

Budapest Business School
Faculty of Commerce,
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



Psychological effects of advertising on schoolchildren and teenagers

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Table of content

1. Introduction	3
2. Traditions and perspectives of commercials	5
2.1. <i>The beginnings of agencies</i>	5
2.2. <i>Period of conditioning</i>	5
2.3. <i>Appearance of convincing advertisements</i>	6
2.4. <i>Growing economy</i>	7
2.5. <i>Birth of the image</i>	7
2.6. <i>Creativity, making a difference</i>	8
2.7. <i>In our days – Integrated marketing.....</i>	8
2.8. <i>The speeded-up world</i>	9
3. Influence and communication	10
3.1. <i>Influence of social media marketing communications on young consumers’ attitudes ..</i>	10
3.2. <i>No deception, no mystification?</i>	11
3.3. <i>Development of children compared to advertisements</i>	13
4. The role of the media in the growth of children.....	14
4.1. <i>Hungarian Code of Advertising Practices</i>	14
4.2. <i>How the media effects</i>	15
4.3. <i>The way children see advertisements on the television.....</i>	16
5. Effect of Web2 age.....	17
5.1. <i>The spread of pull marketing strategy.....</i>	17
5.2. <i>Alteration of anachronistic approach</i>	18
5.2.1. <i>Changing communication base</i>	18
5.2.2. <i>Changing communication relationships</i>	20
5.2.3. <i>Changing communication path.....</i>	21
5.2.4. <i>Changing communication strategy.....</i>	21
6. Young teenagers are already using social media	23
6.1. <i>A parent allowed her child to register to Instagram</i>	24
6.2. <i>COPPA</i>	25
6.3. <i>Instagram using habits in Hungary</i>	26
6.3.1. <i>Girls’ point of view</i>	26
6.3.2. <i>Boys point of view</i>	26
7. How advertisements and campaigns work	27
7.1. <i>Advertisements</i>	27
7.2. <i>Campaigns</i>	29
8. Psychology of advertisements	30

8.1. <i>How often repeat the advertisements?</i>	30
8.2. <i>The Adtrack database</i>	31
8.3. <i>Advertisement length</i>	32
8.4. <i>Looking at advertisements</i>	33
8.5. <i>Memory's role in advertising</i>	34
8.6. <i>Connection between the memory and the brand</i>	35
9. Primary research	36
9.1. <i>Quantitative research</i>	36
9.1.1. Aim of the research	36
9.1.2. Sampling method	36
9.1.3. Results	37
9.1.3.1. Comparison of village and urban children	37
9.1.3.2. Comparison of own questionnaire and Kid.comm project	43
10. Conclusion	47
11. Recommendations	49
12. References	51
13. Appendix	55

1. Introduction

The world has changed in the last few decades. The art of advertising has been acquired for centuries. By the 21st century new technologies have been invented. The television has already entered into our life before, but I think it is probably losing its value to the Web2 age. The Y and even the X generations did not have such applications for example the Instagram or the Facebook in their childhood, but they still enjoyed their life without them. Of course, what a human does not know, cannot miss. However, most of today's teenagers are having difficulties to exist without these new technologies and cannot imagine their life without them. I do not want to say that they live a harmful lifestyle, but it will show consequences on their adulthood.

I have 3 younger cousins, one is from a city and two are from a village. In my primary research I compared the two sides of habits when they see an advertisement either on the television or on the Internet. As I see them growing up, I can notice so many differences between them. The one who lives in a city is so involved in the tools of the Internet. Most of the times she enlightens me about what are the new applications, what are the new trends in fashion, new nail ideas or which are the popular YouTubers. The other two of my cousins are a little bit different. Of course, they use the same apps then my other relative, but they are not so addictive to them and I know, in their village also live families with limited technologies behind them. These situations inspired me to write my dissertation about this generation and their relation to the commercials.

In my survey, I compared the rural and urban schoolchildren's attitudes towards the smartphone usage, television habits, on what they spend their free time and I also wanted to know how they are affected or influenced by the advertisements. Moreover, I analyzed a project which was conducted by the Kid.comm in 2011, and compared it with my own results to see what has changed for the last 6 years.

Secondary data collection was also used to broaden my knowledge about this topic. Even though I live my everyday life using the latest (or I think the latest) technologies and devices, I have read and got familiar with so much new

information I did not know, until now. The chosen topics are approached from the perspective of psychology since the feelings and reactions are more important behind the customers' actions to the commercials and messages.

In my dissertation, I dissect topics such as how the advertising has grown itself for the present shape, how commercials effect on the brain and how they influence our inner subconscious. My aim is to get to know how the media controls the children, if the advertisements take them to the wrong direction or it is the right way where the Z-generation is heading to. I even write some paragraphs about the new celebrities of the Internet, who are the YouTubers.

In the closing part of my paper I write about what could be done in the interest of the Z-generation and the latest one, the Alpha generation. What the parents could do for protecting their children from the harmful effects of the advertising industry. Furthermore, I will give some suggestions about clamping down the advertising policies and how could help the enforcement of the existing rules to help the generations' mental wellbeing besides the producers could also send their messages and information to the consumers. I also give some recommendations and suggestions about researches and surveys about what will happen if these situations will continue because the consequences are already happening.

2. Traditions and perspectives of commercials

2.1. The beginnings of agencies

In the XIX. century new technologies were invented, which lead to change the advertising industry. In 1839 photography was invented, it created new aspects for the commercials – it established a new world of creativity. The first man, who set up an advertising agency in 1841 was Volney B. Palmer in Philadelphia. The small agencies had contracted with the newspapers to buy a large amount of advertising-space at an effective price to sell them to advertisers at a higher price. (Holland, D. 1947, 353-361) The invention of telegraphy in 1844 made it possible to the agencies, and also to the newspaper readers, that the news could reach them in a shorter time than before. At that time, the population was growing, the manufactures had drawn profit from it because hereby the market was also increasing. At the end of the 1800's the number of literate people was 90%, the printed media was evolved. (Sas, 2005, 59-64)

In this period, the researchers of psychology had begun the experiments of human behaviours. Their aim was to improve the methods of advertising. The behaviourism was the main direction. Scientist examined, that what effects have given advertisements on people. Using this trend, they discovered awareness-raising tools and how ads are memorized better by people.

2.2. Period of conditioning

When the cinema has spread, movie stars had become famous. It was a good deal for the marketers and salesmen to advertise with the newly arisen film stars, because those who had a little money, they spent it on going to the cinema, hereby commercials with the actors/actresses were watched by quite many people. Coloured printing had become usual. In the meantime, the false and misleading ads were prevalent. Numerous books were published, where the commercials were found as utilization tools of people.

Conditioning featured the first half of the XXI. century. "Conditioning, in physiology, a behavioural process whereby a response becomes

more frequent or more predictable in a given environment as a result of reinforcement, with reinforcement typically being a stimulus or reward for the desired response. In the early 20th century, through the study of reflexes, physiologists in Russia, England, and the United States developed the procedures, observations, and definitions of conditioning. After the 1920s, psychologists turned their research to the nature and prerequisites of conditioning.” (www.britannica.com/topic/conditioning) The more you repeat the messages, the more connection you will build up and make permanent.

The effects of the conditioning create a so-to-say reflex between the message and the recipient’s thoughts. A commercial is seen, the reflex or the mechanical actions begin. Robert Cialdini writes in his book, that there are fixed behaviour patterns, which open complicated action lines. These processes of actions are characterized that, every time the same orders are made, almost as repeating itself, like we would play a video of the action. For example, when a situation comes in such as reading a book, a video of a reading person in front of the desk beings. In the same way, after recognizing a commercial begins the behaviour for the purchasing process. (Cialdini, 2009, 19-26)

2.3. Appearance of convincing advertisements

The simply informing and advising period was over, persuasion took its place. Emphasis was placed on the emotions, habits and culture of the people. The most important thing is the consumer’s feelings. (Sas, 2005, 59-64)



As this advertisement from the 1940’s show, it influenced the culture and habits of the people. It was a tradition to drink tea as on the black-and-white picture, and now, Lipton Tea created new flavours. It is a good time to be with the family and drink Lipton Tea.

Picture 1. Vintage ad for Lipton Tea, 1940’s (source: www.pinterest.com)

2.4. Growing economy

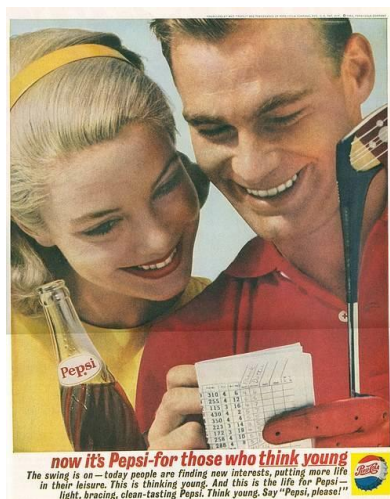
After the II. World War, the situation of the consumer society has improved and their financial situation has taken a turn. Started to purchase more and more goods to show their wealth to others. In the United States, television purchase took over the lead. (<http://www.lib.niu.edu/1993/ihy930341.html>) At that period, advertising put an emphasis on highlighting the characteristics of the goods (only the good ones), which included the richness, famousness and the style.

Gestalt psychology has become a leading trend in advertising. It was about how the audience adapted the incoming stimulus to its own perception system. Numerous studies have been conducted to determine the optimal application of colours and shapes. (Sas, 2005, 59-64)

2.5. Birth of the image

With the industrial growth in the developed world, manufacturers have been struggling for winning the customers. As a growing number of similar products were offered, it became more difficult to distinguish between mass production and the small manufacturers to highlight the benefits of their own products. A new way had to be found of promoting the supply – this was the emphasis of secondary utility.

People started to be familiar with the word of the image. The image was more important for the consumers than the characteristics of a product. Pepsi Cola created a great image and relationship with the younger generation with its “Think Young” campaign (<http://adage.com/article/adage-encyclopedia/history-1960s/98702/>).



Picture 2. Now it's Pepsi – for those who think young (source: <http://neatdesigns.net/the-clash-of-the-titans-pepsi-vs-coke-ads-in-the-50s-60s/>)

The biggest effect is the motivation research on the advertising psychology. Any commercials can only be effective, if we prioritize the human's elementary needs (acknowledgement, success, safety). (Sas, 2005, 59-64)

2.6. Creativity, making a difference

In the '70's new advertising strategy needed to be developed, because of the growing competition. This period was called the positioning time. Marketers discovered, that it is not enough just to advertise their goods, they need to position them in the consumers' mind. The purpose of positioning is to make our product distinct from the offerings of competitors.

Standardising had become more popular among the big brands. As follows, consumer goods were hard to make better with its characters or value. A new way had to be found for differentiating the products.

Since more and more businesses and even industries came into being, the competition was increasing. New industries and firms tried to break into the market. The small businesses have attempted to conquer the market and the customers with creativity and new ideas. The concept of guerrilla marketing came into people's mind. Agencies were trying to use unusual and astounding methods to target their messages. This kind of marketing was firstly adopted by Levinson's book. (Levinson, 1984.)

