

Belinda de Frutos Torres, Lecturer in Media Planning, Advertising Psychology and Advertising Theory. Universidad de Valladolid. Facultad de Ciencias Sociales, Jurídicas y de la Comunicación. 40001 Segovia.

María Sánchez Valle, Lecturer in Integrated Communication and Advertising and Communication Sector. Universidad CEU San Pablo. Facultad de Humanidades y Ciencias de la Comunicación. 28040 Madrid.

Tamara Vázquez Barrio, Lecturer in Public Opinion and Investigative Journalism. Universidad CEU San Pablo. Facultad de Humanidades y Ciencias de la Comunicación. 28040 Madrid.

## Empirical analysis of values on interactive advertisement aimed at a teenage audience<sup>1</sup>

### *Análisis empírico de los valores en la publicidad interactiva transmitidos al público adolescente*

Recibido: 31 de marzo de 2012

Aceptado: 28 de mayo de 2012

**ABSTRACT:** This paper aims to examine the values reflected in Internet advertising. To achieve this, a content analysis which identifies the values reflected by advertisements on web sites targeting teenagers, has been performed. Analysis results show that the most frequent values are related to transgression, adventure, materialism, competitiveness and power. The study also reveals a relationship between the target audience and the type of values. Campaigns aimed at youth have a significant presence of transgression, adventure, materialism, power, competitiveness

**RESUMEN:** En este artículo se estudian los valores reflejados en la publicidad en Internet. Para ello se ha realizado un análisis de contenido de las campañas publicitarias exhibidas en páginas dirigidas al público adolescente. Los resultados ponen de manifiesto que los valores más frecuentes están vinculados a la transgresión, la aventura, la competitividad y el poder. Además se constatan diferencias significativas en la tipología de valores dependiendo del público al que se dirige, siendo más frecuente los valores de transgresión, aventura, poder, competitividad y éxito per-

<sup>1</sup> This study has been funded by Universidad CEU San Pablo under the research project USP-PI-5/09. The authors wish to acknowledge the generous collaboration of Nielsen/ Net-Rating Spain in the development of this research project and the data provided. The authors want to thank the two anonymous reviewers for their comments and suggestions on this paper and also express their gratitude to Angie López for her valuable revision of the English version of this paper.

and personal success values, while campaigns aimed at both targets (adults and youth simultaneously) have a significant presence of normative values.

**Keywords:** Values, advertising on Internet, socialization, teenagers.

*sonal en la publicidad dirigida a los jóvenes, mientras que la publicidad destinada al público en general se manifiestan más valores de tipo normativo.*

**Palabras clave:** valores, publicidad en Internet, socialización, adolescentes.

## 1. Introduction

### 1.1. Children on-line

Media consumption among children and, particularly teenagers has changed radically in recent years. There has been a move from an almost exclusive use of television to a significant preference of the Internet over the rest of the media<sup>2</sup>. As several analysts<sup>3</sup> point out, Internet has transcended media barriers to become a social phenomenon. The revolution brought about by the web has changed the adolescent's life in many ways. Internet is not only there to be consumed, it is a space in which to share removed from adulthood control. Unlike other mass media, Internet allows users to express themselves, share experiences and develop personally. This is probably one of the keys to its success among young people.

<sup>2</sup> Cfr. LÓPEZ, N., GONZÁLEZ, P. & MEDINA, E., "Jóvenes y televisión en 2010: Un cambio de hábitos", *Zer*, vol. 16, n° 30, 2011, pp. 97-113.

<sup>3</sup> Cfr. RUBIO, A., "Adolescentes y jóvenes en la red: factores de oportunidad", 2008. <http://www.injuve.mtas.es/injuve/contenidos.item.action?id=1724774781&menuId=572069434> (Accessed 18th November 2009); FRUTOS, B. & VÁZQUEZ, T., "Las redes sociales en adolescentes y jóvenes: un aprendizaje hacia la autorregulación", in Aparici, R. et al., *Educación mediática y competencia digital. La cultura de la participación*. Congreso Internacional Segovia 13-15th October 2011; LIVINGSTONE, S., "Taking risky opportunities in youthful content creation: teenagers' use of social networking sites for intimacy, privacy and self-expression", *New Media & Society*, n° 10 (3), 2008, pp. 393-411.

Similarly, the interest in Internet has reached academic and industry researchers. In a very short period of time, there has been a prolific amount of research literature worldwide centering attention on this interactive media in relation to children and adolescents<sup>4</sup>. Spanish studies in this area confirm that the most popular activities minors perform on-line may be grouped into four different categories: communication (*instant messenger tools, social networks and e-mail*); entertainment (music, on-line games, fiction, TV series and movies); surfing the web (information search for academic or personal interest topics) and participation (consumer generated contents)<sup>5</sup>.

Upon analysis of time distribution of Spanish children, surfing the Internet is the second activity they dedicate the most time to after the time they spend studying; the web being their first leisure activity even above that of TV<sup>6</sup>. Communication with friends is a motivating factor for teenagers to use the web. More recently, studies have also highlighted the importance of maintaining relationships with their friends using instant messaging and social networks<sup>7</sup>. These results reveal that children's

<sup>4</sup> Cfr. SULAKE, *Global Habbo Youth Survey Brand Update 2009*, <http://www.sulake.com> (Accessed 10th January 2010); cfr. FUNDACIÓN PFIZER, *La Juventud y las Redes Sociales en Internet*, 2009, [http://www.fundacionpfizer.org/docs/pdf/Foro\\_Debate/INFORME\\_FINAL\\_Encuesta\\_Juventud\\_y\\_Red\\_Sociales.pdf](http://www.fundacionpfizer.org/docs/pdf/Foro_Debate/INFORME_FINAL_Encuesta_Juventud_y_Red_Sociales.pdf) (Accessed 16th June 2011); AIMC (2008), *4º Estudio de Audiencia Infantil/Juvenil*, 2008. <http://www.aimc.es> (Accessed 10th November 2009); MEDIAPPRO, *A European Research Project: The Appropriation of New Media by Youth*, Chapal Communication, 2006, <http://www.mediapro.org/publications/finalreport.pdf> (Accessed 12th January 2012); GARCÍA JIMENEZ, A. LÓPEZ DE AYALA, M. C. & GAONA PISONERO, C. "La investigación sobre los usos y los riesgos de los menores en el ciberespacio. Análisis metodológico", *DOXA Comunicación*, nº 13, 2011, pp. 13-41; BRINGUÉ, X. & SÁDABA, Ch., *La generación interactiva en España. Niños y adolescentes ante las pantallas. Resumen ejecutivo*, Colección Fundación Telefónica Ariel, Barcelona, 2009; BRINGUÉ, X. & SÁDABA, Ch., *Menores y redes sociales. Foro generaciones interactivas*, Fundación Telefónica, Madrid, 2011.

<sup>5</sup> Cfr. SÁNCHEZ-MARTÍNEZ, M. & OTERO, A., "Usos de Internet y factores asociados en adolescentes de la Comunidad de Madrid", *Atención Primaria*, nº 42 (2), 2010, pp. 79-85; FRUTOS, B. & VÁZQUEZ, "Adolescentes y jóvenes en el entorno digital: análisis de su discurso sobre usos, percepción de riesgo y mecanismos de protección", *Doxa Comunicación*, nº 15, 2012; SÁNCHEZ-VALLE, M. & FRUTOS, B., "Adolescentes en las redes sociales: ¿marca el género la diferencia?", *Telos*, nº 92, 2012, pp. 50-59.

<sup>6</sup> Cfr. SÁNCHEZ, A., RODRÍGUEZ, L. & POVEDA, M., *Los adolescentes en la Red. Estudio sobre los hábitos de los adolescentes en el uso de internet y redes sociales*, 2009. [http://www.ucjc.edu/.../resumen\\_ejecutivo\\_habitos\\_de\\_los\\_adolescentes.Pdf](http://www.ucjc.edu/.../resumen_ejecutivo_habitos_de_los_adolescentes.Pdf) (Accessed 10th January 2010).

<sup>7</sup> Cfr. LACOSTE, J.A., "Las redes sociales, los jóvenes y la prevención de las drogodependencias", 2010. <http://www.pnsd.msc.es/novedades/pdf/OcioyNuevasTecnologias.pdf> (Accessed 22th June 2012); SULAKE, *op. cit.* p. 3; FRUTOS, B. & VÁZQUEZ, T. (2012). *op. cit.*

exposure to the diverse content of the interactive media, and their consumption time is increasing, as discussed below.

