Barn, unga, reklam och internet

Engl. transl.: Children, advertising, and the internet

# Details

## Year

2015

## Scope

Other

## Countries

Sweden

## Type

Empirical research – Mixed methods

## Methodologies

* Interview
* Other
* Secondary analysis

## Other Methodology

Eye tracking; memory and recognition tests; controlled web surfing experiments

## Researched Groups

Children

## Children Ages

Other

## Other Childrens Age Group

(Age range unspecified in project description)

## Funder

The Swedish Research Council (Vetenskapsrådet); Crafoord Foundation

## Funder Types

## Informed Consent

Consent not mentioned

## URL

https://www.kom.lu.se/forskning/mkv/barn-unga-reklam-och-internet/

## Data Set Availability

Not mentioned

# Goals

"How much do children and young people get exposed to advertising and commercials on the internet? Do boys and girls react differently to their encounters with online advertising? Does the design of the online advertisement and the target group's age have on impact of the viewer's gaze behaviour?" (Trans. by coder)