

**Children's Processing of New Advertising Formats:
Automatic Techniques to Improve Children's Dispositional and Situational Advertising
Literacy**

Advertisers are continuously searching for new ways to persuade children, thereby fully integrating commercial content into media content, actively engaging children with the commercial content, and enlarging the amount of commercial messages a child is confronted with at one moment in time. This poses a challenge for how children cope with contemporary advertising. This conceptual paper aims to shed a light on and provide suggestions for future research on how to improve children's coping with contemporary advertising by strengthening their dispositional (i.e. associative network consisting of cognitive, moral and affective beliefs related to advertising) and situational (i.e. actual recognition of and critical reflection on advertising) advertising literacy, and their coping skills through the use of persuasive intent priming and implementation intentions.

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Een presentatie over *Wat is reclamewijsheid?*, voorgesteld op het Stakeholderevent van AdLit op 26 oktober 2015, kan je [hier](#) terug vinden.

De paper is op dit moment in een review procedure dus kan nog niet online worden geplaatst.