

Learned when young is done when old?!

An intervention study in secondary education to enhance adolescents' advertising literacy



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Research aims

- To instil minors' advertising literacy, the role of education has been repeatedly stressed
- During the past decades: a few advertising literacy programmes have been developed. However:
 - Focus on traditional advertising formats
 - Focus on children (age 6-12)
 - Scarcely research on the effectiveness
 - Focus on cognitive advertising literacy

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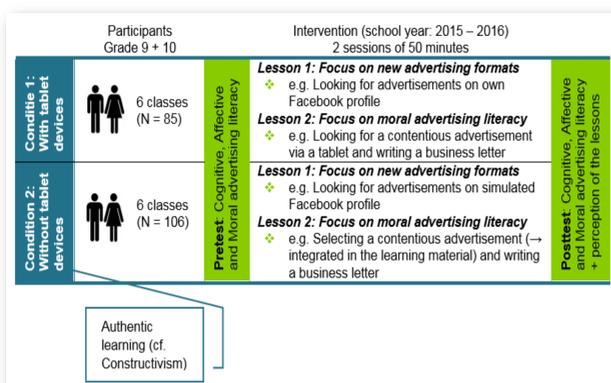
- A lot of new advertising formats e.g. social media advertising: most social media users are neither aware of this personalization, nor do they always understand how it works
- Rethinking advertising literacy
No convincing empirical evidence that advertising literacy actually decreases children's susceptibility to advertising effects (Rozendaal et al., 2011, p. 334)

To address this research gap: Determining the effectiveness of up-to-date learning material

Research aim and method

- General research question: "What is the impact of an educational intervention on adolescents' advertising literacy?"

- Procedure:



Preliminary results

- Regarding cognitive and affective advertising literacy

➔ Data under construction!

- Regarding moral advertising literacy

1 Knowledge about advertising law

Pre - Post: five statement (e.g. Advertisements for medicinal products that are available on prescription, is allowed).

Proportion of students who indicate the correct answer regarding advertising law

	Condition 1 (N = 66)			Condition 2 (N = 82)		
	Pretest N (%)	Posttest N (%)	McNemar p-value	Pretest N (%)	Posttest N (%)	McNemar p-value
[Cigarettes]	50 (75,8%)	55 (83,3%)	.33	69 (84,1%)	75 (91,5%)	.24
[Toothbrush]	12 (18,2%)	59 (89,4%)	<.001	23 (28%)	78 (95,1%)	<.001
[Flemish Regulator for the Media]	3 (4,5%)	21 (31,8%)	<.001	7 (8,5%)	47 (57,3%)	<.001
[Alcohol]	56 (84,8%)	58 (87,9%)	.75	66 (80,5%)	73 (89%)	.18
[Medicinal products]	29 (43,9%)	37 (56,1%)	.13	38 (46,3%)	52 (63,3%)	.02

2 Contentious advertisements according to adolescents

Content analysis of business letters



- Sexist images (N = 26)
- Stereotypes (e.g. Feminine beauty) (N = 23)
- Discrimination (N = 18)
- Violent (N = 5)
- Unhealthy food (N = 8)

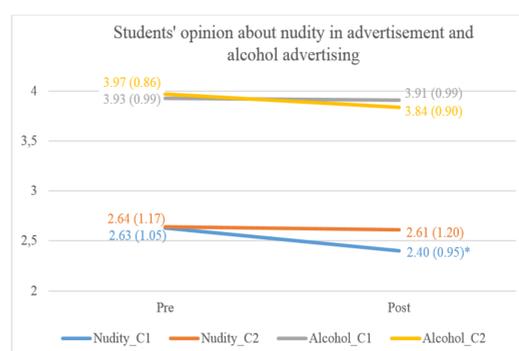


- United brands [sexist + stereotyp] (N = 24)
- ZEB - Plastic Surgery [stereotyp] (N = 21)
- Saint Laurent - Skinny model [stereotyp] (N = 11)
- Smartphones [deception] (N = 7)
- Nivea – photoshop [deception] (N = 6)

Recurrent arguments

- Not suitable for minors
- Bad role model
- Consequences of advertisements (e.g. self-image, to lose weight, ...)
- No link between the product and the advertisement

Pre- and post-perceptions about alcohol advertising and nudity in advertisements



To remember!

Tablet condition:

- Choosing their own advertisement:
 - Critical attitude towards nudity in advertisement ↑
 - However: more attention for alcohol advertising?
- Less effective regarding knowledge about law



Figure 1. Students' opinion about nudity in advertisement and alcohol advertising. C1 = condition 1 (with tablet devices); C2 = condition 2 (without tablet devices). The numbers represent M(SD), measured on a 6-point Likert scale (1 completely disagree - 6 completely agree). * p < .05