Advertising psychology had to deepen its knowledge of consumer behaviour. It analysed the individuals' attitudes, habits and experiences when it comes to purchasing a product to satisfy their needs. New solutions are being developed to identify consumer target groups daily.

2.7. In our days – Integrated marketing

There are tremendous multinational businesses who employ more efficient tools to win more customers. This could also mean, that the agencies' work has increased, but also the community's work, who are against the commercials and try to avoid them has grown. As a result, advertisers experiment with new methods, and repeated 'blitz'. The integrated marketing had a bigger impact on this period. Maximizing marketing communication was the essence of what was achieved

through the involvement of various tools. It was expected from the researchers to follow up the consumers' attitudes and changing behaviour. The integrated marketing changes the traditional marketing. New technologies, such as Internet, created a new quality, conception of marketing needed to be reconsider. (<http://lakatosgabriella.emarketingexpert.eu/konzultacio/125-e-marketing/133-az-integralt-marketing-kommunikacio-tenyek-es-tevhitek>)

The main attention was to the lifestyle and how customers consume the media. A new industry was evolved, the brand value. Advertising on the Internet will become increasingly popular and how these tools affect people's personalities. We can say that there is a growing interest in receiving this type of information. More issues will be mentioned about this later.

2.8. The speeded-up world

The XV.-XVI. century citizen did not receive as much information in his/her whole life as in an average Sunday daily newspaper contains now, in the XXI. century. The same daily newspaper's online edition includes thousands more information, than a XX. century person had during his/her lifetime. In the past 20 years, a large amount of information has been produced by the humanity, then in the past 5000 years altogether. Today, our annual consumption is 9,57 zeta bytes. This means, if we printed this knowledge, the book column would reach the Neptunus planet (which is 9 billion kilometres away from the Earth) twenty times. Meanwhile, our scarce natural resource is expanding, until the cost of transmitting information is reduced by half in every ninth month. (Sas, 2012, 16)

Every day, millions and billions of blogs are updated, messages are sent, people use Google or watch a video on YouTube. According to UN data, the number of internet users has risen above 2 billion (Report of Nemzetközi Távközlésű Unió in May 2011). As means, approximately, every third people of the planet surf the Internet.

The changes in the media also reveal the speed with which our stimuli are intensified. In the United States, radio needed 40 years to reach the 50 million listeners. The television could accomplish this result in 15 years. My Space needed

only 4 years for 50 million accounts, while YouTube and Facebook could gain 100 million users almost over 1 year (Associati, 2007).

The Y-generation, socialized on the internet, was replaced immediately by the Z-generation (who were born after 1990)¹, also called the ‘online generation’. However, they have to give their place to the now-evolving ‘always online’ generation. This name is indicative of that now with the help of the Internet the human will be attached to a sort of massive collective ‘conscious base’, which can have resort the infinite information mass at any decision in his/her whole life.

3. Influence and communication

3.1. Influence of social media marketing communications on young consumers’ attitudes

In the past two decades, when a new technology, the Internet was invented, many things have changed. It has varied the Z-Generation. Digital technology has also come across in these decades and had a huge influence on young consumers’ way of seeing things. They think differently than the older generations, at a kindergarten age they use their parents’ smartphones or iPads, rather than playing outside. They are starting to forget how to be a real child. Adolescents or even younger children usually use more than one social platform.

Social media has become a crucial part of life in the Z-generation, who anxiously practice the online information technology communication channels (ITC). These kinds of social platforms allow children to create an online account or page, to communicate with their friends, classmates, or have a discussion about a brand. Duffet claims, that “social behaviour and how consumers think have conventionally been disseminated by media such as television, radio, newspapers and magazines, but in the twenty-first century, social media has begun to replace traditional media’s enduring and influential role on young consumers.” (Duffet, 2017, 20) Marketers have more faith in social and mobile ITC channels to advertise or promote, then on radio or posters for instance. The traditional way of advertising

¹ Depending on the source, the year numbers can deviate, these are only a circumscribed value because it is difficult to accurately determine the years of transition of generations.

has been doomed. Accordingly, those contents, which have an entertaining impact are more popular and impressive among youngsters. They can distribute information easily and faster with their friends on social interfaces.

Adolescents have met a world since they were born, where Internet and social media is in their everyday life, they cannot live without their smartphones, tablets, iPods, iPads. They live their life in front of Instagram, Twitter, Snapchat, Facebook, YouTube. They are given all the information about the world such as fashion, what girls are interested in, and football, what boys are interested in.

Generation Z is starving for everything, they want to get all the new information quickly. However, young consumers are able to separate the unwanted messages, and can attract their attention to other brand-related advertisements. Since this generation is aware of almost all kind of brands, can set apart the unreliable ones. Hereby, big brands have to understand adolescents' behaviour, their actions, if they want to create the best commercials to capture their attention. (Duffet, 2017, 19-39)

3.2. No deception, no mystification?

Aldous Huxley (1932, Brave new world) had already dealt with the possibility of psychological oblige on the customer. He predicted, that in the future, people will be prepared for consumption with the help of hypnopathy (learning asleep) from the age of infancy. Commercial poems were said during infants' sleep. This kind of mesmeric force did not need to wait too much for the outcome. Marketers are bombing our brain with similar hypnotic activity for decades.

The question of influencing power of the advertisements has appealed many researchers' mind. Two theories were found. On the one hand, the shopping habits of the customers are directed by subconscious techniques. Commercials are able to see into consumers' brain, what are their desires, motivation to shop, without their awareness. The advertising industry kids with us, that the youth, the beauty, the health, the masculinity, and the effeminacy are depending on what we buy (Toscani, 1999). On the other hand, researchers state that everything happens under our complete control. According to the investigators, end users make decisions consciously with all the information they have. In the case of the conscious

consumer, all decisions are made by under control of an alert mind. Therefore, nobody can be forced to purchase a product or service without their will.

Everybody agrees with a statement, that we make our decisions, but if it is highlighted, packed nicely, these decisions can be manipulated. The main question is that, what does it depend on the power of the manipulation: external effect, or internal resistance force? Many people think it is enough for the seller to repeat the main advertised words. It is true, that for a long time, advertising psychology believed in repeating certain phrases for the infinity. (For example: Coca-Cola – is the real thing! KFC – life tastes great. Citroen – creative technology) It seemed, that the continuous repetition of the commercial messages after a certain amount of time had produced a perfect result. Consumers will not only take this information as self-evident, but also build into their own values. Although, these messages can be hated, because of its annoying motive.

Modern advertisements are trying to avoid the brain-washing through repeating one main message or one picture. Personnel invocation becomes more important. For instance, ads address old people, that they are beautiful in any way if they use Dove cosmetics. Advertising psychologists know, that there is no real effect without the contribution of the buyers. If the commercial only calls, cannot affect the feeling or the fantasy of the purchaser – cannot last long. To mention a commercial campaign, Dove created a commercial, where not only slim and the most beautiful women are filmed, but every type of women – women from Africa, women from Asia, and even bigger sized women. This campaign shows, that Dove cosmetics can be used by every woman, no matter the skin type, the vital statistics and the age. Accordingly, this campaign is dedicated to your personality and for everyone at the same time. It caught everyone's attention, and remained in many people's memory, even in the youngsters' mind.

One thing is for sure. In the XXI. century, the development of advertising has reached a stage, where the direct messages are no longer effective, they are put into the shade. Their place is taken by the hidden messages. There can be the hidden message for example on the packaging too. Pink package for the girls, blue or green package for the boys.

3.3. Development of children compared to advertisements

So-called American Psychology Association (APA) has created a committee, where it is analyzed, how commercial advertising is affecting children. They have found, that at the age of 4-5 years, kids cannot make a difference in the ads on TV.

Over 5 years, children can recognize the commercials, but only according to some point of view, such as which ad was the funniest or which was the shortest, they do not really remember to the boring ones or those they did not have any interest in. The main purpose of advertisements in any kind of way to convince buyers, that they desire to purchase the shown products and this serves their interests. This type of thinking ability will be seen in kids after the age of 7 or 8. Until they reach this maturity, they are defenseless to commercials. According to APA, advertising aimed at children is dishonest, because it abuses under aged cognitive limitations.

After advertising has spread, not a long time needed to reveal, one of the most receptive age-group are the children. The trend by the agencies and marketers is to take aim at younger classes to make them believe their messages. Hereby, the younger generations becoming television watchers at a tender age. In the United States, advertisers spend 12 billion US dollar for juvenile commercials. (Sas, 2007)

Definitely, advertisements are not affecting every child equally. Mainly, four-year-olds know the chocolate ads or toy song, but they cannot grow distinction between a cartoon movie or funny toothpaste advertisement. After 8 years begin to doubt the actuality of ads. They are starting to recognize what messages are telling them a false statement.

According to a survey, kids between the age of 6 and 13 know the world of the brands, they know which are the market leaders (thanks to many mobile applications, such as Instagram), or which are those that are not even worth to mention. After a certain age, parents have no voice in the obsession of brands. For example, they knew, that the Apple was the market leader, and almost every kid (whose parent allowed it) had an iPhone. There was a statement on the Instagram, which could even lie, that now on, the Huawei is the leader in the smartphone market. Since they started to want a Huawei instead of iPhone.

Another area we should talk about is the harmful effect of the commercial advertisements. One of them is the increase of the conflicts between child and parent because of the buying habits of children and the resistance of parents. Furthermore, the addiction to fast foods, soft drinks and sweets has become a considerable issue, which has an impact on the adulthood too. Numerous survey has shown, that advertising these kind of foods and drinks have coherence between the childhood obesity.

“The rates of obesity in America’s children and youth have almost tripled in the last quarter century. Approximately 20% of our youth are now overweight with obesity rates in preschool age children increasing at alarming speed” (<http://www.apa.org/topics/kids-media/food.aspx>) Nowadays, particularly the online commercials and messages have a bigger impact on the youth. Many of them usually cannot recognize an advertisement or endorsement on the Internet. They are not able to identify, whether it was a brand-related video or just a simple video. In this case, they will remember later on, desire chocolate or candy, but don’t know why, they just want to buy it in the store when they see it.

4. The role of the media in the growth of children

Nowadays the media, especially the spread of television, significantly transforms the socialization process. In addition to the traditional media (film, newspaper, television, video, etc.), the rapidly expanding new technologies play an increasingly important role in children's and youth's everyday lives.

Whereas in the Middle Ages children were part of the adulthood at the beginning of their birth. They got to know the world by their personal experiences. From the end of the 19th century, the so-called protected childhood was evolved. This period was ended, by the spread of television in the 20th century.

4.1. Hungarian Code of Advertising Practices

Article 13th of the Hungarian Code of Advertising Practice seeks to regulate the obligations of advertising in 20 points and thus not only legal but psychological protection.