According to EU-Kids on-line network, recent data show that 82% of children between the ages of 15 and 16 use the Internet on a daily basis or almost a daily basis<sup>8</sup>. These data reaffirm the results of the Equipment and Use of Information Technologies and Communication conducted in Spanish households by the INE<sup>9</sup> during 2011; figures indicate that 91.5% of young people between 16 and 25 have accessed Internet at least once a week in the last three months.

The average consumption time on the net according to the EU-kids on-line study is 71 minutes per day during weekdays. In the case of adolescents between 15 and 16, Internet connection time rises to 91 minutes daily<sup>10</sup>. Sanchez-Martinez and Otero Puime<sup>11</sup> have also made important contributions to the topic of connection time in a survey conducted in secondary schools of the Community of Madrid. The authors proposed a classification based on weekday and weekend hourly usage with the following categories: "Very high use" (more than 5 hours a day, including weekends), "high use" (4 hours or more during the week, 5 hours or more on weekends) and "no use". In a more recent study conducted with adolescents, minors were found to be connected an average of 5 hours and 48 minutes a day during weekdays but consumption increased to 8 hours and 18 minutes during the weekend<sup>12</sup>. In light of the results, the concern among parents, educators and institutions regarding an excessive use of Internet among children is not surprising.

p. 3; SÁNCHEZ BURÓN, A. & FERNÁNDEZ MARTÍN, M. P., *Informe Generación 2.0. Hábitos de los adolescentes en el uso de las redes sociales. Estudio comparativo entre Comunidades Autónomas*. Universidad Camilo José Cela, Madrid, 2010. <http://estaticos.elmundo.es/documentos/2010/07/06/Generacion20.pdf> (Accessed 10th June 2011).

<sup>8</sup> Cfr. GARMENDIA, M. et al., *Riesgos y seguridad en internet: Los menores españoles en el contexto europeo*. Universidad del País Vasco/Euskal Herriko Unibertsitatea, EU Kids Online, Bilbao 2011. [http://www.sociologia.ehu.es/s0018-eukidsct/es/contenidos/noticia/eukids\\_informe\\_280311/es\\_not/adjuntos/Informe\\_Espa%C3%B1a\\_completo\\_red.pdf](http://www.sociologia.ehu.es/s0018-eukidsct/es/contenidos/noticia/eukids_informe_280311/es_not/adjuntos/Informe_Espa%C3%B1a_completo_red.pdf) (Accessed 12<sup>th</sup> February 2011).

<sup>9</sup> Cfr. INE, *Encuesta sobre el Equipamiento del Hogar*, 2012. <http://www.ine.es/> (Accessed 2th February 2011).

<sup>10</sup> Cfr. GARMENDIA, M. et al., *Riesgos y seguridad*, op. cit., p. 3.

<sup>11</sup> Cfr. SÁNCHEZ-MARTÍNEZ, M. & OTERO, A., op. cit., p. 3.

<sup>12</sup> Cfr. SÁNCHEZ-VALLE, M. & FRUTOS, B., (2012) op cit., p.4.

Social networks have given interactive media in all age groups a great impulse, but this is particularly true among young people. The annual report by the National Observatory of Telecommunications and Information Society<sup>13</sup> (ONTSI) ranks Spain as the third country in the world in the use of social networks. The Observatory of Social Networks conducted by The Cocktail Analysis states that 91%<sup>14</sup> of users keep a profile open on social networks. Recent studies suggest that social networks increase access to other services, information and entertainment content<sup>15</sup>.

Following the overwhelming evidence that the Internet is indeed part of the daily adolescent routine, there arises the question of the type of content this target group is exposed to when on the Internet. This is a complex issue to delimit given the characteristics of the interactive media. For decades, media research has focused on the TV content watched by young audiences and their possible effects<sup>16</sup>. Considering the

<sup>13</sup> Cfr. ONTSI, *La Sociedad en Red 2011. Informe Anual de la Sociedad de la Información en España 2011*, 2011. <http://www.ontsi.red.es/ontsi/es/estudios-informes/estudio-sobre-el-conocimiento-y-uso-de-las-redes-sociales-en-espa%C3%B1a> (Accessed 20th February 2011).

<sup>14</sup> Cfr. The Cocktail Analysis. *Observatorio de redes sociales IV oleada*, 2012. <http://www.rcanalysis.com/2012/04/10/las-marcas-empiezan-a-encontrar-limites-en-la-utilizacion-de-las-redes-sociales/> (Accessed 5th May 2012).

<sup>15</sup> Cfr. BRINGUÉ, J., SÁDABA, C., *op. cit.* p., 3; cfr. EYNON, R. y MALMBERG, L.E., "A typology of young people's Internet use: Implications for education", *Computers & Education*, n° 56, 2011, pp. 585-595; LIVINGSTONE, S., BOBER, M., & HELSPER, E. J., "Active participation or just more information? Young people's take up of opportunities to act and interact on the internet. Information", *Communication and Society*, n° 8 (3), 2005, pp. 287-314; MONGE, S. & OLABARRI, M. E., "Los alumnos de la UPV/EHU frente a Tuenti y Facebook: usos y percepciones", *Revista Latina de Comunicación Social*, n° 66, 2011, pp. 79-100. [http://www.revistalatinacs.org/11/art/925\\_UPV/04\\_Monge.html](http://www.revistalatinacs.org/11/art/925_UPV/04_Monge.html) (Accessed 2th May 2011).

<sup>16</sup> The literature on children and television is extensive. See GUNTER, B. OATS, C. & BLADES, M. *Advertising to children on TV: Content, impact, and regulation*, Routledge, London, 2005; DROTNER, K. & LIVINGSTONE, S. *The International Handbook of Children, Media and Culture*, Sage, London, 2008; in Spain are important contributions of Professor Luis Núñez Ladevece can be found at NÚÑEZ, L. & PÉREZ, J. R., "Los gustos de la audiencia infantil y la producción televisiva. El conflicto pragmático de los responsables de la audiencia infantil", *REIS*, n° 99, 2002, pp. 113-143; NÚÑEZ, L., GÓMEZ, S. & VÁZQUEZ, T., "La audiencia infantil en la CAM", *Ámbitos*, n° 16, 2007, pp. 257-281; VÁZQUEZ, T. & LÓPEZ, R., "El renovado papel de la audiencia infantil", *Telos*, n° 73, 2007, pp. 104-107.

More recently: WALZER, A. "Televisión y menores. Análisis de flujos de programación y de recepción, Estudio comparado: 2003-2007", *Zer*, n° 24, 2008, pp. 53-76; VÁZQUEZ, T. *¿Qué ven los niños en televisión?*, Universitas, Madrid, 2011.

importance that the interactive media is acquiring among children, it seems appropriate and logical to analyze their interactive environment, which will no doubt open up many unknowns.

## 1.2. Advertising effects on the Internet

Clearly, as teenagers navigate on the web looking for information, entertainment or contacting friends, they are exposed to all kinds of content. Advertising is present on the sites they visit regardless of whether it is directed specifically to them or not. There is scarce research on interactive advertising aimed at this age group and, more concretely, on its content, despite being one of the significant risks faced by children, as evidenced by the summary published by EU Kids<sup>17</sup>.

Advertising on the web is more readily rejected by consumers than in traditional media. In particular, the negative appraisal attached to advertising messages has been the result of experiences with intrusive advertising formats, fear of viruses, lack of control and misleading or malicious advertising. These types of events have led to mistrust or discomfort attributed to advertisements, even though they do not always come from brand actions<sup>18</sup>.

Contrary to this, there are also positive experiences with advertising; it allows active participation in this medium enabling a user to directly interact with brands<sup>19</sup>. Research on this aspect of the interactive media has shown the favorable features of this medium for advertising effectiveness. The user plays an active role in the perception process, and his/

<sup>17</sup> Cfr. LIVINGSTONE, S. & HADDON, L., *Kids On-line: Opportunities and Risks for Children*, The Policy, Bristol, 2009.

