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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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Sponsored by:

Stadt Wien



Locations

Media Education Doctoral Colloquium

Department of Communication

University of Vienna

Währinger Straße 29

1090 Wien



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Get-Together

TBA

Conference

Aula am Campus (Atrium & Aula)

Spitalgasse 2

1090 Vienna



© Universität Wien/ Barbara Mair

Department of Communication (SR 1 & SR 8)

University of Vienna

Währinger Straße 29

1090 Wien



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Conference Dinner

TBA

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. Oprea & 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 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

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

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

Division Business Meetings

Media Education

Aula

Advertising Communication

SR 8

from 19:30

Conference Dinner

TBA

Friday, 29. November

9:00-10:30

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

Coffee Break

Atrium

11:00-12:00

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

Lunch

Atrium

13:00-14:30

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 Jihea Ahn

Perceptions of content marketing: An exploratory study

Sabine Einwiller, Wolfgang Weitzl & Lina Stürmer

14:30-14:45

Farewell

Atrium

14:45

Polaroid Photo Tour Vienna