(http://mrsz.hu/cmsfiles/08/c1/Magyar_Reklametikai_Kodex_2015.pdf) Here are some necessary guidelines that indicate the protection of children and adolescents:

1. Advertising with underaged cannot contain a statement or visual appearance, which can harm them mentally or physically or take advantage of their gullibility.
2. Advertising toys cannot be misleading. It is forbidden not to mention, that the presented result can be achieved by buying the accessories and items.
3. Advertising cannot target children's mind, that if they don't purchase the product, they should be ashamed.
4. Commercials cannot show bad behaviour sample which is accepted.
5. Advertising of products specifically intended for adults is prohibited to place in a media environment which is for children.
6. Advertising cannot suggest that the purchase of the advertised product is easily accessible to all families.
7. Advertising cannot use unfairly the trust of children's and adolescents' parents, or fosterage.

4.2. How the media effects

The TV reveals everything: the disorders of coexistence, consequences of aggressiveness, inner secret grownup segments, that adults hide from their children. This communication tool brings children to the world of adults.

Postman writes in his book, "During the conversation we could always whisper that the children would not hear, or we could use words they do not understand. But television cannot whisper, its pictures are concrete and self-evident. The kids see everything what television shows." (Kósa, 1998, 19)

Television has a big role to play in most of our senses. Hearing, seeing, emotions. It is almost like we are going to experience the things and the events there. For instance, if we want to gain insight into the daily life of a surgeon, we want to feel we are there while the doctor performing heart massage, we can do this very easily in today's world. There are plenty of series, movies and documentaries available to us. However, emphasis should be placed on the word *almost*. It is like reality, but not entirely. Another example, when we watch a reality show, we feel we are with them, we experience the same thing as the celebrities, but this is not the truth. These kinds of roles are not only experienced by the children but the adults too.

4.3. The way children see advertisements on the television

Adolescents do not always interpret, realize what they have seen on the television, as it really happened. They do not exactly see that way of representation, what has to be seen – the pictures or scenes of movies are different from what is read in a book. Information needs to be decoded. Accordingly, advertisements can be misconceived.

Is it a reality or fantasy what children see on the TV? How much they perceive, when an advertisement of food or a mascara will not look like in the real life as it is shown? Unfortunately, for such as commercials, not even adults can distinguish the reality of what the producer has made up the image. “What we believe the truth, affect us better. Equally children and adults.” – the presenter said. (Kósa, 2004) In the case of written media and advertising, it is much easier to separate reality and fiction.

	No justification	Made/done	Formal type	Economic operation	Possible	Reality
Preschool children	59	15	55	-	17	-
8 years old	20	23	84	-	28	-
13 years old	18	19	88	-	47	-
14-16 years old	-	-	-	10	43	22
Adults	-	-	-	28	25	50

Table 1. Reasons used in judging reality (Source: <https://mindentudas.videotorium.hu/hu/recordings/8289/a-media-szerepe-a-gyerekek-fejlodeseben>)

In this table (Table 1.) we can see the reasons used in judging reality by different age groups, by different judging methods. The preschool children do not say the reason for what is real or what is not. Children can realize the formal type if it is mainly about tails, and slowly they say for a given story that it is possible beside it is real. With the age the possible rate increases. The reality only grows with the adolescence, but will be the dominant evaluation criterion.

The children only believe their eyes until a certain age. We can demonstrate it by an experiment. A high glass of water is transferred to the other wider but lower glass of water. Child is asked whether if it is the same amount of water in both of glasses, or different. He replies no, because there is more water in the wider glass. Thus, he believes in his eyes. This applies to many adults and teenagers. They believe what they see. A Hungarian phrase also claims: I believe it, when I see it. As follows, children can be influenced easily, because the majority will believe what they see in the advertisements, even though it does not have much to do with the reality. Although I have to emphasize, that this experiment was made with a 6-year-old child. Adolescents are a little bit different.

In the 21st century children have a really close relation to the media at a very young age. According to another survey, in half of the households there are 3 or more television. Mobile phone is in every house for years, and 96% of people have computers at home according to a 2013 survey. (In 2005 it was 85%) Only 5% of youngsters did not have internet connections. (In 2011 this rate was 9%, and in 2009 it was 16%). (László, Kósa, 2012, 103-119)

5. Effect of Web2 age

What does Web2 mean? The expression of web2 includes all those internet services, that are built up by a system admin and the contents are uploaded by the users. Therefore, only the users can upload, share, and communicate any kind of information they want. Typical Web2 services: Facebook, Instagram, Twitter, YouTube, Wikipedia, eBay, Dropbox. So, any kind of system, which the content is made by the users, they are built on a community. (https://hu.wikipedia.org/wiki/Web_2.0)

5.1. The spread of pull marketing strategy

In the last 200 years, the push marketing was dominant in the advertising. Push strategy means, push the product to the customers. Marketers pushed all the information to the purchasers, which were important. Despite this, the pull marketing was meant to 'getting the customer come to you'. In this situation, the buyers are searching for the information. In the Web2 period, the pull marketing took the push marketing place. In the social media age, it was not hard to happen;

the consumers are searching, advertisers are trying to serve the needs of the demand. In this case, this fact changes the balance of forces. At the first moment of meeting a commercial, advertisers have to convince the consumer, they are the best. In this Web2 age, the customers have the best thing to do, because they can compare all the characteristics and prices of the goods.

5.2. Alteration of anachronistic approach

There are four effects of the Web2 period, which has changed the world of the advertisement.

Name of the effect	Communications effect	Marketing effect
Many to many communication	The basis of communication changes: people influence each other	The traditional autarchy of media is over
Interactive explosion	Through bilateral information flow, consumer opinion is appreciated	The traditional sale methods became obsolete
Virus-like information spread	The user-generated content became important	Independent principles of virus marketing gain space
Controlled messages by goals	The activity of the consumers can be followed by search engine	Messages can be automatically sent to the target audience

Table 2. The four effects of the Internet (Source: Sas, 2012, 339-340)

5.2.1. Changing communication base

Before Web2 and any other internet services were existed, one-one communication was the common model. In the glory days of mass media, one-to-many communication was in majority. All the newspapers, TV channels, radio stations influenced many people from a central place. In other words, these were the public communication channels. When the Web2 period has become

widespread, changes occurred in the advertising industry, since many contents were brought by many people and it reached to many humans. This was the many-to-many model.

At the same time, the viral spread of any information, many people connect many people. This situation often occurs between only two parties. It happens usually that one person communicates to another person². We are back to the original communication: one-to-one. This is the same, as it was before mass media, one person communicated with another one, but this time, it happens enormous volumes and higher levels.

An interesting fact, that even politicians are starting to use social media to reach their voters. An Indian politician was the first one, who connected with his young supporters on the Internet. He started live video chats to engage his younger voters who are on the Internet. He found out the power of mass media sites and took advantage of it. After all this, other politicians now have Facebook and Twitter pages, because they started to realize its importance and influencing power of the media. (Bala, 2014)

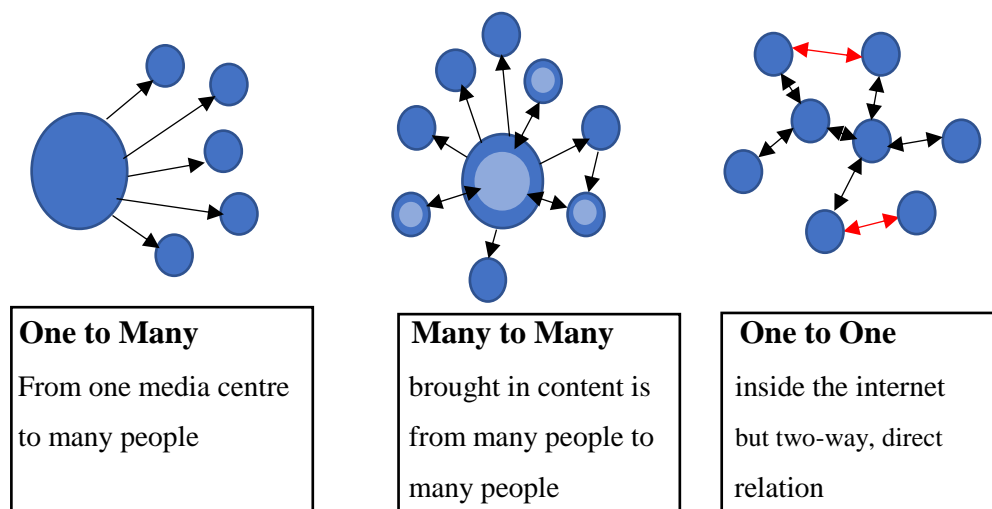


Figure 1. Summary of the three communication bases (Source: Sas, 2012, 341-342)

With the changing communication bases, many things have changed in the advertisements. The gossip is more powerful than what the media really shows. The

² Which can be thank to many social communication platforms such as iMessage, Messenger, Whatsapp, Viber, E-mail and so on.

personnel communication has spread, because the messages sent by only the media has disappeared. Thanks to the democratic contact, everybody can tell their opinion on social media sites about a product. Furthermore, C2C (Customer to customer) is more spread, customers have a greater influence on the products because of the knowledge sharing. (Sas, 2012)

5.2.2. Changing communication relationships

Since Web2 provides immediate and two-way communication, it is possible to not only to choose, control or filter the information, but also to react immediately. All these acts can be seen by the public. For instance, two rival agencies can disagree with each other on their webpage or in an online opinion research. It can be seen by everybody since it is on the Internet.

Controlling function has changed in the advertising. As I mentioned before, in this new Internet ruled world, anybody stands up against anything, against an advertisement on a website, or even on a social page. At the same time, the good side of Web2 age is, people can recommend, like and share positive feedbacks.

As I mentioned before, in this new Internet ruled world, anybody stand up against anything, against an advertisement on a website, or even on a social page. At the same time, the good side of Web2 age is, people can recommend, like and share positive feedbacks. Consumers can control how much information they want to get.

From now on, target groups have restrictive function. So-called Permission Marketing was born. From now on, consumers have to give their permission to even address them with any kind of public summons.

Consumers are called to action to receive even the content of the advertised product. Thus, the user needs to sign up on the website to see, what message he or she received in the mailbox. There are also competitions, where the advertised product, or the discounted items can be purchased first. These real interaction relations have psychological effects, because of involving the users is a great opportunity to get their attention.

5.2.3. Changing communication path

10 years ago, it seemed almost impossible, that an advertisement or a product reached almost every people on Earth. The best example for this is the Instagram. There are accounts, where users could see videos about a ‘hand spinner’ or ‘fidget spinner’. It is a triangular plastic piece with ball bearings. According to marketers, it has a stress relief function. Many popular accounts made videos about spinning it. And that is all. It has been all around the world by everybody was sharing it on his or her account. In Hungary, in my opinion, it is very expensive, despite this, I could see, many young teenagers have it. A stress ball is much more functional and cheaper than a hand spinner, however it had a better marketing communication path.

