Processes and effects of targeted online advertising among children

# Details

## Year

Not reported

## Scope

Local

## Countries

Netherlands

## Type

Empirical research – Experiment/Intervention

## Methodologies

Experimental / Quasi-experimental

## Researched Groups

Children

## Children Ages

## Funder

Dutch National Science Foundation

## 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

Investigate the effects of profile targeting on children’s brand responses (i.e., brand attitude and purchase intention).