

## Highlights



- **Parental advertising literacy:** rather **high**
- Strongly **aware of the existence** of contemporary ad formats
  - Except: advergames
- Able to **recognize** these formats easily
  - Except: product placement & advergames



- **Parental attitudes toward advertising:** rather **negative**
  - Except product placement & advergames: most **enjoyable**
  - Except product placement: most **truthful/honest**



- Yet **critical:**
  - Want to **know** when exposed to advertising
  - Reflect on **moral** appropriateness of advertising



- **Advertising mediation** toward **child:** rather **neutral**
  - Rather talk about the **purpose** of advertising
  - Than tell them advertising is **bad/to be avoided**
  - Yet talk little about **existence of new ad formats**
  - Do not want them to give companies their **personal information**
- Advertising literate parents more frequently discuss advertising with children

## Research aim

- Investigating
  - the current **level of advertising literacy**
  - and the **advertising mediation styles**
- among **parents of young children**
- for **contemporary advertising formats**



## Method

- Part of a large-scale class-based experiment among 510 children (7-12yo)
- → handed over questionnaire to parent
- ⇒ **N = 310** ( $M_{age} = 40.01$ ,  $SD = 4.85$ ; 87.9% female)

### Topics:

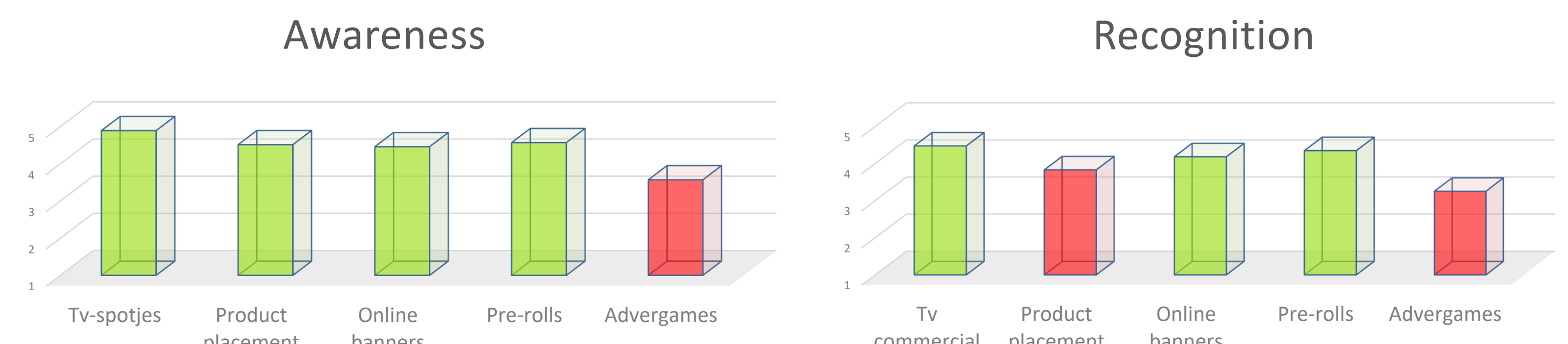
- Level of advertising literacy
- Attitudes toward contemporary advertising formats
- Parental advertising mediation styles

- For **five advertising formats** (explained in questionnaire first):

