Kinde und Onlinewerbung. Erscheinungsformen von Werbung im Internet, ihre Wahrnehmung durch Kinder und ihr regulatorischer Kontext

Engl. transl.: Children and Online Advertising Forms of Internet Advertising, Perception by Children and Regulatory Context

# Details

## Year

2012

## Scope

National

## Countries

Germany

## Type

Empirical research – Mixed methods

## Methodologies

* Survey
* Experimental / Quasi-experimental
* Focus group
* Interview
* Textual / documentary / content analysis

## Researched Groups

* Children
* Parents
* Teachers / Educators

## Children Ages

Kids (6-10 Years old)

## Funder

State Media Authority of North Rhine-Westphalia (LfM); Federal Ministry of Family, Senior Citizens, Women and Youth (BMFSFJ)

## Funder Types

## Consents

## Informed Consent

Consent obtained

## Ethics

Ethical considerations not mentioned

## URL

https://leibniz-hbi.de/en/projects/children-and-online-advertising

## Data Set Availability

Not mentioned

# Goals

The study aimed to examine the current advertising practice on 100
websites that children referred to as their favourite online presences, to analyse how children
deal with online advertising and assess the advertising regulations in view of the findings.