

UNCTAD Webinar: Protection of vulnerable consumers on digital markets

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How to disclose online sponsored content to children

Presentation

Dr. Eva van Reijmersdal, (PhD)

*Amsterdam School of Communication Research
University of Amsterdam*

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How to disclose online sponsored content to children

Eva van Reijmersdal (PhD)

Topics

- How to effectively disclose online sponsored content to children
- Consequences of disclosures
- Insights on gamification (advergames)

How to disclose sponsored content for children

- Opportunity
- Ability
- Motivation

Opportunity

- Opportunity to see

Prominent, before a video starts

(not a hashtag hidden between other hashtags,
or somewhere in video description)

- Opportunity to process

Display long enough to read

Pictogram?

Ability

- Understandable wording for children

Paid advertising

Sponsored by (*sounds like charity/ support*)

In collaboration with (*I collaborate with other kids in school, we help each other*)

Motivation

- Create awareness of sponsoring
- Explain consequences
- Help children to be critical
 - stop and think

Consequences of disclosures

Enhance children's persuasion knowledge

Several aspects

- recognize advertising
- persuasive intent
- tactics used (hidden, creating positive associations)
- persuasion effects
- economic model

Consequences of disclosures

Persuasion

Mixed effects, some studies show less persuasion, others show no effects, other show more persuasion.

Possible explanations for mixed findings

Parasocial relationships

If children have a strong bond with the influencer, their persuasion knowledge is increased, but they do not become more negative about the brand.

Possible explanations for mixed findings

Increased persuasion due to appreciation of sponsorship

They support my favourite influencer or artist

Gamification

Together with Zeph van Berlo and Martin Eisend

Meta analysis of 34 studies on advergames
(vs other forms of advertising)

Gamification

Advergames:

- more positive evaluation of the advertising message
- have a less positive effect on brand memory
- more persuasive (attitudes and behavioral intentions)
- more choice behavior

- BUT less likely to be recognized as advertising

Gamification

Younger children more susceptible to effects

Interesting finding:

Teenagers who are more attached to their smartphone, show more persuasion knowledge regarding advergames.

Conclusion

For effective sponsorship disclosure:

- Opportunity
- Ability
- Motivation

Persuasion through gamification not very transparent, but effective.



Thank you

Eva van Reijmersdal
e.a.vanreijmersdal@uva.nl