The dilemma of children’s advertisement on television in Sweden

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Abstract

Purpose of the study:
The advertisement to the children in Swedish public channels (e.g. SVT 1, SVT 2 etc.) is ban until the age of 12 years old according to Sweden’s Radio and Television Act (1996). The only source of advertisement to children in Sweden is the Satellite channels which are broadcasted through countries other than Sweden where Swedish advertisement ban can never be enforced. So in the current study the authors have investigated that how much the Swedish parents are aware about the difference between (their children) watching the Swedish public channels and Satellite channels in regards to the children’s advertisement on television. Secondly, the authors have also investigated that do the Swedish parent assess the same effects (Parent-child conflicts and increased materialistic value among children) of children’s advertisement on television to their children as outlined by the early researches conducted in US and UK.

Approach:
The study began with the review of television advertisement to children and current situation faced in Sweden regarding advertisement to the children on television. A literature review has provided the insight of children understands about different advertisements (Commercials) content or aspects and also summarized the effects of television advertisement outlined by earlier researcher.

For the current study data is gathered by interviewing the Swedish parents living in different parts of Umeå city (based on an Interview guide). A total of 17 interviews were conducted and subdivided into two sample of (8) 3-7 years old children’s parent and (9) 8-12 years old children’s parents. The current study is a qualitative study, and the interviewee’s responses are carefully examine and categorized to find the answer of research questions.

Results:
It is found that Swedish children spend relatively more time on Satellite channel than the Swedish public channels and effects of television advertisement to the children in Sweden is reasonably similar with the effects outlined in the earlier studies (increased materialistic value in children and parent-child conflicts) conducted in US and UK with higher tendency among younger children (3-7 years old children) according to the response of parents.

Key Words:
Public channels, Satellite channels, Radio and Television Act, Qualitative Study Advertisement (Commercial), Materialistic Value, Parent-Child Conflicts
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1. Introduction

The introduction chapter give an insight to the reader about the background of the current situation, the problem identification to initiate the research work, the purpose of conducting the research work, the research questions for the answer of which the research work is conducted (based at the research purpose), limitation of the research and finally explains the disposition or layout of the research work. This chapter is very useful for the reader to follow the research work on the further stages.

1.1 Background:

Now a day’s children and adolescents are widely exposed to all kinds of advertisement through different communication sources. Young people are exposed to 40,000 advertisements per year on television beside internet, magazine and in school (American Academy of Pediatrics, 2006, p. 2563). Annually the children aged between 2-7 years old and 8-12 years old, experience an average of 13,904 and 30,155 advertisements per years respectively whereas the number for 13-17 years old children is rounded to 28,655 advertisements per year. In term of hours children aged 2-7 years old face approximately 107 hour, 8-12 years old face approximately 230 hour and 13-17 years old faces approximately 217 hour of television advertisement in a year (Gantz, Schwartz, Angelini, & Rideout 2007, p. 2).

In United States (US) advertisement to children is a usual business (Strasburger, 2001 p. 185). The advertisers today are recognizing children’ as a huge market for product and services and through advertising to children, their priority is to make them loyal to the products or brand at an early age so that they can become a part of their long-term profit oriented customer in future.

Advertisement to children is a widely discussed topic due to children inability to understand the purpose or intent of advertisement and alleged unintended effects of advertisement to the children. It is widely seen as the centre of an increasingly commercialized culture (Kunkel, 2005, p. 402). The development of increased advertisement to children is also addressed in many books such as Born to Buy: The Commercialized Child and the New Consumer Culture (Schor, 2004), Consuming Kids: The Hostile Takeover of Childhood (Linn, 2004) and Brand Child: Remarkable insights into the minds of today’s global kids and their relationships to brands (Lindstrøm, 2003)

Food sector has been the focus of most of the researches which try to find the pattern of effects of advertisement on the children and the problem of obesity is highly alleged with unhealthy food advertisement to the children. According to a BBC (Web Health Report) 1 out of 7 children in EU are obese or overweight and is rising where UK is seen among the top with 24.5% adults found obese (Michelle, 2010). Advertisement to the children is
also seen to be affecting the children behaviorally such as increasing materialistic value in children and parent-child conflicts. In order to prevent the children from the unintended negative effects of advertisements, many countries have made stricter legislative regulation or in few cases complete ban to all kind of advertisement towards children under a certain age. E.g. Belgium, Greece, Germany, and Italy have some restriction on advertisement directed to children whereas Sweden and Norway have a complete ban on advertisement directed to children under a certain age (EU Audiovisual Policy: Regulation and Self-Regulations on advertising directed at minors, 2010, p. 1). Whereas in some countries like UK, France, Ireland & Netherlands, advertisement to children is considered damaging (Children and Advertising: The European Dimension [press release], 2010). In US there are some restrictions and standard for food advertisement and marketing directed to children (Prevention Institute Center for Health Improvement (CHI), 2002, p. 1)

Sweden is one of those countries where every kind of advertisement towards children is totally banned through broadcast media. Sweden’s Radio and Television Act 1996 explain the advertisement ban towards children in detail.

According to Sweden’s Radio and Television Act (1996, p. 16), under the head of “Commercial advertisement to Children” specifies ….

- “Section 7. Commercial advertising in television broadcasts, Teletext and on-demand TV may not be designed to attract the attention of children less than 12 years of age.

- Commercial advertising in television broadcasts and on-demand TV may not appear immediately before or after a programs or part of a programs that is primarily directed to children below 12 years of age.

- Section 8. Individuals or characters who play a prominent role in Programs that are primarily aimed at children below the age of 12 years may not appear in commercial advertising on television broadcasts, Teletext and on-demand TV”

That means advertisement whether having a positive or negative impact cannot be directed towards young children under the age of 12 years. The notion behind the ban of advertisement to children under age 12 is that children under this age are unable to differentiate between the advertisement and program contents (Rossiter & Robertson, 1976, p. 13; Seiter, 1993, p. 98)

In-spite of the fact that Sweden’s Radio and Television Act, (1996), forbid the right to on-aired the advertisements towards children under 12, Children still have access and are exposed to every kind of advertisement due to the advent of satellite channel from other European countries e.g. UK, where the law of respective country implements on broadcast channel (Bjurstrom, 1994, p. 60). Also the ban only covers the on-aired media but not the other marketing activities (Radio and Television Act, 1996, p. 16).
1.2 Problem:

Advertisement towards children is most of the time seem to be negatively impacted due to the children’s inability to understand the context and purpose of advertisement. Children are most vulnerable to the marketing activities and seem to be attracted towards anything fantasies their world regardless of their impacts on them. Most of the today’s advertiser spends millions of dollars each year to attract children and try to make them loyal to the products from the beginning. The idea behind increased advertisement to younger children is to create “brand name preference” from the early childhood. (McNeal, 1992 cited in (American Academy of Pediatrics, 2006, p. 2563).

In most part of the Europe there exist some restrictions or ban at advertisement directed towards children as described earlier (in the background). Sweden, Norway and Quebec (Canada) are the countries with rigorous bans on advertisement directed to children. In spite of the stricter ban on advertisement in Sweden for children, the ban couldn’t produce the result as intended due to advertiser other mode of communication towards children; such as advertisements today are massively broadcasted through satellite TV channels from other countries which are not covered by ban (Kucharisky, 2004, p. 6). As a result, at one side public channel are protecting children by banning advertisement to children, but on the contrary the satellite channel are only abide by the law of origin of broadcasting country (from the country it is broadcasted) rather than law of targeted country where it is broadcasted. Sweden is facing the same dilemma, as its public non commercial channels (e.g. SVT1, SVT2 etc) are broadcasted and viewed in Sweden (TV market in Sweden, 2010). Public channel are financed by license fee and are abide by the Sweden’s TV and Radio Act 1996 (Anja, 2010, p. 275). Whereas mostly Satellite channel (e.g. TV3, TV6 & Kanal 5 etc) are broadcasted from United Kingdom and thus not abide by the Law of Sweden to ban advertisement to children.

A glimpse of Sweden’s profile shows that children under 14 years are the largest population group found in Sweden, consisting of 17.59% according to 2005 statistics and expected to be second largest till year 2025 (Table 1 – See Appendix (p. 48) whereas an average of 65.8 minutes per day (Table 2 – See Appendix (p. 48) averagely spent by children on different media including public and satellite broadcasters according to 2010 statistics (MMS, 2010). Two Sweden’s public channels (SVT1 & SVT2 broadcasted from Sweden-Figure 1) share a combine 30.1% of the daily audience whereas two major satellite channels (TV3, Kanal 5, broadcasted from UK – Figure 1) manage to capture 14.9% of the total audience at daily basis (MMS, 2010, p. 6). However, TV4 is the only Sweden based terrestrial private channel (broadcasted from Sweden) shares 19.2% of the daily audience (MMS, 2010, p. 10).
Also the 2009 statistics of television market in Sweden (Table – 3  See Appendix (p. 49) shows that there are total 4210 thousand household in Sweden, where in every household there is a digital TV and more than half of them have DTT (Digital Terrestrial Television) receiver (MAVISE: TV market in Sweden, 2010).

With the above information, we can see that children being the largest part of the whole Swedish Population are the most sensitive TV viewers due to their limited cognitive ability to understand and differentiate things. The growth of satellite channels in Sweden has emerged the concerns for children’s protection from unintended advertisement effect and has loosens the strength of the Swedish ban on children’s advertisement in Sweden. Satellite channels are mostly broadcasted from other countries where Swedish children’s advertisement ban can never be enforced due to EU’s TVWF (Television Without Frontier) article 2a of Directive 97/36 which state that the member state will guarantee the free movement of receiving broadcast from other (EU) member states under the directive restriction (Aubry, 2000, p. 6).

In the current situation, it is apparent that children in Sweden are vulnerable to the unintended negative effects of advertisement mostly discussed in literature as increased materialism, parent child conflicts, and health related issue such as obesity, in the presence of Satellite broadcast channel in Sweden. The ban in Sweden towards advertisement to children was moderately based at a research done by Erling Bjurström, a professor based in Stockholm National Institute of working life, He now also believes that the Swedish TV Children’s Advertisement ban hasn’t worked as intended because of International influence (Satellite channel) (Bjurström, 2001 p. 62). Now if no proper measure will be taken to minimize the unintended negative effects of advertisement on children in Sweden under current situation, then Sweden might have to face the same problem as in US and UK, in near future. e.g. higher obesity rate, increased materialism, parents child conflicts.
1.3 Purpose:

As described before that the television broadcast in Sweden is a combination of Sweden based Public channel (e.g. SVT1, SVT2 etc) and Satellite channels (TV3, Kanal 5 etc), where both have contradictory approach regarding advertisement to the children.

In the current scenario, the authors want to investigate that how much the Swedish parents are aware about the difference between (their children) watching Swedish pubic channels and Satellite channels in regards to the children’s advertisement on television. The authors will also investigate that do they (Swedish Parents) assess the same advertisement effects (e.g. Parent-child conflicts and Increased materialism in children etc) as found by the earlier researches conducted in US and UK.

1.4 Research Question:

In the context of the research purpose the authors will investigate the following research questions in the current research study.

1. Up to what extent, the Swedish Parents are aware about the difference between (their children) watching Swedish Public channels and Satellite channels in regard to children’s advertisement on television?

