Is my kid that naive? Parents’ perceptions of their children’s attitudes towards advertising on smartphones in Chile

# Details

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## Authors

Feijoo B.;Sádaba C.

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## Topics

* Social mediation
* Content-related issues
* Other

## Sample

Surveys were delivered to households in the Metropolitan Region of Santiago de Chile with children aged 10 to 14. These self-applied surveys were to be completed by the child
and one of their legal guardians. One thousand face-to-face surveys were applied in 501 households, both to the minor object of study and to their guardian. This followed a probabilistic design by areas and contemplated an error of ± 4.4% under the assumptions of simple random sampling and 95% confidence. Fieldwork was conducted in May and July 2018.

## Implications For Parents About

* Parental practices / parental mediation
* Parental digital literacy
* Other

## Other Parent Implication

The need of digital literacy for parents to positively guide children´s online experiences; the importance of parents and children´s different perceptions regarding advertising and commercial contents

## Implications For Policy Makers About

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

## Implications For Stakeholders About

Industry

# Abstract

t is common to identify the ability to recognize advertising as a requirement for the development of a critical attitude towards commercial content. This paper reflects on the perception parents have of their children who, as active users of mobile devices, are recipients of advertising. We thought interesting to draw a comparison between parent and child responses to corroborate the level of consistency between adult perception and what children stated regarding their attitude towards the advertising to which they were exposed. In order to do so a survey was applied in dyads in 501 households in the Metropolitan Area of Santiago de Chile showing that parents and guardians tend to underestimate the trust that children place in the advertising appearing on the channels they watch most on their mobile devices. It is needed a ground a solid starting point to enable subsequent research on childcare, content supervision and parental and social mediation.

# Outcome

Results show that there are important differences in the perception of children and parents regarding mobile advertising and the way children interact with it. Parents are not aware of how their children trust the commercial messages they see while using their mobile phones. The authors highlight the importance of the difference between parents and children perceptions regarding advertising and commercial content and point out the importance of conducting dyad research in parental mediation studies and also taking into account children´s media use and their media literacy.

[Text adapted by the coder from the main publication]