<sup>18</sup> Cfr. CHO. CH. & CHEON, H. J. "Why do people Avoid Advertising on the Internet?", *Journal of Advertising*, nº 33 (4), 2004, pp. 89-97; FRUTOS, B. & GUTIÉRREZ, P., "Respuestas cognitivas de los usuarios a los contenidos publicitarios en "rich media" in PÉREZ SUBÍAS, M. A. (ed.). *Mundo Internet. X Congreso Internet, Telecomunicaciones y Sociedad de la Información*. AUL, Madrid, 2005; FRUTOS, B. & SÁNCHEZ-VALLE, M., "Aproximación empírica a la percepción de la publicidad on display en Internet", *Sphera Pública. Revista de Ciencias Sociales y de la Comunicación*, nº 11, 2011, pp. 217-235.

<sup>19</sup> Cfr. FRUTOS, B., "Alternativas a las medidas de eficacia publicitaria para un nuevo paradigma de comunicación", in PERLADO M. y JIMÉNEZ, C. *Escenario actual de investigación en comunicación: objetivos, métodos y desafíos*, EDIPO, Madrid, 2010, pp. 411-421.

her engagement is a mediating variable of the ad's effectiveness<sup>20</sup>. Being a fan of Facebook or the possibility of following a trademark in Twitter are clear examples of actions in which the user takes the initiative and gives access to brands in their personal space. Consumer control appears to be a key element to achieve a more favorable perception of commercial interest, as opposed to the display ads inserted on traditional web sites or other media<sup>21</sup>. Internet advertising can therefore produce opposite effects.

Advertising campaigns on the Internet have developed a wide variety of formats and creative resources within a short time. One of the strengths of the creative strategy in this interactive medium is its adaptability and response speed<sup>22</sup>. An exploratory study of the pages visited by young people showed that a large number of ads were aimed at adult audiences. In some cases, the creative strategy had a high content of sexual references, while in other cases; it exhibited biased information that could easily be misleading<sup>23</sup>. These surprising results have been the starting point for the current study.

The purpose of the present work is to examine the values in Internet advertisements by performing a content analysis. In addition to the advertising message each ad reveals a set of social values associated to the product, service or the brand. There is an extensive body of empirical research on the media effects. Particularly, television have been the focus

<sup>20</sup> Cfr. FRUTOS, B. & SÁNCHEZ-VALLE, M., "Productos funcionales versus productos expresivos y de alta implicación versus baja implicación en Internet", *Comunicación y pluralismo*, n° 1, 2006, pp. 35-78; FRUTOS, B. & SÁNCHEZ-VALLE, M., "La influencia del formato y de la animación en el procesamiento de la publicidad en Internet", in PÉREZ SUBÍAS, M. (ed.) *Mundo Internet 2007*. Asociación de Usuarios de Internet, Madrid, 2007, pp. 417-427; RAPPAPORT, S. D., "Lessons from on line practice: New Advertising models". *Journal of Advertising Research*, June, 2007, pp. 135-141; FRUTOS, B., SÁNCHEZ-VALLE, M & PRETEL, M., "Influencia del microsite en la imagen de marca a través de experiencias significativas", *Revista Icono 14*, año 8, vol. 2, 2010, pp. 3-23.

<sup>21</sup> Cfr. SALAS NÉSTARES, M. I., "La publicidad en las redes sociales: de lo invasivo a lo consentido", *Revista Icono 14*, n° 15, 2010, pp. 75-84.

<sup>22</sup> Cfr. SÁNCHEZ-VALLE, M. & FRUTOS, B., "Análisis descriptivo de las campañas publicitarias en Internet", *Revista Doxa Comunicación*, n° 5, 2007, pp. 159-188.

<sup>23</sup> Cfr. SÁNCHEZ-VALLE, M & FRUTOS, B., "Estrategias de la publicidad interactiva dirigidas al público infantil y adolescente", *II Congreso AE-IC Comunicación y desarrollo en la era digital*, 2009, Málaga.

of this research because it was considered a primary source of socialization through which to acquire a general concept of social reality and construct shared social representations<sup>24</sup>. The cultivation theory offers a description of the social cognition process that accounts for the adoption of social perceptions, not only for first-order effect social judgments, but also for the adoption of second order effects, such as personal values<sup>25</sup>. If social first-order social judgments are guided by the availability and accessibility of information, second-order judgments are thought to involve deeper cognitive processes.

The relationship between values and media exposure has been addressed by Shrum and his co-workers. Shrum has provided empirical evidence that supports the relationship between exposure to television content and increased level of materialism, defined as the value assigned to the acquisition of material goods. This relationship is moderated by the processing of the message; that is, the ratio is higher, the more attentive the viewer is to the content and the complex the television message<sup>26</sup>.

<sup>24</sup> GERBNER, G., GROSS, L., MORGAN, M., SIGNORIELLI, N. & SHANAHAN, J., "Growing up with television: cultivation processes", in BRYANT, J. & ZILLMAN, D. (Comps.) *Media effects advance in theory and research*, Lawrence Erlbaum Associates, Mahwah, 2002, pp. 43-68.

Cfr. MYERS, D. G., *Psicología Social*, McGraw-Hill, México, 1995.

Cfr. GÓMEZ, J. M. y BLANCO, J., "Los niños en la publicidad. Una propuesta de categorización de las representaciones sociales sobre la infancia en los anuncios televisivos", *Zer*, nº 19, Bilbao, Universidad del País Vasco, May, 2005, pp. 53-76.

<sup>25</sup> Cfr. GERBNER, G., GROSS, L., MORGAN, M., SIGNORIELLI, N. & SHANAHAN, J., *op cit.* p. 7; SHRUM, L. J., "Media consumption and perception of social reality: effects and underlying processes", in BRYANT, J. & ZILLMAN, D. (comps.), *Media effects. Advances in theory and research*, Lawrence Erlbaum Associates, Mahwah, 2002, pp. 69-96.

Cfr. DROTNER, K. & LIVINGSTONE, S., *op. cit.* p. 6.

<sup>26</sup> Cfr. *op. cit.*, SHRUM, L. J., BURROUGHS, J. E. & RINDFLEISCH, A., "A process model of consumer cultivation: the role of television is a function of the type of judgment", in SHRUM, L.J., (comp.), *The psychology of entertainment media. Blurring the lines between entertainment and persuasion*, Lawrence Erlbaum Associates, Mahwah, 2004, pp. 177-191; SHRUM, L. J., LEE, J., BURROUGHS, J. E. & RINDFLEISCH, A., "An On-line Process Model of Second-Order Cultivation Effects: How Television Cultivates Materialism and Its Consequences for Life Satisfaction", *Human Communication Research*, nº 37, 2010, pp. 34-57.



### 1.3. Adolescent values and the advertising discourse

The interest in the values adopted by the youth has led to several studies conducted in Latin America, however they have not dealt with the relationship between values and the media<sup>27</sup>. The analysis of Spanish television content found both positive and negative values in the programs viewed by teenagers<sup>28</sup>. Existing research highlights that minors have a tendency to select programs that reflect their own values, and they perceive those same values on the programs they decide to watch<sup>29</sup>. Some research evidence suggests that the need to succeed is constantly transmitted by the media<sup>30</sup>. Likewise, when Plaza<sup>31</sup> refers to the case of teenage magazines, he concludes that the discourse of success permeates the entire contents of these magazines, and that personal triumph appears to be linked to the idea of femininity.

Regardless of the values reflected in the media in general, few of the existing studies analyze the values in their advertising campaigns. There is a reference to this topic in the FAD-INJUVE report, which focuses on the values that appeared in the advertising directed at young people. The list of value references offered to the youth, according to the report, are the

<sup>27</sup> Cfr. ANGELUCCI, L., et al., "Jerarquía de valores en estudiantes universitarios", *Argos*, vol. 25, n° 48, 2008, pp. 6-21; GRIMALDO, M. & MERINO, C., "Valores en grupo de estudiantes de psicología de una Universidad particular de la ciudad de Lima", *Liberabit*, vol. 15 (1), 2009, pp. 39-47; DADUK, S. ANGELUCCI, L. & SERRANO, A., "Los valores de consumo de los jóvenes universitarios", *Debates IESA*, vol. XIII, n° 2, 2008, pp. 20-35; REYNOSO, F., *Valores generales en una muestra de adolescentes medios de la ciudad de Santo Domingo*, *Ciencia y Sociedad*, vol. 27, n° 4, 202, pp. 591-607; FERNÁNDEZ, M., et al., "Los valores en estudiantes adolescentes: Una adaptación de la escala de perfiles Valorativos de Schwartz", *RIDEP*, vol. 2, n° 20, 2005, pp. 9-33; SANDOVAL, M., "Sociología de los valores y juventud", *Última Década*, n° 27, CIDPA Valparaíso, December 2007, pp. 95-118.