2. Do the Swedish Parents asses the same effects of children’s advertisement (Parent-child conflicts and increased materialistic value etc) on television to their children as found by earlier researches conducted in US and UK?

1.5 Delimitation:

The current research will only focus on the advertisement’s effect on children through the television advertisement. The effect of other mediums such as Print Media, Direct Marketing etc. will not be dealt in the current research report.

The authors also face the accessibility problem while approaching the parents residing in Umeå Sweden. More than 50 parents were initially invited through telephone calls and emails contact but approximately half of them refuse to participate in the interview process due to time constraint, problem with the language of interview (English – do not feel confident about giving interview in English) etc. The authors also feel problem regarding accessibility to the Swedish parents due to less Swedish language proficiency and having a non-Swedish background.
1.6 Disposition:

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- Analyses of the data collected through Empirical Research and Literature Review according to the research objectives.

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- Conclusion
- Research contribution
- Future research possibilities
2. Literature Review

In the literature review chapter, the authors describe the earlier studies and important concepts that can be helpful for the understanding of the phenomena or hypothesis, the researcher deal with during the research process. The literature review chapter mostly provides the ground for the further research. For a better understanding and direction of research work, the literature review is utmost important in all the academic research.

2.1 Advertisement and its characteristics:

Advertisement is a tool to aware and attracts the people to the product or services. In the last few decades the advertisement has taken many shapes and now it has become a huge industry which motivates people to buy the products or service. Kotler, Wong, Saunders, & Armstrong (2005, p. 719) defines the advertisement as “Advertisment is a paid form of non-personal communication and promotion of ideas,goods,services by an identified sponsor”. As the current research is focused on the effect of television advertisement on children in Sweden, So it is important to understand the main features of advertisement.

- The most important element of advertisement is that, the message is conveyed very quickly with low cost to the respondents which live on geographically different places, for example TV advertisement can reach to the respondent on the large scale within few seconds

- As advertisement is publically acceptable and people consider the advertised products legal and standardized, that’s why purchasers buy that product by thinking that products will be generally acceptable in the public.

- Advertisement is also used to build long term relationship and image between the brand product and buyers.

- Advertisement, especially TV advertisement gives the chance to the seller to repeat its message as much as possible.

(Kotler, Wong, Saunders, & Armstrong, 2005, p. 742)

Advertisement to children is a very sensitive issue and children are believed to be more skeptical and vulnerable to the marketing activities due to their vulnerability to
understand and differentiate things than the adults. As television has a massive reach to a greater number of audiences where children are one of them, the advertiser try to motivate children to the products or brands from the earlier age so that the long term relationship can be build. The advertisements are bombard again and again so that it can be recalled by the children. Children from all over the world have different mental level and memorablity of things, but the general censuses is that children understanding of advertisement grows with age and it is very hard for a younger children to understand advertisement completely.

2.2 Definition of Child:

The definition of child is an important factor concerning the TV advertisement and different in most part of the world. According to WFA’s (World Federation of Advertisers) report there is no any specific available data which can define child, but there are some definitions which can help us for better understanding for the definition of child. For Example according UNESCO, early childhood fall between the age of 0 to 8 years old (World Federation of Advertiser, 2007, p. 3).

Different Religion define child as, any one is called child who is under 13 to 14 years old. For example Protestant and Catholic define child between 13 to 14 years old. Islam consider girls are adolescent who are less than 12 to 13 years old and boys are adolescent who are less than 13 to 14 years old. Jews define the age of immaturity for girl between 12 years and 13 years for the boys. (World Federation of Advertiser, 2007, p. 3)

The EU states define child and minor differently, for example any one is consider a minor who is 18 years old and this definition of minor is generally accepted and same in all over the EU states. On the other hand the child is defined in every EU states differently. For example any one is considered as a child in Netherland and Greece who is under 12 years old but in Hungary and Germany the age limit for the child is under 14 years, whereas In the United Kingdom children is consider under 15 years old. In other European countries, for example France, Czech Republic, Latvia, Slovenia, Portugal, Romania and Bulgaria it is difficult to find any data which could define the proper definition and difference between children and minor (Kern European Affairs., 2009, p. 20).

In Sweden children is consider as child under the age of 12 and in Quebec they are considered under 13 years old (World Federation of Advertiser, 2007, p. 4). The reason for defining child under 12 year old in Sweden and some other EU states is that, most of the research studies have argued that the children understanding about advertisement starts between 8 or 9 years old but still they are unable to completely understand the pervasive intent of advertisement and it is not before 12 years that children learn to have the same understanding of advertisement the way adult have.

With reference to above explanation it is obvious that, there is no similar definition of child everywhere and it is not possible to apply same law for television advertisement in every EU states. This trend can affect Swedish children and their buying behavior badly
as they watch both type of channel (e.g. Swedish public channel and Satellite channel) in Sweden. Swedish public channels are broadcasted from Sweden in which there is a ban on advertisement. On the other hand some international channels are broadcasted from other EU states, especially from UK, where child is consider under 15 years old which is totally different than Sweden, where child is consider under 12 years old.

It means that Swedish children watch same kind of television program and ad at the age of 12 years which are viewed by 15 years old children in the UK, who have better ability to understand the ads. Because of this age difference there is considerable chances for Swedish children to perceive television ads differently which are broadcasted by United Kingdom and it can produce undesirable effects in Swedish children. A table shows the age definition of child in different countries with reference to their country broadcast legislation is presented in attached in appendix (Table – 7, p. 51).

### 2.3 Children’s Advertisement:

There is a considerable difference between the advertisement to the adult and advertisement to the children. While advertising to the children, different thing are considered by the advertisers. The children today are believed to be an easy target by the advertiser where they use the fantasy, cartoon and such element which attracts children to catch their attention. Children assume the advertisement world as real, and persuade much quicker than the adults.

Quinn & Ruth (2002, p. 17-18) define the children advertisement “Children Advertisement is that kind of paid commercial message which is delivered to the children during their television Programs or some time delivered according to the direction of broadcaster during or after any other television program”. He further states that the important part of children advertisement is not only thinking about its contents but also focusing on the timing in which message is conveyed to the children.

According to Gantz, Schwartz, Angelini, & Rideout (2007, p. 3), Children with the age between 2 to 7 years watches 12 or more food advertisement in a day and 4400 food ads in a year on television, the little older children between the age of 8 to 12 watch 21 or more food advertisement in a day and 7600 advertisement in a year.

In Sweden the ban is already existed on children advertisement but there is still alarming situation with the presence of international broadcasting media, which not only have the different law regarding children’s advertisement than Sweden but also do not have control about the timing and television content of advertisement for their children. One of the big example is UK where the obesity alleged to the unhealthy food advertisement rate is very high as compare to other EU countries (Table – 4 See Appendex (p. 49).
2.4 Types of Children’s Advertisement

2.4.1 Toy Advertisement:

It is that kind of advertisement in which companies promote toy related product to the children. Now a day’s cartoons are especially in focus to promote toy related product. The children watch the cartoon and force their parents to buy same kind of product for them. For example many children wish to buy that thing which they see in cartoons.

Advertisement of toys on television represents a major part of overall advertisement directed to the children. Toy advertisement have a tendency of dominancy in the Saturday morning children Programs and it is increased by 75% near the Christmas, when the children are targeted by the different kinds of toy ads and children force their parents to buy them as a Christmas gift (Gunter et. al. 2004, p. 15).

2.4.2 Food Advertisement:

Story & French, (2004, p. 1) states that, children are one of the major market for the beverage and food industry in US and are immensely targeted by the marketers with particular food marketing and advertisement approach. He further state that marketers are more interested towards the young consumers due to realizing their money spending ability, their power to influence the people (parents) and their future role as a adult consumer (Story & French, 2004, p. 1).

Among all the advertisements relating to children in US, half of them belong to the food advertisement and found higher among all the children age groups e.g. 32% for children aged 2-7 years old, 25% for children aged 8-12 years old and 22 % for children aged 13-17 years old (Gantz, Schwartz, Angelini, & Rideout 2007, p. 3).

Different types of medias are used to advertise the products to the children among which television is one of the main and dominant media of advertisement. The primary purpose of the food advertisement towards children is to increase brand awareness, brand loyalty, and preference (Story & French, 2004, p. 1).

2.4.3 Humorous Advertisement:

Hsieh, Hsu, & Fang (2010, p. 3) states that humor in advertisement can produce helpful rational effects which reduces the anxiety, more humor in ad escort to more recall of that ad in mind, it means that if there are more humor in the ad, the message become unforgettable by the viewers

There are different viewpoints about the humor in ad by different researchers. Marc G & Charles (1992, p. 35) states, although the use of humor is used very highly in ads but there is no evidence about the effectiveness of humor in the ads, which means that nobody can estimate what would be the efficacy of humor because it remains uncertain.
2.5 Children’s understanding of Advertisement

Children’s understanding of advertisement is a complex phenomena and a hefty quantity of researches has done to trace the understanding of advertisement by the children. There are different views regarding children understanding of advertisement, Macklin (1994) argues that due to children’s limited ability to memorize things, children are reasonably invulnerable to the advertisement message. On the other hand, the main problem highlighted repeatedly in many researches done on children is their inability to understand the persuasive intent or purpose of advertisement which is why the children seem to be very vulnerable to the advertisement. Levin, Petros & Petrella (1982, p. 933) conducted a study to examine the children’s ability of 3-, 4- and 5-year old to correctly identify the TV segment videotaped as commercial and Programs, found that children cannot understand or interpret the selling intention behind advertisement, and it is not before 8 years of age that children recognize the selling intent behind the advertisement. So age is also one of the important factors connected to the children’s understanding of advertisement. Brand & Greenberg (1994, p. 19) conducted a study with 800 students in four Michigan public high school to examine cognitive, behavioral and affective impact of concern regarding the product advertised on “channel one” among the viewer & non-viewer and dealt with the variable as purchase intention, actual purchases, dicussion between peer & parent and children’s ability to recall brand etc. He found that Impact of product’s advertisement initiates only after a child reaches a certain age.

In order to realize, when the children are able to understand the advertisement in real way (understand the persuasive intent of advertisement) the Piaget’s cognitive development theory have made its contribution and divides the children into different stages according to their cognitive ability with their passing age. Though Piaget theory was not develop specifically for children understanding of advertisement, but many researchers have used this theory as to give a clue that how children may perceive advertisement in each stage.

2.5.1 Children’s development of logical thinking

In order to understand the advertisement Intent, the development of logical thinking in children is one of the indicators which can be helpful to understand the ability of children to interpret the advertisement with the passage of time (Age). In this regard, the Piaget’s cognitive development theory based upon his work of many decades and documented in several books (Gunter et al. 2004, p. 63) is repeatedly used in literature regarding children understanding of advertisement where researchers argue that the children understanding of advertisement depends upon the stage of cognition from which they belongs currently (Gunter, Oates, & Blades, 2004 p. 31).

According to this Piaget’s cognitive development theory, four different stages of children’s cognition have been identified which are named Sensorimotor Stage,
Preoperational Stage, Concrete Operational Stage and Formal operational stage (Gunter et al. 2004 p. 31).

