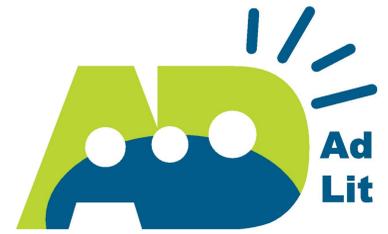


# THE INFLUENCE OF PEER CHATTING ON ADOLESCENTS' ADVERTISING LITERACY AND ATTITUDES TOWARD SOCIAL ADVERTISING ON SNSs



BRAHIM ZAROULI, KAROLIEN POELS, MICHEL WALRAVE & KOEN PONNET (University of Antwerp, research group MIOS)

## Highlights



Adolescents generate more positive attitudes toward social advertising when they chat with peers, and especially when these peers are strongly tied (compared to weak ties).



When adolescents chat with peers on SNSs (and especially with a strong tie), they have a lower advertising literacy level with regards to social advertising.

## Research aim

- Adolescents are heavy users of SNSs
- On these SNSs, they are often exposed to social advertising (i.e. a targeted ad that uses someone's social ties as endorsers for a product or service)
- Importantly, as adolescents are frequent media multi-taskers, they combine SNS use with other activities, such as chatting



Therefore, we aim to investigate how peer communication on SNSs (i.e. online chat) affects their critical assessment of the persuasive intent of advertising (advertising literacy) and attitudes toward the ad

## Method

### Design

#### Study 1

2 (chat – no chat) x 2 (social ad– non social ad) **between-subject** design

  
140 participants  
14-16 year  
M<sub>age</sub> = 14.73  
58% female

#### Study 2

2 (social ad– non social ad) **level between-subject** design

  
136 participants  
14-16 year  
M<sub>age</sub> = 15.21  
63% female

### Materials (pretested)

#### Self-created SNS



#### Ad Formats



### Procedure

#### STUDY 1

##### 1) Chat assignment

- Adolescents engaged in chatting with peers on the SNS for 15 minutes
- OR
- Performed a control task on the SNS for 15 minutes

##### 2) Ad exposure

- Adolescents were afterwards exposed to a *social ad*
- OR
- Adolescents were afterwards exposed to a *non-social ad*

#### STUDY 2

##### 1) Chat assignment

- Adolescents engaged in chatting with a **strong tied peer** on the SNS for 15 minutes
- OR
- Adolescents engaged in chatting with a **weak tied peer** on the SNS for 15 minutes

##### 2) Ad exposure

- Adolescents were afterwards exposed to a *social ad*
- OR
- Adolescents were afterwards exposed to a *non-social ad*

## Results and discussion

### STUDY 1

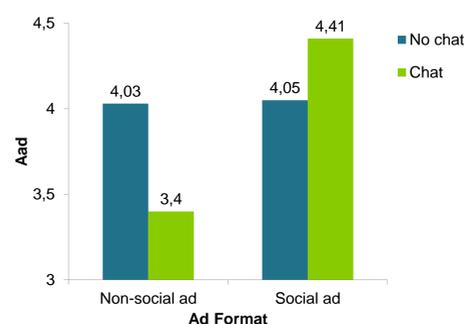
#### Main effects

- Adolescents have more positive attitudes toward social advertising compared to non-social advertising on SNS
- No difference is found in advertising literacy level for both ad formats

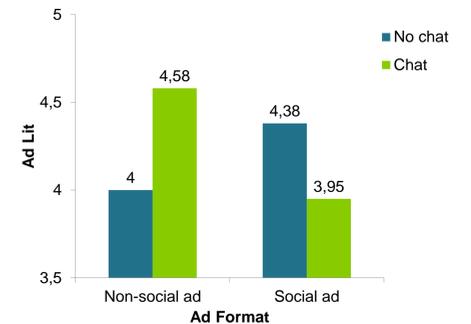
#### Interaction Effects

- When adolescents **chat** on SNS:
  - They generate **more positive attitudes** toward social advertising compared to non-social advertising
  - They activate **less advertising literacy** toward social advertising compared to non-social advertising
- When adolescents **don't chat** on SNS:
  - **No difference** in attitudes and advertising literacy is found between social and non-social advertising.

#### INTERACTION ATTITUDES



#### INTERACTION ADLIT



### STUDY 2

#### Investigating tie strength

- When they chat with a **strong tie** on SNS:
  - They generate more **positive attitudes** toward social advertising compared to non-social advertising.
  - They activate **less advertising literacy** toward social advertising compared to non-social advertising.
- When they chat with a **weak tie** on SNS:
  - **No difference** in attitudes and advertising literacy is found between social and non-social advertising.

## Implications

#### Theoretical

- **Persuasion Knowledge Model:** peer communication can act as an antecedent and significantly influences the activation of PK.
- **Social Influence Theory:** peer influence dynamics on SNS can alter psychological processes regarding computer mediated advertising practices.

#### Educational

- It is advisable to teach adolescents about social advertising (and SNS advertising in general) and provide them information about how and why these persuasive messages are created and presented.

#### Practical

- Social advertising triggers more positive Aad, and can lead to more effective marketing communication campaigns.
- Practitioners need to become aware of the difficulties that adolescents might have in recognizing social advertising as a persuasive attempt.