<sup>28</sup> Cfr. MEDRANO, C., CORTÉS, A. & PALACIOS, S., *Los valores personales y los valores percibidos en la televisión: un estudio con adolescentes*, REIFOP, n° 12 (4), 2009, pp. 55-66. <http://www.aufop.com/> (Accessed 3th December of 2010).

<sup>29</sup> Cfr. MEDRANO, C. & MARTINEZ, J. I., *Medios de comunicación, Valores y Educación*, Servicio Editorial de la Universidad del País Vasco, Bilbao, 2010.

<sup>30</sup> Cfr. CARRILLO DURÁN, M., "La transmisión de valores sociales por medio de las imágenes. La identificación de la mujer delgada igual a mujer triunfadora en la población adolescente", *Comunicación y Sociedad*, vol. XVI, n° 2, 2003, pp. 33-47.

<sup>31</sup> Cfr. PLAZA, J. F., "El discurso del éxito en las revistas para las adolescentes", *Revista de Estudios de Juventud*, n° 78, 2007, pp. 91-105.

following: enjoyment of life, pursuit of sensations and emotions, rebellion and freedom, traditional values, hedonism, immediacy, rapid success, absence of rules, and aggressiveness, represented as a mixture of dynamism, vitality and personal affirmation<sup>32</sup>.

Furthermore, the research led by Juliet Schor analyzes the television marketing strategies aimed at kids, and their effects on self-esteem, values and parent-child relationships. Schor examines the contents of both fiction and advertising messages, where strategies are considered to be much more aggressive. In the analysis of advertising discourse directed to children, Schor<sup>33</sup> distinguishes between the values that appear in advertisements aimed at boys and girls. Thus, conventional wisdom is that children identify with power, action and success, while girls want glamour and identify with the idea of femininity. Among the campaigns analyzed, messages include success, getting rich, becoming boss, crushing the competition, the need for success and dominance or achievement. Another recurring theme in children's advertising is the promotion of behaviors that are irritating, antisocial or evil and for adolescents, violent images, racial exploitation, sex and certain anti-social issues appear to be a prominent manner in which to address them.

Osuna<sup>34</sup> demonstrates that boys and girls showed preference for different types of ads. Although this author does not explicitly make reference to the values present in the ads, he notes that most boys prefer action commercials, while girls favor nice pictures, good music, sensitivity and tenderness.

In summary, the analysis of the advertising discourse targeting adolescents involved a specific set of values. This advertising exhibits common patterns with references to success, power and competitiveness, the breaking of rules; it favors representations of irritating, antisocial and even violent behaviors, and references to femininity as a key to success. Previous literature on this topic has gathered evidence on the cultivation process. The influence of advertising

<sup>32</sup> Cfr. SÁNCHEZ, L., MEGÍAS, I. y RODRÍGUEZ, E., *Jóvenes y publicidad. Valores en la comunicación publicitaria para jóvenes*, FAD-INJUVE, 2004; MÉNDIZ, A., "La juventud en la publicidad", *Revista de Estudios de Juventud*, nº 68, 2005, pp. 104-115.

<sup>33</sup> Cfr. SCHOR, J. B., *Nacidos para comprar. Los nuevos consumidores infantiles*, Paidós, Barcelona, 2006.

<sup>34</sup> Cfr. OSUNA, S., *Publicidad y consumo en la adolescencia. La educación de la ciudadanía*, Tirant Lo Blanc, Valencia, 2008.

content as it affects identification with social values and attitudes appears to be especially important during the transition to adolescence. The swift increase of the interactive media in the lives of young people and the lack of control in the advertising displays on web sites justify the need to conduct a systematic analysis of the advertising content aimed at teenagers.

## 2. Objectives

- The first aim of this study is to confirm the existence of values in display ads<sup>35</sup> on the web sites visited by a teen audience in order to quantify their presence following a value typology.
- The second objective is to seek evidence of a relationship between specific values associated to the adolescent target audience that have been revealed in previous studies. Likewise, the relationship between specific values and product type in advertising campaigns will be tested.

## 3. Methodology

The content analysis was performed with 34 advertising campaigns and the analysis unit was the advertisement display on the web sites. The coding categories were chosen from the INJUVE study<sup>36</sup>, which were based, in turn, on an existing social value taxonomy taken from the Spanish youth<sup>37</sup>. There are a total of thirty-two statements reflecting social styles that may be grouped into eight different categories: pragmatism, idealism, transgression and adventure, gregariousness, altruism, presentism and hedonism, personal image and sexuality, and normative values (Table 1 shows the statements grouped by value category).

The coding process was conducted individually and independently by three panel experts who belong to the research team following the

<sup>35</sup> Display advertising refers to standard advertising formats established by the International Advertising Bureau (IAB) known as banner, skyscraper and button; all these formats are integrated within a webpage and exclude actions such as text links, sponsorships and the like.

<sup>36</sup> Cfr. SÁNCHEZ, L., MEGÍAS, I & RODRÍGUEZ, E., *op. cit.* p. 8.

<sup>37</sup> Cfr. ELZO, F. J., *Jóvenes españoles 99*, Fundación Santa María, Madrid, 1999.

delphi method<sup>38</sup>. In addition, training sessions were conducted with the experts to ensure the reliability of the coding process, prior to the content analysis. Each advertisement was evaluated systematically in relation to each statement. The coding values were: 0 if the advertisement did not make reference to the value; 1 if the ad reflected the value statement; and unmarked if it was difficult to determine the presence or absence of the value statement.

**Table 1. Set of values grouped by category**

<i>Pragmatic Values</i>	
Recognition and social success	To be readily accepted, to be recognized/acknowledged both at work and in the social environments of family and friends, etc.
Dominance	To be dominant over others/ to be strong, energetic, powerful
Competitiveness	Rivalry between two or more people for a particular purpose.
Materialism	Tendency to acquire, spend or consume goods that are not always necessary.
<i>Idealistic Value</i>	
Freedom	A person's possibility to be and behave according to one's own free will.
Determination	The possibility and ability to choose between various options.
Construction of self-identity	Acquisition of values, emotions and interests that allow self-definition, defining one's own personality.
Independence	The capacity to make decisions/ behave according to personal beliefs and self-criteria.
<i>Values associated to transgression and adventure</i>	
Transgression	Breaking or violating a rule or a law.

<sup>38</sup> A broader description of the methodology used on the study it is described in SÁNCHEZ-VALLE, M. & FRUTOS, B., "La convergencia de metodologías para el estudio de los efectos de la publicidad en medios interactivos", *III Congreso Internacional Latina de Comunicación Social*, 2011, La Laguna, Tenerife.

Rebellion	Prompt/instigate protests, oppose something or someone.
Taking Risks	Desire for damage or to experience danger.
Excitement	Experience new sensations and unknown emotions.
Breaking limits	Exceed or go beyond social norms, conventional behavior and activities.
<i>Gregarious Value</i>	
Peer identification	Behave, think and feel like other young people who are role models.
Belonging to a group	Sense of belonging to a group of people who share hobbies, interests, clothing and common values.
Friendship	Selfless trust and affection between people.
Uniqueness against adults and peers	Express discrepancy or disagreement concerning hobbies, interests, dress, values, etc. of peers and adults.
<i>Altruist Values</i>	
Solidarity	Mutual collaboration between people, particularly in difficult situations.
Helpfulness /kindness	Help people in difficult circumstances because of economic or social situations, or when there are family problems.
<i>Hedonistic and Presentist Values</i>	
Hedonism	Proclaim and seek pleasure as a supreme and ultimate end.
Live the moment without worrying about the future	Be unconcerned about acquiring knowledge and skills to guarantee a successful future. To be concerned only with living the present moment.
Enjoying free time	Have fun and enjoy time not dedicated to study or work, responsibility-free moments.
<i>Values related to Self image and sexuality</i>	
Being Attractive	Concern with self-image, being attractive, and following current beauty canons, and dieting, body treatments, etc. to improve attractiveness.
Sexual attraction	Postures, gestures or outfits meant to arouse sexual desire.
Seduction	Provocative behaviors to sexually attract the opposite sex.
<i>Normative Values</i>	
Ethical behavior	Behave or act in a morally correct manner, or according to established norms.