**Sensorimotor Stage:**

Piaget describes the Sensorimotor stage as the initial stage of child cognitive development covering a period from his/her birth up to 2 years of age and explains that the child in this early development stage only learns the basic understanding of independent thinking and simple problem solving skills (Gunter et al. 2004, p. 63).

If we measure the extent of children’s understanding regarding advertisement in this early child’s development stage, it would be quite hard to say that children in this early period of life have any understanding of what the advertisement is for and what is their purpose due to their limited cognitive level.

**Preoperational Stage:**

The preoperational stage is the second stage of child’s cognitive development described by Piaget which starts after the sensorimotor stage ends (2 years of age) up to his/her seven years of age (Gunter et al., 2004, p. 63). Piaget discovered that there were two limitations for children in this stage.

1. The children face difficulty in solving tasks which consist of transformation the material.

2. The children demonstrate high level of egocentrism which is described by Piaget as the children face difficulty to recognize some other person point of view especially when it is dissimilar to their own point of view.
   (Gunter et al. 2004, p. 64)

In term of understanding of advertisement, we can argue that children in preoperational stage are still powerless against advertisement due to their inability to understand the persuasion used in the advertisement campaign. The Ego-centrism also refrain the children to accept others point of view and recognize and interpret the advertisement with their own limited state of mind.

**Concrete Operational Stage:**

The concrete operational stage begins when child’s reaches the age of seven up to eleven years of his/her age (Gunter et al. 2004, p. 65). In concrete operational stage the children are able to see two sides of a task simultaneously and got the ability to reason which is resulted in response to their experience and making contact with the materials in the World (Gunter et al. 2004, p. 65). Piaget also explained that children’s reasoning ability is restricted to concrete situation where children can influence the material directly (Gunter et al. 2004, p. 65).
In term of children’s understandability of advertisement, it is quite apparent that children in concrete operation stage develops some skills to understand the persuasive intent of advertisement but as suggested by Piaget it is only limited to concrete situation where in case of television advertisement children cannot manipulate the material due to absence of direct contact with the material displayed in the television screen which doubted children’s low understandability for television advertisement.

**Formal Operational Stage:**

The formal operational stage is the final stage of child’s development which begins after the age of 11 years and continues throughout the life and the main characteristic of formal operation stage is the development of reasoning abstractly which help the children to solve any abstract or hypothetical problem solving situation (Gunter et al., 2004, p.66).

In term of children’s advertisement understandability, it can be argued that now in the formal operation stage, the children acquired all the necessary skills, (cognitive and abstract) that can be required to understand or interpret any advertisement message displayed on television. In other words, children’s understandability in the formal operational stage can now be matched similar to any adult’s understanding of advertisement. (Gunter et al. 2004, p. 66)

### 2.5.2 Children’s understanding of Persuasive Intent of Commercials

The main purpose of advertiser is to persuade the audience or target market to purchase the products or service. In this regard, It is utmost important to understand the persuasive intent of the advertisement. Children have limited cognitive ability to differentiate and understand the basic function of advertisements.

According to Kunkel & Roberts, (1991, p. 63), The extent, to which the children are capable of identifying the pursuasive intent of advertisement has been the central focus of research done on children and advertisment. From legislative prospective if the children are ignorant about the pursuasive intent of advertisement, then all the advertisement directed towards them by definition classified as unfair and/or misleading (Adler et al., 1977 cited in Martin, 1997, p. 205)

Robertson & Rossiter (1974, p. 13), studied the level of understanding of television commercials demonstrated by children and its connected effect on children’s attitude and purchase request propensity with a framework of attribution theory. The study was conducted with a sample of 289 primary school children ranging from upper-lower to upper –middle societal class and signify in three grades 1st, 3rd and 5th (Robertson & Rossiter, 1974, p. 16).

Robertson & Rossiter (1974, p. 13) state that, in order to understand the persuasive intent of advertisement, the child should meet the certain criteria’s as follow.
1. The ability to make a distinction between Programs and commercials

2. To understand that there is an outside source of commercials and aimed audience

3. Understanding of “symbolic nature” of the commercials

4. The ability of a child to make a divergence between what the advertisement claims and product reality.

There is a much debate about when the children are able to make a distinction between the programs and commercial. Here understanding of commercial (advertisement) is meant to understand the persuasive intent of the advertisement and to recognize that the purpose of advertisement is to sell something. Many surveys acknowledged that within the age of 6 years old, the children cannot be precisely expressive towards the selling intent of the advertisement (Robertson & Rossiter, 1974, p. 17; Donohue, Meyer, & Henke, 1978, p. 37). It is also a problem for children to separate the reality from the advertisement claim and most children assume the advertisement world as real and cannot make differentiation the way the adults can. Overall if we consider the whole criteria proposed by Robertson & Rossiter (1974, p. 13), it would be quite hard for a child to understand the complete meaning of any advertisement due to their limited cognitive ability in a younger age.

2.5.3 Children’s ability to distinct between Programs and Commercials

The studies of cognitive effects have been the center of the researches which focuses on the children’s ability of making differentiation between Programs and commercials. The studies of cognitive effects (Rossiter & Robertson, 1976, p. 13) mainly emphasized on two things.

1. Child’s competence of making a distinction between TV’s Commercials and Programs.

2. Child’s ability to recognize the goal of advertisement (that is to sell the products).

Many of the earlier researcher and concerned authorities have claimed that the children face the difficulty between Programs and commercials due to children’s vulnerability to advertisement, children needs protection in the form of strict regulation or ban towards children advertisement. ACT (Action for Children Television) which is a major voice in USA and protest against the children advertisement, argued that the social science research conducted in 1970s, assert that the young children faces difficulty in separating the Programs from the commercials due to the their limited cognitive ability to understand the content of advertisement (Seiter, 1993, p. 98). The similar results were shown by a credible body of research which revealed that children below the age of 8
years are susceptible to advertising due to lack of understanding of persuasive intent of advertisement appeal (Huston, Watkins, & Kunkel, 1989, p. 426).

It is quite evident that children in an early age cannot completely differentiate between Programs and commercials and their ability to differentiate between both (Programs and Commercials) improves with the passage of time (age). The older children have better understanding and ability to differentiate between Programs and commercial than the younger children. Though there is difference of opinion about the right age to differentiate but most of the researcher emphases on the child age of 8-9 years to make a basic distinction between programs and commercial. However to completely understand the advertisement and its selling intent, the children must also understand the persuasive & selling motive of the commercial along with the ability of making differentiation between commercial world and reality.
2.6 Effects of Advertisement on Children

Television is one of the influential ways to reach and attract a mass of children. According to Bandyopadhyay, Kindra, & Sharp (2001, p. 13) fantasy is the main element while advertising to the children and that in reality can be very manipulative as children have strong imagination and the fantasy bring life to the ideas of children. The advertiser use the fantasy in advertisements, in order to catch the attention of the children to make them believe upon the advertised product or thing (Bandyopadhyay, Kindra, & Sharp, 2001, p.13). On the other hand, Children are not much skillful to decide that what they are watching is in fact not real.

Studies have proved a strong link between the exposure of television advertisement to children and children’s’ product demand e.g. Valkenburg (2000, p. 52), summarized the earlier researches relating to effect of advertisement on children and devise into different kind of effects as behavioral, affective and cognitive. He also argued on the different predictor such as consumer behavior expressed by children, communication between child and parent etc reference to the literature and found that the studies conducted to find out the behavioral effect of advertising on children emphasize the existence of a major effect of television (advertisement) on the products that children demands; the more the children watches television advertisement, the more demands (from parent) they make (Valkenburg, 2000, p. 53). In other word the children, who watches more Television advertisement, they demand more products than the children who watches less television. The advertisement exposure to children has increase dramatically since last few decades. Condry, Patricia, & Cynthia (1988, p. 255), conducted three studies to testify and expand research on advertisement to children at Saturday morning television and during the Programs at other time. Their research emphasized on the quantity and occurrence of the advertisement along with the kind of product advertised on TV. It was observed that a child in USA watches an average of 30,000 television advertisements for different types of products and the percentage of commercials relating to toys and games during the children Programs has increase 3 times since 1970’s.

Due to a massive bombardment of advertisement towards children, the concern regarding their effect has been the centre of many researches. Most of the researches done in the United States and United Kingdome highlighted the problem of obesity connected to the advertisement of unhealthy food to the children. It was also claimed that the advertisement to children is also responsible for increasing materialism in children, and can strain the parent child relationship.

Martin (1997, p. 205) conducted a meta analyses study to investigate the degree of children’s understandability of advertisement intent, for which the literature concerning the extent of children understnng of advertisment intent was scrutinized. He discovred two main concerns in connection to the advertisement effect on the children.
1) Social Concerns 2) Political Concerns (Martin, 1997, p. 205)
2.6.1 Social concern of Advertisement Effect on Children:

The social concern centres around parents as parent are the purchaser for their children and indirectly effected by the advertisement by their children. According to Martin (1997, p. 205), the parent believes that the advertisement directed towards children have a destructive effect on children. The consumer (parents) sees advertising to children as manipulative, encouraging materialism, oppressing creativity and disrupt the parent and child relationship Hite & Eck (1987, p. 47). So considering the social concern of advertisement effect on children, it is obvious that parents donot favour the advertisement to the children and feel that due to children’s limited ability to understand things, the advertisement can easily influence them to buy some product without knowing or recognizing the purpose of advertisement and what the product is in reality. It also encourage them to be more materialistic (where acquisition of goods seems to be the virtue of status) in nature and can strain the parent and child relationship in case of any conflict on demand by children to the parent.

2.6.2 Political Concern of Advertisement Effects on Children:

The political concerns induce from the criticism and actions by the consumers and other groups such as public Interest which results in the shape of self-regulation through TV Networks and Government directive regarding children advertising (Martin, 1997, p. 205). Today many countries are considering this concern of advertisement effect on the children and taking serious actions. Europe is one among where governments have taken major actions to reduce the advertisement effect of advertisement to children ranging from minor restriction to complete ban in some countries.

2.6.3 Advertisement and Parents-Child Relation:

According to Isler, Popper, & Ward (1987, p. 30), conducted a 4 week study named Diary study, to analyze the children’s products request and entailed internal-family (intrafamily) process by these product demanding behavior. The study was based on a model (Model of Children’s Requests and Parental Responses) proposed by Popper (1978) in an earlier study. The model discussed the different behavior expressed by the children, parent and their possible outcome on children’s behavior. The final sample consisted of 250 families, divided into 118, 5-7 years old, 102, 9-11 years old and remaining 30, 3-4 years old whereas mother were told to complete the diary on children’s Product Request and Television viewing log. It was observed that one effect of advertising aimed at children is to induce desires in children (for product/service) that lead to repeated demands on parents. The outcome may be devastating if the children are continuously turned down (refused) by their parent (Isler, Popper, & Ward, 1987, p. 38).
In other words, advertisers are aware of the fact that parent are generally the real purchaser of the product/service for their children and through advertising to their children, they stimulate children to make demand with their parents. It was also observed that about 61 percents of the parents say “YES” to the demands expressed by their children based on what they seen on Television Advertisements. (Isler, Popper, & Ward, 1987). That means that parents are fairly influenced by the children’s demands for the product advertised on TV and reasonably honor the requests straightforwardly. On the other hand If the demands for the desired products are not fulfilled or continuously rejected for a period of time, that may results in parent-child conflicts and can strain the relation between them.

