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## 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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# Locations

## **Media Education Doctoral Colloquium**

Department of Communication (SR 1)

## **Get-Together**

Department of Communication

Punschstand (Courtyard)

Währinger Str. 29

1090 Vienna



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## **Conference**

Aula am Campus (Atrium & Aula)

Spitalgasse 2

1090 Vienna



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Department of Communication (SR 8)

Währinger Str. 29

1090 Vienna



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## **Conference Dinner**

Melker Stiftskeller

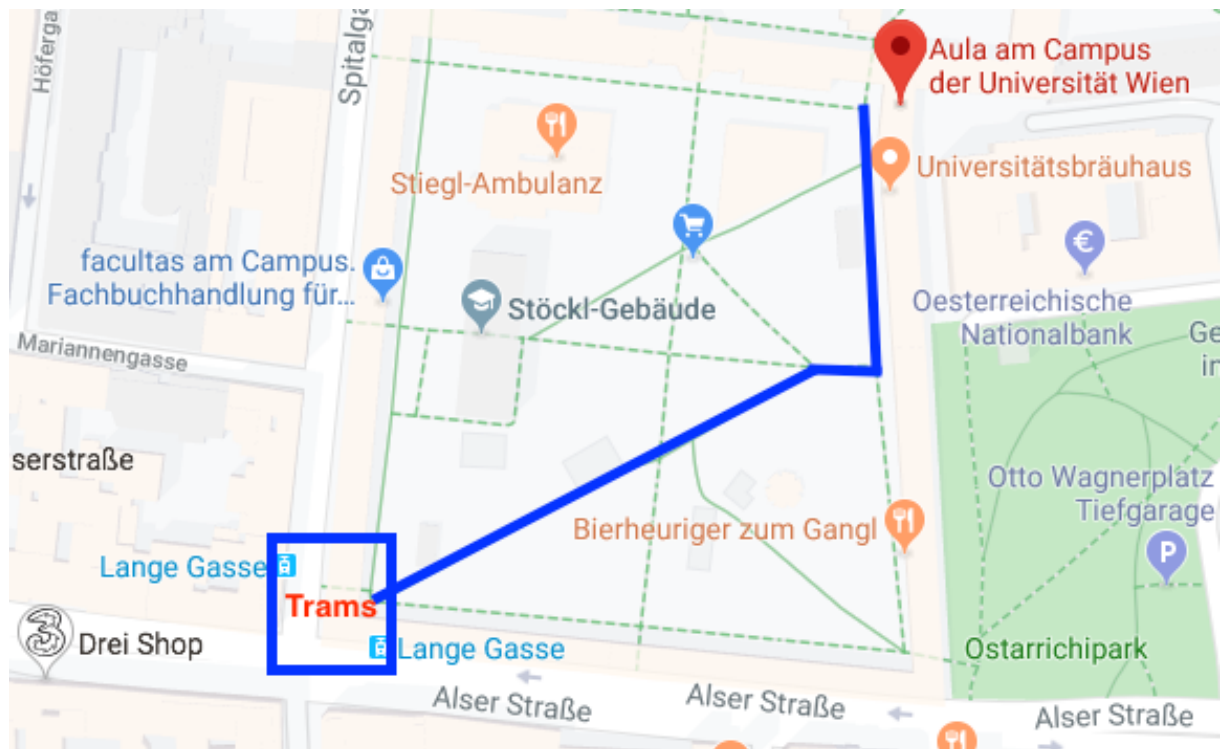
Schottengasse 3

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

**9:00-9:30**

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**Registration & Welcome Coffee**

**Aula**

**9:30-9:40**

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**Welcome**

**Aula**

**9:40-10:40**

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**Session 1: Advertising Literacy Interventions**

**Aula**

Chair: *Nils Borchers*

Effectiveness of a school-based intervention to empower children to cope with advertising  
*Esther Rozendaal & Bernd Figner*

Long-term brand placement disclosure effects  
*Sophie C. Boerman, Céline Müller, & Tina Tessitore*

Increasing advertising literacy to unveil disinformation in green advertising  
*Suzanna J. Oprea & Brigitte Naderer*

**10:40-11:00**

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**Coffee Break**

**Atrium**

**11:30-12:50**

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**Session 2: Advertising Literacy and Children**

**Aula**

Chair: *Steffi de Jans*

„Alexa, adv(ert)ise me!“ How digital assistants and smart speakers challenge advertisement literacy and its training amongst children

*Michael Haas & Anna Keller*

“Es sieht aus wie Werbung“: Investigating advertising literacy from the child’s perspective

*Nadja Kerschhofer-Puhalo & Werner Mayer*

"This might be advertising." Perception, understanding and handling of online advertising by children

*Claudia Lampert, Stephan Dreyer, & Anne Schulze*

Assessing toddlers’ advertising literacy levels – A comparison between YouTube and television advertising

*Ini Vanwesenbeeck, Liselot Hudders, & Koen Ponnet*

**12:30-13:30**

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**Lunch**

**Atrium**

**13:30-15:00**

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**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**

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**Coffee Break**

**Atrium**

**15:30-16:30**

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**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)*

*L'uboš 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**

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**Coffee Break**

**Atrium**

**17:00-18:00**

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**Session 4: Parallel Session**

**Recent Research in Media Literacy**

**Aula**

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**

**SR 8**

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**

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**Division Business Meetings**

**Media Education**

**Aula**

**Advertising Communication**

**SR 8**

**from 19:30**

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**Conference Dinner**

**Melker Stiftskeller**

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

# Friday, 29. November

**9:00-10:30**

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**Session 6: Teenager Advertising Literacy on Social Media**

**Aula**

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**

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**Coffee Break**

**Atrium**

**11:00-12:00**

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**Session 7: Ads in a Complex Media Environment**

**Aula**

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*

**12:00-13:00**

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**Lunch**

**Atrium**

**13:00-14:30**

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**Session 8: Understanding What Advertising Means**

**Aula**

Chair: *Brigitte Naderer*

An experimental study investigating children's versus adults' responses to TV advertising in a media multitasking context

*Emma Beuckels, Steffi de Jans, & Liselot Hudders*

Rethinking the Persuasion Knowledge Model in the social media world: Does a "like" reshape the model?

*Alice Binder & Mira Mayrhofer*

Is this advertising? Exploring parental advertising literacy for advertisement content with popular media characters

*Regina J. Ahn*

Perceptions of content marketing: An exploratory study

*Sabine Einwiller, Wolfgang Weitzl, & Lina Stürmer*

**14:30-14:45**

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**Farewell**

**Atrium**

## Hashtag for the Conference



**#adlit19**

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