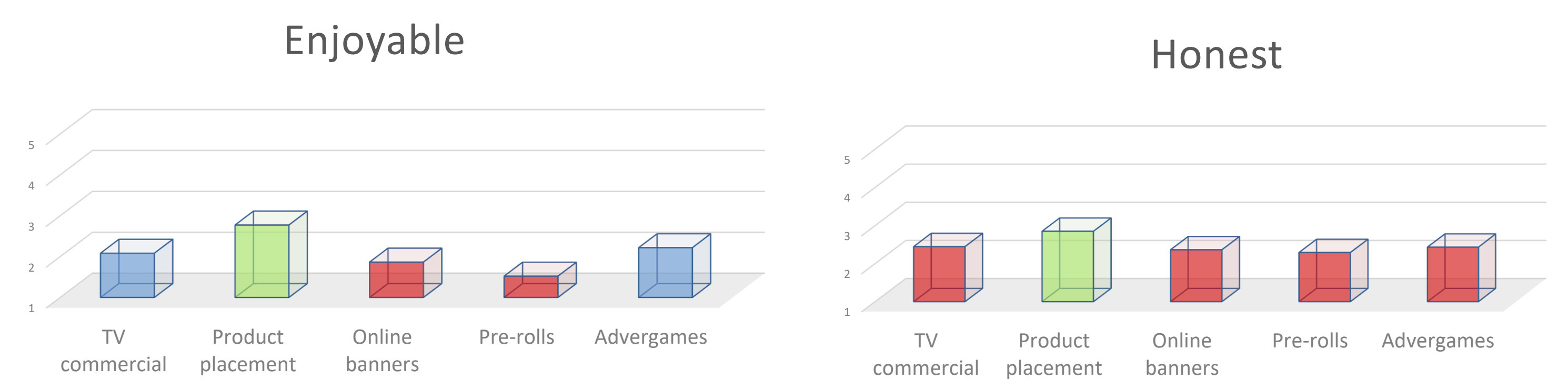
- TV commercials
- Product placement
- Online banners
- Retargeted pre-roll video ads
- Advergames

## Some results

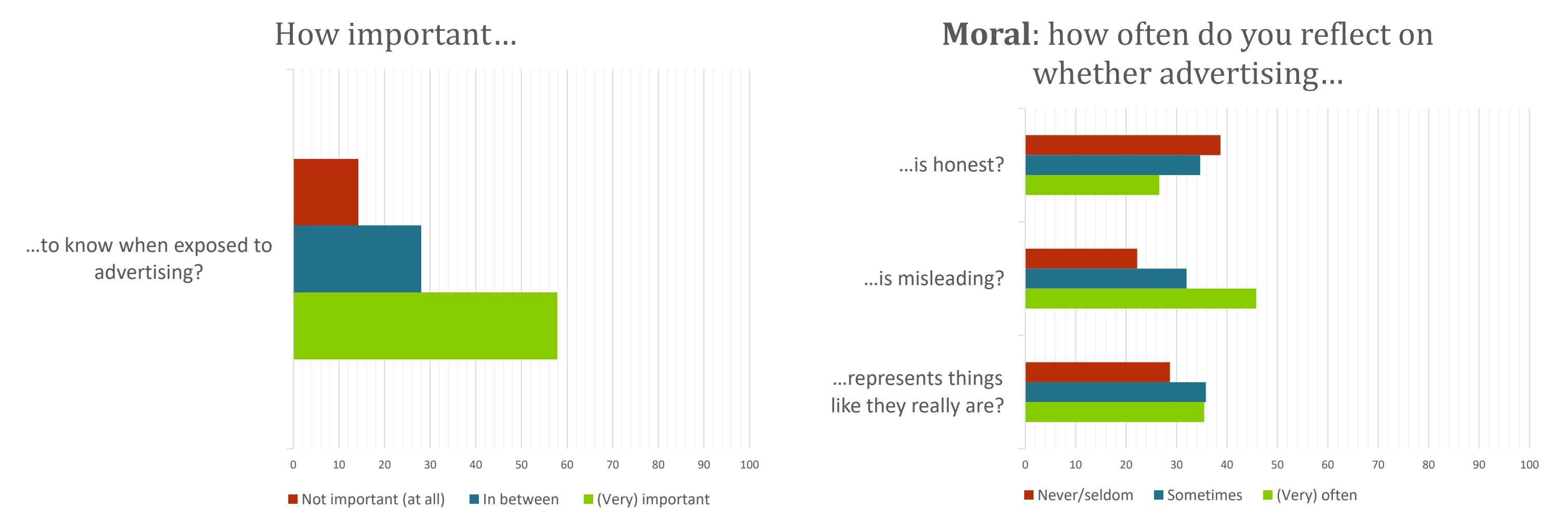
### Advertising literacy



### Attitudes



### Critical thinking



### Parental mediation