Perseverance and achievement	Search for better self-qualities, seek self-improvement and overcome obstacles and difficulties.
Be prepare for the future	Acquire knowledge and skills to deal with future challenges.
Self image care and physical fitness	Pursue physical, mental and social well-being.
Family caring	Affection, caring, and warmth among parents and children, siblings and relatives.

Source: Research team

The sample was retrieved from traditional websites, which excluded search engines, social networks, blogs and other websites considered less suitable for display ads. The selection of these sites was based on their affinity with the target audience and audience size.

The target audience was divided into three groups given the differences in content consumption at different ages. The first group included children between 10 and 12 years old, the second ranged from 13 to 15, and the third from 16 to 18. Nielsen Net-Rating<sup>39</sup> provided the audience sites during the month of December 2009 in each of the age groups. The website audience and affinity corresponded to: game provider websites: *Minigames* and *SPIL Games Network*; music web sites: *musica.com* and *quedeletras.com*; and *Yahoo Spain* whose audience data for the three age groups are among the highest.

A descriptive analysis of the *Minigames* webpage, a free game provider, showed that 66% of their campaigns belong to the leisure and entertainment industries (consoles, games and Internet). These ads were considered not to be representative enough for other industry sectors. Therefore, specialized websites was rejected and the chosen sites were *Yahoo Spain* and *quedeletras.com*.

An important aspect of content analysis is the representativeness of the analysis unit. Therefore, the sample included all active campaigns that appeared in the two selected sites during the period going from 18 to 24 January, 2010. The week that was chosen corresponded to a period when

<sup>39</sup> Nielsen Net-Rating provided audience and affinity data for the selected sites on each age group corresponding to December 2009.

advertising activity was not considered to be conditioned by seasonal factors, such as the Christmas period.

Consensus concerning the categorization process was considered to be an important issue for authors, thus an indicator of rater agreement was also performed. The evaluator's task was to decide whether each value statement was present or not in each of the campaigns. The agreement was calculated across campaigns and across value statements over the matrix of 34 campaigns and of 32 values.

The average agreement reached in the campaigns was 88.8% and, the consensus range went from a maximum of 100% to a minimum of 68%. The consensus reached in the most frequent values statements is shown in Table 3<sup>40</sup>, the agreement values went from 95% to 86%. The three expert's full agreement is noteworthy, nearly 3 out of 4 evaluations achieved a 100% agreement. The value category with the highest rates was personal image and sexuality (91.2% agreement), the lowest rate was for the hedonistic and presentism values (56% agreement). The results thus confirm a high degree of consistency which guarantees the validity and robustness of the content analysis.

## 4. Results

### 4.1. Descriptive approach to the advertising campaigns

A total of 34 campaigns were analyzed, of these, 10 belong to advertisers in the leisure and entertainment sector, and they represent 27.8% of the campaigns; another 11,1% belong to the transportation sector. The rest have a similar representation (below 10%) and respond to the food and beverage, automobiles, beauty and hygiene, distribution, publishing, electronics, finance, IT, corporate associations, websites, services and corporate sponsorships, and clothing and footwear sectors (see Table 2). Most of the campaigns are aimed at teens or young adult audiences, only 17% of the campaigns are intended to be exclusively for adults.

<sup>40</sup> Table 3 shows the agreement for the most frequent values, the rest are not included because of space restrictions. However, the less frequent values usually reached a high degree of consensus.

**Table 2. Campaigns on *quedeletras.com* and *Yahoo Spain* websites**

INDUSTRY	CATEGORY	PRODUCT	TARGET	Number	%
Food and Drink	Food		Teenagers	1	2.8
	Restaurants	Bar	Teenagers	1	2.8
Auto	Motor	Automobile	Adult	3	8.3
Beauty and Health care	Cosmetics and Perfumes		Teenagers	1	2.8
Distributors/ Retail	Electronic Commerce	Specialized Distributors	Adult	1	2.8
Media	Movies/ Cinema		Teenagers	1	2.8
	TV and Radio		Teenagers	2	5.6
Electric Appliances	Audiovisual			1	2.8
Finances	Other investments		Adult	1	2.8
Computers	Computers	Software	Both	1	2.8
Institutional / Associations	Events	Social Activities (NGO's)	Both	1	2.8
		Local Institutions	Both	2	5.6
Leisure	Entertainment	Casino and lottery	Both	2	5.6
		Consoles, videogames, Internet	Teenagers	8	22.2
Websites	Search Engines and Social networks	Web sites	Teenagers / Both	2	5.6
Service companies (Consulting, Advertising, Legal...) and sponsorships			Both	1	2.8
Transport	Travelling	Flights, travel	Both	4	11.1
Dress and footwear	Accessories	Clothes	Teenagers	1	8.3
<b>Total</b>				<b>34</b>	<b>100</b>

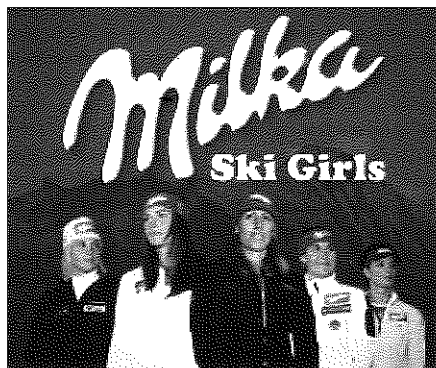
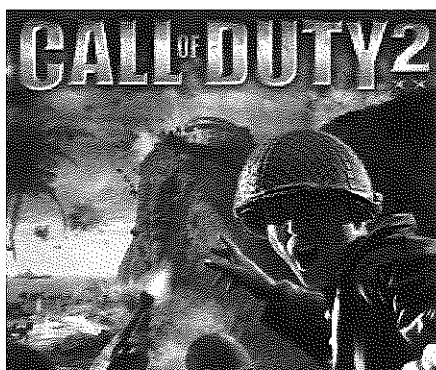
Source: Net-Rating data



Five advertisements have been selected and described briefly to illustrate how the coding process was performed. The first two images showed in Figure 1 correspond to video games. The first one is called *Holy War* and the predominant values are transgression and adventure, although the pragmatic values that express competition and power are also represented in the advertisement. These values are also manifested more explicitly in the popular advertising video game called *Call of Duty 2*. Moreover, both campaigns reflect idealistic values, since the message transmits a call for independence and individual freedom.

**Figure 1.** Selected images from the campaigns analyzed

From left to right, the images correspond to the campaigns by *GameArt Studio*, *ActiVision*, *Gameneto.com*, *Kraft Foods* and *Lufthansa*, in the bottom part of the figure.

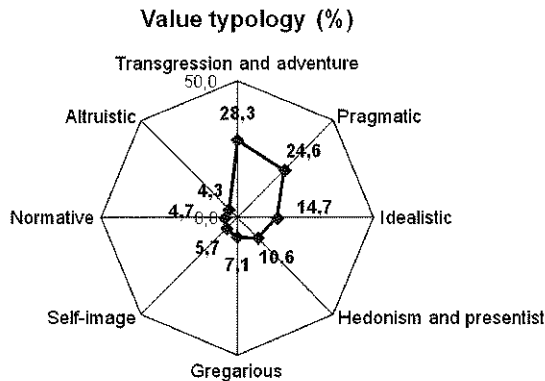


The advertisement for an on-line game (second row, left of the figure 1) encourages the user to start playing immediately by using the command, “Play Now”. The pragmatic value is evident in this case and the advertiser appeals to the audience’s need to own or consume things. Other sectors, such as food and beverages echo for gregarious values that appeal to young people, as in the case of “Milka girls”. Finally, the *Luftthansa* campaign, although not targeting a young audience, clearly shows presentism and hedonistic values which encourage potential consumers to enjoy their leisure time and savor the moment.

#### 4.2. Values featured in the campaigns

Following, there is an overview of the content analysis findings that shows the value categories found to be the most present in the 34 campaigns analyzed (Figure 2).

Figure 2. Results from the content analysis, according to value typology



The values that appear most frequently are related to transgression and adventure; they add up to 139 instances and represent 28.3% of the evaluations. Pragmatic values represent one out of four evaluations and account for 121 references. Idealistic values, the third most frequent value, accumulates 52 references, and represents 14.7%. The hedonistic and presentist values stand for 10.6%. Gregarious, personal image and sexuality, normative and altruistic values are the least represented in the campaigns.

