

IMPROVING ADOLESCENTS' ADVERTISING LITERACY THROUGH EDUCATION: THE PERCEPTIONS OF SECONDARY EDUCATION TEACHERS

Britt Adams, Prof. dr. Tammy Schellens, and Prof. dr. Martin Valcke
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Advertising literacy

“The ability to deal critically with advertisements” (Meeus, Walrave, Van Ouytsel, & Driesen, 2014)



Social media advertising

➔ Adolescents = fervent users of social networking sites



Braun heeft een link gedeeld.
Gesponsord ·

Vind de pagina leuk

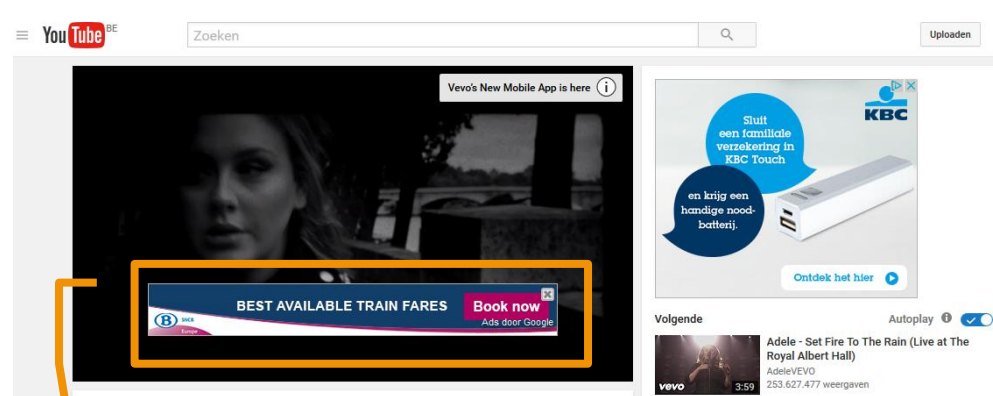
BRAUN
Silk-épil 9

De nieuwe Silk-épil 9
Jouw benen zomerklaar in enkele seconden! Heb jij het al geprobeerd?

BRAUN.BRAUN.COM

Shoppen

Detailed description: This is a Facebook advertisement for the Braun Silk-épil 9 epilator. The ad features a product image on the left and a photograph of several pairs of feet being epilated on the right. The text promotes the product as a quick solution for summer-ready legs. A 'Shoppen' button is located at the bottom right of the ad.



YouTube BE

Zoeken

Uploaden

Vevo's New Mobile App is here

BEST AVAILABLE TRAIN FARES **Book now**
Ads door Google

Sluit een familiale verzekering in KBC Touch
en krijg een handige noodbatterij.

Ontdek het hier

Volgende

Autoplay

Adele - Set Fire To The Rain (Live at The Royal Albert Hall)
AdeleVEVO
253.627.477 weergaven

Detailed description: This is a YouTube advertisement for train fares. The ad is overlaid on a video player showing a woman's face. The text 'BEST AVAILABLE TRAIN FARES' and 'Book now' is prominently displayed in a blue and white banner. To the right, there is a KBC advertisement for family insurance and a battery. Below the video, there is a 'Volgende' section with an 'Autoplay' toggle and a video thumbnail for Adele's 'Set Fire To The Rain'.

Use of personal information **Use of cookies**

Social media users:

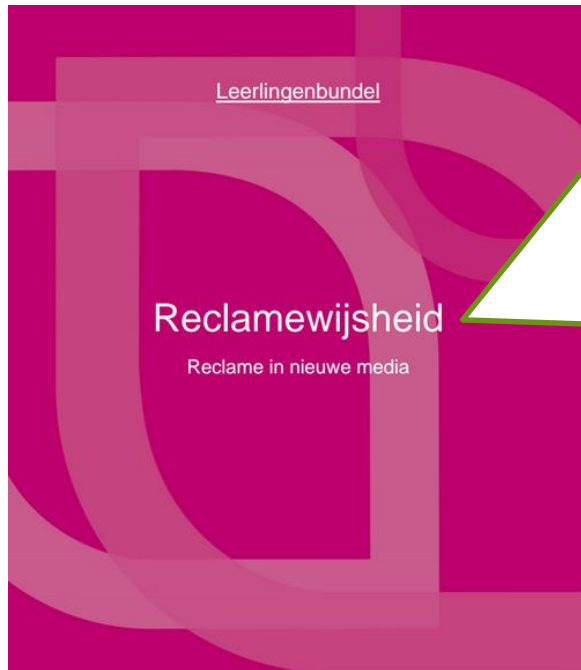
- ❖ Not always aware of personalization
- ❖ Do not always understand how it works (O'Donnell & Cramer, 2015)

