Children’s bonding with popular YouTube vloggers and their attitudes toward brand and product endorsements in vlogs: an explorative study

# Details

## Year

2017

## Scope

Local

## Countries

Netherlands

## Type

Empirical research – Quantitative

## Methodologies

Survey

## Researched Groups

Children

## Children Ages

## Consents

## Informed Consent

Consent obtained

## Ethics

Ethical considerations not mentioned

## Data Set Availability

Data availability statement in the publication

# Goals

"The purpose of this study has three primary aims. The first is to examine the amount of time
children spend per week on viewing vlogs. Second, the authors explored children’s awareness and understanding of the brand or product placement in vlogs. Finally, the authors explored children’s selfperceived susceptibility to the potential persuasive effects of these vlogs" (Folkvord et al., 2019, p. 77)