A study by Ward & Wackman (1972, p. 316), scrutinize the effect of three variables, 1) demographics 2) parent-child interaction 3) mothers' mass communication behavior - on children purchase influence attempts and parental yielding. The study was conducted with sending self administered survey to 132 mothers having child aged 5-12 in Boston metropolitan area. Ward & Wackman (1972, p. 318) found the positive correlation between the product demands by children and conflict among parent and children. In other word, the children demands product mostly when they watch some advertisement on TV, but everytime parent are not convinced or not able to fullfill children demand and arugment starts between children and parents, and even the it can turn to extreme conflict, if the parent continiously reject the children demands for the products.

As the current study is also focused on the effect of advertisement to the children, it would be interesting to know that how much the children inspired by television advertisement, express demands to the parent and succeed to get the product or service and does the increased product request by children resulted due to television advertisment may stained the relationship between parent and child as described by Isler, Popper, & Ward (1987, p. 38) and Ward & Wackman (1972, p. 316).
2.6.4 Advertisement and Materialism in Children:

Advertise to children is also appear to be responsible for increasing materialism in the children. Baran, Mok, Land, & Kang (1989, p. 47) defines materilism as the development of people’s attitude that “you are what you buy”. In other word, it is assumed that the acquisition of the goods represents the symbol of status of someone and children under the influence of advertisement demands more products and realize it as a status symbol.

A practical example of advertisement effect on children leading to increased materialism was found by a study of Karen & Avril (2002). A correlation study was conducted on children to examine the association between the amount of viewing television (Specific television advertisements) and the amount of children’s demand for the branded product to a letter referring to Father Christmas. Two primary variable e.g. television score (obtained thorough questionnaire response) and amount of branded products were investigated with a sample of 116 British children subdivided into 16 nursery children (average 4.2 years old- data collected through parent's response to a questionnaire) & 83 school children (average 5.8 years old, data collected through interviewing children) and 19 Swedish kindergarten children aged 6 years old (data collected through letter after contacting school in Nacka, Sweden) (Karen & Avril, 2002, p. 531). It was found that the children in Sweden require notably fewer products as compared to the children in the United Kingdome (Karen & Avril, 2002, p. 537). In other words, the British children demands more branded products than the Swedish Children and termed as more materialistic under the effect of advertisement.

The reason is, the exposure of advertisement in the UK is reasonably higher than the children in Sweden. Also In UK, there are fewer restrictions regarding children’s advertisement so advertiser have freedom to advertise to children under minor restrictions whereas in Sweden the children’s advertisement is ban under Television and Radio Act, which prohibits any advertisement to the children under the age of 12, on Swedish public channels and channels broadcasted from Sweden. So there is less exposure of advertisement in Sweden which leads to less product demand by children.

Many studies have claimed the same results that more advertisement leads to more materialistic value in children. It have been proven by the research that there exist a positive association between watching advertisement on television and materialistic value among 6th to 12th grade children (Greenberg & Brand, 1993, p. 143; American Psychological Association, 2004, p. 2564).

As the earlier studies confirms the relationship between the television advertisement exposure to the children and the desire for the branded product, it would also be interesting to investigate that do the Swedish parents observe the same effect on their children?
2.7 - Statuary/Self-Regulations concerning advertisement to the children in the World

In response the negative impacts of the advertisement many countries have made strict Rules & Regulation regarding the issue of advertisement to the children. In some countries there exist statutory regulation and in some countries self regulations exist whereas in some countries both are followed (Table – 5 & 6 See Appendix (p. 50).

Statutory regulation:

Statutory regulations regarding television advertisement are normally found in national laws which govern the advertising, broadcasting, the media or the organizations such as consumer protection (Hawkes, 2004, p. 10). Sometime the statutory legislation also provides the structure for the self regulations.

Self-regulation:

Self regulations tend the form of ethical guideline which only concern with restriction regarding content or time in single cases and the purpose of the self regulation is that, the advertisement should not deceive or mislead someone (Hawkes, 2004, p. 11)

In most part of the Europe, there exist minor restricts to complete ban in some countries in regard to advertising to the children. The TVWF (Television Without Frontiers) Directive Art (16) deals with the “advertising and minors” which explain the protection of minor regarding advertisement in different European countries (EU Audiovisual Policy: Regulation and Self-Regulations on advertising directed at minors, 2010, p. 1).

Sweden’s and Norway are found to have the strictest rules and statutory regulations regarding the advertisement to the children whereas UK has relatively softer rules and regulations in this regard. According to Sweden Radio and Television Act (1996), all the advertisement directed to children under age 12 is banned. It is also stated that no advertisement will appear before and after the Programs tailored for children and also do not allow the appearance of any character who have been engaged significantly in any children’s Programs in advertisement commercials (Radio and Television Act, 1996, p. 16). However the advertisement ban in Sweden is only restricted to the broadcasted media (channels) from Sweden (Radio and Television Act, 1996). The ban neither covers the advertisement through Satellite channels broadcasted from other countries nor the advertisement through other media’s (e.g. print media). Norway has imposed the same advertisement ban towards children advertisement with 10 minutes restriction for advertisement appearance before and after children’s Programs whereas in Germany the advertisements which make the direct offer to the children are banned and no advertisement connection to children Programs policy (EU Audiovisual Policy: Regulation and Self-Regulations on advertising directed at minors, 2010, p. 1).
Other countries in Europe have some sort of restriction regarding children’s advertisement (e.g. banning toy commercials in children’s Programs of less than 30 minutes, forbidding placement of advertisement in cartoon & advertisement which may become reason for physical or moral harm) in Greece, Italy & Iceland. (EU Audiovisual Policy: Regulation and Self-Regulations on advertising directed at minors, 2010, p. 1).

United Kingdom is one amongst the EU countries where exist relatively softer rule in contrast to the other EU countries. In UK, advertisement to children is not seen such harmful (Children and Advertising: The European Dimenstion [press release], 2010). Most of the channels in Sweden and (other European countries) are broadcasted from UK through Satellite (Caraher, Jane, & Kath, 2005, p. 597). UK also top the list among the obesity rate in Europe (OECD, 2010, p. 72), which is considered as one of the alleged negative impact of advertisement to children whereas Sweden, Norway etc. are found amongst the best countries with low obesity rate.

In the United States, CARU (Children’s Advertising Review Unit) govern the Self-regulatory guideline for children advertising and the rule of CARU is to assess the advertisement aimed towards the children, open and receive complaints regarding advertisement practices and analyze whether it (practices) breach the program’s standards and in case of any breach, it hunt for changes through a voluntarily collaboration of advertisers and websites operators(The Children's Advertising Review Unit, 2003, p. 3).

In Asia, 10 countries have some sort of regulations regarding advertisement to children, Seven countries follows the statutory regulations which consist of China, Hong Kong Special administration Region (Hong Kong SAR), Malaysia, India, Pakistan, Indonesia and Republic of Korea whereas The Philippine, Japan, India, Malaysia, Republic of Korea and Singapore have the codes for self-regulations (Hawkes, 2004, p. 23).

It is quite clear from the above Self-regulation and Statuary regulation followed in different countries, that advertisement approach towards children is different in all over the world and if a channels broadcasted from one country e.g. from US or UK through Satellite broadcasting to another country such as Sweden, the rule of broadcasting country (origin of broadcasting rule – The rules and regulation from where the channel is broadcasted will apply to the channel irrespective of where the channels is watched) can defiantly effect the situation in other country. There is a much difference between the policies of US or UK to the policies in Sweden in term of advertisement to the children on television. So this kind of exposure can be surprising and some time devastating for a country where advertisement to children is seen to be illegal under a specified age. A table explaining the age in different countries is attached in Appendix (Table – 7 See Appendix (p. 51)
3. Methodology

In the Methodology chapter, the authors describe the nature of study, the research philosophy, the research approach, Research design, Research strategy to be pursued, Data collection process etc. that are followed in the research study. The methodology chapter also describes the validity and reliability of the research results and ethical consideration to be followed during the particularly during the data collection process.

3.1 Nature of the Study:

In order to understand and express the purpose of the study in real term, it is very important to know that what kind or nature of knowledge will be generated with the study in hand. In the current study (TV Advertisement’s effect on children in Sweden), a part or little information is known about the current situation and few researches are done earlier, mostly conducted and related to USA, and a few number of researches in Sweden. The purpose of the study can be confined to four kind of studies which are described by Sekaran (2003, p. 119) as Explanatory, Descriptive, Hypothesis Testing and Case Study.

In the current study, authors have decided to seek more information regarding the current situation as little information is present situation and more information is needed to explain the current situation and answer the research question. An explanatory study fits best to fulfill the purpose of current research as an exploratory study is conducted when little information regarding the current situation is known or unaware about the fact that how the related situations were solve in the past (Sekaran, 2003, p. 119). In such a situation, a thorough work is needed to get a better familiarization with the situation and to understand what is happening (Sekaran, 2003, p. 119).

As in the current research scenario, most of the research studies which measured the effect of advertisements on children and their possible solution were conducted and relates to US or UK region where situation is different from Sweden in term of children’s policies towards advertisement. Also in current research scenario, the problem never directly relates to the Swedish advertisement policy towards children but how the International media (Satellite channels) is affecting the children in Sweden and what sort of measure can be taken into consideration to minimize the negative effects (e.g. Increase materialism, Parent-child conflicts etc). For this reason the authors need to investigate that how much the Swedish parents are aware about the difference between (their children) watching the Swedish public channels and Satellite channel in term of children’s advertisement on television and are aware about the regulations regarding children’s advertisement on both type of broadcasted media (Swedish Public channels and Satellite channels). The authors will also investigate that do the effects of children’s advertisement on television in Sweden is similar with the effects outlined by the early researches (Parent-child conflicts and increased materialistic value in children etc)
conducted in US and UK. For this reason the authors believe that more information is needed to explain the situation and the explanatory research fits the purpose of this research study.

### 3.2 Research Philosophy:

In order to choose the right research design, the research philosophy plays a vital role. Research philosophy expresses the view of researcher in regards to how he/she sees the world and by which way researcher interprets the world reality (Saunders et al., 2009, p. 108). According to Bryman & Bell (2007, p. 16-22) there are two research philosophies namely Epistemology and Ontology. According to (Saunders et al. (2009, p. 112), epistemology is “what constitute acceptable knowledge in a field of study”. On the other hand, in a social context, ontology deals with the nature of the world and human being. Epistemology is subdivided into positivism and interpretivism (anti-positivism) where as Ontology is subdivided into objectivism and constructionism (Bryman & Bell, 2007, 16-22).

In current research study, Interpretivism (which deals with norm, value, subjective position of researcher and community of research are vital to interpret the reality (Bryman & Bell, 2007 p. 17) from epistemological assumptions has been followed. The notion behind this is, the authors will recognize and interpret (as per their norms and value) the response of children’s parent in regards to the effect of (TV) advertisement to the children in Sweden and the possible way out to protect the children in current situation. From ontological assumption the authors have followed the constructionism assumption (which is stated by Saunders et al. 2009, p. 114) as “social phenomena are created from the perceptions of consequent action of social actors”) as it will guide the researcher in achieving their final result according to the knowledge gained.

