Effectiveness of a School-Based Intervention to Empower Children to Cope With Advertising

# Details

## Year

Not reported

## Scope

Local

## Countries

Netherlands

## Type

Empirical research – Experiment/Intervention

## Methodologies

Experimental / Quasi-experimental

## Researched Groups

Children

## Children Ages

## Funder

Nederlandse Organisatie voor Wetenschappelijk Onderzoek

## 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 and/or protocol mentioned in the research design

## Data Set Availability

Not mentioned

# Goals

This study tested the effectiveness of a theory-driven, school-based advertising intervention entitled Ad Masters that aimed to stimulate children’s advertising coping behavior in the current media landscape.