The word-of-mouth-marketing was existing before the Internet, but now it has its real and bigger function. Viral marketing brings a qualitative change in our lives. It is about an uncontrollable process by advertisers, in a good or in a bad way, depending on the content that is spread by users. Thanks to the virus-like spread of advertisements, they have taken a huge advantage, what the consumers like.

Memes have also appeared during this period. It is a virally-transmitted cultural symbol or social idea. Original memes are photos, which aim to be funny, in a parodic way. Sometimes it can be humiliating. The society of web is creating numerous memes from any kind of advertisement, just make it entertaining and popular.

Effects in the advertisements:

- High spread of speed
- Strong social determination
- Conception of memes
- The possibility of advertisement diversion

5.2.4. Changing communication strategy

The well know STP model has become more important in this era. Especially the sociologist and market researchers put a greater emphasis on segmenting and targeting. It was essential, how to divide customers more accurately into groups

with common characteristics and needs. Then how to target the more attractive ones for the brand. The use of *Target Group Index* has increased. It is a survey form, which is about media consumption, lifestyle and consumption habits. Based on its results, it is easy to determine future plans. (https://en.wikipedia.org/wiki/Target_Group_Index) Although, expensive questionnaire creations and complicated data processing are needed.

With the cooperation of Web2, now it is possible to track the consumers' activity on the Internet. The goal-driven, tracking targeting makes it possible for the online marketers, to target their messages by the posts, likes, interest, visit and search history on their computer, smartphones or anything, that is run by the Internet. The best example for this method is the use of 'cookies'. If someone visits a website, it collects information about anything that happened during using Internet. Observes your own settings, the use of online shopping cart, even if you were searching for winter coats on Google after it recommends you other winter coats when you use the Internet. These are the targeted advertisements on Facebook, Instagram, online movies websites and so on. If somebody comments anything on the Internet or just starts a search, thank to the new technologies, it is like a magnet for the searching engines in a big brand company for example, they only have to search for the key words to find out your attitudes and needs for the products. (Meyerson, 2010)

Target-driven goals have changed significantly. The traditional targeting is trying to calculate the expected activity of the audience, and to 'bomb' them with the best messages. The tracking targeting uses search engines to track the consumers' activity. On the one hand, it can be very scary, that it penetrates the private sectors of the users, which information can be used for unauthorized usage. On the other hand, the bright side of this, is the right targeted messages, which are less disturbing, rather more useful for the consumers.

Most targeting changes have occurred in this stage in the advertising industry.

The behavioural targeting consists of those kinds of advertisements, which are based on the users' previous activity on the Internet. The aim is to appear more relevant and effective ads, rather pushy and tiresome ones. (<http://rabbitblog.hu/2009/09/11/viselkedes-alapu-celzas-behavioral-targeting/>)

The essential of cluster targeting is to make segments according to mutual interests and needs. For instance, target groups consist of those who like traveling, often buy cars, businessmen or crazy for beauty and so on. These segments can be used by advertisers to target them with their specific messages.

Geolocation targeting has a great impact on us, thanks to GPS. GPS is a great invention, particularly in this smartphone run world. It can determine the exact place of the devices. If a search is started on the phone, those recommendations are in the first places, which are near to the user.

The semantic targeting observes the visited websites' content because it aims to understand the customers' interest and purpose.

Predicting the behaviour of consumers is a new tool for online targeting. By observing their current attitude, it helps to determine the expected behaviour of the customers. For example, if we are looking for young teenagers' pattern of behaviour, predictive targeting helps to conclude their future attitude, such as worrying about adolescence, shopping habits with friends or with parents, which video games are the most popular and so on.

Retargeting method is usually used, when advertisers want to reach those online shoppers, who do not complete the process of purchasing (put a product into the online cart, but do not buy it). These kinds of buyers are reminded of the benefits of the product, or even give discounts. It happened to me, that when the office, where I work, moved to another place, the owner was looking for a new fridge on a store's webpage. She put a fridge on the cart but did not buy. She thought, if there is no better offer, she will buy it. On the next day, she got a message, that now that fridge is cheaper. So, she believed that it was the best offer, mainly if she got a discount. Therefore, retargeting really works. (Sas, 2012, 343-346)

6. Young teenagers are already using social media

In the early 2000's we could not imagine, that there should be blogs, discussions, policies about what to allow for the children when it comes the use of social media. Two of the biggest social networks in the world are Facebook and Instagram. In 2004, when Facebook was created, after few years it made high issues about the harmfulness since many teenagers were harmed and ill-treated by their classmates on Facebook. When Instagram was released in 2010 soon it became

another big trend among people. In the following parts some examples will be showed to see the influencing power of Instagram.

6.1. A parent allowed her child to register to Instagram

There are many websites, blogs, where people can share their problems, thoughts, feelings, experiences. I have found a website, where parents can tell their stories about their children, or ask or any parenting advice. (<https://alphamom.com>) A mother shares her experience about her 11 years old son using Instagram. When the son asked the mother whether he could sign up for it, she was surprised. Perhaps the reason why the child wanted to sign up for it was, that he saw her parents using it, and not to mention that probably he saw his classmates using Instagram and he assumed it is so much fun sharing photos and videos. After the mother thought it over with her husband they said yes, because they also have an account and use it. Comparing it to Facebook or Twitter, Instagram seems much harmless.

The teenager started to use it immediately, and began to follow his friends and professional athletes. Thereafter he posted photos about their cats and impatiently waited for people to ‘Like’ his photos. Then, the mother explored her son’s account and she found curious facts. The son detailed everything about his life, where he goes to school, what grades he goes to. Moreover, his classmates specified their ‘status’ or dating in their bibliography. 11 and 12 years olds are already dating, and they proudly show it on Instagram? No people would have known this, not even from the Y generation, my generation. This is not the end of the story. The mother discovered comments, under his son’s classmates’ pictures, where said: “Your so hott!”, “I luvre you!”, “Txt me pls!”. I can surely declare, that not even the American kids use this kind of language, but also the Hungarian youth practice it³. Even more disquieting, the mother found an account named ‘XY ugly’ where somebody posted pictures of this mentioned girl, who didn’t give the permission for this act. The person who shared pictures, said mean things. Now we can claim, that now Instagram can be as harmful as the Facebook. Back to the son account, when he posted a picture, almost every second he checked whether somebody liked it and how many likes he got. The mother said: “On the one hand,

³Among the Hungarian kids the ‘txt me pls’ is quite common or the Hungarian word ‘vagyok’ (I am) they write ‘vok’ (~Imma), which is without the ‘agy’ (brain).

I was pleased he was interacting with his classmates in a new way (well, mostly), but on the other hand, the 11-year-old brain might not be ready for the constant feedback and gratification that Instagram gives.”

There is a policy, the Children’s Online Privacy Protection Act, which states, it is illegal for kids under the age of 13 to have an Instagram account without their parents’ permission.

6.2. COPPA

Children’s Online Privacy Protection Act is effective April 21, 2000, applies to the online collection of personal information by persons or entities under U.S. jurisdiction about children under 13 years of age. (<http://www.coppa.org/#>)

While children under 13 can legally give out personal information with their parents' permission, many websites – particularly social media sites — disallow underaged children from using their services altogether due to the cost and work involved in complying with the law. (Bilton, 2015)

The COPPA Rule was put in place to protect kids’ personal information on websites and online services — including apps — that are directed to children under the age of 13. The Rule also applies to a general audience site that knows it’s collecting personal information from kids that age.

COPPA dictate these websites to notify parents, if their kids started to apply for any kind of commercial site or app, and parents have to give the permission for their children to sign up for Instagram for instance. Thus, your 11 years old child has just begun the process of signing up for a site or service, that collects personnel information such as full name, home address, telephone number, according to the Children’s Online Privacy Protection Act, it must inform you in a given way. After you accepted the process for your son or daughter for applying for Instagram, only after he or she can do it.

Unfortunately, this is not always the situation. Now, if you have a Facebook account, where you choose your age, it does not know whether it is true or not. So, if a kid under the age of 13 wants to sign up or Instagram or Snapchat, he or she

can do it without a parent acceptance, because they can start an account with signing up with Facebook.

6.3. Instagram using habits in Hungary

6.3.1. Girls' point of view

In the past few years, it has become a massive fashion to be an Instagram user. For girls, the Instagram is one of the biggest influence. They use it during the school time, at home, before sleep, after they wake up.

The adolescent girls use this kind of social media to post about their everyday life or start a live video when they feel bored.

Celebrities have Instagram account where they post their new jewellery, clothes, what is trendy or what is not. This is a kind of marketing. Big fashion brands pay celebs or newly arisen stars to advertise their products. These products are posted on social media site, teenagers recognize it, show it each other at school, how cool it is, how fashionable. They want what famous people have, because they believe if stars have it and look great, common people could look as fashionable as the pop stars they admire. However, we should approach this statement in two points of view.

The pubescent girls can be divided into two groups as their parents' strictness. Girls, who have at least one rigid parent are not allowed to buy anything they see on social media or in the display window. However, it is said that those posts where celebrities wear something cool are not a kind of advertisement, because usually on the one hand it, is not available in our country or expensive, on the other hand the location of the shop is not shown. Thus, parents are asked first in this situation if it is worth it or have any sense to buy it. The other group, who has an indulgent parent buy everything they see on Instagram no matter the amount of money is paid.

6.3.2. Boys point of view

The boys are very different from girls. They have Instagram account, but do not use it as often and in a way as the girls. Young males do not post photos or videos because they are not passionately eager to share their stories on the social media, rather they tell what they ate or did in person. Teenager boys only follow

football stars and their school friends. More interested in football or other sport than in fashion or pop stars. Of course, cannot classify every adolescent boy into one group. The other set is in gaming online, or playing Xbox or PlayStation, and they follow those celebs or characters, who are in their game.

7. How advertisements and campaigns work

If we want to understand how advertising influence the children and even the adults, we need to take a closer look at how they work. In the 1850-60's, when advertising history has begun its long way, they did not contain the same information as now, and advertisers did not even know or could proof, that it has really worked. However, nowadays, several research institutes are founded, who are concerned how humans (human brains) are affected by advertising and make evidence whether it has a sense doing it and spend huge money on it.

7.1. Advertisements

The simplest way commercials' working process is that a customer sees or recognizes an advertisement or just a simple message, which was seen on the TV or on a poster during going to work, it changes the impression, feeling of a brand, and as a consequence people buy that brand.

Usually, it does not work as simply as it seems. When the message arrives in the human mind, it does not make people buy that product immediately they have just seen on the television during an advertisement break. It takes time to process, whether the product or service is needed. Particularly, if more than one commercial is seen because they do not pay much attention to advertisements.

It is rather the case, when consumers deepen the information what was seen, without thinking of it at another time. When a customer walks into the shop or decides to buy something, uses that 'driving force' to influence her decision in purchasing. At the same time, it does not mean, that she remembered the commercial, or memorized it.