### 3.3 Research Approach:

Research approach is related with the manner or the way, in which the researcher plans to collect the data and answers the research questions. According to Bryman & Bell (2007, p. 14) there are two different types of research approaches that are generally followed named Inductive and deductive approach.

In the current research study, the authors will use the deductive research approach. The deductive research approach is also refers to as “general to specific approach” and the goal of this approach is to test the already developed theory with the empirical research finding done by the researcher (Bryman & Bell, 2007, p.11).

The reason to select the deductive approach in the current study is that, the authors have planned to testify the earlier studies which measure the effect of advertisement to children in other countries such as US or UK, in Sweden current scenario. The entire interview guide was prepared on the bases of studies which have been conducted earlier.
with an open answer from the Parents. Though authors didn’t provide them (interviewees) any supplementary information regarding finding of these studies except asking some general questions based on theories. However, 2 questions (Q 8, 9) in the interview guide were partially based at the Model of Children’s Request and Parental Responses (Popper, 1978, p. 30). The questions were asked open ended to the interviewees, however the authors (interviewers) categorize the responses according to the nearest matched option given in the model. So our research fall in the deductive research approach where the interviewees responses are measured and compared with the existing studies results.

In other word, the reason to follow the deductive approach is, there exist multiple studies that have measured the effects of television advertisement to the children. The authors designed the interview guide on the bases of the studies conducted earlier and then tested how far the empirical finding matched with the earlier studies.

3.4 Research Design:

Choosing the right research design is one of the important parts of research process. Normally two types of research design are followed in the researches namely Cross-sectional research design or longitudinal research design.

In the current study, the Cross-sectional (One-shot) research design will be followed as per the research objective. In Cross-sectional research design, the quantitative or qualitative data is collected concerning two or more variables by reviewing multiple cases at a “single point of time” (Bryman & Bell, 2007, p. 55).

The reason to follow the Cross-sectional research design is, the authors conducted the interviews with different parent (Swedish born Parents – explained in research data samples) concerning the effect of advertisement on children in Sweden and possible way-out for future to avoid the unintended effects under the current situation. To accomplish this research objective, the review of multiple cases was vital to find the pattern of association. The interviewees’ feedbacks were recorded promptly on a separate piece of paper (noted the keyword which later on was constructed in the concrete sentences) and all the data collection process was completed at a single time for analyses purpose. So the Cross-sectional research design matched the research objective of the current research report, laid down by the authors.

3.5 Research Strategy:

In order to pursue any research, there are two research strategies that can be used named Quantitative or Qualitative strategy. Which research strategies to use depends upon what kind of data we are willing to collect. As the current research study is concerned with the effects of advertisement which relates more to the measurement of feeling or behavior rather than numbers, so researcher have followed the qualitative research strategy.
Qualitative research is concerned with the measurement of quality or behavior of some phenomenon (Kothari, 1990, p. 3). In other words, the purpose of conducting qualitative research is to discover the enthusiasm, “attitude and behavior” of the consumer (Kotler, Armstrong, Saunders, & Wong, 1999, p. 326).

The reason to pursue qualitative research strategy in current research is that, the authors have used the semi-structure interview and thus confronted with the words and sentences rather than the numbers which are further analyzed to present the research finding. The qualitative research also provided the chance to the authors to be in direct contact with the interviewees, which gave more confidence to both, the interviewees (parents) and the interviewers (authors). The direct contact in semi-structure Interview also helped to explain the questions in the right context to the interviewees and solving any ambiguity arise from any interview question that the interviewees didn’t feel comfortable to answer so that the authors were able to skip or change the sequence of the questions.

3.6 Data Collection:

While considering any problem, sometime it is quite possible that the data or information we already have is insufficient and it become essential to gather the suitable data to process and solve any problem. (Kothari, 1990, p. 17). Data can be collected by various methods such as Interviews, Filed notes, Taped Social Interaction or Questionnaire” etc. (Heaton, 2004, p. 37). The research objectives and advantage/disadvantage of each method is the base to select any data collection method (O’Leary, 2004, p. 150).

Before describing the data collection method or approach used by the authors in current research, it is vital to aware the reader about the different data terminologies as data types and data collection methods or approaches for a better understanding of data collection process.

3.7 Primary Data:

Primary data is the data which is collected by the researcher personally for the current research on some specific objective (Sekaran, 2000, p. 219). Primary data can be collected by experiment, survey, observation method or direct communication (such as direct interviewing to someone), (Kothari, 1990, p. 95)

The primary data in the current study is collected through conducting interviews with the parents having children aged 3-12 years old, divided into two sample 3-7 years old children’s parents and 8-12 years old children’s parents. Interview is one of the data collection techniques to gather information of the interest relating to some issue. (Sekaran, 2000, p. 225). The authors have conducted the face to face Semi-structured interview with the parents of the children residing in Umeå, Sweden. Semi-structured interviews are non-standardized interview type commonly used in qualitative analysis and not adopted for a research involving specific hypothesis testing (David, & Sutton,
2004, p. 87). Semi-structure Interviews, in the current research provided greater flexibility and freedom of answer to the interviewees.

The reason to select the Semi-structure face to face interview over other form of Interview type (structured, unstructured) in the current study is that, it provides more flexibility and freedom to the interviewees to answer the interview questions. The face to face interview also helped the authors to note the nonverbal communication signal, in case of any ambiguity expressed by interviewees’ gesture so the question is skipped or sequence of question is changed by the authors.

The purpose of conducting research and the role of interviewees (Parents) in the current research was explained to the interviewees prior to conducting Interview. Some of the important questions were also described briefly to the interviewees (Parents) for the better understanding of the Interview question. The Interview guide was prepared for the Interview (attached in the Appendix, p. 52) in the current research study. The interview was divided into three sections; the first section dealt with seeking the general information such as background info, some question relating to parents awareness about both type of channels (Swedish public and Satellite), and children time spending on both types of channels. Section 2, dealt with the question more related to the research objective e.g. effects of television advertisement to their children and section three dealt with seeking their opinion or recommendation to avoid any unintended or undesirable effect of advertisement to the children.

The interviews were conducted in a comfortable environment (at a quiet environment in homes). One interviewer (author) asked the questions in the interview whereas the other interviewer assisted in writing the keynotes and word in a diary for every interview. The keywords were later on constructed into concrete sentences for presenting and analysis of the data. The Interview was formally finished with a personal thanks to the participant and assuring maintaining confidentiality to the participant as stated by Johns & Lee-Ross (1998, p. 125).

3.8 Accessibility to the Interviewees:

From two different schools parent’s contact lists were obtained by explaining the school authorities the purpose of the research (with an authenticated approval letter from Umeå University) and promise to make confidentiality of the parent’s privacy data involving in the interview process. After that the parent’s having children between the selected sample age groups (3-7 years and 8-12 years) were initially contacted and invited through email and telephone calls to parents. Approximately 50 respondents were contacted, but only 17 express their consent to voluntarily participate in the interview process. Half of them parents contacted refused to participate due to busy schedule or limited time whereas approximately 25 percent refuse due to conducting interview in non-Swedish language. Out of those 17 interviewees, 8 parents found to have children between 3-7 years old whereas 9 found to have children aged between 8-12 years old. Some parents have
children of both age groups so separate question were asked to give separate assessment about both age group children for each question.

3.9 Secondary Data:

Secondary data is the data which is not collected by the researcher but collected by someone else for some other research’s purpose at earlier time (Kotler et al., 1999, p. 324). The first step by researcher generally starts by collecting the secondary data or information (Kotler et al., 1999, p. 324). Secondary data can be collected from internal and external sources such as company internal report, government publications, books & journals etc. (Kotler et al., 1999, p. 324-325)

Secondary data is the base of the current study as it provides the necessary information about the past similar situations. The current study is focused on the effect of advertisement on children in Sweden so relevant studies or report concerned with the effect of advertisement were searched and examined to initiate the research process. A through reading of the secondary data helped defining the right dimension and formulating the research question of the current research report. The source of secondary data, which is used in the current report, is collected from various E-Journals, Reports, Books and Websites.

The priority of the authors were to look for the related secondary data in the journals and articles. The main focus of the current study is based at the studies made by Valkenburg (2000), Isler, Popper, & Ward (1987), Ward & Wackman (1972) and Karen & Avril (2002) etc. Some of the general information and current statistics is also collected from the books, websites (& web report) of official organization and authorities such as European Kern Affair, OECD, OFCOM, WHO etc. The Library resources of Umeå University proved to be a very vital resource during the course of seeking relevant secondary data from International e-Journals on the web to a large collection of printed books in the Library.

3.10 Data Sampling:

In research investigation where large numbers of elements are involved, it is not practically possible to collect data or analyze each element so sampling procedure is used (Sekaran 2003 p. 267). Data sampling is the process by which we select an adequate number of elements (unit) from the whole population. (Sekaran, 2003, p. 266).

In the current study, a number of parents were contacted and upon positive response randomly selected as a sample. The samples have to meet three criteria

1) Having access to Satellite channels in homes through any medium e.g. Dish Network, DDT receiver or cable etc.
2) Ethnically born Swedish parents (so the cultural difference may never intervene e.g. for a US parent living for the past two years in Sweden will not feel advertisement to children any unusual)

3) Children under the age of 3-7 years old and 8-12 years old or both.

The notion behind choosing two different sample groups is that, it will also provide authors the opportunity to observe the age related pattern in the data set which is highlighted in many. Due to long search of parent and their limited response (More than half refused by some reason), the authors decide to conduct 17 interviewees with parents who responded positively to participate voluntarily in the interview process. So the authors decided to rely on this number of interviews to draw a conclusion. Out of these 17 parents, 8 belonged to the children between 3-7 years old and 9 parents belonged to the children aged 8-12 years old. The average estimated time for an interview was calculated to 20-25 minutes.

3.11 Validity:

The validity and the reliability of research (data) are very important criteria’s when conducting any research. Saunders et al. (2009, p. 157) defines the validity in as “Validity is concerned with whether the findings are really about what they appear to be about” According to Bryman & Bell (2007, p. 410), there are two type of validity namely external and Internal validity.

In context of current research, the external validity which states that whether the results of the research can be generalized or not in a society (Bryman & Bell, 2007 p. 410), will be limited to the Sweden but in other part of the world the external validity might not be applicable due to different environment and cultural factors. In term of internal validity which examine the similarity between the researcher observation and the theoretical ideas of the research (Bryman & Bell 2007, p. 410), the internal validity will be sturdy as the authors plans to share the finding of the research with the respondents and the important elements relating to the theoretical idea will be included in the data gathering process.

3.12 Reliability:

According to Bryman and Bell (2007 p.162), the reliability of the research means that whether it is possible that the result of the research can be repeated or not. In context of current research, the authors believe that it would be hard to say that external reliability will be good as the authors believe that the current study result can be replicate or reproduces the same result, due to factors like change in circumstances or environment as also mentioned by the Bryman & Bell (2007, p. 410).

However the authors believes that the internal reliability of the research will be good as authors believes that the results or finding of the current study will resembles with others
when two or more observer will be observing the same specific environment or situation also mentioned by Bryman & Bell (2007, p. 410).

