Effects of Disclosing Influencer Marketing in Videos: An Eye Tracking Study Among Children in Early Adolescence

# Details

## Year

2019

## Scope

National

## Countries

Netherlands

## Type

Empirical research – Mixed methods

## Methodologies

## Researched Groups

Children

## Children Ages

## Funder

Research Fellowship Grant 2016 of the American Academy of Advertising and a research grant from the Research Fund Flanders

## Has Formal Ethical Clearance

## Consents

* Consent obtained from parents
* Consent obtained from children
* Consent obtained from school officials / principal

## Informed Consent

Consent obtained

## Ethics

Ethical considerations not mentioned

## Data Set Availability

Not mentioned

# Goals

This study focused on the effects of sponsorship disclosure timing on children's ability to understand that social influencer videos are sponsored. The study also investigated how sponsorship disclosure timing affects children's attitudes toward the sponsoring brand, the video, and the influencer.