Firstly, consider a purchasing process of an average person. She goes into the store to satisfy her needs. Let suppose, that she needs chocolate. When she goes through the shopping sweets aisles, she sees a brand and purchases it, but sometimes

she cannot explain why she bought that certain brand. It is because the mind only can recall a picture of the chocolate brand, since a lot of commercials was seen that day. However, display on the shelves during purchase, make the biggest impulse on the consumers, let it be an adult, senior or a teenager. Meanwhile, people arrive in the bakery products, numerous shelves are seen, and many impulses are made, since 'I want that product because it looks good'. This is also true for the window displays.

Retailers are aware of this and organize brands in product categories in such a way that it reverses the buyer's thinking process about a product or a brand and motivates to buy more or more expensive goods. It is very common, that product groups (e.g. cleaning goods) are placed in another aisle or a totally different place. Accordingly, when people are determined about what to buy, and where to find it in the store, it is not possible because of rearrangements, so they need to look for the dog food, they have to cross many other aisles, and perhaps they are encouraged to buy other things.

A very good example of a well carried out advertisement is the Old Spice commercial. It conquered the whole world with its handsome leading man. The great success is partly due to the fact, that instead of the usual target audience – the men – the advertisement addressed the women in a direct (informal) voice. The other success is that the audience made it known and famous. They re-made the first part of the series, and almost 150 pieces were put on the internet. After a while, it happened to be, people have seen the advertisements before it was put on the television. The reason for that is, on the webpage of the Old Spice brand, live chat videos could have been seen, which made the brand linkage.



Picture 3. Old Spice advertisement (Source: www.pinterest.com)

As we can see from this example, the main advice for the advertisers is to create gossips, rumours and to collect as much sympathy vote as much they can.

7.2. Campaigns

Campaigns' financials consist of two parts, the money for making the advertisement, and the money contributed to make a commercial video, print the messages on the billboards, pay the marketing team and so on. Mostly, approximately 80% of the budget is spent on placing the ad message using media and 20% on production. ATL, BTL and TTL methods are used in media placement. ATL (above the line) is a brand-building advertisement, they are more measurable, emphasis is put on the frequency. BTL (below the line) is a targeted directed marketing, using conversations, we can say it is more personnel than ATL. TTL (through the line) is the mix of ATL and BTL.

The more important factor when doing a commercial campaign is the effectiveness. A bad advertising is worse than no advertising because it costs more. So first of all, agencies have to know that the campaign will be powerful and convincing, and then make sure of the appropriate media scheduling. By this I mean, advertisers need to determine many things. For instance, the frequency of appearing the commercial on TV, in the radio or on the internet; what type and age of people to advertise and where they can be reached.

I would like to share a campaign, which I find fascinating. A travelling agency in 2009 made the most effective campaign. The reason was that they wanted to boost the tourism of coral reefs. They posted an ad, which said: "The best job in the world". The agency did not use the usual media such as newspaper, television or radio; they only posted it on the internet such as own website, YouTube, Facebook and Twitter. On the one hand, Queensland agency was the first one, who could make this huge rumour, with the lowest budget.



Picture 4. The best job in the world (source:

http://www.adsoftheworld.com/media/print/tourism_queensland_best_job_in_the_world)

According to the official summary, on the first day of the campaign, 4 million people clicked to the application per hour. In 201 countries, 34 000 video versions were made, which were screened on various famous channels. The Big Australian Coral Reef has gone ahead 30 places on the tourism raking list. (<http://www.bestjobintheworld.com>)

Learning from this successful campaign, that old aspects need to be reconsidered. Is it effective to spend fat budget on our campaign?

8. Psychology of advertisements

8.1. How often repeat the advertisements?

Everybody knows, that it is not a clever thing not to repeat the advertisement. It is not enough to show it for only one and wait for the profit to come after a week of advertising a product or service. Advertisers are aware of this. But what is the right frequency of advertising? The firstly shown the commercial cannot reach to every potential audience; secondly showing it, most of the people need time to elaborate what they saw, and make an impression of the brand. However, it is not the best choice to repeat them more and more and it will produce more and more profit for the firms. There is always a saturation point, where no more advertisements are needed. In between the first show and the saturation point, there is a part at which agencies will get back the money and the time spent on the commercial or the campaign.

According to Herbert Krugman, there are three exposures or phases, which a consumer goes through, when seeing an advertisement three times. (Krugman, 1972) The paper was saying that it is enough to make an advertisement and show it to people three times; it was such an easy way to sell anything. The three 'psychological exposure' reaction to an advertisement:

1. 'What is this?'
2. 'What does it say?'
3. 'I have already seen it.'

And in these three exposures, the process begins. However, it does not work that easy. It is the view of Erik du Plessis (2005, page 10-14), these are not exposures but stages of reactions, which consist of not only one physical exposure. For instance, people reach the first exposure after seeing the advertisement 4 times, because at first sight, not sure that they might not be aware of it was an advertisement. After, they start to recognize it, that is about a toothpaste brand. Then comes the third exposure, when consumers are starting to engage in the brand, because they have seen it numerous times, so probably it is time to give it a try and purchase the product.

Now we know the importance of an effective commercial, and that the brain needs time to process what was seen. It is not enough to show the ads a couple of times, and hope it will have an effect on the person to begin the purchase. Advertising must influence the memory, if advertisers want to reach their goals and earn profit from the commercials. It is true that people memorize the advertisement if those are louder, longer, have more creativity in it, and of course interested in the brand/product in some way.

8.2. The Adtrack database

First or all, I would like to introduce the Adtrack database, which is a very exclusive database. By far, this was the largest advertising database in the world, according to Plessis. In 1958 a corporation in South Africa began to quantify the in-market ad-awareness of advertisements in the country. At the same time, they created a service, where advertisers could have a list of all the ads that were come into view for the first time. It even used a questionnaire, where were 200

respondents in every week. Since, South Africa has inhabitants, where almost everybody watches television, numbers can be used for almost every other country. In 2005, it included 30 000 commercials, which were all measured. (Du Plessis, 2005, 114-116) In the next part, I will show some result from this database.

8.3. Advertisement length

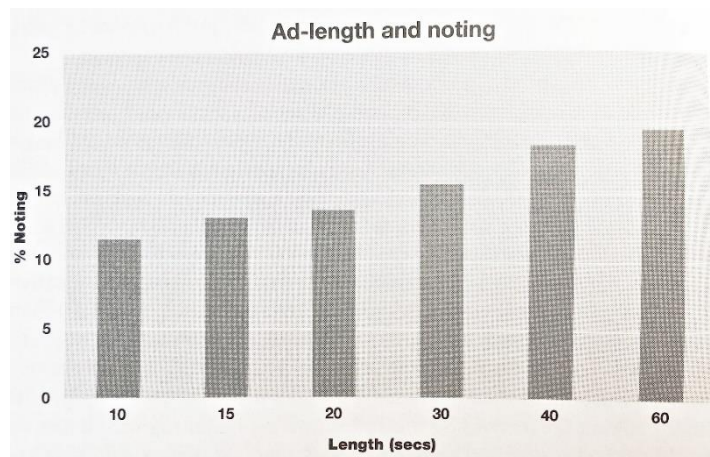


Table 3. Relationship between advertisement length and percentage of respondents remembering it (Source: Du Plessis, 2005, 124)

In this figure we can see the relationship between advertisement length and percentage of respondents remembering it. Therefore, according to the length of the advertisements, how much could the respondents remember it (in percentage) within three weeks, after the ad was shown first. It shows, that as the length of the commercial increased, the amount of memorized content also increased.

We can argue about, which is the most cost-effective choice; to make a 30-second long advertisement, or a 60-second long? According to some advertisers, it is more cost-effective to show a 30-second advertisement, because a 60-second ad cannot be profitable. On the one hand, a one-minute commercial can be less than twice as expensive as the shorter one, due to its repetition. It costs more to advertise a 30-second one and repeat it 5 times a day, or a 1-week period, than to show a 60-second one and repeat it only 2 times a day for 1-week. On the other hand, the efficiency of an advertisement depends more on the message, rather than the length. It is a better idea to make a more creative content which lasts for 30-second, than to make an easily forgettable one which lasts for 60-second.

8.4. Looking at advertisements

There are many researches, which studied the time people spent on watching a printed media or an advertisement on a television and how big content could the audience recall. In printed media, the size, the use of colours and the text-matters the most. The less text is written in a newspaper, the more is recognized and recalled. Accordingly, if there is only a picture with a little or no text, 100% of the audience could remember it. However, if the text is increasing, the remembered content is decreasing. This results in the less attention of readers to advertisements, which have too many contents. It is possible, because in today's rushing world people have less time to sit down and read a whole newspaper, rather they just look at the pictures and the headlines. Adolescents almost never read newspapers at all. But the same is true of this research result, as there are ads on TV that are boring and sometimes have no sense, and children pay more attention to the entertaining and colourful ones.

So, it is concluded that advertisers and agencies need to concentrate on different things when they make an advertisement: raise the attention and keep the audience attention, so do not switch over to other channels, but keep looking at the commercial and its message. If we consider the printed media, with an experiment, researchers studied how much time an attention people spend on reading an advertisement. The eye-scan technology was used. It could conclude what readers were looking at the page to page and for how long. In the end, researchers asked the respondents whether they had remembered the advertisements in the magazine. The results came out interesting. People could remember the 70% of the shown advertisements in the newspaper. The remaining 30%, which they could not recall was spend on 0,75 second, thus respondents paid attention of 30% of the ads less 1 second, this is the reason, why they could not remember them. If the observants wanted to memorize all the ads or at least 90% of it, they should have spent more than 2,75 seconds viewing at each one. (Du Plessis, 2005)

When we consider the television commercial, people spend the first 3 seconds thinking, if it is worth to watch further. Another research which was conducted about the time and attention for the television commercials resulted in 83% of the

TV viewers decide in the first 4 to 10 seconds whether they give the chance to watch the whole advertisement. (Krugman, 1964, 15-19)

There are two important advertising precepts according to these two studies:

1. Advertisements have to get the attention of the people
2. The more time spend on a watching a commercial, the more chance it can be remembered (Du Plessis, 2005)

One thing needs to be clarified. In these two studies, the content of the message and the advertisements were not discussed. Therefore, it also depends on the outcome, for instance, if every content of the advertisements were important for the reader or the watcher. Thus, in these experiments, researchers did not differentiate the advertisements by can be remained more or can get the attention more. In my opinion, it is more crucial to focus on the emotions and feelings in the commercials, rather to shock or to make scream or disgust the audience.

8.5. Memory's role in advertising

Memory takes a large part of the attention and remembering to an advertisement. We use our brain to interpret our memories, feelings, or what we have seen in a commercial. What we see is a process of interpretation. It is guided by the memory, an experience that was lived and understood. These processes are all determined when seeing any kind of advertisement. Therefore, when a brand is recognized in a shop, the memory is starting to interpret it. For instance, when we see a pair of shoe, we interpret it according to previous experiences such as, it is used for walking in the streets, or running, it is available in huge number of brands, shapes, colours, sizes, and there comes the new Skechers brand, what I saw in the shopping centre on a poster.