3.13 Ethical Consideration:

It is the responsibility of the every researcher to maintain high ethical standard during the research process. According to Bryman & Bell (2007, p. 131) ethical concerns cannot be avoided because it links direct to the integrity of the research and define the manner to carry out the research honestly and reliably.

According to Diener & Crandall (1978, cited in Bryman & Bell, 2007, p. 132), researcher must consider four main ethical principles that the research should not, Harm to Participant, Lack of Informed Consent, Invasion of Privacy & Deception. In the current research, the authors have avoid any question in the interview which may result in harm to the respondents in any way; the nonverbal gesture (face/hand expression, body language) also helped the authors to understanding the comfort or anxiety level of the respondents to answer any questions, So that question order or some questions was skipped in case of discomfort level expressed by the respondents. The purpose of the research was explained to the respondents and was given freedom to accept or deny the participation in the interview process. The authors also maintained the privacy of respondents as per the willingness of the respondents e.g. the consent was taken from the respondents either to use their names in the report or remain confidential. In the current research we feel in the initial interviews that parents were hesitant to share their Family name so in the further stages we give them freedom to either tell the family name or they can excuse and if they don’t like to provide this information. We found that out of 17 parents interviewed; only 3 answered the family name while other excused with no reason.

Also the real identity of the authors was shown to the interviewees as a student of master studies in Umeå University so that no doubt remains alive in respondent’s minds. Also consent was taken by the respondents, to note down the keyword used by the interviewee during the interview.

The authors also insured that all the data taken from journals, books, report etc. are correctly cited and referenced so that there remains no chance of any plagiarism, which is a very big offense while conducting any research.
4. Empirical Research Findings

In the Empirical research finding chapter, the authors describe and represent the data collected by the author him/herself. The data can be collected through a range of research method and instruments (as described in the Methodology chapter). The authors must present the data in an easily understandable way so that the reader can clearly understand what the author presents in this chapter.

For the current research purpose, 17 Swedish Parents (Ethnically born Swedish) were approached and interviewed from different part of the Umeå city to provide assessment about their children relating to the effect of children’s advertisement on television. 08 (approximately 47%) parents approached had children aged between 3-7 years old whereas 09 (approximately 53%) parents interviewed had children between 8-12 years old.

For an easy understand of the reader, the authors have categorized the responses according to the children’s age group and harmony found in the responses. The Interview was divided into three Sections. The kind of question asked and parents’ responses to the questions in each section are briefly described below.

Interview Section 1:

The first section deal with some general information question such as amount of time spent on Swedish (Public Broadcast e.g. SVT 1, SVT 2 etc) and Satellites channels (e.g. Kanal 5, TV3 etc) by the children, Parent supervision for children when watching TV and parent awareness about the difference between the Swedish and Satellite channels in term of advertisement to the children on television.

2.1 Children television watching (Parent’s Supervision/Non Supervision):

The purpose of asking this question from the parents was to determine that how the children watch television in homes or somewhere, whether the parents supervise their children when they watch television or having no supervision (monitor) for children television viewing or watch both within or outside parent’s supervision.

According to the empirical finding, the authors found the parents responses to be falling into two common categories, which authors classified as “Yes” and “Both” (Within or outside parent’s supervision). Some of the parents strictly monitor or supervise when children are watching TV for both age groups (3-7 years old and 8-12 years old) and even do not allow children to watch TV when they are alone and only allowed when parents are with them or near to television. Some parents have TV in their rooms or television is positioned in such a place from where they can continuously monitor what their children are watching. The reason to strictly supervise is children susceptibility to television and advertisement content specially when watching the Satellite channels.
On the other hand, a number of parents have little tendency when children watching television. So often they supervise the children when they are at home and often do not, when they are out for work or shopping or meeting friends. This behavior is found more common for children between 8-12 years old than the younger children 3-7 years old. However, some parents have set specific restriction (e.g. parental control feature in television - it provides security features such as setting password to access channel etc) when children are watching television in their absence.

According to the empirical finding we found that out of the 17 interviewees, 6 (75%) of the 3-7 years old children’s parents strictly monitor or supervise their children and matched with the “Yes” description (explained above) whereas remaining 2 (25%) in this age group had rather flexible approach and matched with the both (yes and no) description.

In the 8-12 years old children group, 8 out of 9 (89%) interviewees responded that their children watch television both ways (within their supervision and outside their supervision) whereas 1 (11%) interviewees responded that their children watch television in their supervision only.

2.2 Expected time spent by children on Swedish & Satellite channels:

This question was quite important for the empirical study that how much the children watch both kinds of channels as both have different approaches when it comes to advertisement to children. It was observed during many interviews that most of the children relatively spend more time on Satellite channel over the Swedish public broadcast channel irrespective of age.

The detail investigation of the empirical data revealed that parent estimated the average time spent by the children aged between 3-7 years old is rounded to 30-45 minutes on Swedish public channel and 50-75 minutes spend on satellite channels at daily basis. On the other hand the children aged between 8-12 years old spend approximately between 35-55 minutes on Swedish public channel and 60-90 minutes on satellite broadcast channels.

2.3 Parent’s awareness of difference between both types of channels:

All the interviewees included in current research, fairly recognized the difference between Swedish public broadcast and Satellite broadcasted channel in regards to the advertisement to the children.

Out of 17 parents, 11 (65%) parent were clearly able to recognize that there is no advertisement on Swedish public channels for children (though they didn’t use the word ban in the conversation) whereas 6 parents (35%) recognizes that there are certainly some restriction on Swedish broadcast channels but were unable to identify the kind of restriction in Swedish Public Broadcast channel. However 12 (71%) parents recognized
Satellite channel as an open network for children’s advertisement and 5 (29%) parent stated that there is fewer restriction on children advertisement on satellite channels.

**Interview Section 2:**

Section 2, is more connected to the research question (Assessment of Swedish parent’s about their children in regard to the effects of advertisement. It includes the question based on the literature review such as children understandability to differentiate between Programs and Commercial, Children’s understandability about the persuasive intent of commercials, Question based at Popper (1978) “Model of Children’s Request and Parental Responses” for children general response to the advertisement, and parent general response to the children requests and finally question related to check children’s materialistic nature and argumentation with the parents which often lead to parent child conflict.

### 2.4 Kind of effects observed by Parents about advertisement on television to their children:

The purpose of this question was to evaluate that what kind of effects are observed by the Swedish parents regarding advertisement to the children. Scrutinizing all the data we classified two kind of effect that we specify.

Out of the 17 interviewees, we haven’t noticed any Swedish parent who seems to be in favor of the advertisement to the children or highlighted any positive or No effect of advertisement to their children. All (100%) 3-7 years old and 8-12 years old children’s parent argued that advertisement to their children is affecting children negatively. Most common responses included that children want to buy a lot of stuff including toys, games & unhealthy food stuff without knowing exactly what the product mean to them. They believe the advertisement world as real world which is not the case.

### 2.5 Children’s distinction between Programs and Commercial:

The reason to ask this question was to determine that how many children belonging to different age group are able to distinct between the Programs and Commercials.

When we ask this question from the parents, we found that age does matter as a number of younger children’s parent (3-7years old) show their concern that younger children faces some problem in separating Programs and Commercials. Out of the 8 (3-7) year’s old children’s parents, we found that 6 (75%) interviewees (parents) responded that their children have relatively less understanding between the Programs and Commercial content especially when the advertisement contains item like cartoon and characters involved in some children’s Programs. However 2 (25%) parent (3-7 years old) responded that their children understand the difference between Programs and Commercial quite clearly and face no problem in separating both (Programs and Commercials)
On the other hand, all (100%) parents of children between 8-12 years old responded that their children face no problem in recognizing Programs and Commercial. No respondent answered that their children face any problem to recognize both. So it was observed that for elder children making a distinction between Programs and Commercial is quite normal as adult.

2.6 Children understanding of persuasive Intent:

The purpose of this question was to determine that how much the children understand the persuasive intent (that is to sell something) of the commercials, which is one of the important aspect of understand advertisement.

Upon asking this question, out of 8, 3-7 years old children’s parent, 5 (63%) responded that they have observed that their children struggled with understanding of the persuasive intent of commercial and do not understand that the purpose of advertisement is made to influence them to buy the advertised product. 2 (25%) parent of same age group children, responded that their children understand the persuasive intent of commercial somewhat better but their understand improves when it is explained to them why the advertisement is put on the television. 1 (13%) parent responded that they were unaware about whether their children understand persuasive intent of commercial or not.

On the other hand, out of 9, 8-12 years old children’s parents’ response, all (100%) responded that their children have clear understanding of persuasive intent of commercial and recognize the purpose of advertisement to them.

2.7 Children’s response to the parents after watching television advertisement:

The purpose of asking this question from parents was to determine that how the children generally respond or behave when the watch any advertisement on the television. The question was asked open ended from the parents and they were not revealed any choice, however the responses were categorized by the authors on the basis of choices mentioned (Just Ask, Plead (Argue), Bargain & other) in the “Model of Children’s Request and Parental Responses” by Popper (1978, p. 30).

Out of eight (8) interviews from parents with 3-7 years old children, 7 (87.5%) parents responded that, their children start argument quickly after watching and liking any product in the advertisement. Just 1 (12.5%) parent responded that their children just ask about the product after watching the ad on television rather than forcing to buy that product.

On the other hand the parents with the children of 8-12 years old were different in opinion about the behavior of their children. 5 out of 9 (55%) parents described in their interview that, their children bargain with them for their favorite product after watching advertisement on TV. 3 out of 9 (33%) parents shared that, their children just ask for the product after watching ad on TV and 1 out of 9 (11%) parent told that, their children make argument with them for their fascinating product after watching ad on TV.
2.8 Parent’s response to the children’s demand:

The purpose for asking this question from the parents was to determine that how the parents usually respond to their children when children ask for some product which they watch on television. This question was also asked open ended from the parents and responses were categorized by the authors based on choices (Flat No, Agree to buy, Stall (Procrastinate) & other) mentioned in the “Model of Children’s Request and Parental Responses” by Popper (1978, p. 30).

Out of (8) interviews from parents with 3-7 years old children, 5 out of 8 (63%) parents responded that they deny (Flat No) directly against the demand of their children when they see any ad of product on the television and want to buy. 3 out of 8 (38%) stated, they Stall (procrastinate) their children demand for that product. It means that they do not deny directly buying that product but they make delay in buying until the children forget about that thing. There wasn’t any respondent who described that they become agrees to buy the product demanded by their children.

However Out of Nine (9) parents with the children between 8-12 years old, 5 parents (55%) respondent stated that they get agreed to buy that product, when their children demand for that. They further explained that it is difficult to deny directly to them when they enter the age of 8 years or more. 3 out of 9 (33%) parents stated that they stall (procrastinate) with their children and try to explain them that why they are not willing to buy that product. 1 out of 9 (11%) parents described that they deny directly when their children ask for that product which they watch on the television advertisement.

2.9 Children’s demand for product after watching advertisement on TV:

This question was somewhat similar to the question asked before (children behavior after watching television advertisement) but deal with more depth to know the effect of television advertisement on the materialistic value of children. The answer of this question was labeled into three categories; Always, Sometime and Never by the authors

Out of 8 parent had children between 3-7 years old, all (100%) agreed that their children demand badly for the product which they watch on the television and it is difficult to handle them in that situation.

