Advertising Literacy in a New Media Environment: Investigating Minor's Persuasion Knowledge in Relation to New Advertising Formats.

Engl. transl.: AdLit

# Details

## Year

2015

## Scope

Local

## Countries

Belgium

## Type

Empirical research – Mixed methods

## Methodologies

* Survey
* Focus group
* Ethnography / participant observation

## Researched Groups

Children

## Children Ages

## Funder

IWT

## Funder Types

Regional Government

## URL

https://biblio.ugent.be/project/179J23A14

# Goals

The main goal of the AdLit project is to investigate how we can empower children and youth to cope with advertising, so that they can grow up to be critical, informed consumers who make their own conscious choices in today’s new media environment.