Table 3 quantifies the results for the 19 value statements that obtained the highest frequency in the study. As was previously mentioned, altruistic and normative type values have obtained a minor presence in the campaigns and they are not shown in the table, while personal image values appear only by means of the image caring statement. The table values are ordered by rate and, as may be seen, the ones occupying the highest positions are fairly balanced in terms of occurrences. The most frequent references belong to the transgression and adventure, and pragmatic categories.

**Table 3. Values incidence and agreement among panel members**

VALUES	Value type	% of values <sup>41</sup>	SUM <sup>42</sup>	Average agreement <sup>43</sup>	% of complete agreement <sup>44</sup>
Excitement	Transgression	8.6	42	81.3	61.8%
Materialism	Pragmatic	7.7	38	90.7	79.0%
Enjoying free time	Hedonistic	7.3	36	83	56.0%
Taking Risks	Transgression	7.1	35	90	70.6%
Determination	Idealistic	6.5	32	82.5	60.6%
Competitiveness	Pragmatic	6.5	32	80.2	72.7%
Rebellion	Transgression	6.5	32	91	79.4%
Dominance	Pragmatic	6.3	31	86.6	60.6%
Transgression	Transgression	5.9	29	91	79.4%
Breaking limits	Transgression	5.3	26	90.1	85.2%
Freedom	Idealistic	5.3	26	86	64.7%
Recognition and social success	Pragmatic	5.3	26	86	64.7%

<sup>41</sup> The percentage reflects the presence of the value over the evaluation matrix which adds up to 491 evaluations.

<sup>42</sup> The sum reflects the total number of the value appearances, independently of the campaign. The maximum value is 102, which corresponds to 34 campaigns multiplied by 3 panel members.

<sup>43</sup> The average agreement between the three panel members; this reflects the average consensus reached by the three panel members across campaigns.

<sup>44</sup> The agreement percentage reflects the proportion of campaigns in which the consensus among the panel members was complete.

VALUES	Value type	% of values <sup>41</sup>	SUM <sup>42</sup>	Average agreement <sup>43</sup>	% of complete agreement <sup>44</sup>
Independence	Idealistic	3.5	17	90	70. %
Self image care and physical fitness	Self-Image	3.1	15	95	91.2%
Belonging to a group	Gregarious	2.6	13	93	85.3%
Peer identification	Gregarious	2.6	13	94	88.2%
Hedonism	Hedonistic	2.4	12	91	73.5%
Friendship	Gregarious	2.2	11	95	85.0%
Construction of self-identity	Idealistic	2.0	10	90.3	81.8%
Total		N=491	N=102	88.8	74.2%

The most common claim made by the advertisements was the one inciting the audience to *experience new sensations*; this value appears in 42 evaluations and represents 8.6% of the total references. The second one is *materialism, the desire to have or consume things as an end in itself*, which represents 7.7% of cases examined; this is followed by the idea of *enjoying free time*, a hedonistic value, that appears 36 times (7.3%), the fourth position is occupied by *the idea of risk* (7.1%); in the following positions in the rank, there is *determination, competitiveness, rebelliousness, dominance, transgression and breaking the limits*. Towards the end of the table, idealistic values such as freedom, independence, building self-identity appear; gregarious values such as belonging, friendship, and peer identification complete the list.

#### 4.3. Value Comparison by sector and target audience

The second purpose of this paper was to test the relationship between values typology and product type, as well as values typology and target audience. As noted before, it seems evident that each advertiser, sector or product is more likely to be associated to specific values. Similarly, there may be a greater presence of certain types of values in the advertising campaigns aimed at a younger target group.

The comparison of the sector with the eight types of values was performed using the non-parametric Jonckheere-Terpstra statistic<sup>45</sup>. The results revealed a statistically significant difference for the pragmatic values ( $JT = -4.197$ , sig. =,000), the transgression and adventure values ( $JT = -2.913$ , sig. =,004) and the altruistic ones ( $JT = 3.790$ , sig. =,000).

Looking back to the associations shown on Table 4, pragmatic values are clearly more present in the leisure sector, the automobile and the food and drink sector although transgression and adventure values are also related to leisure and automobile. Altruistic values, despite their limited presence in the campaigns under study, are associated with the institutional and associational sector. There are no significant differences for the rest of values typology, however it should be noted that all sectors are not equally represented in the sample; in some cases, there is only one campaign per sector<sup>46</sup> so the hypothesis could not be tested.

**Table 4. Comparison of value type by sector<sup>47</sup>**

	Pragmatic	Transgression and adventure	Altruist
SECTOR	Sum	Sum	Sum
Food and Drink	11	3	0
Automobile	15	16	3
Beauty and Hygiene	3	0	0
Distribution/retail	4	0	0
Media	4	7	0
Appliances	1	9	0
Finances	4	0	0

<sup>45</sup> A nonparametric test was chosen since over 5% of the cells obtained frequencies below 5 cases. The Jonckheere-Terpstra test for ordinal data is adequate and is more powerful than the Kruskal-Wallis test for ordinal level of measurement.

<sup>46</sup> As noted above, the sample selection does not guarantee equal representation of campaigns from all sectors. The sample reflects the content to which the target audience is exposed.

<sup>47</sup> The table only shows the value categories that reach statistically significant differences.

	Pragmatic	Transgression and adventure	Altruist
Computers / Computer Software	1	0	0
Institutions / Associations	0	5	15
Leisure	62	67	0
Gateways	6	5	0
Business Services (Consulting, Advertising, Legal...) and Sponsorships	2	6	3
Transport	7	7	0
Dress y Footwear	1	14	0
Statistical test			
Jonckheere-Terpstra J-T statistical test.	-4.194	-2.913	3.790
Sig.	.000	.004	.000

The second question is addressed to test the relationship between the type of values and the audience targeted by the campaign. The campaigns have been classified according to the public targeted, namely: teenagers, adults or both simultaneously.

An ANOVA (analysis of variance) was carried out for each value type. The results, as shown in Table 4, reveal significant differences in four types of values. The pragmatic values have a significantly higher presence in campaigns aimed at minors than those aimed at the adult group or both ( $F = 12.118$ , sig. =,000). The values of transgression and adventure also show statistically significant differences ( $F = 8.819$ , sig. =,000) and favor the teen audience over the adults or both groups. In the case of altruistic values, the differences favor the campaigns targeted simultaneously to teenagers and adults ( $F = 11.924$ , sig. =,000). Finally, normative values are more present in the campaigns that target both teenagers and adults ( $F = 4.548$ , sig. =,013).

**Table 5. Comparison of the values by target audience**

	Teenagers	Adults	Both		
VALUES	Sum	Sum	Sum	F	Sig.
Pragmatic	70	45	6	12.118	.000
Transgression and Adventure	97	20	22	8.819	.000
Idealistic	27	32	13	1.475	.234
Altruistic	0	3	18	11.924	.000
Gregarious	24	4	7	2.751	.069
Hedonistic and Presentist	21	15	16	.593	.555
Self-Image	8	12	8	.662	.518
Normative	8	3	12	4.548	.013
TOTAL	255	134	102		

## 5. Conclusions

This study draws attention to the values in advertising that teens are exposed to through the interactive medium. Digital migration is a fact and Internet is increasingly gaining importance in the entertainment and leisure time of adolescents thereby displacing the traditional position occupied by television. However, Internet, unlike television, is unregulated by an advertising code that guarantees protection for minors. Given the potential influence of advertising in making social judgments concerning values, attitudes and beliefs, particularly, during adolescent years, calling attention to the repeated messages they receive seems relevant.

The content analysis performed shows that transgression and adventure values along with the pragmatic values accounted for over half of the references reported in the campaigns. In summary, the messages teenager receive through this on-line advertising are: the need to experience new sensations, which include an element of risk; rebellion and transgression and breaking of boundaries. There are also numerous references to materialism; the importance of having or owning things, and the messages promote competition, power and social or professional success. Likewise, the campaigns also encourage the target audience to

enjoy their free and leisure time, the capacity of choice, the idea of personal freedom and independence.

Furthermore the association between products and values has been confirmed. Specifically, the values of transgression and adventure are much more visible in the leisure and entertainment industries, these sectors are also associated to the values of power, competitiveness and success. In the automobile sector, car campaigns promote associations to pragmatism, transgression and adventure although they are less frequent. Finally, the presence of altruistic values is associated with institutions and associations.