Whereas Nine (9) parents with the children aged between 8-12 years, 6 (66%) parents stated that they do not face any demand from their children when they watch advertisement on television. 2 out of 9 (22%) stated that, some time they face demand from their children when they watch some television advertisement. Only 1 out of 9 respondents also stated that, their child demand for the product after watching the ads on television.
**Interview Section 3:**

Section three, dealt with the recommendation given by the parents to avoid or minimize any negative effect of advertisement to children if observed by the parent. The series of question ask in this section, give a snapshot of what parents believe that their role should be in order to minimize these unintended effects of advertisement. Beside this we ask also what the role of media broadcast industry should be, when advertisement to the children from parents perspective.

2.10 Parent’s opinion to avoid unintended negative effect of children’s television advertisement

The purpose of asking this question was to determine that in case of observing any negative effect of advertisement to the children, how the parent believes they can be minimized.

Most of the younger children’s (3-7 years old) parents, believe that certainly there are effects of advertisement to the children broadcasted through Satellite channel in Sweden, and all those effects are usually negative because of children’s limited cognitive ability to translate or interpret the advertisement the way it is.

We found three kinds of responses in reply to this question. Parents insist at different level of protection to their children for children’s advertisement on television. Out of total 17 parents interviewed, 3 (18%) believes that though they realize that for economic viability reason any television channel may require some sort of advertisement but in comparing to the effect of advertisement to the children, the children advertisement should be minimum at television and in case of advertisement especially to the younger children (3-7 years old), the advertisement should be simple but detailed due to children’s interpreting skills to the interactive television advertisement and their limited cognitive skills. Parents also recommended that fantasy and cartoon character should not be used in children’s advertisement as for a child, the character of Superman is a real character and children inspire very quickly with such advertisement involving such character without realizing the product’s good or bad effect on them. For example if Superman character appears in a fast food advertisement, the children may believe that it’s something which will energize and make them strong just like Superman without realizing the effect of such food to their health.

4 (23%) out of total 17 parent, argued that there should be some international law which should monitor or supervise the advertisement to the children on satellite channels rather than simple country of broadcast origin rule law as also described in European TVWF (television without frontier) Directive. There must be some policy or rule which should deal with the kind of advertisement that could be directed to any specific target audience in any country with consultation of the targeted country broadcast statuary or self regulation.
10 (59%) parents argued that there shouldn’t be any advertisement on television which is directed to the children, irrespective of local public channel or satellite channels. Children need protection and only way to protect them is to ban the advertisement to all children at least up-till the age the children learn to completely understand and interpret the advertisement in the way it is intended, and can evaluate their effect.

2.11 Parents and Broadcast industry Role

In response to the question that what should be the role of parent in such a situation where the broadcast media (Satellite) is lead by a mass of advertisement to the children and ultimately it seems to be affecting children negatively, we found a common opinion among all the parents interviewed. Parents responded that they should discuss the purpose and intent of advertisement to their children and should increase their literacy about the advertisement world.

In response to the question that what the broadcast industry should do in such a situation, the parent’s responded that they should have a proactive approach to deal with such a delicate matter involving children and should have a standard code of conduct in case of advertising on television. They should insure that the advertisement never mislead any children nor distract them from healthy activities. Parents also indicated that there should be different kind of advertisement for different age group children and advertisement should include all the necessary information based on children cognitive ability to process and interpret the information presented in the advertisement.
5. Analysis & Discussion

In the Analysis and Discussion chapter, the authors rigorously analyze the data against the research objective and research question and the literature review. The analyses of data can be different depending upon the method & approach used by the author. In this chapter the author extract the result of the research study he/she is pursuing which can be later contributed to the new knowledge creation and may also become a source of secondary data for some future researcher.

5.1 Swedish Parents are fairly aware about difference between Swedish and Satellite channels:

From the empirical finding it is quite evident that Swedish parents are aware about the difference between watching Swedish public channel and satellite channel in regard to advertisement to the children. We observed that almost all the interviewees taken part in current research knew that Swedish public broadcast channel have restriction on children advertisement though we found a difference between their degrees of awareness. Some of the parents knew exactly the policy of complete advertisement ban policy on children advertisement at Swedish public broadcast channel where other only recognize that there exist some restriction but unable to identify the kind of restriction. On the other hand all the parents interviewed knew that the advertisement on Satellite channel is more open to the children and feel minor restrictions. This is a good sign that most of the Swedish parents are aware about the difference between both channels regarding advertisement to the children as it provides the opportunity to the concerning parents to realize that how different kind of advertisement channels can affect their children and what they can do to avoid undesired effect on their children.

5.2 Satellite channels are watched more than Swedish Public channels:

We found that Satellite channels are relatively watched by children more than the Swedish public channels among both the age groups in our sample population. However, we found a pattern that Satellite channels are watched more among the Swedish household of upper-middle and middle class families especially who have setup a dish network in their homes, whereas in an average (lower-middle) Swedish household the ratio among Swedish public channel and satellite channels is somewhat comparable and most of them rely on the channel access usually supplied from housing agency (e.g. Bostaden) through cable network. The reason can also be the massive reach and variety of channels from different part of the world and watch channels based on their interest. For example, a number of families indicated that their children watch more Satellite channels because of either Sport or cartoon purpose. The statistics revealed by MMS, (2010, p. 10) shows that children between 3-14 years old spend more time on Swedish public broadcast which contradict the
finding of current empirical result as we found the increasing pattern of satellite channel viewing among the Swedish household.

5.3 Stricter TV Watching Supervision for younger children:

It was also observed that the process of parent’s supervision when children are watching television is more prevalent for the children of 3-7 years old in Sweden, as most of 3-7 years old children’s parents concern for children’s inability to understand the basic function of advertisement in an early age. Whereas the empirical findings indicated that the older children (8-12 years old) have more freedom to watch television, and watch television within and outside parent’s supervision. The reason given by some parents is that the children in this age group have the basic understanding of television content and advertisement and can elaborate the things better than younger children.

5.4 All parent realized the negative advertisement effects to children:

All the parents included in the research work indicated that children’s advertisement on television affects their children negatively, upon categorizing the responses of parents we found that most parents argued that children demand many things advertised on television such as toys and food item. The literature also affirms a positive association between children television watching and demand they made from their parent (Valkenburg, 2000, p. 53; Greenberg & Brand, 1993, p. 143; American Psychological Association, 2004, p. 2564). As children in Sweden spend more time at Satellite channels where the restrictions regarding advertisement to children is not as strong as in Swedish public broadcast channel so the excess exposure of these advertisement to children in Sweden also mount the materialistic values in children in Sweden as confirmed by literature and empirical study finding.

5.5 Children’s distinction ability between Programs and Commercials Improves with age:

When we asked the parent about their children’s ability to discriminate between the Programs and commercials content, mostly younger children’s (3-7 years old parents) parents responded that their children struggle with the distinction between both (Programs and commercial). The same pattern was explained by Piaget study, as children in the preoperational Stage (2-7 years old children) lack the ability to understand those things which may involved transformation or manipulation of material and ability to recognize other point of view (Gunter et al. 2004, p. 64). The advertisement at the television for the children aged between 2-7 years old is reasonably manipulative due to children limited cognitive skill to process the interactive media advertisement message. Whereas we found that according to the response of most of the older children’s parent (8-12 years old) have better understanding of distinction between Programs and commercial than the younger children. The Concrete Operational Stage (7 above up-to 11 years old children) in Piaget study also confirm that children in this stage have a better understanding of things than the younger children and are able to reason in a concrete
situation (Gunter et al. 2004, p. 65). Other researcher also argues that younger children counter the problem of making distinction between Programs and Commercial (Seiter, 1993, p. 98). So the children’s ability to distinction between Programs and commercials in Swedish household comply with the literature finding.

5.6 Older children are better at understanding Pursuasive intent of commercial:

Children’s ability to understand the persuasive intent of commercial has also been a part of the discussion in many early researches. In the current research we found that parent’s assess their children’s ability to be fairly high in the age group of 8-12 years old children and all the parents of that age group children observed that their children face no difficulty to understand the persuasive intent of commercials. If we consider the criteria of persuasive intent given by the Robertson & Rossiter (1974, p. 13), (which state that children must understand the distinction between programs and commercials, identify the outside source of commercial and ability to identify the advertisement claim and reality), it is also evident from the empirical study finding that children from 8-12 year old have better understanding of programs and commercial. This distinction also means that they recognize that there is a different external source of advertisement and also got the basic understanding of separating advertisement claim from reality. Where as in the current study, it was observed from parents’ response that children from 3-7 years old faces problem making a distinction between Programs and commercial and thus it is hard for them to recognize the external source of advertisement and realizing the difference between advertisement claim and reality. So here again the empirical research finding matches with the earlier studies result done by earlier researcher (Robertson & Rossiter, 1974, p. 13).

5.7 Younger children do more argumentation with parents than older children:

In addition to this, to investigate the response of the children after watching advertisement on television we observed that, the children between the age of 3-7 years old are more influenced by the advertisement as compare to the children between 8-12 years old. According to empirical finding, it was observed that the children between 3-7 years old usually do much argumentation with their parents to buy the advertised product. The argumentation may also strain the relation between the parent and child and may lead to parent-child conflict. It was also confirmed by Ward & Wackman (1972, p. 316) study that positive correlation was found between children’s demand and part-child conflict. On the other side, the responses of the children between the ages of 8-12 years old are less conflicting than 3-7 years old children. Most number of parents with 8-12 years old children stated in our research that, their children bargains with them after watching television advertisement. Some parents stated that children ask about the advertised product from their parents and see how their parent respond to them and very less number of children make arguments with their parents in that age category. Whether the children belongs to 3-7 years old or 8-12 years old they response differently after watching advertised product on television and these varied responses leads toward the conflicts between the children and parents. For example if parents do not fulfill the desire or
demand of their children, the children react very differently including arguing with parents, bargaining with them and dispute.

5.8 Parents Response to often lead to Parent-Child Conflict:

During investigating the parents response to their children for television advertised product, it was examined that the parents with 3-7 years old children response in two ways when their children force them to buy products. Majority of parents stated, they deny directly to their children if they demand for that product which they see on the television and many parents also stated that they stall with their children, it means that they do not deny directly but try to make that kind of environment in which children loose attention towards the purchase of intended product. This tendency also create that kind of environment in which the conflict between the children and parents is obvious. Isler, Popper, & Ward (1987, p. 38), also confirmed that one function of advertisement is to induce desires in children (for product/service) that lead to repeated demands on parents. The outcome may be devastating if the children are continuously turned down (refused) by their parent (Isler, Popper, & Ward, 1987, p. 38). Also Ward & Wackman (1972, p. 316) stated that there exist a positive correlation (relationship) between the product demand by children and parents child clashes. It means that the more refusal of the demands of children leads to more children-parents clashes.

