

Analyzing Advertising

A Discussion Guide for Adults



6 Facts and Discussion Questions

No matter where they go, kids are bombarded by billboards, internet ads, text messages, junk mail, TV commercials, and many other media. How can parents teach children to make sound judgments about the advertisements they see? Use the tips below to talk with other parents about how to prepare kids for the

Research Findings

1. Every day, kids see around 3,000 advertisements.¹
2. By the age of three, kids can recognize a brand logo (such as the McDonald's arch or Mickey Mouse).²
3. Kids who watch a lot of TV are more likely to eat more advertised food and want more of the advertised toys compared with children who don't watch as much TV.³
4. Kids between the ages of 12 and 17 will nag their parents an average of nine times to buy a product that they have seen advertised.⁴ They nag until their parents give in and buy the item.⁵
5. Ten percent of 12- to 13-year-olds admit to nagging their parents more than 50 times to buy an advertised product.⁶
6. Fifty-three percent of kids say they buy items to help them "feel better about themselves."⁷

Sources

1. Michael Brower and Warren Leon, *The Consumer's Guide to Effective Environmental Choices: Practical Advice from the Union of Concerned Scientists* (New York: Random House, 1999), 17-18.
2. Paul Fischer and others, "Brand Logo Recognition by Children Aged 3 to 6 Years: Mickey Mouse and Old Joe the Camel," *JAMA* 266 (December 1991): 3145-3148.
3. Victor Strasburger and Barbara Wilson, *Children, Adolescents, and the Media* (Thousand Oaks, California: Sage Publications, 2002), 53.
4. Center for the New American Dream, "Thanks to Ads, Kids Won't Take No, No, No, No, No, No, No, No, No for an Answer," news release, May 2002.
5. Ibid.
6. Ibid.
7. Ibid.

Take It Further

ParentFurther discussion guides are created to help you talk with your kids about tough topics. Visit www.ParentFurther.com for more discussion guides and additional resources.

Discussion Questions

- **Where do you see the most advertising?**
- **Where do you think children see the most advertising? What about teenagers?**
- **Why is advertising so effective?**
- **What do you think of all the advertising that kids see?**
- **How can we help kids make sense of advertising?**
- **How can we help kids make good money choices when advertising affects how they use their money?**
- **How can we be good role models in the way we deal with advertising?**

Today's media is filled with advertising, and kids are exposed to it almost constantly. By helping prepare them to deal with the barrage of ads they face every day, you can make it more likely that they will make positive decisions when it comes to both finances and advertising.