

PARENTS' AND CHILDREN'S PERCEPTION ON SOCIAL MEDIA ADVERTISING

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INTRODUCTION



Young Chileans spend significant time on Social media, especially YouTube and Instagram



Studies on influencer marketing in young audiences show the need to invest in developing their advertising literacy



Families are critical agents in the development of children as consumers

SUBJECTS

Analyze children's ability to recognize persuasive content on social networks (YouTube and Instagram) and improve the level of literacy in new formats



METHODOLOGY

- a survey applied in dyads in 501 homes
- between May and July 2018
- in the Metropolitan Area of Santiago de Chile
- adults and children were surveyed separately
- 1,002 valid responses were obtained

RESULTS

Table 3. Comparison between level of recognition of minors and perception of adults

Social network	Example #	Does it contain advertising?	% minors who recognized advertising (N=501)	% adults who recognized advertising (N=501)
YouTube	1	No	15.0%	16.2%
	2	Yes	38.5%*	23.8%
	3	Yes	34.7%	36.7%
	4	Yes	23.0%	22.8%
	5	Yes	29.3%*	8.4%
	Does not recognize advertising in any example	-	-	24.8%
Instagram	1	Yes	25.9%	22.2%
	2	Yes	48.1%*	20.6%
	3	Yes	37.5%	43.7%*
	4	No	11.0%	23.2%*
	5	No	14.4%	18.6%
	Does not recognize advertising in any example	-	-	23.6%

Main results include the notion that more than 50% of children were not able to detect advertising in examples containing ads

Lower recognition percentages were reached in cases that combined persuasive content and entertainment and were not classified as advertising

adults perceived that their children recognized persuasive intent to a lesser extent than indicated by the children themselves

CONCLUSIONS

We detected a lack of recognition by the minors of the persuasive traits of these contents, which were interspersed with entertainment content



Literacy efforts should include reaching out to parents who tend to underestimate their children's ability to recognize advertising messages on social networks



An explicit and clear signaling of advertising messages could help the minors to discern the content they consume on social networks



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