

CHILDREN'S PROCESSING OF NEW ADVERTISING FORMATS

Automatic Techniques to Improve Children's
Dispositional and Situational Advertising Literacy

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New advertising formats

- Tactics
 - Integrated
 - Interactive
 - Personalized
 - Entertaining



➔ Commercial message is hard to recognize and difficult to avoid

Advertising Literacy

“An individual’s knowledge, abilities and skills to cope with advertising”

→ Challenged by new advertising tactics

To facilitate children’s coping it is necessary to

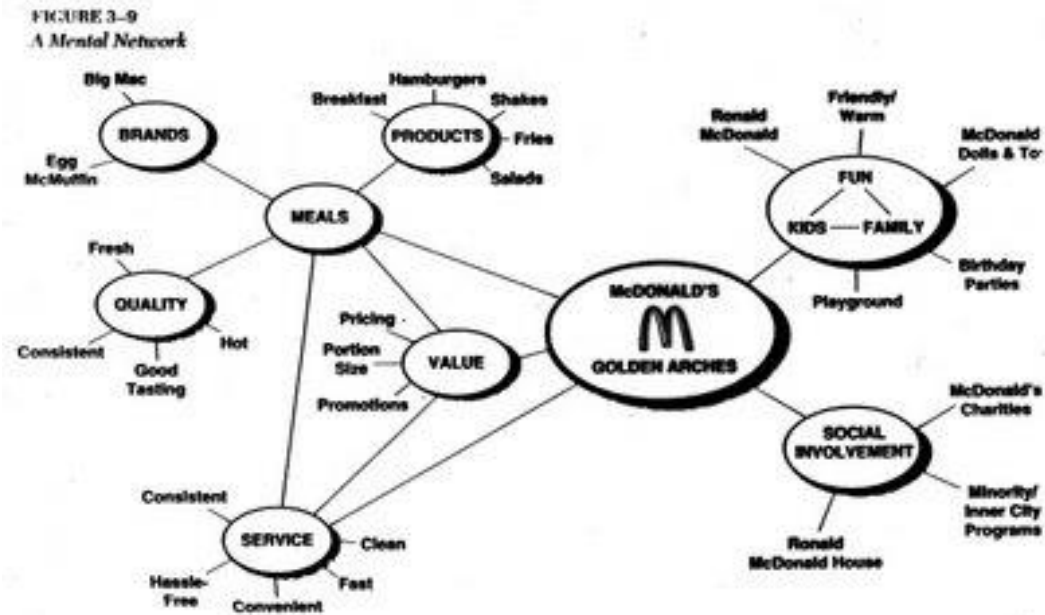
- Theoretically disentangle advertising literacy concept
- Take into account new advertising tactics



Dispositional advertising literacy

= Associative network of information nodes

- Cognitive
- Moral
- Affective



Cognitive dimension

= Knowledge and skills concerning advertisements

- Recognizing advertisements
- Understanding
 - The selling and persuasive intention
 - Knowing persuasive tactics
 - Positive attitudes



Moral dimension

= skills to judge advertising (tactics) in terms of appropriateness (fairness, manipulativeness and respectfulness)

- Covert marketing!



Affective dimension

= Affective attitudes

- Learned
- Sceptic

- Towards advertisements in general
- Towards specific advertising formats



Development of dispositional advertising literacy

- Cognitive, moral and affective development



- Experience



Situational advertising literacy

= applying dispositional advertising literacy

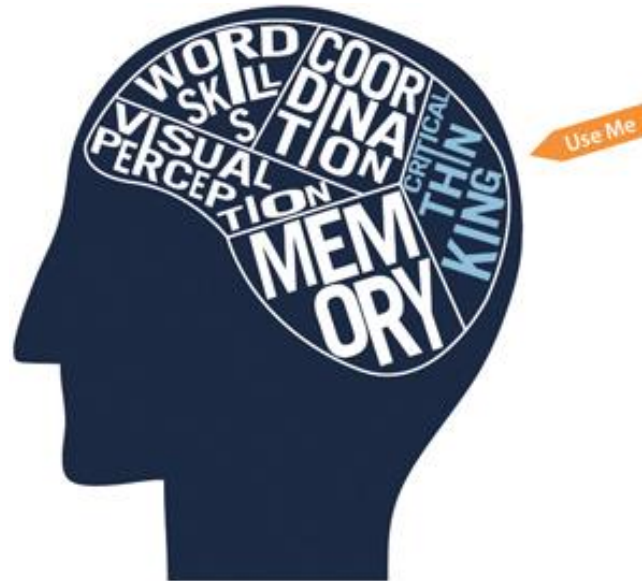
- When exposed to advertisements
 - Activating associative network
 - 2 Steps:
 - 1/ Recognizing of the persuasive attempt
 - 2/ Critical reflection on this attempt
- Combined action of cognitive, affective and moral advertising literacy



