

Advertising and Consumerism

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**MARVEL
HEROES**

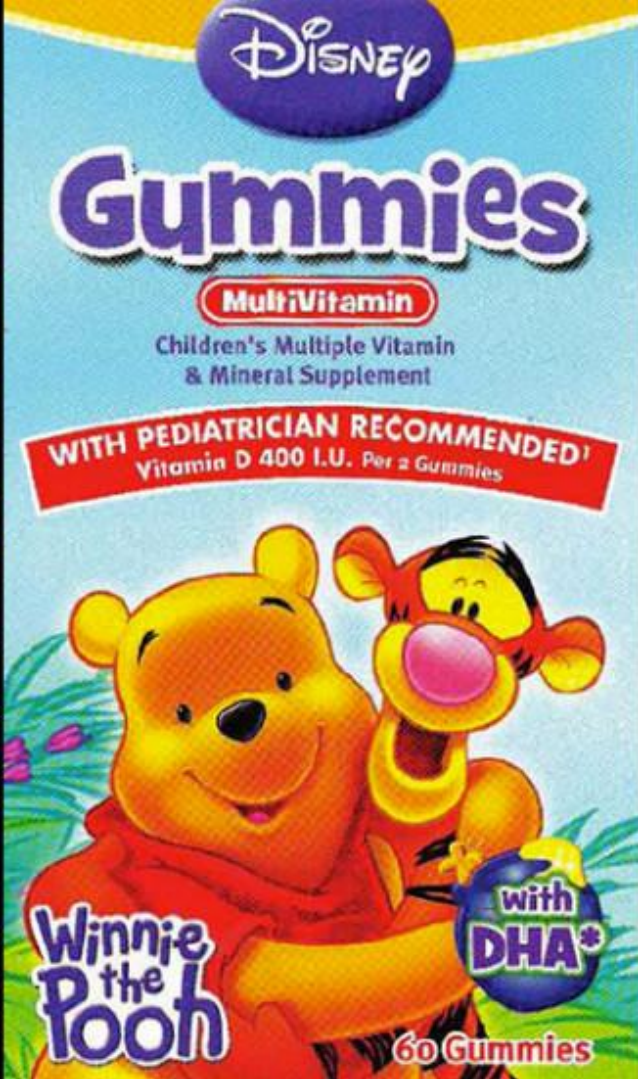
with **DHA***

Tastes Great with Natural Flavors

Gummies

Children's Multiple Vitamin and Mineral Supplement

This packaging features Spider-Man, Iron Man, and Captain America in dynamic poses against a bright yellow background.



Disney

Gummies

MultiVitamin

Children's Multiple Vitamin & Mineral Supplement

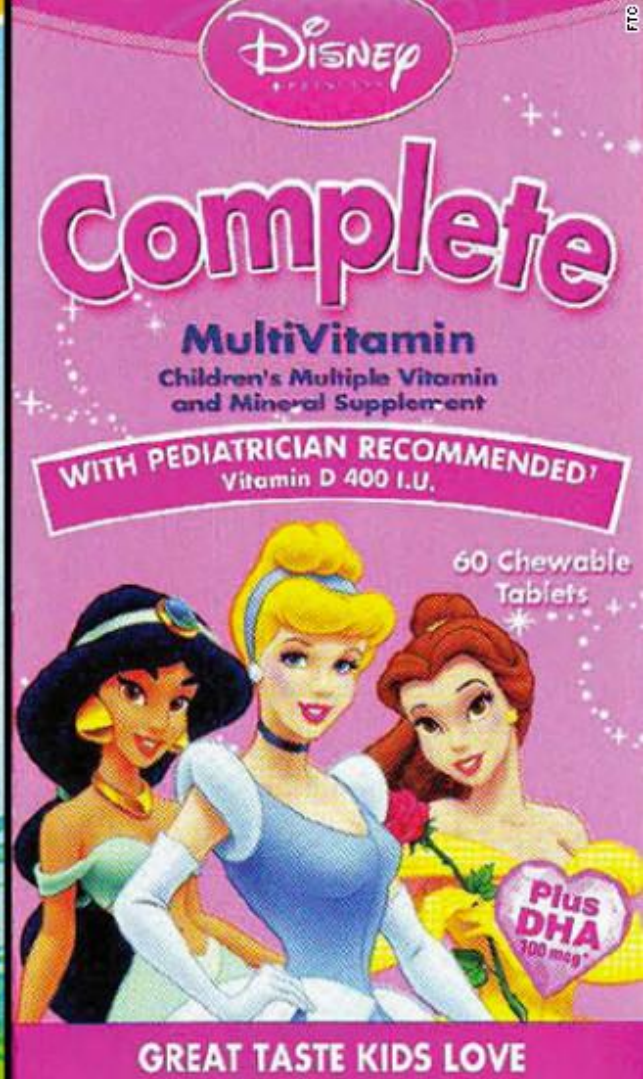
WITH PEDIATRICIAN RECOMMENDED!
Vitamin D 400 I.U. Per 2 Gummies

Winnie the Pooh

with **DHA***

60 Gummies

The packaging features Winnie the Pooh and Tigger in a grassy field under a blue sky.