A junior advertiser who has just started his/her career might assume, that a whole series of processes are considered when a consumer decides to purchase a brand, but this is not so. Advertisements are not chosen from what we remember, it comes spontaneously if a brand is seen on a display. The memory recalls those experienced advertisements, but it is also unpremeditated activity of the brain, says Plessis (2005). The emphasis is put on a seen advertisement by a consumer, which is originated in the memory, when a commercial or a billboard is seen.

8.6. Connection between the memory and the brand

As I mentioned before, the memory plays a big role when it comes to seeing a commercial. It makes a difference if we only recognize an advertisement or an advertised brand on the television or on online, or we can recall that particular commercial. Marketers and researchers could argue a lot about which can be more profitable to the brand; if consumers only recognize the given brand/product that they saw it somewhere, or if they can recall the exact advertisement and it can motivate them to purchase. Commercials should influence the so-called brand memories, hereby if consumers walk by a shelf, they will remember the advertisement, and can link them together. This method motivates the audience to guide them towards to the brand.

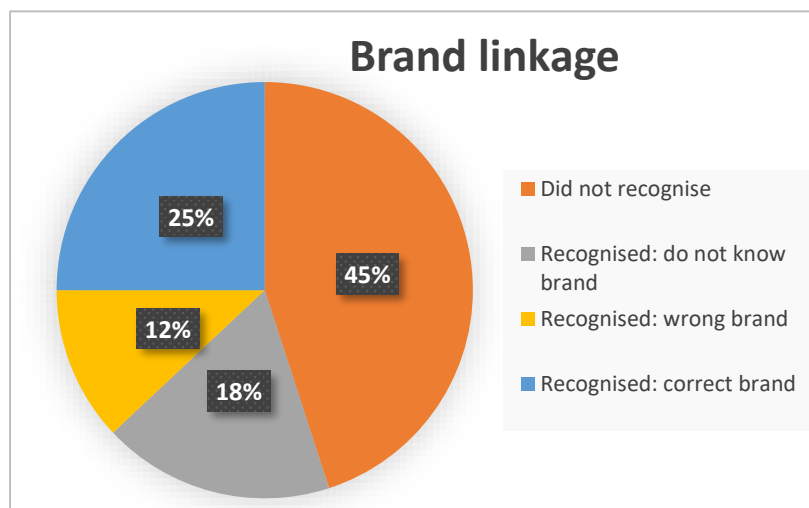


Figure 2. Percentage of respondents, who can recognize a brand according to an advertisement (Source: Du Plessis, 2005, 174)

In Figure 1. shows the results for 800 commercials tested in the Adtrack system, what I have described before, made by Plessis (2005). In this research, they studied, how respondents can recall a brand advertisement, they have seen previously. 200 people was asked. As you can see, only 55% could recognize the brand and just 25% of them could really guess the right brand name. The sad thing about it, that advertisers cannot really make advertisements that people could relate to the brand. Therefore, 45% of respondents cannot remember, which brand was advertised what they have seen. It is a big loss for the advertisers, because people not even cannot recall your advertised brand, but they might say a competitor's brand.

As the lengths of the commercials matters, which was remarked before in the *Advertisement length* part, here are some further researches on this topic. Stewart and Furse (1986) firstly defined, that the audience recognises in the first moment which brand is advertised and then after can be engaged. Therefore, if there is a 1-minute, or more, advertisement, and the name of the brand is mentioned in the 35th seconds, the first 35 second was a waste of time. It would have worthen to make a 25 seconds commercial, because the rest 25 seconds of the commercial is effective. In 1986 researchers knew this. Now, in 2017, it is even more true, in today's rushing world. Especially this is true for the Z-generation, who lose their interest after 10 seconds or less to a commercial.

9. Primary research

9.1. Quantitative research

9.1.1. Aim of the research

My aim during the research was to get to know better the rural and urban children habits when it comes to advertising. I wanted to be familiar with how differently live their everyday lives the urban and the rural kids. By this, I mean the habits of watching TV, how many free time they have, whether those teenagers, who live in villages are aware of the usage of social websites and use them as often as those, who live in a city. I also put an emphasis on the YouTubers, because the Z-generation is more aware of the popular YouTubers than the Y-generation. I wanted to know, how much are children influenced by watching their favourite Youtubers.

9.1.2. Sampling method

The research was conducted between 2017. October 16. and 2017 November 11. I used online questionnaire, which was filled out by 197 schoolchildren between the age of 9-15. For the urban children research, I sent out the survey to my primary school form master, in Győr, to fill it out with the kids during IT class. In this way, they only need to focus on my survey and perhaps give better and usable results. My supervisor also helped me by sending the questionnaire to a primary school teacher in Budapest. On the rural side of research, I have a relative who teaches in a village in Szentjakabfa (located in Veszprém county). In the school time, with the

help of the IT teacher, my questionnaire was filled out by the kids. I chose this way of method, because in my opinion, only the children know themselves enough to answer my questions, not their parents or relatives.

9.1.3. Results

9.1.3.1. Comparison of village and urban children

Of course, out of the 197 respondents, the city children were in the majority, so perhaps, my results are not the most relative since there is no balance between the village and the city's respondents, but can give a guidance to see how differently they live. First, I have to highlight, that in the village, where my questionnaire was filled out, also Nazarene religion families live. This is a very strict religion. In their houses, no television is allowed, and children can only have their own smartphones after finishing primary school. Hereby, it can bring different outcomes from the urban lifestyle.

Free time

First of all, I wanted to know how much free time the adolescents have on the weekdays and on the weekends, only after this we can continue analyzing the time they spend on. In a village, on a general weekday, 33% of the schoolchildren have 2-3 hours of free time, on weekend, 44,5% have more than 7 hours free time. The majority of the kids (30%) in the city have 3-4 hours of time out after the school. On weekends, usually 50% of them have more than 7 hours to do, what they would like. Therefore, those children, who live in the cities have more free time than those, who live in the villages. This outcome can be, because of in the villages, children have more commitment to their families, such as help working in the vineyards, taking care of younger siblings, cleaning up the house, if parents work too much to earn enough money to maintain the family.

In their spare time, teenagers mostly like using the Internet (video games, social media websites and so on), playing sports, playing with their pets, and even helping their parents doing housekeeping. These activities are true for the city youngsters and village children also. An interesting fact is that just a few kids mentioned, that they like watching TV. Which is not that real, if we check how much time they spend on watching television in a day, except rural adolescents.

Television habits

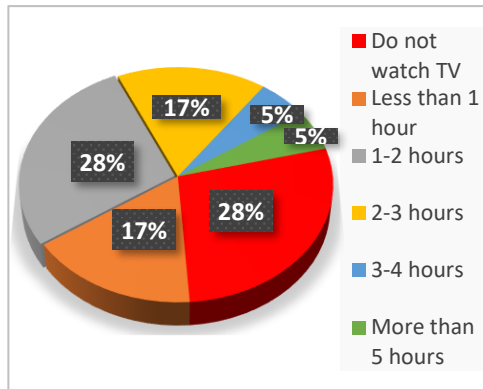


Figure 3. Rural children watch TV on weekdays (%)

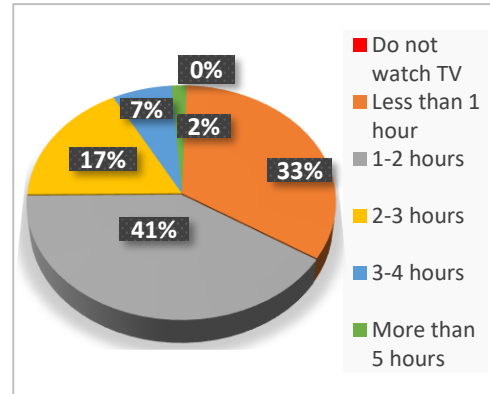


Figure 4. Urban children watch TV on weekdays (%)

On the left side, the rural kids watching television habits can be seen on the weekdays, on the right side, the urban children habits. A very interesting result is shown. In the village, 28% of the respondents do not watch TV at all on the weekdays (or do not have the opportunity to watch it). Besides this, the urban teenagers watch television every weekday.

TV watching habits are heavily influenced by the fact, if children have television in their bedrooms. I am sure, that those kids who have TV can watch it secretly, for example instead of learning. It could also happen, that they are watching the TV, meanwhile chatting with their friends on their smartphones or tablets. However, we have to distinguish the urban and rural teenagers. As I could see in the village, children can be more creative in their free time activity, then in the city. In a village, like Szentjakabfa, there are more opportunities to play football in the backyard, go sledging in the winter. In a big city like Budapest or even in Győr, it is not that safe for a 10-year-old child to play basketball in the streets with his friends. Instead of outdoor activities, they usually sit in their room, playing video games, watching TV or YouTube videos, by with they are influenced by the lot of advertisements and impacts.

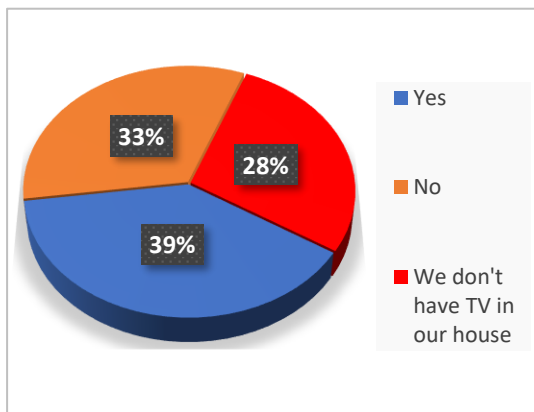


Figure 5. If rural kids have TV in their bedrooms (%)

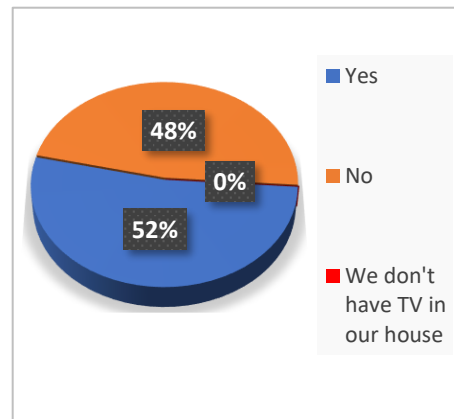


Figure 6. If urban kids have TV in their bedrooms (%)

As it is seen in Figure 7., in the village, there are families who do not have television in their home. Thus, these kids do not even have the opportunity to watch TV, and are less informed about the everyday advertisements. As I mentioned before, in the village, where I sent out my questionnaire, also live Nazarene religion families. That is why this result could be shown. The other option is that some families cannot afford to have television. Accordingly, rural schoolchildren are less influenced by the commercials on the TV than urban kids.

Kids were also asked about where they mostly see advertisements. In the village, 45% of the teenagers recognize the commercials on the televisions, 33% during watching YouTube videos, 22% see advertisements on billboards. They did not mention the Facebook, which is interesting, because most of them have Facebook account, although it is not used that often. Contrarily, the majority (50%) of urban adolescents notice the commercials on the TV, and only 8% see them on the posters during walking on the streets. This means, advertising agencies who take aim at teenagers, should put forward the advertisements of products on ITC channels.

