Marknadsmässig kurragömmalek? Barn, unga och dold reklam

Engl. transl.: Hide-and-seek within marketing: Children, adolescents and candid advertisement

# Details

## Year

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## Issued

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## Language

Swedish

## Editors

Dalquist U.;Wadbring I.

## Authors

Dalquist U.;Wadbring I.

## Type

Book

## Book title

Marknadsmässig kurragömmalek? Barn, unga och dold reklam

## Publisher

Nordicom

## Place

Gothenburg, Sweden

## Topics

* Internet usage, practices and engagement
* Literacy and skills
* Content-related issues
* Wellbeing
* Risks and harms
* Digital and socio-cultural environment

## Implications For Parents About

* Parental practices / parental mediation
* Parental digital literacy
* Parenting guidance / support

## Implications For Educators About

## Implications For Policy Makers About

* High-quality content online for children and young people
* Stepping up awareness and empowerment
* Creating a safe environment for children online
* Other

## Other PolicyMaker Implication

More effective regulation of hidden advertisement (oriented to children and young people)

## Implications For Stakeholders About

Researchers

# Abstract

Children and young people spend a large proportion of their waking hours being online. Some of the media contents they consume they do not, however, consciously choose for themselves, such as advertisements and marketing. Adblockers enable them the exclude traditional advertisements, which has led to more and more companies investing in hidden advertising instead. When companies wish to advertise their goods or services, they therefore turn to, for example, so-called social influencers that, consequently, have become important persons for them. As a result, we see a kind of hide-and-seek game, where it not seldom is difficult to detect that which is hidden.
Yet, the legislation is clear on the matter: hidden advertising is not allowed, and commercials directed at kids are not allowed to exhort minors to buy a product or a service. In our internationalized world it is, nevertheless, a challenge to enforce any national rules. For just one example, YouTube remains out of reach of Swedish laws....

The aim of this book is to discuss hidden advertising from several different perspectives: those of a researcher, a journalist, a supervisory organization, a regularlty authority, and the advertisement branch. We have included voices of both critics, proponents, and promoters. Given that the representatives of these perspectives frequently have conflicting interests, it is with some surprise that we can note them all as united in their opinion that the need for updating the regulations and making them clearer is acute. (Trans. by coder)

# Outcome

(The book is an anthology consisting of 10 essays, each with their own perspective, research problem, approach, and conclusions.)