Role of education?

Aim of PhD in the context of the AdLit project:
How educational programs - for both primary and secondary education - can be developed and implemented to improve minors' advertising literacy.



Advertising Literacy Education



Advertising in new media

- Developed by Mediawijs.be
- Focus on new advertising formats
 - e.g. Surf to Facebook. Examine the first two advertisements you see. What is the content of the advertisement? Do you like this advertisement?
- Grade 7 and 8 (K-12 education: 12 - 14 years)



ZET DE WERELD OP PUNT



Research Design

Survey

Focus groups

Based on research of:

- Meeus et al. (2014) - design guidelines Advertising Literacy Education
- Nation et al. (2003) - principles of effective prevention programmes

Participants? People who downloaded the educational material (n = 247)

➔ 28 teachers completed (♀: 23, ♂: 5)

➔ 10 teachers already used “Advertising in new media”



Participants? Two focus groups (FG1: n = 8, FG2: n = 9), 17 teachers secondary education (♀: 6, ♂: 11)

Procedure? (1) Teachers browse “Advertising in new media”, (2) Teachers write down positive and negative characteristics, (3) Discussion

Research Questions

RQ1: Which aspects of advertising literacy are necessary to highlight in education?

RQ2: Which design guidelines are considered to be important by teachers?

RQ3: Do teachers experience a need for professionalization in the context of advertising literacy education?

RQ1: Which aspects of advertising literacy are necessary to highlight in education? (1)

In general:

- The ability to recognize (new) advertising formats
- The ability to deal critically with advertisements

In particular:

	N	M (SD)
Traditional advertising formats	26	4.04 (0.92)
New advertising formats	25	4.16 (0.80)
Selling and persuasive intent of advertisers	25	4.28 (0.79)
Persuasive tactics used by advertisers	26	4.12 (0.82)
Influence of advertising on emotions and behaviour	26	4.27 (0.83)
Values and norms in advertising	26	4.00 (0.80)
Legal framework of advertising	25	3.20 (1.25)

Note. Scored on a 5-point likert scale (1 = totally disagree, 5 = totally agree)

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RQ1: Which aspects of advertising literacy are necessary to highlight in education? (2)

- “Advertising on Facebook” - fervent use of this medium by adolescents
 - Personalised advertisements
 - But... ethically justified in grade 7 and 8?



RQ2: Which design guidelines are considered to be important by teachers? (1)

Table 1: Important design guidelines in the context of advertising education literacy

Important design guidelines	N	M (SD)
The educational package fits in with the pupils' environment.	19	3.47 (0.84)
The educational package fits into the lessons I give	20	3.80 (1.06)
The educational package pays enough attention to		
- Individual reflection		3.80 (0.79)
- Collaborative learning		3.90 (0.88)
- Class discussions		4.09 (0.83)
I adapt some exercises of the educational package		3.90 (0.70)
I don't like teaching material in PDF format		3.07 (1.44)
The educational package is time-consuming	10	3.20 (0.63)
The educational package requires a lot of preparation time.	10	3.20 (0.91)
During the entire school career, it is necessary to pay attention to minors' advertising literacy (only grade 7-8).	24	4.17 (0.76)
Grades 7-8 is the appropriate time to have attention for teenagers' advertising literacy.	18	3.88 (1.08)
In the educational package, it is clearly indicated which curriculum standards can be reached.	16	4.00 (0.73)
By means of this educational package, it is possible to reach cross-curricular objectives.	20	3.80 (0.78)
By means of this educational package, it is possible to reach subject-related curriculum standards.	17	3.82 (0.73)
The educational package would be better if it was not cross-curricular.	11	1.64 (0.67)
There is enough background information about advertising for teachers.	12	3.75 (0.96)

"Maybe you can make a learning line with an educational package for primary education, for the beginning of secondary education and so on."

