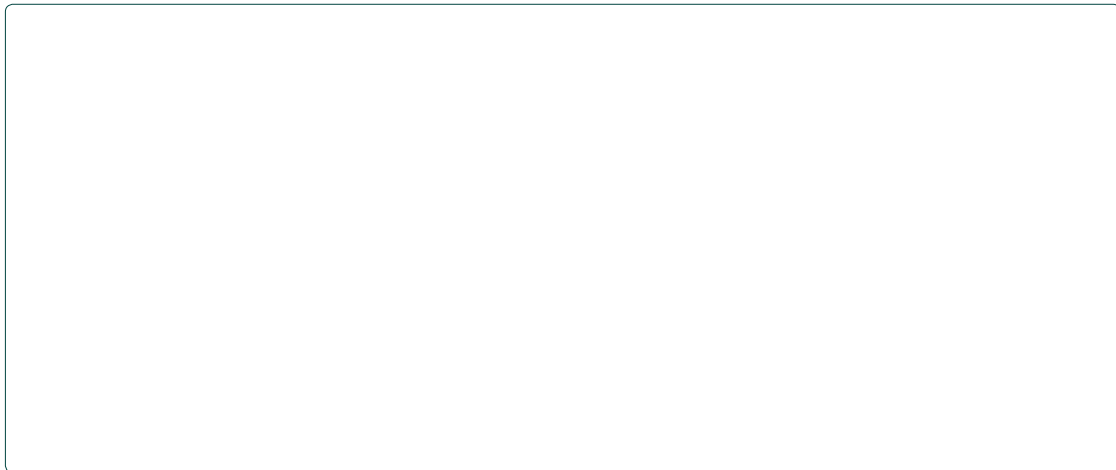


Young children in China and the UK have difficulty recognizing advertisements on search engine pages

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Abstract

Background: Young children in China and the UK have difficulty recognizing advertisements on search engine pages. This study aimed to investigate children's ability to recognize advertisements on search engine pages in mainland China and in the UK. A total of 256 children aged 6-12 years from schools in mainland China and the UK were tested to examine how well children of different ages could recognize search engine advertisements. Experimental materials comprised 34 invented web pages similar to the output pages of web searches. Half of the pages contained picture-based advertisements, and half contained text-based advertisements.

Results: We found that children's ability to recognize the advertisements improved with age, but children only recognize most of the advertisements at 12 years of age. This suggests that young children do not recognize television advertisements. We emphasize that young children have difficulty recognizing advertisements on search engine pages.

Conclusion: We suggest that search engine pages need to identify advertisements more clearly and advertising guidelines and regulations need to take into account the difficulty that children have in distinguishing advertisements from search engine results.

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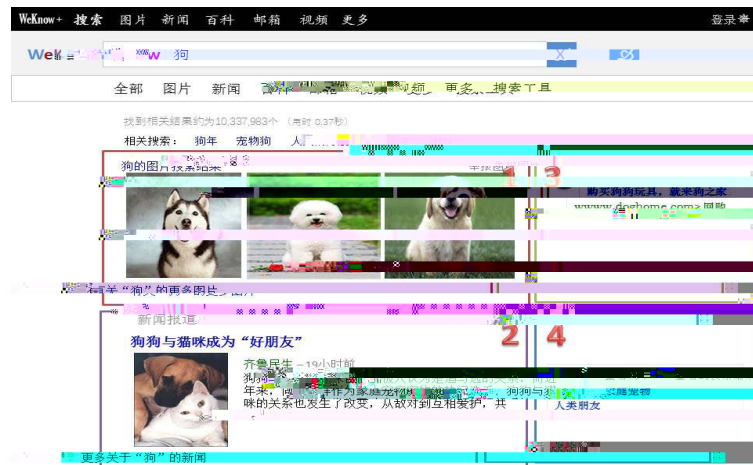
06-Jun-2022, Manuscript No. JCALB-22-65948; 07-Jun-2022, PreQC No. JCALB-22-65948 (PQ); 21-Jun-2022, QC No. JCALB-22-65948; 23-Jun-2022, Manuscript No. JCALB-22-65948 (R); 30-Jun-2022, DOI: 10.4172/2375-4494.1000451

Fu Y, Blades M, Oates CJ (2022) Young children in China and the UK have difficulty recognizing advertisements on search engine pages aimed at children. There has been little research into children's awareness of web advertising.

This paper investigates children's ability to recognize advertisements on search engine pages in mainland China and in the UK. A total of 256 children aged 6-12 years from schools in mainland China and the UK were tested to examine how well children of different ages could recognize search engine advertisements. Experimental materials comprised 34 invented web pages similar to the output pages of web searches. Half of the pages contained picture-based advertisements, and half contained text-based advertisements.

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We suggest that search engine pages need to identify advertisements more clearly and advertising guidelines and regulations need to take into account the difficulty that children have in distinguishing advertisements from search engine results.



: The practice page with numbers to label the areas on the web page.



: Chinese search engine page with one text-based advertisement. The advertisement is highlighted in a red rectangle in this figure. The rectangle was not shown on the actual materials.



: Chinese search engine page with one picture-based advertisement. The advertisement is highlighted in a red rectangle. The rectangle was not shown on the actual materials.

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