‘Children, adolescents and advertising’ symposium.
TWG ECREA Advertising research

5-6 November 2015 – Complutense University of Madrid (Spain)

Thursday 5 November

- 9.00 – 9.30 am. Conference registration & posters exhibition. Venue: Ground floor (New building)

- 9.30 – 10.00 am. Congress opening: Faculty dean, María del Carmen Pérez de Armínán, CAVP1 Department director, Raúl Eguizábal, Conference director and TWG ECREA chair, Patricia Núñez, TWG ECREA vice-chairs, Guido Zurstiege & Sarah Kohler. Venue: Sala de conferencias – Ground floor (new building).


- 10.45 – 11.15 am. Coffee break

- 11.15 am – 13.00 am. Panel.

**CHILDREN AND A CHANGING WORLD OF ADVERTISING:** Examining the effects of contemporary commercial communication on the advertising literacy of minors.
Venue: Sala de conferencias – Ground floor (new building).
Chair: Moniek Buijzen (Radboud University, The Netherlands)

| Children’s processing of new advertising formats: how to improve children’s dispositional and situational advertising literacy? | Liselot Hudders, Pieter De Pauw, Verolien Cauberghe, Katarina Panic, Brahim Zarouali, Ralf de Wolf (Ghent University & University of Antwerp, Belgium) |
| Considering advertising literacy from a methodological point of view: past practices and future recommendations | Brahim Zarouali, Michel Walrave, Karolien Poels, Koen Ponnet, Liselot Hudders, Verolien Cauberghe, Pieter De Pauw (University of Antwerp & Ghent University, Belgium) |
Regulating advertising aimed at children in the digital era: too little, too late or too much, too soon?  
Valerie Verdooodt, Eva Lievens, Peggy Valcke, Dirk Voorhoof  
(KU Leuven Centre for IT & IP Law, Belgium)

The appropriateness of new advertising formats aimed at minors: investigating the advertisers’ and Parents’ point of view  
Kristien Daems, Patrick De Pelsmacker  
(University of Antwerp, Belgium)

- 13.00-14.00 pm. **TWG ECREA Advertising Research meeting. Networking.** Venue: Sala de conferencias – Ground floor (new building)

- 14.00 – 15.00 pm. Lunch.

- 15.00 – 15.45 pm. **Keynote speakers:** Esther Rozendaal (Assistant Professor at Radboud University, The Netherlands) & Eva van Reijmendal (Professor at University of Amsterdam, The Netherlands). Lecture: Is this advertising? Toward a more transparent media environment for children. Venue: Sala de conferencias – Ground floor (new building).

- 16.00 – 17.30 pm. Parallel sessions:

<table>
<thead>
<tr>
<th>Parallel session 1: Brands</th>
<th>Parallel session 2: Gender &amp; Body image</th>
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</thead>
<tbody>
<tr>
<td><strong>Venue:</strong> C108 (new building)</td>
<td><strong>Venue:</strong> Sala de conferencias (new building)</td>
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<tr>
<td><strong>Chair:</strong> Sara Cortés Gómez (University of Alcalá, Spain)</td>
<td><strong>Chair:</strong> Laia Falcón (Complutense University of Madrid, Spain)</td>
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<td>How can Brand-owned media be managed? Exploring the managerial success factors of the new interrelation between brands and media. Jörg Tropp, Andreas Baetzgen (Pforzheim University &amp; Stuttgart Media University, Germany)</td>
<td>Gender literacy through ads and kids in Primary school. Patricia Núñez Gómez, María José Díaz-Aguado, Laia Falcón (Complutense University of Madrid, Spain)</td>
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<td>Brands established in childhood are often used for a lifetime. Rut Martinez-Borda, Sara Cortés Gómez, Beatriz Martín Garrido (University of Alcalá, Spain)</td>
<td>YOYOMIOMIO. New media multimedia formats and gender literacy in early childhood. Ana Solano, Tamara Bueno, Noelia García (Complutense University of Madrid, Spain)</td>
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<td>Free zone for youth: but at what cost. Nihan Aytekin (Manisa Celal Bayar University, Turkey)</td>
<td>The influence of social values in the perception of body image in food advertising. Lluís Mas Manchón, Ángel Rodríguez Bravo, Norminanda Montoya Vilar, Fernando Morales Morante, Elaine Lopes, Andre Wilson Salgado</td>
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<tr>
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| An empirical study of the recreational-expressive and referential roles of the cell phone among young students and their potential applications of advertising. | Maria Luisa García Guardia, Carmen Llorente Barroso  
(Complutense University of Madrid & CEU San Pablo University, Spain) |
| Brand content strategies with celebrities targeting the teen market. | Araceli Castelló Martínez, Cristina del Pino Romero, Victoria Tur Viñés  
(University of Alicante & University Carlos III, Spain) |

