Hoe kleuters YouTube videoreclame kunnen weerstaan: een empirische benadering om de uitdagingen van YouTube reclame voor kleuters te achterhalen

Engl. transl.: How Preschool Children can Resist YouTube Video Advertising: An Empirical Approach to Uncover the challenges YouTube Advertising Pose for Preschool Children

# Details

## Year

2019

## Scope

Local

## Countries

Belgium

## Type

Empirical research – Experiment/Intervention

## Methodologies

Experimental / Quasi-experimental

## Researched Groups

Children

## Children Ages

Preschool (0-5 Years old)

## Funder

Ghent University

## Funder Types

University

## Data Set Availability

Not mentioned

# Goals

This project examines how preschool children (aged between three and five years) are affected by YouTube advertising. In particular, we examine preschool children’s advertising literacy (their knowledge and skills) for these new ad formats. Additionally, we will examine how an advertising disclosure can help them to recognize this advertising and how parents can assist children in increasing their advertising literacy.