Development of situational advertising literacy

= controlling

- Impulses
- Attention
- Emotions



Coping skills

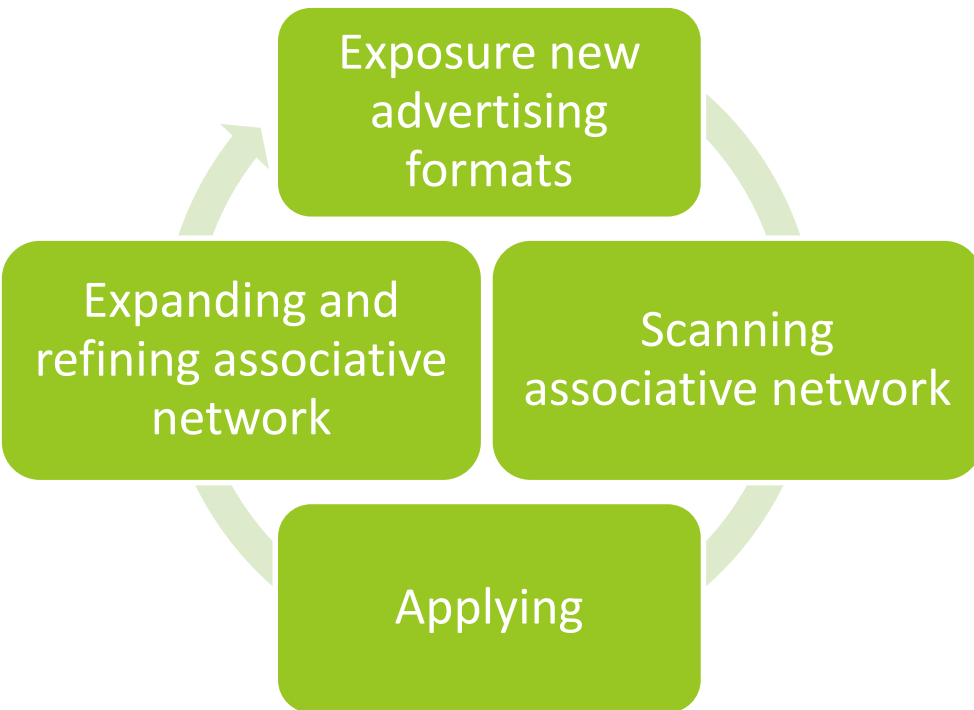
- Link between dispositional and situational advertising literacy
- Associative network needs to be triggered (dispositional adlit) as well as a critical reflection on persuasive attempts (situational adlit)



Children's coping with new ads

Problems...

- Dispositional advertising literacy is underdeveloped
- Competence - performance distinction



Strategies to improve advertising literacy

- Advertising cues
 - Help recognize commercial intent and disclose persuasive intent
 - Stimulate critical reflection
- Advertising literacy training sessions
 - Limited research on effectiveness of educational interventions
- Parental mediation strategies
 - Media use restriction/ parents as role models



Strategies to improve advertising literacy

- Combining persuasive intent priming with implementation intentions + integrate into existing strategies
- Persuasive intent priming
 - Simple act of reminding people of a situation in which someone tried to influences their behavior
 - Advertising recognition cue
 - Insufficient to stimulate critical thoughts
- Implementation intentions
 - predetermining specific goal-directed responses to anticipated cues or critical
 - If-then heuristics
 - Appropriateness heuristic



Conclusion

- New advertising tactics challenge advertising literacy
- Advertising literacy... dispositional and situational
- Strategies to improve advertising literacy... focus on implementation intentions and persuasive intent priming