Effects of the advertisements

Most of the rural adolescents are not influenced by the commercials what they see on any kind of surface, according to my questionnaire. If an advertisement is recognized, when it is especially dedicated to their age group, they do not apply to their parents for purchasing it or giving them pocket money to buy the product

themselves. Considering village teenagers' interest in the commercials between movies or TV shows and for example, during a YouTube video, they usually do not show curiosity for them, rather switch to another channel. Consequently, those adolescents, who live in villages are hardly affected by the advertisements.

Contrarily, urban kids are a bit different. On the one hand, 57% of the respondents do not care about the advertisement to purchase them. However, those certainly have an impact on children under their conscious. Some of them are even aware of the influencing power of the commercials and messages, hereby they do not trust the quality or the good applicability of the advertised products. It also happened to a few children, when a product was advertised, she wanted to buy it in the shop, however, the shop assistant was denying what she was said in the advertisement. On the other hand, many teenagers can be affected easily by awareness-raising advertisements which have an effect on their feelings. It also occurs, when an advertisement is seen, they ask their friends for advice if they already have it or what is their opinion about it. Then they decide whether to buy it according to friends' recommendations. The simplest reason to purchase goods when it is seen in a commercial is, that 'it must be great, because it is advertised'.

I consider it is important to mention that while I was reading the received text responses, some of the Z generation' teenagers cannot write correctly. I found mistakes, which are strictly thought until the 4th grade, that it is grammatical golden rule. In my point of view, this is due to the various online communication channels (Facebook, WhatsApp, iMessage, Instagram and so on). In this new web2 age almost nobody cares how you write on Messenger, whether without accentuated letters or incorrect grammar.

Smartphone usage

Nowadays seeing a kid with a smartphone in his/her hand is as common as seeing a kid playing hopscotch 20 years ago. Although, the 'always online' generation is not just carrying their smartphone, but even they mastered its usage. Even the 2-year-olds know how to use the YouTube, how to play a tale video they like; they cannot even read, but still, they are able to use it. In the questionnaire, respondents were asked, how old they were when they got their first smartphones.

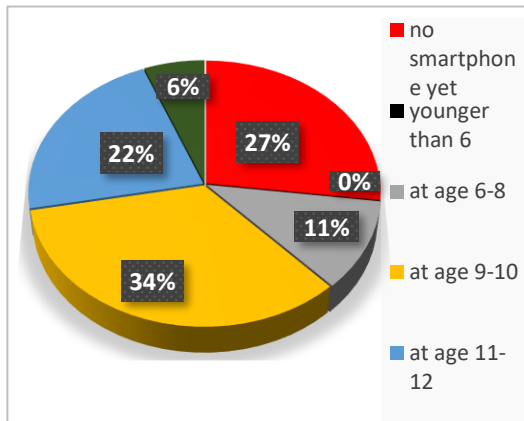


Figure 7. Rural Kids' first smartphone

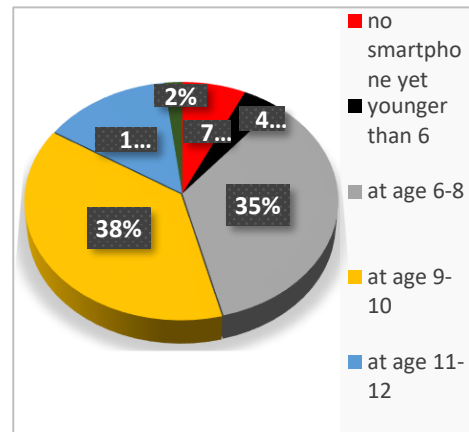


Figure 8. Urban kids' first smartphone

Some differences can be recognized between the two pie charts. In the villages 27% of the children do not have a smartphone yet. A great mass had their first telephones at age 9-10, but no one got a phone before the age of 6. In contrast to the countryside, in the cities, the majority is still the 9-10 age group, although, only 7% children said, they do not own it yet. However, here comes in those, who already had smartphones before they turned 6 years, which I think is contradictory. Usually most children start primary school when they are older than 6. So, if they cannot really read and write, why do they need a smartphone? Many parents say: because if something happens to my child when I am not with him/her, they can call me. For this action, a simple phone is all enough. If a child begins to have more connection with a smartphone without the parents' control, she/he can be more addictive to them, not even a television but also the Internet reveals everything. They can search contents which are not meant to them, or even can see advertisements which are especially dedicated to adults.

In urban areas, only 2% of the teenagers have their first smartphones after they turn to 13. As I mentioned before in my dissertation, there is a rule for children (COPPA) who are under 13, cannot give their personal information without the permission of their parents. But if an adolescent owns a smartphone can register for Instagram or Facebook easily.

In the village and also in the city, most of the times, the parents choose which phone will their kids have. The time spent on the usage is quite divided. In my opinion, it depends on many things, for instance the parents' discipline habits, the

children obsession with the phone and its apps. The more they use it, especially those applications which are needed a wireless connection to the Internet, the more advertisements are seen. Which is great for the brands and the products; teenagers want to purchase more useless things, or they even advise to their parents which car to buy, which they saw in a commercial, while they were watching a YouTube video.

Rural adolescents mostly use the Facebook, but the townfolks like the Instagram more. From the view-point of advertising it does not matter which platforms are used the most. Advertisements are everywhere. On Instagram, many targeted messages can be found. If you want to watch a video on Facebook, there are commercials which jump up during the video, which can be very annoying, because those cannot be skipped.

New celebrities of the Internet – The YouTubers

“A youtuber is a person who uploads, produces, or appears in videos on the video-sharing website, the YouTube.” (Oxford Dictionaries, 2017) In the 2010’s years, making YouTube videos have become popular. Even a 12 years-old can become famous. The very good examples are Jázmin & Nárcisz. They are Hungarian girls, but live in Germany. Day to day they are getting more and more well-known on their YouTube channel.

Both in the cities and in the village, teenagers know and watch many kinds of YouTubers. On the one hand, as I noticed, girls like to watch videos about fashion and beauty tips. They mentioned a valuable YouTuber woman, Viszok Fruzi (see more: <https://www.youtube.com/user/breakfastatfruh>), who has now about 1,5 million viewers per month. Personally, I have not heard about her yet, but I checked her YouTube channel. She makes qualitative videos and also gives ideas to teenage girls how to get through the hard times of becoming an adult. Therefore, Fruzi makes videos and blogs about how to dress up in the autumn and winter, in the meantime she promotes the clothes and accessories she suggests, which is the best for the brands since more than 1 million youngsters and adults watch her videos every month and they want to look as fashionable as Fruzi.

On the other hand, boys usually watch gamer videos, they like to play or would like to play. In my conviction, these kind of videos, most of the times, do not bring any value. It is about Hungarian teenagers and adults play Minecraft, League of legends, World of War, Fifa 18' video games and they record how they play it. I think that such videos only dampen the children. If they want to watch videos, they should watch a content which teaches them how to be better.

Among youngsters, the most watched youtubers is called Pamkutya. Two brothers making videos on different topics, mainly parody about the latest music, fashion and so on. According to HVG they are the second watched youtubers among 10-19 years old. Now, they have the most subscribers on YouTube, among Hungarian Youtubers (713 777). Pamkutya does not make promotion videos, but of course, during the videos there are also commercials, which seen by hundreds of teenagers.

(http://hvg.hu/elet/20161019_Pamkutya_Dancso_tarolnak_a_Youtubecelbek_a_fialatok_kozott)

9.1.3.2. Comparison of own questionnaire and Kid.comm project

In this section, my survey and the Kid.comm research results are going to be compared. At the request of the National Media and Communications Authority was conducted the Kid.comm project second times in 2011. The main objective of this survey was to reveal the Hungarian children's - aged 8-14 - communication and media consumption habits and attitudes. The researchers want to give a detailed picture of this age group's different media usage patterns. The gathered information can effectively support the knowledge of the generation who are soon entering the adulthood.

The Kid.comm used the sample of 2000 kids and one their parent. Also the children and the one parent filled out a questionnaire.

The comparison of my questionnaire and Kid.comm research are serving the purpose of giving a contrast of how was, 6 years ago, in 2011, the schoolchildren's attitude towards the advertisements and how it is now, in 2017.

Free time

In my questionnaire, I asked children, what they like to do in their free time. I also mentioned a few sentences about it in the comparison of village and city children. Now, let me take a closer look at their amount of freedom and what they like to spend their free time the most in the aspect of my results, and the outcome of Kid.comm.

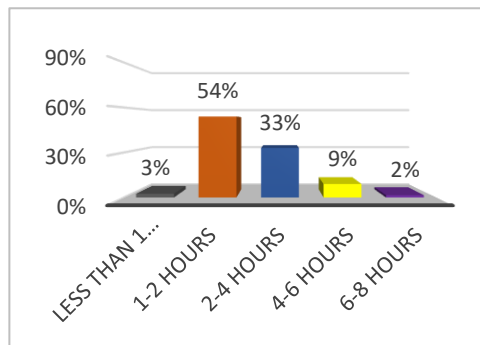


Table 3. Amount of free time on a weekday
(source: Kid.comm)

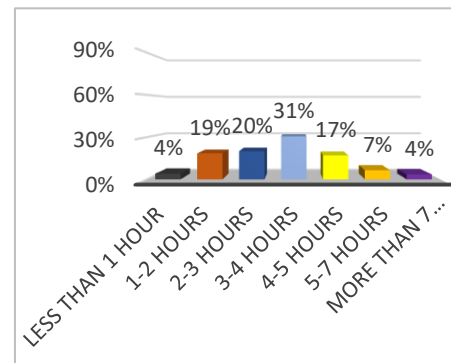


Table 4. Amount of free time on a weekday
(own research)

In these two approaches, the amount of free time on an average weekday are seen. As it shows, not a much difference is recognizable. Although, in my survey, more children have about 3-4 hours of free time on a weekday, but according to the Kid.comm project, the majority had only 1-2 hours of spare time. As the years go by, the time of freedom of the schoolchildren increases. This result is possible, because in the age of Web2, the kids rather spend more time with themselves, doing what they want (watching YouTube videos, using Instagram or Facebook, video gaming), than for example learning or doing activities (going study groups or going to music classes) which do not include the concept of leisure time.

If we see, how they like to spend their time after school, in my survey, 45% said, they like doing sport, which does not mean, that they really do sports every day. In the Kid.comm project, children spent less than 1-hour doing sports, expect the PE lessons. These are quite bad results, because doing any kind of sport teaches the kids to be stayer and they are healthier. Nowadays, there are plenty of advertisements about food and sweets. If an adolescent gets a pocket money every week, he/she can spend on whatever food they want, without their parents would recognize it. According to www.apa.org.com, the childhood obesity is a real problem, especially in United States of America. About 20% of the youth is

overweight, which can be caused by the multiple media influence. Children spend less of their free time doing outer activities, they rather watch television, sit in front of the computer or use smart phones. Online marketing of foods is even more effective since adolescents cannot recognize all of the messages and advertisements on the Internet, so they are not aware of the marketing, they just see a chocolate, which they want to eat. On the one hand, these results are possible, because on the television, the commercials are clearer, but on the websites, it is hard to identify every kind of message. On the other hand, as I mentioned, youngsters rather spent their time on surfing the Internet than enjoy the nature outside.