However, the most interesting contribution made by this study is the confirmation that the target audience directs the choice of values, regardless of the industry or product category. Advertising aimed at teenagers includes a greater presence of transgression and pragmatic values while other more desirable normative message guidelines such as ethical behavior, preparing for the future, health care, personal effort, overcoming obstacles, harmony and good relationships have a very limited presence and tend to appear in campaigns targeting both minors and adults.

The discourse in this paper does not diverge from the one in previous studies. Internet advertising reproduces existing patterns of conventional advertising, dominated by pragmatic values, transgression and adventure; however, they seem to be exhibited with more intensity. The issues raised by the absence of on-line advertising regulations and control for children and youth must not be overlooked.

To close, it is noteworthy to mention some aspects of the methodology and limitations of the present research. The sample was systematically obtained during a representative week from a choice of websites selected because of their affinity with the audience between 12 and 18 years old. Therefore, the sample does not equally represent all industries. This decision was taken in order to optimize the accuracy of the advertising content to which children are exposed.

The content analysis has achieved good reliability. The definition of the categories under study, the training sessions and the high agreement among experts has ensured the validity and robustness of the study which supports the use of this procedure in future research. Finally, this work provides a look into the advertising on the interactive medium and it highlights some issues that may be addressed in future research.



## References

- AIMC (2008), 4<sup>a</sup> Estudio de Audiencia Infantil/Juvenil, 2008. <http://www.aimc.es> (Accessed 10th November 2009).
- ANGELUCCI, L., et al., "Jerarquía de valores en estudiantes universitarios", *Argos*, vol. 25, n° 48, 2008, pp. 6-21.
- BRINGUÉ, X. & SÁDABA, Ch., *La generación interactiva en España. Niños y adolescentes ante las pantallas. Resumen ejecutivo*, Colección Fundación Telefónica Ariel, Barcelona, 2009.
- BRINGUÉ, X. & SÁDABA, Ch., *Menores y redes sociales. Foro generaciones interactivas*, Fundación Telefónica, Madrid, 2011.
- CARRILLO DURÁN, M., "La transmisión de valores sociales por medio de las imágenes. La identificación de la mujer delgada igual a mujer triunfadora en la población adolescente", *Comunicación y Sociedad*, vol. XVI, n° 2, 2003, pp. 33-47.
- CHO, CH. & CHEON, H. J., "Why do people Avoid Advertising on the Internet?", *Journal of Advertising*, n° 33 (4), 2004, 89-97.
- DADUK, S., ANGELUCCI, L. & SERRANO, A., "Los valores de consumo de los jóvenes universitarios", *Debates IESA*, vol. XIII, n° 2, 2008, pp. 20-35.
- DROTNER, K. & LIVINGSTONE, S., *The international Handbook of Children, Media and Culture*, Sage, London, 2008.
- ELZO, F. J., *Jóvenes españoles 99*, Fundación Santa María, Madrid, 1999.
- EYNON, R. & MALMBERG, L.E., "A typology of young people's Internet use: Implications for education", *Computers & Education*, n° 56, 2011, pp. 585-595.
- FUNDACIÓN PFIZER, *La Juventud y las Redes Sociales en Internet*, 2009. [http://www.fundacionpfizer.org/docs/pdf/Foro\\_Debate/INFORME\\_FINAL\\_Encuesta\\_Juventud\\_y\\_Red\\_Sociales.pdf](http://www.fundacionpfizer.org/docs/pdf/Foro_Debate/INFORME_FINAL_Encuesta_Juventud_y_Red_Sociales.pdf) (Accessed 16th June 2011).
- FERNÁNDEZ, M. et al., "Los valores en estudiantes adolescentes: Una adaptación de la escala de perfiles valorativos de Schwartz", *RIDEP*, vol. 2, n° 20, 2005, pp. 9-33.
- FRUTOS, B., "Alternativas a las medidas de eficacia publicitaria para un nuevo paradigma de comunicación" in PERLADO M. & JIMÉNEZ, C. *Escenario actual de investigación en comunicación: objetivos, métodos y desafíos*, EDIPO, Madrid, 2010, pp. 411-421.
- FRUTOS, B. & GUTIÉRREZ, P., "Respuestas cognitivas de los usuarios a los contenidos publicitarios en "Rich Media", *X Congreso Internet, Telecomunicaciones y Sociedad de la Información. Mundo Internet*, AUI, Madrid, 2005.
- FRUTOS, B. & SÁNCHEZ-VALLE, M., "Productos funcionales versus productos expresivos y de alta implicación versus baja implicación en Internet", *Comunicación y pluralismo*, n° 1, 2006, pp. 35-78.
- FRUTOS, B. & SÁNCHEZ-VALLE, M., "La influencia del formato y de la animación en el procesamiento de la publicidad en Internet", in PÉREZ SUBÍAS, M. (ed.), *Mundo Internet 2007*, Asociación de Usuarios de Internet, Madrid, 2007, pp. 417-427.
- FRUTOS, B. & SÁNCHEZ-VALLE, M., "Aproximación empírica a la percepción de la publicidad on display en Internet", *Sphera Pública. Revista de Ciencias Sociales y de la Comunicación*, n° 11, 2011, pp. 217-235.
- FRUTOS, B., SÁNCHEZ-VALLE, M. & PRETEL, M., "Influencia del microsite en la imagen de marca a través de experiencias significativas", *Revista Icono 14*, año 8, vol. 2, 2010, pp. 3-23.

- FRUTOS, B. & VÁZQUEZ, T., "Las redes sociales en adolescentes y jóvenes: un aprendizaje hacia la autorregulación", in APARICI R. et al., *Educación mediática y competencia digital. La cultura de la participación*, Congreso Internacional Segovia 13 -15 October, 2011.
- FRUTOS, B. & VÁZQUEZ, T., "Adolescentes y jóvenes en el entorno digital: análisis de su discurso sobre usos, percepción de riesgo y mecanismos de protección", *Doxa. Revista Interdisciplinar de estudios de Comunicación y Ciencias Sociales*, nº 15, 2012 (forthcoming).
- GARCÍA JIMENEZ, A. LÓPEZ DE AYALA, M. C. & GAONA PISONERO, C., "La investigación sobre los usos y los riesgos de los menores en el ciberespacio. Análisis metodológico", *DOXA Comunicación*, nº 13, 2011, pp. 13-41.
- GARMENDIA, M. et al., *Riesgos y seguridad en internet: Los menores españoles en el contexto europeo*. Universidad del País Vasco/Euskal Herriko Unibertsitatea, Bilbao EU Kids Online. [http://www.sociologia.ehu.es/s0018-eukidsct/es/contenidos/noticia/eukids\\_informe\\_280311/es\\_not/adjuntos/Informe\\_Espa%C3%B1a\\_completo\\_red.pdf](http://www.sociologia.ehu.es/s0018-eukidsct/es/contenidos/noticia/eukids_informe_280311/es_not/adjuntos/Informe_Espa%C3%B1a_completo_red.pdf) (Accessed 12th February 2011).
- GERBNER, G., GROSS, L., MORGAN, M., SIGNORIELLI, N. & SHANAHAN, J., "Growing up with television: cultivation processes" in J. BRYANT & D. ZILLMAN (comps.), *Media effects advance in theory and research*, Lawrence Erlbaum Associates, Mahwah, 2002, pp. 43-68.
- GÓMEZ, J. M. & BLANCO, J., "Los niños en la publicidad. Una propuesta de categorización de las representaciones sociales sobre la infancia en los anuncios televisivos", *Zer*, nº 19, Bilbao, Universidad del País Vasco, May, 2005, pp. 53-76.
- GRIMALDO, M. & MERINO, C., "Valores en grupo de estudiantes de psicología de una Universidad particular de la ciudad de Lima", *Liberabit*, vol. 15 (1), 2009, pp. 39-47.
- GUNTER, B. OATS, C. & BLADES, M., *Advertising to children on TV: Content, impact, and regulation*, Routledge, London, 2005.
- INE, *Encuesta sobre el Equipamiento del Hogar*, 2012. <http://www.ine.es/> (Accessed 2th February 2011).
- LACOSTE, J. A., "Las redes sociales, los jóvenes y la prevención de las drogodependencias", 2010. <http://www.pnsd.msc.es/novedades/pdf/OcioyNuevasTecnologias.pdf> (Accessed 22th June 2012).
- LIVINGSTONE, S., "Taking risky opportunities in youthful content creation: teenagers' use of social networking sites for intimacy, privacy and self-expression", *New Media & Society*, nº 10 (3), 2008, pp. 393-411.
- LIVINGSTONE, S., BOBER, M., & HELSPER, E. J., "Active participation or just more information? Young people's take up of opportunities to act and interact on the Internet. Information", *Communication and Society*, nº 8 (3), 2005, pp. 287-314.
- LIVINGSTONE, S. & HADDON, L., *Kids Online: Opportunities and Risks for Children*, The Policy, Bristol, 2009.
- LÓPEZ, N., GONZÁLEZ, P. & MEDINA, E., "Jóvenes y televisión en 2010: Un cambio de hábitos", *Zer*, vol. 16, nº 30, 2011, pp. 97-113.
- MEDIAPPRO, *A European Research Project: The Appropriation of New Media by Youth*, Chapal Communication, 2006. <http://www.mediappro.org/publications/finalreport.pdf> (Accessed 12th January de 2012).
- MEDRANO, C., CORTÉS, A. & PALACIOS, S., "Los valores personales y los valores percibidos en la televisión: un estudio con adolescentes", *REIFOP*, nº 12 (4), 2009, pp. 55-66. <http://www.aufop.com/> (Accessed 3th December 2010).

