

# Advertising literacy and vulnerable young audiences



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## Research aim



### Research questions

- What factors, other than age, might affect children and teenagers' advertising literacy?
- Or who, besides and among young(er) children, might be considered vulnerable in the face of advertising? Why?

## Literature

SES affects the possession and use of media

- > the nature and amount of advertising exposure

Targeted advertising affects the presence of (public) adv.

- > the nature and amount of advertising exposure

Low(er) SES is linked to more positive attitudes towards (tv) advertising

- > why? link advertising literacy?

Role of SES in advertising literacy?

- > underresearched
- > SES in function of representativeness



### Hypothesis:

the SES of the children and teenagers' families influences their consumption opportunities, their perception and appreciation of advertising, hence, their advertising literacy

## Sample

11-12 year olds

'reflective stage', abstract thinking (John, 1999)

The complex concept of SES:

- > SES operationalized via 'student characteristics'
- > low(er) SES school populations

	metropolis schools (n=4) parti. (n= 39)	(sub)urban schools (n=2) parti. (n= 20)	overall schools (n=6) parti. (n= 59)
language	75%	39%	63%
maternal edu.	50%	39%	46%
area indicator	94%	30%	72%
school grant	45%	31%	40%

Table 1: The average school level scores on the four items of 'student characteristics' for the academic year 2014-2015 and relating the participating schools only

## Method

- . Qualitative, explorative research
- . 12 focus groups
- . Based on SES, age & gender
- . School environment

. Semi-structured group discussions:

1) Dispositional advertising literacy:

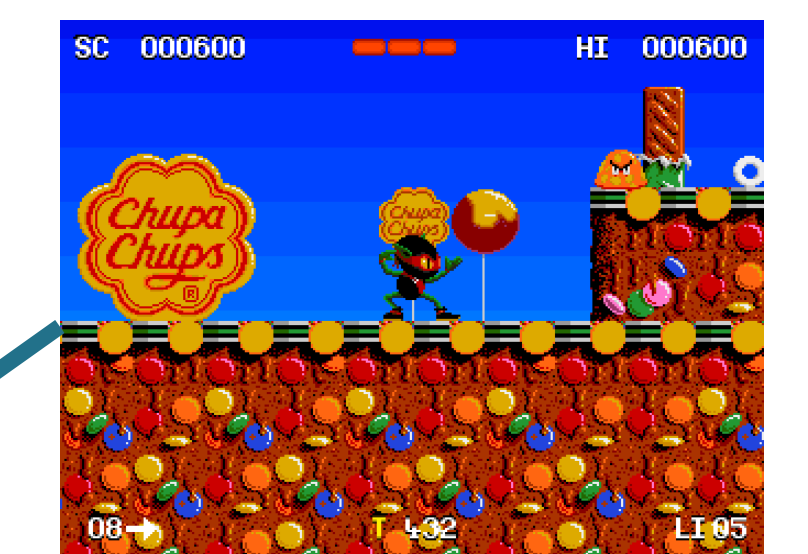
Advertising in general:

- where? why? how? for whom?
- good/bad? less/more?

2) Situational advertising literacy:

Based on 3 strategies and 2 formats:

- What advertising strategy? Format?
- Effectiveness? audience? Evaluation?



## Results & discussion

### Animated, critical discussions

#### More explicit than implicit/integrated forms of advertising

- > adv. on tv, in magazines, on the public transportation

#### Strong informational function of advertising

- > resulting from geographic information; adv. exposure
- > links up with every day consumption experiences
- > results in strong skeptical evaluations of adv.
- > calls for caution when attributing levels of adv. literacy

#### International media use, mainly TV

- > affects the effectiveness of adv. policies and regulation
- > affects the nature and amount of adv. exposure

#### Cultural norms and values, language skills

- > affect the perception and appreciation of adv.
- > affect adv. literacy interventions!
- > affect adv. literacy?



### A need for systematic SES integration in advertising literacy research

RQ: what role does advertising play in young people's lives?