Note. Scored on a 5-point likert scale (1 = totally disagree, 5 = totally agree)

RQ2: Which design guidelines are considered to be important by teachers? (2)

I have sufficient knowledge to teach the content.		
The teacher's manual is clear.		
To enhance minors' advertising literacy, the educational package would be better if it included more authentic advertisements.		
To enhance minors' advertising literacy, the educational package would be better if it included more advertisements by educational publishing companies.		
It is a parental task to enhance the advertising literacy of their children.		
The educational package would be better if it included more authentic advertisements.		
The use of authentic advertisements in the educational package would be better if more attention was paid to students with another ethnic background.		
The educational package would be better if more authentic advertisements were used.	9	3.22 (0.83)
The educational package would be better if more attention was paid to students with another ethnic background.	11	2.27 (1.35)
Instead of an educational package, the organisation of a project day or week would be better.	11	2.46 (1.04)
The educational package would be better if the lesson requires less than one hour.	12	2.00 (0.74)
The educational package would be better if an expert (instead of the teacher) gave the lessons.	11	2.64 (1.12)
The educational package would be better if it was more based on scientific theories.	12	1.92 (1.00)

“But, I’m a little bit scared that a project of a week or two weeks will be organized. [...] And then you notice that the week of the project, you see that something is changing, something moves among the students. The week after, it’s been a little less, but you can still see something. After a month, it is completely lost.”

(Note. Scored on a 5-point likert scale (1 = totally disagree, 5 = totally agree))

RQ2: Which design guidelines are considered to be important by teachers? (2)

“A questionnaire for parents”. First, the pupils fill in the questionnaire, they go home, and their parents fill in the questionnaire too. After it, they will just sit together and they talk about it. There always will be aspects that lead to a discussion, because the parent sees it in a different way than the pupil.”

I have sufficient knowledge to...		
The teacher's manual is clear.		
To enhance minors' advertising literacy...		
To enhance minors' advertising literacy by educational publishing companies.		
It is a parental task to enhance their children's advertising literacy.	25	3.44 (0.65)
The educational package would be better if parents were involved.	12	2.33 (1.37)
The use of authentic advertisements is justified in education.	11	3.72 (0.47)
The educational package would be better if more authentic advertisements were used.	9	3.22 (0.83)
The educational package would be better if particular attention was paid to students with another ethnic background.	11	2.27 (1.35)
Instead of an educational package, the organisation of a project day or week would be better.	11	2.46 (1.04)
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(Note. Scored on a 5-point likert scale (1 = totally disagree, 5 = totally agree))

RQ3: Do teachers experience a need for professionalization in the context of advertising literacy education?

- Seldom discussed in pre- or in-service teacher education

- But... Most teachers → several years of experience

(MeanAge FG: 38,94 years old; MeanAge Survey: 40 years old)

- 82,35% is interested in an extra training (survey: n = 17)!

- Focus groups:

- Media literacy and advertising literacy: integral part of preservice teacher education
 - Opinions divided regarding a refresher course

*“I think if you want they [teachers] use this material, that it is important that there is **a completed copy** of the pupils’ workbook for some teachers. So they can just say: “we do it!”. And there is also another group of teachers who want something more, extra background information”.*



Implications for development of educational material

Despite the small number of respondents:

1 ***Content suggestions***: e.g. both traditional and new advertising formats

2 ***Didactical suggestions***: e.g. involvement of parents, project day or week, use of authentic advertisements, use of technology, etc.

➔ **Further research**: Intervention studies to determine effectiveness of adapted learning material (Cf. Design-based research)

Questions?

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Contact: britt.adams@ugent.be