- 17.30 – 18.00 pm. Coffee break

- 18.00 – 19.30 pm. Parallel session

### Parallel session 3: Television, identity & feelings.

**Venue:** Sala de conferencias (new building)

**Chair:** María Josefa Establés-Heras (University of Alcalá, Spain)

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<tr>
<th>Title</th>
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</table>
| Children in front of the television. A comparative analysis according to age and gender in Spain. | Ramón Martín-Guart, José Fernández-Cavia  
(University Pompeu Fabra, Spain) |
| Advertising and TV contents for children in Argentina: from the young spectator to the multi-screen user. | María José Canale, Antón Álvarez-Ruiz  
(Universidad Nacional de Entre Ríos, Argentina & Complutense University of Madrid, Spain) |
| Signposting. TV content regulation & media literacy: children consumer mediations. | Miguel Ángel Ortiz Sobrino, Carmen Marta Lazo  
(Complutense University of Madrid, Spain) |
| Media awareness publicity: effects in children way of thinking       | Albertino Gonçalves, Esmeralda Tauber.  
(University of Minho, Portugal) |
| Consuming kids – how advertising practioners talk about kids, consumption and the ethics of persuasion. | Guido Zurstiege, Markus Felks.  
(University of Tuebingen, Germany) |
| The representation of the social and emotional relationships in toy advertising in Spain: children, teens, families and adults. | Esther Martinez Pastor, Miguel Ángel Nicolás, Almudena García Manso.  
(University Rey Juan Carlos, Spain) |

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**Friday 6 November 2015**

- 9.00 – 9.30 am. **Conference registration.** Venue: Ground floor (New building).
- 9.30 - 10.15 am. Keynote speaker: **Pilar Lacasa** (Professor at University of Alcalá, Spain). Lecture: **Children and advertising: Methodological challenges.** Venue: Sala de conferencias – Ground floor (new building)

- 10.15 - 10.45 am. Coffee break

- 10.45 am – 12.30 am. Panel. **Kids & Com. Panel.**

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<thead>
<tr>
<th>Panel</th>
<th>Venue: Sala de conferencias – Ground floor (new building)</th>
<th>Chair: María del Carmen García Galera (University Rey Juan Carlos, Spain)</th>
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<tr>
<td><strong>What to protect children from?</strong>&lt;br&gt;Converging Patters of Regulation in Audiovisual Programmes and Commercial Communication in Europe</td>
<td>Victoria Tur Viñes, Carmen Fuente Cobo (University of Alicante &amp; Centro Universitario Villanueva, Spain)</td>
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<td><strong>European framework for digital literacy and Auctoritas problem</strong></td>
<td>Luis Núñez Ladevéze, Teresa Torrecillas Lacave, Francisco Cabezuelo-Lorenzo. (University San Pablo CEU &amp; University of Valladolid, Spain)</td>
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<td><strong>Adolescents and YouTube: creation, participation and consumption</strong></td>
<td>Antonio García Jiménez, Beatriz Catalina García, Maricruz López de Ayala (University Rey Juan Carlos, Spain)</td>
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<td><strong>The Sexualization of Children through advertising, fashion brands and media: legal and ethical regulation in Spain</strong></td>
<td>Mónica Díaz-Bustamante, Carmen Llovet, Beatriz Patiño (Complutense University of Madrid &amp; Centro Universitario Villanueva, Spain)</td>
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<td><strong>Evolution of Spanish minor’s internet using habits (2010 to 2015): mobile technologies, new and old risks and challenges for the social environment</strong></td>
<td>Estefanía Jiménez, Maialen Garmendia, Miguel Ángel Casado, Paula Pineda (University of Basque Country, Spain)</td>
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- 12.30 - 14.00 pm. Parallel sessions:

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<tr>
<th>Parallel session 4: Advertising literacy</th>
<th>Parallel session 5: Creativity &amp; Games</th>
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<td><strong>Venue:</strong> Sala de conferencias (new building)</td>
<td><strong>Venue:</strong> C110 (new building)</td>
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<td>Chair: Paula Herrero-Díz (University Loyola of Andalucía, Spain)</td>
<td>Chair: Alberto García (Complutense University of Madrid, Spain)</td>
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<td><strong>Disclosing Brand placement to Young children: the role of advertising literacy and attitude toward the format. Pieter De Pauw, Liselot Hudders, Veroline Cauberghe, Charlotte De Kuysscher</strong></td>
<td><strong>Children and advertising in a contemporary art center. Pilar Lacasa, Katiuska Manzur, Laura Méndez, Patricia Núñez Gómez, María Josefa Establés-Heras</strong></td>
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Do children have to understand a message’s persuasive intent to be advertising literate? Nils S. Borchers. (University of Mannheim, Germany)

Digital reporters: from advertising to the kitchen. Sara Cortés, Laura Méndez-Zaballos, María Ruth García-Pernia, Javier Arturo Michel (University of Alcalá & UNED, Spain)

Home Auctoritas, digital skills and family learning environment: keys for the theoretical study of advertising teen context in Spain. Francisco Cabezuelo-Lorenzo, Luis Núñez-Ladevèze, Teresa Torrecillas-Lacave (University of Valladolid & University CEU San Pablo, Spain)

Changes and evolution in children’s advertising messages. The case of Cola-Cao. África Presol Herrero, Laura Melendo Rodríguez-Carmona (University Camilo José Cela, Spain)

Materials for advertising literacy. Patricia Núñez-Gómez, María Josefa Establés-Heras, Katiusca Manzur-Herrá, Beatriz Lamela. (Complutense University of Madrid & University of Alcalá, Spain)

Do you take credit cards? The attitudinal and behavioral effects of advertising in board games targeted at children. Brigitte Naderer, Jörg Matthes, Marina Mestas (University of Vienna, Austria)

Children’s processing of endorsed cereal: television commercials versus advergames. Evy Neyens. (Institute for Media Studies KU Leuven, Belgium)

- 14.00-15.00 pm. Lunch

- 15.00 – 15.45 pm. Keynote speaker: Rebeca Sáez (Social Media Manager at Omnicom Media Group - Spain). Lecture: The children and adolescents as target in the media and advertising agency. Venue: Sala de conferencias (new building)

- 16.00 – 17.30 pm. Last session
Learning to advertise contents: social media, adolescents and personal branding

Julián de la Fuente, Rut Martínez-Borda, María Josefa Establés, Alberto Camiña
(University of Alcalá, Spain)

The use of mobile phones as tools for access and exchange of knowledge by students in Spain when studying: access to leisure, persuasive and regulated schooling contents; key factors to take into consideration to plan targeted advertising campaigns.

Cristóbal Fernández Muñoz, Francisco García García
(Complutense University of Madrid, Spain)