Television

In the Kid.comm research, children watched about 2-3 hours of television on weekends. In 2017 this number decreased to 1-2 hours. This means, nowadays the younger generation does not watch as much television as 6 years ago, thanks to their online life. As reported by Kid.comm, 75% of the children were restricted by their parents on what to watch on the television and for how long. Now, this is not so possible because as it is seen in my survey, half of the teenagers have a TV in their bedroom, thus they cannot be under their control as much as those who do not have it in their bedroom.

Radio

The rate of listening to the radio among youngsters is almost the same as it was 6 years ago. In 2011, 41% of the respondents usually listened to the radio, in 2017, 53% of them listen to the radio, rather with their parents or alone. Although, it is harder to recall an advertisement which is heard on the radio, without the visual appearance, thus goods advertised on the radio are not as efficient as in the television or on the Internet.

Attitudes towards advertisements

The majority of children think, that there are too much commercial and messages equally in the television and on the Internet. Both in my questionnaire, where respondents had to give answers with sentences and in the Kid.comm research, children are avoiding the advertisements. Of course, there are ads, which

have useful and informative characteristics, although most of them are really annoying and sometimes does not make any sense, even adults think in the same way. Maybe the most beneficial trait besides the information giving is the call for novelty.

As concluded from these two research, now, the Tv watching and listening to the radio habits was almost equal as it was 6 years ago, perhaps the technology and the social applications have changed.

10. Conclusion

During my dissertation, I introduced in details the development of the advertisements and their characteristics; what kind of marketing tools were the humans persuaded to consume more than 100 years ago and in today's speeded-up world how the customers are influenced. In the past 20 years, a large amount of information has been produced by the humanity than in the past 5000 years altogether. We receive 'information bombs' that we often cannot conceptualize and interpret. I introduced the Z-generation and its attitudes towards the advertising. It is also important to mention how the advertising industry is trying to influence the consumers more and more with their hidden messages, since in today's world, traditional advertising has become out-of-date and useless. Advertisers should show children entertaining and awareness raising commercials which can draw their attention. In addition, I demonstrated how the children interpret advertisements according to their age and what impact have on them. I mentioned the features of Web2 age to gain broader insight into this era in which we live. Through several examples I introduced the Instagram usage patterns of teenagers, which is now a huge trend among youngsters. Some words were described how campaigns and commercials work. I have made all of these enjoyable and more colourful with pictures and figures.

In my primary research the attitude of children to the commercials was turned out both in the village and the city. Furthermore, we have been able to witness some interesting data. For instance, it is typical for the village that children are not so influenced by the advertisements as in the city because they have much less contact with media where these effects are possible. Rural teenagers do not even use as many social media platforms as the urban kids. It also turned out from a 2011 research that comparing it to my questionnaire there have been no major changes in the last 6 years. However, what is late, does not go by. I believe that the new generation, the alpha generation should be prepared by their parents at a young age to get familiar with the influencing factor of the Internet, since we are may starting to recognize and discover the consequences of the various addictions.

Perhaps today's parents are not so aware of this issue yet because not a long ago has been spread these new Internet services. With my dissertation I want to

raise the attention of the changing usage of the media and all of these kinds of tools how effect the youngsters. The enlightenment of the children and even their parents should be started in the primary school about the harmful effects of the immoderate usage if the Internet and the video games. Children should be kept under control and should be regulated how many hours a day they can use their different devices. I do not say that they have to be completely banned from using their mobile phones or tablets because they might miss information what their classmates already know, but the boundaries need to be fixed. The existing advertising rules should be more strictly enforced with the agencies and new regulations could be written, with we can serve the development of interest of the children. As I mentioned in my paper, there are various laws and policies, for instance the disclosure of personal information provided by social media sites under the age of 13. Although I still think that despite these rules many parents are not aware of this.

During shopping parents should pay attention to involve their children in the decision-making process and should educate them successively that what is seen in the advertisements how much truth or lie contain. With increased marketing competition and the discovery of niche markets children have become a top target group, thus the number of services, goods and events for the teenagers are increasing. In my opinion, it is the advertisers' responsibility to communicate their messages and campaigns with added value to youngsters and the society as a whole and only informing them of actual data. In my point of view, it is not a good idea to treat kids under the age of 10 (or13) as real consumers, since in most cases they cannot make realistic decisions, parental decision making should be involved, despite of they have defined needs and opinions about the brands, commercials and also about the world. We need to pay attention to our children and the latest generations and their development because one day they will occupy our world as adults.

11. Recommendations

In the last closure of my dissertation some researches and data are recommended, which show a future picture about what will happen/continue with the new generations if nothing will be change. Among the teenagers and schoolchildren most of the times are only online connection. They are failing in the schools, especially the boys cannot make a social interaction with the girls (properly). With these adolescents and young adults is nothing wrong, they are just unmotivated or are driven with another acting force what others expect from them. The problem is, the society gives them no support or tools to motivate them. Without the motivation, they started to decline, moreover the usage of new technologies (mentioned in the Web2 age part) will show consequences on their adulthood.

It is important to talk about the over usage of video games (e.g.: X-box, Play Station), which is a huge issue mainly among young men. The excessive usage of video games is related to many problems such as obesity, violent behaviour, anxiety, poor school performance, social phobia or shyness, increased impulsiveness and depression. (Voss, 2015, 319-324) To demonstrate, video gaming is a real issue, mainly in USA, when the Grand Theft Auto 5 was launched, in 3 days it reached the 1 billion dream limit, faster than the all any Harry Potter movie and even the Avatar. (<https://www.forbes.com/sites/erikkain/2013/09/20/grand-theft-auto-v-crosses-1b-sales-biggest-entertainment-launch-in-history>) Besides the addiction to video games, the addiction to pornography has increased. In 2013, in the United Kingdom, the PornHub was the thirty-fifth most visited website among 6-14 years old children. (https://www.ofcom.org.uk/__data/assets/pdf_file/0027/76266/childrens_2014_report.pdf) However, in 2016, there is no adult sites in the top 50 web entities, which children visited. Google sites were the first one, from which is very easy to search for any kind of content. (https://www.ofcom.org.uk/__data/assets/pdf_file/0034/93976/Children-Parents-Media-Use-Attitudes-Report-2016.pdf) In a 2011 research, young men watch 2 hours of porn in a week and one in three have missed the deadline because of it. From the teenager boys' online porn watching habits it is concluded that watching

many hours of porn is affecting them as they are treating their girlfriends as sexual objects. They cannot make a difference between making love and what is seen in the porn movie. (Zimbardo, 2015). Slowly, the habit of dating will be gone, because people in their tens and twenties use dating applications such as Tinder for sex.

Humans have the natural feature to change the attention between more than one thing. So our attention is shared. There is a so-called cloud, where we can store our memories, tasks, it functions as a second memory. Hereby we can concentrate to ourselves more, which is a great thing. At the same time, it has some disadvantages. We pay attention to only ourselves, and forget about the people and places surrounding us because there is no more need to memorize every little information. In a survey by Ian Robertson, the among respondents of 50+ aged a could recall one of their relatives' birthday, meanwhile, less than 50% of the people of the Y-generation could recall the same information. Most of them needed to use their smartphones. (Zimbardo, 2015) This situation summarizes the problem. Will this influence our future if the addiction of technology cuts us from the understanding of the world's other momentums and will it have an effect on our mental ability when we do not have our smartphones with us or cannot connect to the WiFi?

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13. Appendix

Questionnaire for schoolchildren

Dear respondent!

My name is Radnai Viktória, student of Budapest Business School. If you help me filling this questionnaire in, you will contribute me to successfully take the last step in my studies. The topic of my paper is: Effects of advertisements on 9-15 years old schoolchildren, so your age 😊. Do not be afraid, you do not have to tell your name.

Thank you for your responds!

1. How old are you?

9 years

10 years

11 years

12 years

13 years

14 years

15 years

2. What is your gender?

Boy

Girl

3. How much free time do you have in a general weekday?

Less than 1 hour

1-2 hours

2-3 hours

3-4 hours

4-5 hours

5-4 hours

More than 7 hours

4. How much free time do you have in a general weekend?

Less than 1 hour

1-2 hours

2-3 hours

3-4 hours
4-5 hours
5-4 hours
More than 7 hours

5. What do you like to do in your free time?

Help mother and father at home
Go shopping, looking at window displays
Go hiking
Eat in a fast restaurant
Be in school study groups
Go to house parties, discos, concerts
Play sports
Go to the cinema
Play with pets
Use the internet (any activity, that needs internet connection)

6. How much time do you spend on listening to the radio, either alone, or with your parents?

Don't listen to the radio at all
Maximum half hour
1 hour
1-2 hours
More than 2 hours

7. How much time do you spend on watching TV on the weekdays?

Less than half hour
1-2 hours
2-3 hours
3-4 hours
More than 4 hours
I don't watch TV

8. How much time do you spend on watching TV on the weekends?

Less than half hour
1-2 hours
2-3 hours
3-4 hours

More than 4 hours

I don't watch TV

9. Do you have TV in your room?

Yes

No

10. Where do you usually see advertisements?

During watching the TV

During using Facebook

During watching YouTube videos

On billboards

Others:

11. If you see any advertisement on any surface, is it affecting you as much as you tell your parents you want them to buy you that product?

Why?

Own answer..

12. If you see a commercial on TV or on the Internet, do you switch it over, skip it? Why?

Own answer..

13. How old were you, when you got your first smart phone?

Own answer

14. How did you choose the device?

Effectuated by an advertisement

Friends suggested it

Parents choose it

Others:

15. How much time do you spend on using your phone?

Less than half hour

1-2 hours

2-3 hours

3-4 hours

More than 4 hours

Don't have smart phone

16. Please indicate, which activity do you spend the less or the most time!

	Less than 1 hour	1 hour	1-2 hours	2 hours	2-3 hours	3 hours	3-4 hours	More than 4 hours
Use social media platforms (Facebook, Instagram)								
Watch YouTube videos								
Listen to music								
Messaging with friends								
Play games on tablet or phone								
Read books, magazines								
Watch movies								
Learn								

17. Which of the following social sites do you use? (more can be marked)

Facebook

Instagram

Twitter
Tumblr
Snapchat
Others:..

18. Which of the following social sites do you use the most?

Facebook
Instagram
Twitter
Tumblr
Snapchat
Others:..

19. Please list the youtubers you watch on YouTube! Why?

Own answer..

20. Do you watch banned videos? Why?

Own answer..

