Conference Program

Advertising Literacy:
Dealing with Persuasive Messages in a Complex Media Environment

27.-29. November 2019 in Vienna

Host Institute:
Department of Communication, University of Vienna

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Sponsored by:
**Locations**

**Media Education Doctoral Colloquium**
Department of Communication (SR 1)

**Get-Together**
Department of Communication
Punschstand (Courtyard)
Waehringer Str. 29
1090 Vienna

**Conference**
Aula am Campus (Atrium & Aula)
Spitalgasse 2
1090 Vienna

Department of Communication (SR 8)
Waehringer Str. 29
1090 Vienna

**Conference Dinner**
Melker Stiftskeller
Schottengasse 3
1010 Vienna

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How to reach Aula am Campus:

Wednesday, 27. November

13:00-17:30

Media Education Doctoral Colloquium (in German)  
SR 1

13:00-15:00 Methodenworkshop: „Potenziale von Medientagebüchern - von Aneignungsforschung über Medienpädagogik bis hin zu Softwareentwicklung"
Matthias Berg

15:00-15:30 Coffee Break

15:30-16:30 Approaching relational agency and Medienbildung through (de-)constructions of contexts among pupils in out-of-school settings
Caroline Grabensteiner

16:30-17:30 Jugendmedienschutzrechtliche Implikationen mediatisierter Beziehungen
Anne-Kristin Polster

from 19:00

Get-Together for All Conference Participants  
Punschstand, Courtyard
## Thursday, 28. November

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<td>9:00-9:30</td>
<td>Registration &amp; Welcome Coffee</td>
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<td>9:30-9:40</td>
<td>Welcome</td>
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<td>9:40-10:40</td>
<td><strong>Session 1: Advertising Literacy Interventions</strong></td>
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<td>Chair: Nils Borchers</td>
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<td>Effectiveness of a school-based intervention to empower children to</td>
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<td>cope with advertising</td>
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<td><em>Esther Rozendaal &amp; Bernd Figner</em></td>
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<td>Long-term brand placement disclosure effects</td>
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<td><em>Sophie C. Boerman, Céline Müller, &amp; Tina Tessitore</em></td>
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<td>Increasing advertising literacy to unveil disinformation in green</td>
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<td><em>Suzanna J. Opree &amp; Brigitte Naderer</em></td>
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<td>10:40-11:00</td>
<td><strong>Coffee Break</strong></td>
<td>Atrium</td>
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<td>11:30-12:50</td>
<td><strong>Session 2: Advertising Literacy and Children</strong></td>
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<td>Chair: Steffi de Jans</td>
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<td>„Alexa, adv(ert)ise me!“ How digital assistants and smart speakers</td>
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<td>challenge advertisement literacy and its training amongst children</td>
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<td><em>Michael Haas &amp; Anna Keller</em></td>
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<td>“Es sieht aus wie Werbung”`: Investigating advertising literacy from</td>
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<td>the child’s perspective</td>
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<td><em>Nadja Kerschhofer-Puhalo &amp; Werner Mayer</em></td>
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<td>&quot;This might be advertising.&quot; Perception, understanding and handling</td>
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<td>of online advertising by children</td>
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<td><em>Claudia Lampert, Stephan Dreyer, &amp; Anne Schulze</em></td>
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<td>Assessing toddlers’ advertising literacy levels – A comparison between</td>
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<td>YouTube and television advertising</td>
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<td><em>Inl Vanwesenbeeck, Liselot Hudders, &amp; Koen Ponnet</em></td>
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**12:30-13:30**

*Lunch*  
Atrium

**13:30-15:00**

Session 3: Disclosure Practices on Social Media  
Aula

Chair: *Ines K. Spielvogel*

The paradoxical role of persuasion knowledge as mediator of disclosure effects: A replication in the context of sponsored content on news websites  
*Johannes Beckert*

Disclosing influencer marketing: Effects of disclosure content and age on adolescents’ advertising literacy  
*Sophia van Dam & Eva van Reijmersdal*

Influencer- or platform-generated disclosure: How should influencers best disclose vlog advertising targeting children?  
*Steffi de Jans & Liselot Hudders*

Is there an appropriate advertising disclosure on Instagram? Exploring the moderator role of parasocial interaction on brand attitudes  
*Delia Balaban, Meda Mucundorfeanu, & Maria Mustatea*

