negative consequences for both the advertisement and the website it is displayed on.

2. Previous research has identified various drivers and consequences of advertising intrusiveness, but there is a lack of comprehensive frameworks that consider these factors together.

3. This study aims to develop a conceptualization of advertising intrusiveness by identifying and consolidating the range of drivers and consequences, using Psychological Reactance Theory as a basis. The study involves conducting interviews with adults who have experienced intrusive advertising in their daily lives.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

这篇文章探讨了广告侵入性的概念化，并提出了一些可能的驱动因素和后果。然而，文章存在一些潜在的偏见和不足之处。

首先，文章没有提供关于广告侵入性定义的多样性观点。它只引用了一个定义，并没有考虑到其他学者对该概念的不同解释。这可能导致对广告侵入性的理解过于狭窄，无法全面地分析其影响。

其次，文章没有提供足够的证据来支持其主张。它只是简单地列举了一些研究结果，而没有详细说明这些结果是如何得出的或者是否具有普遍适用性。缺乏实证数据使得读者很难相信作者所提出的观点。

此外，文章没有充分考虑到广告侵入性可能带来的负面影响。它主要关注了广告本身和展示广告的网站可能受到的负面后果，但并未涉及消费者个体可能经历的心理压力、焦虑等方面。这种片面报道可能导致对广告侵入性问题的理解不完整。

最后，文章没有探索反驳观点或其他可能存在的解释。它只关注了广告侵入性的驱动因素和后果，而没有提供对这些因素和后果的替代解释。这种单一视角可能导致对问题的理解不够全面。

综上所述，这篇文章在探讨广告侵入性概念化方面存在一些偏见和不足之处。它需要更多的证据支持、更全面地考虑广告侵入性可能带来的负面影响，并探索其他可能存在的解释。只有这样，才能提供一个更准确、客观和全面的关于广告侵入性的理解。

# Topics for further research:

* 广告侵入性的多样性定义
* 广告侵入性的证据支持
* 广告侵入性可能带来的负面影响
* 消费者个体可能经历的心理压力和焦虑
* 广告侵入性的替代解释
* 广告侵入性的全面理解

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