Proyecto FONDECYT de Iniciación Nº 11170336: "Los menores como consumidores. Análisis de la publicidad recibida por usuarios de 10 a 14 años a través de dispositivos móviles

Engl. transl.: FONDECYT Initiation No. 11170336 project: “Minors as Consumers. Analysis of the Advertising Received by Users aged 10 to 14 through Mobile Devices

# Details

## Year

2018

## Scope

National

## Countries

Other

## Type

Empirical research – Quantitative

## Methodologies

Survey

## Researched Groups

## Children Ages

Other

## Other Childrens Age Group

10-14 years old

## Funder

National Commission for Scientific and Technological Research of the Chilean government (CONICYT).

## Funder Types

National Government / Ministry

## Informed Consent

Consent not mentioned

## Data Set Availability

Not mentioned

# Goals

The project was created with the main objective of learning about how minors use and consume mobile devices, and then how these intensify the relationship that they maintain with the advertising they are exposed to from the mobile device. This was measured in terms of detection, level of attention, trust, and interaction. Part of the project consists of the implementation of an ethnographic approach- which began with a quantitative approach. Surveys were delivered to households in the Metropolitan Region of Santiago de Chile with children aged 10 to 14. These self-applied surveys were to be completed by the child and one of their legal guardians.