Adolescents’ self-reported level of dispositional advertising literacy: how do adolescents resist advertising in the current commercial media environment?

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## Sample

A representative sample of 2,602 adolescents (12-18 years of age) from 11 high schools, equally divided by gender. Schools were recruited with a geographic scatter (urban versus rural). Different
classes of different grades from each school took part in the study. The socio–demographic
representativeness of adolescents was pursued for the total sample by weighting the variables gender and grade.

## Implications For Educators About

Digital citizenship

## Implications For Stakeholders About

Industry

## Other Stakeholder Implication

Advertisers

# Abstract

This study aims to examine adolescents’ (between 12 and 18 years) perceptions of their knowledge and skills related to advertising (i.e. dispositional advertising literacy). More specifically, adolescents’ beliefs about their recognition and understanding of advertising (cognitive facet), their emotional reaction to advertising (affective facet) and their moral evaluation of advertising (moral facet) were investigated together with their beliefs about the way they resist advertising.