- MEDRANO, C. & MARTINEZ, J. I., *Medios de comunicación, Valores y Educación*, Servicio Editorial de la Universidad del País Vasco, Bilbao, 2010.
- MÉNDIZ, A., "La juventud en la publicidad", *Revista de Estudios de Juventud*, n° 68, 2005, pp. 104-115.
- MONGE, S. & OLABARRI, M. E., "Los alumnos de la UPV/EHU frente a Tuenti y Facebook: usos y percepciones", *Revista Latina de Comunicación Social*, n° 66, 2011, pp. 79-100. [http://www.revistalatinacs.org/11/art/925\\_UPV/04\\_Monge.html](http://www.revistalatinacs.org/11/art/925_UPV/04_Monge.html) (Accessed 2th March 2011).
- MYERS, D. G., *Psicología Social*, McGraw-Hill, México, 1995.
- NUÑEZ, L., GÓMEZ, S. & VÁZQUEZ, T., "La audiencia infantil en la CAM", *Ámbitos*, n° 16, 2007, pp. 257-281.
- NUÑEZ, L. & PÉREZ, J. R., "Los gustos de la audiencia infantil y la producción televisiva. El conflicto pragmático de los responsables de la audiencia infantil", *REIS*, n° 99, 2002, pp. 113-143.
- ONTSI, *La Sociedad en Red 2011. Informe Anual de la Sociedad de la Información en España 2011*, 2011. <http://www.ontsi.red.es/ontsi/es/estudios-informes/estudio-sobre-el-conocimiento-y-uso-de-las-redes-sociales-en-espa%C3%B1a> (Accessed 20th February 2011).
- OSUNA, S., *Publicidad y consumo en la adolescencia. La educación de la ciudadanía*, Tirant Lo Blanc, Valencia, 2008.
- PLAZA, J. F., "El discurso del éxito en las revistas para las adolescentes", *Revista de Estudios de Juventud*, n° 78, 2007, pp. 91-105.
- RAPPAPORT, S. D., "Lessons from on line practice: New Advertising models", *Journal of Advertising Research*, June, 2007, pp. 135-141.
- REYNOSO, F., "Valores generales en una muestra de adolescentes medios de la ciudad de Santo Domingo", *Ciencia y Sociedad*, vol. 27, n° 4, 2002, pp. 591-607.
- RUBIO, A., "Adolescentes y jóvenes en la red: factores de oportunidad", 2008, <http://www.injuve.mtas.es/injuve/contenidos.item.action?id=1724774781&menuId=572069434> (Accessed 18th November 2009).
- SALAS NÉSTARES, M. I., "La publicidad en las redes sociales: de lo invasivo a lo consentido", *Revista Icono 14*, n° 15, 2010, pp. 75-84.
- SANDOVAL, M., "Sociología de los valores y juventud", *Última Década*, n° 27, CIDPA Valparaíso, December 2007, pp. 95-118.
- SÁNCHEZ BURÓN, A. & FERNÁNDEZ MARTÍN, M. P., *Informe Generación 2.0. Hábitos de los adolescentes en el uso de las redes sociales. Estudio comparativo entre Comunidades Autónomas*, Universidad Camilo José Cela, Madrid, 2010.
- <http://estaticos.elmundo.es/documentos/2010/07/06/Generacion20.pdf>. (Accessed 10th June 2011).
- SÁNCHEZ-MARTÍNEZ, M. & OTERO, A., "Usos de Internet y factores asociados en adolescentes de la Comunidad de Madrid", *Atención Primaria*, n° 42 (2), 2010, pp. 79-85.
- SÁNCHEZ, A., RODRÍGUEZ, L & POVEDA, M., *Los adolescentes en la Red. Estudio sobre los hábitos de los adolescentes en el uso de internet y redes sociales*, 2009. <http://ebookbrowse.com/resumen-ejecutivo-habitos-de-los-adolescentes-pdf-d76405815> (Accessed 10th January 2010).
- SÁNCHEZ-VALLE, M. & FRUTOS, B., "Análisis descriptivo de las campañas publicitarias en Internet", *Doxa. Revista Interdisciplinar de estudios de Comunicación y Ciencias Sociales*, n° 5, 2007, pp. 159-188.

- SÁNCHEZ-VALLE, M. & FRUTOS, B., "Estrategias de la publicidad interactiva dirigidas al público infantil y adolescente", *II Congreso AE-IC Comunicación y desarrollo en la era digital*, 2009, Málaga.
- SÁNCHEZ-VALLE, M. & FRUTOS, B., "La convergencia de metodologías para el estudio de los efectos de la publicidad en medios interactivos", *III Congreso Internacional Latina de Comunicación Social*, 2011, La Laguna, Tenerife.
- SÁNCHEZ-VALLE, M. & FRUTOS, B., "Adolescentes en las redes sociales: ¿marca el género la diferencia?" *Telos*, n° 92, 2012, pp. 50-59.
- SÁNCHEZ, L., MEGÍAS, I. & RODRÍGUEZ, E., *Jóvenes y publicidad. Valores en la comunicación publicitaria para jóvenes*, FAD-INJUVE, 2004.
- SCHOR, J. B., *Nacidos para comprar. Los nuevos consumidores infantiles*, Paidós, Barcelona, 2006.
- SHRUM, L. J., "Media consumption and perception of social reality: effects and underlying processes", in J. BRYANT & ZILLMAN (comps.), *Media effects. Advances in theory and research*, Lawrence Erlbaum Associates, Mahwah, 2002, pp. 69-96.
- SHRUM, L. J., BURROUGHS, J. E. & RINDFLEISCH, A., "A process model of consumer cultivation: the role of television is a function of the type of judgment", in L. J. SHRUM (comp.), *The psychology of entertainment media. Blurring the lines between entertainment and persuasion*, Lawrence Erlbaum Associates, Mahwah, 2004, pp. 177-191.
- SHRUM, L. J., LEE, J., BURROUGHS, J. E. & RINDFLEISH, A., "An Online Process Model of Second-Order Cultivation Effects: How Television Cultivates Materialism and Its Consequences for Life Satisfaction", *Human Communication Research*, n° 37, 2010, 34-57.
- SULAKE, *Global Habbo Youth Survey Brand Update 2009*, <http://www.sulake.com> (Accessed 10th January 2010).
- THE COCKTAIL ANALYSIS, *Observatorio de redes sociales IV oleada*, 2012. <http://www.tca-analysis.com/2012/04/10/las-marcas-empiezan-a-encontrar-limites-en-la-utilizacion-de-las-redes-sociales/> (Accessed 5th May 2012).
- VÁZQUEZ, T., *¿Qué ven los niños en televisión*, Universitas, Madrid, 2011.
- VÁZQUEZ, T. & LÓPEZ, R., "El renovado papel de la audiencia infantil", *Telos*, n° 73, 2007, pp. 104-107.
- WALZER, A., "Televisión y menores. Análisis de flujos de programación y de recepción, Estudio comparado: 2003-2007", *Zer*, n° 24, 2008, pp. 53-76.