**15:00-15:30**

*Coffee Break*  
Atrium

**15:30-16:30**

Panel Discussion  
Aula

Lets’ talk about advertising transparency: A multiple perspective discussion about disclosure regulations in digital media  
*Sophie C. Boerman (renowned researcher on advertising disclosures)*  
*Viktoria Egger (head of AUGUST digital – agency for content & influencer marketing)*  
*Ľuboš Kukliš (chair of the European Regulators Group for Audiovisual Media Services)*  
*Barbara Macinkovic (Instagram influencer)*  
*Peter Steinberger (council member of the Austrian Ethics Council of Public Relations)*

**16:30-17:00**

*Coffee Break*  
Atrium
17:00-18:00

Session 4: Parallel Session

Recent Research in Media Literacy

Chair: Ruth Festl

The conceptualization and measurement development of adolescent social media literacy with regard to the positivity bias
Lara Schreurs & Laura Vandenbosch

Homosexuality in children’s cartoons: How same-sex characters and political orientation affect adults’ perceived age-appropriateness of children’s cartoons
Christian von Sikorski, Brigitte Naderer, & Doreen Brandt

Disconnecting for a better early childhood? The role of media and media education in the context of institutional early childhood education
Thorsten Naab & Anja John

Recent Research on Advertising Effects

Chair: Johannes Beckert

Influencer marketing for sustainable products
Friederike Vinzenz

Too thin to win? An investigation of the effects of self-esteem on the evaluation of erotic advertisements
Jan Matzke-Volk & Priska Breves

Resisting science: Individual differences in the influence of scientific cues on advertising effectiveness
Nicole Liebers, Priska Breves, Felicitas Lemke, Ekkehard Lenzen, Elena Weiß, & Holger Schramm

18:00-19:00

Division Business Meetings

Media Education

Advertising Communication

from 19:30

Conference Dinner

19:10: Meeting point at the foyer of the Department of Communication, Waehringer Str. 29, 1090 Vienna
Friday, 29. November

9:00-10:30

Session 6: Teenager Advertising Literacy on Social Media

Chair: Thorsten Naab

Benefits and functions of influencer marketing: A young users’ perspective
Anna Freytag, Katrin Wertz, & Helmut Scherer

“I don’t mind product placements because as long as the video is entertaining and I feel happy afterwards, it’s been worth watching”: Teenagers’ perception of ethic pertinence in strategic influencer communication
Nils Borchers & Nadja Enke

The visual self: The connection between adolescents’ self-presentation on Instagram and their ability to recognize and evaluate advertising content
Amelie Hagleitner, Pauline Sawatzki, & Claudia Riesmeyer

Influencer marketing: Teenagers as commercial content creators
Marijke de Veirman, Steffi de Jans, Elisabeth van den Abeele, & Liselot Hudders

10:30-11:00

Coffee Break

11:00-12:00

Session 7: Ads in a Complex Media Environment

Chair: Alice Binder

Bad Neighbors? Online advertising in critical media contexts, its effects on brand and source evaluation and the moderating role of advertising literacy on programmatic advertising
Jens Hagelstein

Advertise Me: Online advertising, identity & brand communities as challenges for media education
Stefan Iske & Katrin Wilde

Blinded by friendly science? The influence of scientific cues and parasocial relationships on advertising credibility
Priska Breves, Anna Heidenreich, Nicole Liebers, & Holger Schramm
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<td>13:00-14:30</td>
<td>Session 8: Understanding What Advertising Means</td>
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<td>An experimental study investigating children’s versus adults’ responses to TV advertising in a media multitasking context</td>
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<td>Emma Beuckels, Steffi de Jans, &amp; Liselot Hudders</td>
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<td>Rethinking the Persuasion Knowledge Model in the social media world: Does a “like” reshape the model?</td>
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<td>Alice Binder &amp; Mira Mayrhofer</td>
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<td>Is this advertising? Exploring parental advertising literacy for advertisement content with popular media characters</td>
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<td>Regina J. Ahn</td>
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<td>Perceptions of content marketing: An exploratory study</td>
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<td>Sabine Einwiller, Wolfgang Weitzl, &amp; Lina Stürmer</td>
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<td>14:30-14:45</td>
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**Hashtag for the Conference**

#adlit19

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