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
**Locations**

<table>
<thead>
<tr>
<th>Event</th>
<th>Address</th>
<th>Notes</th>
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</thead>
</table>
| **Media Education Doctoral Colloquium** | Department of Communication  
University of Vienna  
Währinger Straße 29  
1090 Wien | ![Image](https://via.placeholder.com/150)  
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| **Get-Together**             | TBA                                           | ![Image](https://via.placeholder.com/150)  
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| **Conference**              | Aula am Campus (Atrium & Aula)  
Spitalgasse 2  
1090 Vienna | ![Image](https://via.placeholder.com/150)  
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|                             | Department of Communication (SR 1 & SR 8)  
University of Vienna  
Währinger Straße 29  
1090 Wien | ![Image](https://via.placeholder.com/150)  
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| **Conference Dinner**       | TBA                                           | ![Image](https://via.placeholder.com/150)  
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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 TBA
Thursday, 28. November

9:00-9:30
Registration & Welcome Coffee  Aula

9:30-9:40
Welcome  Aula

9:40-10:40
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. Opree & Brigitte Naderer

10:40-11:00
Coffee Break  Atrium

11:30-12:50
Session 2: Advertising Literacy and Children  Aula

Chair: Claudia Riesmeyer

„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 Kerschofer-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

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

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*

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**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*

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18:00-19:00

**Division Business Meetings**

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**Media Education**

*Chair: Aula*

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**Advertising Communication**

*SR 8*

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from 19:30

**Conference Dinner**

*TBA*
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
12:00-13:00
Lunch

13:00-14:30

Session 8: Understanding What Advertising Means
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 Jihea Ahn
Perceptions of content marketing: An exploratory study
Sabine Einwiller, Wolfgang Weitzl & Lina Stürmer

14:30-14:45
Farewell

14:45
Polaroid Photo Tour Vienna