Kinder im Visier von Influencer-Marketing. Auf YouTube, Instagram und Snapchat.

Engl. transl.: Children targeted by influencer marketing. On YouTube, Instagram and Snapchat.

# Keywords

* Children
* Influencer marketing
* YouTube
* Snapchat
* Instagram
* Recommendations

# Details

## Year

2018

## Issued

2018

## Language

German

## Authors

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## Type

Book

## Book title

Kinder im Visier von Influencer-Marketing. Auf YouTube, Instagram und Snapchat.

## Publisher

Arbeiterkammer Wien

## Place

Vienna

## Topics

* Literacy and skills
* Content-related issues
* Risks and harms
* Digital and socio-cultural environment
* Other

## Sample

Content analysis and review of four laws: Mediengesetz (MedienG), Audiovisuelle
Mediendienste-Gesetz (AMD-G), E-Commerce-Gesetz (ECG), Bundesgesetz gegen den
unlauteren Wettbewerb (UWG)
Case-Studies for three platforms: YouTube, Instagram, Snapchat

## Implications For Parents About

Parental practices / parental mediation

## Implications For Educators About

Digital citizenship

## Implications For Policy Makers About

Stepping up awareness and empowerment

## Implications For Stakeholders About

## Other Stakeholder Implication

Influencer

# Abstract

"Advertising should also be recognisable online at a glance: but children in particular find this difficult. This is because advertising messages are embedded more inconspicuously online, they are more interactive and better tailored to their own interests. Influencer marketing causes additional difficulties: The advertisers are admired by children. They trust their assessments of products and brands. It is very difficult for children to recognise advertising intentions; it seems more like a recommendation among friends." (Arbeiterkammer Wien, 2018, 6; translated by the coder)
"The following study analysed the phenomenon of influencer marketing in relation to children and developed recommendations for action. Literature (secondary analysis) was evaluated. In addition, examples from the largest social platforms were collected to illustrate the applicable regulations as well as the violations against them." (Arbeiterkammer Wien, 2018, 7; translated by the coder)

# Outcome

"This study uses examples from the platforms Instagram, YouTube and Snapchat to show that in practice there are problems with compliance with labelling requirements: On the one hand, influencers repeatedly neglect the corresponding legal regulations, and on the other hand, there is a lack of clarity as to how these requirements are to be fulfilled on the social platforms. For example, there is no clear and general answer as to how "unboxing", the unpacking of purchases in front of the camera, is to be evaluated if no payment has been promised by the company. Platform providers have started to support the labelling of advertising by influencers with the help of various functionalities. On YouTube, for example, product placements in a video can already be noted during the upload - a corresponding note is then automatically displayed in the video. However, these tools for labelling advertising are clearly expandable; on Snapchat, for example, there is a complete lack of corresponding functionalities. In these cases, it is the sole responsibility of the influencers to ensure that the implementation is editorially correct." (Arbeiterkammer Wien, 2018, 4-5; translated by the coder)
Recommendations (Arbeiterkammer Wien, 2018, 60-62; translated by the coder)
- "There is a need for systematic, cross-platform monitoring"
- "Agencies, cooperation partners and influencers are required to act"
- "Social network platforms must hold influencers to account"
- "Parents and educators need to empower children"