Disney

Complete

MultiVitamin

Children's Multiple Vitamin and Mineral Supplement

WITH PEDIATRICIAN RECOMMENDED!
Vitamin D 400 I.U.

60 Chewable Tablets

Plus **DHA** 300 mg*

GREAT TASTE KIDS LOVE

The packaging features Disney Princesses Ariel, Cinderella, and Belle in their iconic dresses.

Advertising as an Industry

In 2015 the advertising industry raked in over \$600 billion globally and has grown by 5% annually. Advertising is present across almost every media outlet and platform and is a crucial part of the business operations of the media.



Children as Consumers

- The average American child watches an estimate between 25,000 to 40,000
- \$15-17 billion is spent by companies advertising to children specifically and that number is increasing annually.
- Teens in the US spend around \$160 billion a year
- Children (up to 11) spend around \$18 billion a year
- Tweens (8-12 year olds) heavily influence more than \$30 billion in other spending by parents.
- Children (under 12) and teens influence parental purchases totaling over \$130-670 billion a year.



Examples of Advertisements for Children

<https://www.youtube.com/watch?v=VodbRdPQWZw>



Are These Ads Manipulative?

- APA findings suggest that children under the age of 8 cannot comprehend an advertisers message critically. They are prone to believe these messages to be truthful and unbiased.
- Sweden since 1991 has banned all advertising to children due to the findings that suggest children under the age of 10 cannot differentiate a television program and a commercial and cannot understand the purpose of a commercial until the age of 12.
- Children have a remarkable ability to recall content they have previously been exposed to and ads aren't an exception to this.

Effects Of Advertising On Children

There are a multitude of effects that advertising can have on children and teens. Not only can it have adverse effects on a child's physical and mental health but it can influence the purchasing power of the parents. Several studies have found there to be many parent-child conflicts from parents denying children items they want due to advertisements on television.



Food Advertisements and Childhood Obesity

- In very young children, research has found that for every one-hour increase in TV viewing per day, there are higher intakes of sugar-sweetened beverages, fast food, red and processed meat, and overall calories.
- Children who watch 3 or more hours of television a day are more 50 percent more likely to be obese than children who watch 2 or less hours per day.
- 3 out of every 4 food ads targeted towards children falls into the unhealthy category

Food Advertisements and Childhood Obesity

"Food ads on television make up 50 percent of all the ad time on children's shows. These ads are almost completely dominated by unhealthy food products (34 percent for candy and snacks, 28 percent for cereal, 10 percent for fast food, 4 percent for dairy products, 1 percent for fruit juices, and 0 percent for fruits or vegetables). Children are rarely exposed to public service announcements or advertising for healthier foods."

Ages	No. of ads per day	Hrs of ads per year	No. of ads per year	Exposure to PSAs
2-7	12	29:31	4,427	1 every 2-3 days
8-12	21	50:48	7,609	1 every 2-3 days
13-17	17	40:50	6,098	<1 every week

Body Image and Perception



- Advertising can impact gender roles and set unrealistic expectations of themselves
- Can lead teens to develop low-self esteem and depression
- Boys feel pressured to look more masculine and muscular
 - Can lead to use of steroids and other unhealthy alternatives
- Girls feel pressured to look thin like models and can lead to
 - Eating disorders
 - Crash dieting
 - Using Laxatives and Diuretics
- Weight bias perpetuated by these ads puts overweight children and teens at risk for bullying by their peers.

Materialism and Consumerism

- Research conducted by Suzanna Oprea of the University of Amsterdam has concluded ads do have an impact on children's desire for materialistic items.
- Children relate consumer goods to happiness and success.
- Children exposed to more ads developed a greater desire for advertised products.



<https://psmag.com/social-justice/tv-commercials-linked-to-materialist-values-in-kids-55116>

Discussion Questions

- Due you think advertisements targeted towards children to be warranted or unethical?
- When you were a kid do you feel advertisements influenced your and/or your parents purchases?
- When you were a kid do you feel advertisements affected your health choices and/or your body image?

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