Marknadsmässig kurragömmalek?: Barn, unga och dold reklam

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

# Details

## Year

Not reported

## Scope

Other

## Countries

Sweden

## Type

Other

## Methodologies

Other

## Other Methodology

(Different chapters report on reseach using different methods.)

## Researched Groups

Children

## Funder

The Swedish Media Council (Statens Medieråd); The Nordic Council of Ministers

## Funder Types

Other

## Other Funder Type

State agency; intergovernmental body

## URL

https://www.nordicom.gu.se/sites/default/files/publikationer-hela-pdf/marknadsmassig\_kurragommalek.pdf

# Goals

Various research-based perspectives on children and young people navigating the online world of media content and hidden advertising.