

Considering Children's Advertising Literacy from a Methodological Point of View: Past Practices and Future Recommendations

Abstract

Children's advertising literacy is a well-documented research area. Yet, the literature on how to measure advertising literacy is not straightforward due to operational and conceptual differences in the existing studies. This has led to inconsistent results with regard to the development of advertising literacy and its influence on persuasion effects. The aim of this article is to give an overview of the different measurement methodologies used in past research efforts to assess children's advertising literacy. Taking into account children's psychological development (cognitive, affective and moral), we formulate recommendations on what methods are most suitable to use in future advertising literacy research among different age categories in childhood and adolescence.

Keywords: Advertising literacy – children - development - methods – measurement

Authors: Brahim Zarouali¹, Pieter De Pauw², Michel Walrave¹, Karolien Poels¹, Koen Ponnet¹, Liselot Hudders², Verolien Cauberghe²

1: Department of Communication Sciences, Antwerp University

2: Department of Communication Sciences, Ghent University

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