Parents with the age of 8-12 years children responded differently as compare to those parents who had children between the age of 3-7 years old. It was observed that, parents with children of 8-12 years old generally accept the demand of their children for the product. 4 out of 8 responded in the interviewee stated that, they normally accept the demand of their children because in this age children develop the ability to understand everything and it is not easy to refuse them without any reason. Some parents stated they do not refuse directly but make some excuses to buy that product. Only one parents stated that they deny directly to their children for the demand of television advertised product. It is clear that Swedish parents have same kind of attitude towards their children (especially the parents with 8-12 years old children) as different researchers stated the attitude of parents towards their children in other countries. For example, Isler, Popper, & Ward (1987, p. 38) stats in his research that, about 61 percents of the parents say “YES” to the demands expressed by their children based on what they seen on Television Advertisements. That means that parents are heavily influenced by the children’s demands for the product advertised on TV and fairly honor their request.

5.9 Younger children frequently demands product after watching television advertisement than older children:

To further investigate the impact of television advertisement towards the behavior of children, it was asked by the parents whether they have faced any situation or have they had remember any incident in which their children demand them directly for the product or argue with them which was advertised on TV. All eight (8) respondents (parents) with 3-7 years old children indicated such events where they faced direct or quick demand of some products and also arguments from their children because of television
advertisement. In simple words parents with 3-7 years old children stated that they already have experienced such situation where their children demanded and argue for the product just because of watching them on the TV. That tendency was again higher in the children between the age of 3-7 years old as compare to children between the age of 8-12 years old. It is clear from the above observation that children in Sweden between the ages of 3-7 years have more influence towards the television advertisement and they do more demand, arguments, for the product compare to older children between the ages of 8-12 years old.

On the other hand parents are more sensitive and restricted to fulfill the demand of their younger children which are 3-7 years old as stated in the literature as, Robertson & Rossiter, (1974, p. 17); Donohue, Meyer & Henke (1978, p. 37) state that children cannot understand or interpret the selling intention behind advertisement, and it is not before 8 years of age that children recognize the selling intent behind the advertisement. So age is also one of the important factors connected to the children’s understanding of advertisement as Brand & Greenberg, (1994, p. 19) States that the impact of product’s advertisement initiate only after a child reaches a certain age. On the other side parents are more open and less sensitive to fulfill the demands of older children between the ages of 8-10 years old.

When comparing the empirical findings from the earlier studies, it is apparent that similar effects of children’s advertisement are assessed by the Swedish parents to their children where advertisement on television seems to be responsible for increasing materialism values in children and parent-child conflict, and health related issues e.g. obesity are growing due to children’s advertisement on television. However effect of television advertisement to children can never be said equal to all the children from 3-12 years old. Age is seen an important determinant in assessing those effects on children. The younger children are in more vulnerable situation regarding advertisement on television than the older children due to their limited ability to understand the things the way it is intended.
6. Conclusion

Conclusion is the final chapter of the research work and summarizes what the researchers have found in the whole process of conducting research. The result either can take the shape of creation of new theory or knowledge or can be rejection of acceptance of some earlier theory or hypothesis in some different environment or place. The basic purpose of conclusion chapter is to give the reader the answer of a research question followed in the research work.

Sweden is one of the country where children are seems to be highly vulnerable to the advertisement on television. The Swedish public channel’s advertisement ban policy to children through Radio and Television Act (1996) has been an effective approach to protect the children in Sweden from unintended negative effect of advertisement before the invasion of satellite channels in Sweden. With the introduction of Satellites channel in Sweden, the advertisement to children is freely moving from broadcasting country of origin to all over Sweden where advertisement to children seems to be a normal business with minor restrictions. The growing tendency towards the Satellite channels in Sweden has intimidated the concern for unintended negative effect in Sweden.

The purpose of the current study was to analyze the effect of television advertisement to the children in Sweden so that it can be determining that how protective the children are in Sweden in the presence of satellite channels. From the current research finding it is observed that the similar effects are observed by the Swedish parent to their children as described in the literature. The excessive amount of advertisement carried through Satellite channels is accountable to increased materialistic values and resulting in Parent child conflict as described by different researchers and authorities (Greenberg & Brand 1993, p. 143, American Psychological Association, 2004, p. 2564). However it is observed that younger children 3-7 years old seem to be more negatively affected with the advertisement broadcasted through television. The literature also confirm the finding the current research and it is believed that age is an important factor while considering any effect of advertisement to the children. In the current research we found that a higher number of 3-7 years old children faces problem with the distinction of Programs and Commercials whereas literature also confirms that younger children (3-7 years old) face difficulty in separating programs and commercial and persuasive intent of commercial due to their limited ability to process thing cognitively (Seiter, 1993, p. 98; Huston, Watkins, & Kunkel, 1989, p. 426). The criteria given by Robertson & Rossiter (1974, p. 13) for understanding of persuasive intent of advertisement and Piaget theory (Gunter, Oates, & Blades, 2004, p. 63-66) also give a better insight of children level of understanding with the increasing age. So there exist a strong connection between the earlier research and the current research finding in term of advertisement to the children.

If we compare the Sweden’s current situation with other countries like UK and US where Satellite channels have been prevalent for many years and the local channel also do not face major restrictions in regards to the advertisement to the children on television, it can
be said that Swedish parent still have better control over the broadcast media they choose that family watch and better supervision for children as television is usually placed at that place where children can be monitored whereas in UK and US, most of the children have access to television in their rooms and can watch television without any supervision at all. So with a more effective role by the Swedish Parent and broadcast media these negative effects of advertisement can be minimized.

In other words, it will not be wrong to say that the current dilemma (unintended effect of advertisement) of children’s advertisement broadcasted through satellite channel can possibly be minimized with a more effective role of Swedish parents and advertisement agencies role. The parents should be educated about the unintended effect of advertisement to the children caused by the television advertisement so they can also aware their children about these effect and can increase their literacy about the different aspects of advertisement. The media industry should also reduce the exposure of advertisement to the children and should follow the ethical codes and should advertise in a way that does not manipulate the younger children and harm to younger children in any way.

6.1 Contribution of Research:

Most of the studies regarding effects of television advertisement to the children belong to US or UK due to an increased number of negatives effects in these countries. Earlier researches conducted in Sweden, only measured the frequency and exposure of advertisement broadcasted through Satellite channels to the children with no or minor discussion about the effects of advertisement to the children. The current research is first in kind which have tried to trace these effects of advertisement in detail involving parents as assessor to their children regarding effect of advertisement. The current study will provide opportunity to the concerning parents to think more seriously and carefully about these unintended negative effects of advertisement to the children carried through Satellite channels and make better environment for children to understand the advertisement world by increasing their literacy about advertisement contents.

6.2 Further Research Possibilities:

In current research, the authors have only focused the effect of television advertisement to children in Sweden from Parent’s prospective with no respect to gender and social class of the families. So it could have been interesting to include gender and social class as a part of the research in the future as different gender may have different effect of advertisement and social class may represent different life style and television content watching habits as we observed in the research that usually the upper and upper-middle parents have access to dish network with greater variety of channels where in Average Swedish house-hold, living in housing agency (e.g. Bostaden) or small Vilas have limited access to channels and do usually rely on a limited set of channels mostly provided by the housing agencies with minimum satellite channels and generally do not buy the subscribe
Satellite channels. So the variety of channels available in a house could also affect the result of the study.

It could also be interesting to include other sources of satellite channels such as internet. Internet is also one of the important and major sources of Satellite channels and gives access to a vast number of satellite channels. So we suggest the future researcher to also include the satellite channel access through the internet in the research process.
Appendix

Table – 1
Age structure in Sweden

<table>
<thead>
<tr>
<th>Age structure</th>
<th>2005</th>
<th>2025</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 14 years</td>
<td>17.59%</td>
<td>17.11%</td>
</tr>
<tr>
<td>15-24</td>
<td>12.18%</td>
<td>11.12%</td>
</tr>
<tr>
<td>25-34</td>
<td>12.86%</td>
<td>12.45%</td>
</tr>
<tr>
<td>35-44</td>
<td>14.06%</td>
<td>12.36%</td>
</tr>
<tr>
<td>45-54</td>
<td>12.99%</td>
<td>12.19%</td>
</tr>
<tr>
<td>55-64</td>
<td>13.11%</td>
<td>12.59%</td>
</tr>
<tr>
<td>65+</td>
<td>17.21%</td>
<td>22.14%</td>
</tr>
</tbody>
</table>

Published in December 2006.
Sources: Eurostat, European Social Survey, European Audiovisual Observatory.

Table – 2
Minutes per day averagely spent by different population group in Sweden in front of TV, seen at least five consecutive minutes

<table>
<thead>
<tr>
<th>Channel</th>
<th>Total*</th>
<th>Män**</th>
<th>Kvinnor***</th>
<th>3-14</th>
<th>15-24</th>
<th>25-39</th>
<th>40-59</th>
<th>60+</th>
</tr>
</thead>
<tbody>
<tr>
<td>SVT1</td>
<td>39.8</td>
<td>38.6</td>
<td>41.0</td>
<td>14.1</td>
<td>14.8</td>
<td>14.8</td>
<td>30.5</td>
<td>41.2</td>
</tr>
<tr>
<td>SVT2</td>
<td>32.5</td>
<td>33.8</td>
<td>42.3</td>
<td>5.7</td>
<td>7.7</td>
<td>16.9</td>
<td>26.7</td>
<td>45.0</td>
</tr>
<tr>
<td>TV3</td>
<td>37.8</td>
<td>36.8</td>
<td>42.1</td>
<td>22.2</td>
<td>8.8</td>
<td>18.2</td>
<td>29.8</td>
<td>22.8</td>
</tr>
<tr>
<td>TV4</td>
<td>10.6</td>
<td>10.6</td>
<td>11.3</td>
<td>17.3</td>
<td>21.3</td>
<td>34.4</td>
<td>41.9</td>
<td>52.6</td>
</tr>
<tr>
<td>Kanal 5</td>
<td>17.6</td>
<td>16.1</td>
<td>10.9</td>
<td>9.5</td>
<td>16.1</td>
<td>24.5</td>
<td>20.8</td>
<td>13.9</td>
</tr>
<tr>
<td>TV6</td>
<td>32.3</td>
<td>32.9</td>
<td>31.1</td>
<td>9.5</td>
<td>16.1</td>
<td>24.5</td>
<td>20.8</td>
<td>13.9</td>
</tr>
<tr>
<td>TV8</td>
<td>4.5</td>
<td>4.5</td>
<td>4.5</td>
<td>9.5</td>
<td>16.1</td>
<td>24.5</td>
<td>20.8</td>
<td>13.9</td>
</tr>
<tr>
<td>Kanal 9</td>
<td>6.7</td>
<td>6.7</td>
<td>6.7</td>
<td>9.5</td>
<td>16.1</td>
<td>24.5</td>
<td>20.8</td>
<td>13.9</td>
</tr>
<tr>
<td>TV4+</td>
<td>11.0</td>
<td>10.6</td>
<td>10.9</td>
<td>9.5</td>
<td>16.1</td>
<td>24.5</td>
<td>20.8</td>
<td>13.9</td>
</tr>
<tr>
<td>TV400</td>
<td>1.6</td>
<td>1.6</td>
<td>1.6</td>
<td>9.5</td>
<td>16.1</td>
<td>24.5</td>
<td>20.8</td>
<td>13.9</td>
</tr>
<tr>
<td>TV4 Sport</td>
<td>4.4</td>
<td>4.4</td>
<td>4.4</td>
<td>9.5</td>
<td>16.1</td>
<td>24.5</td>
<td>20.8</td>
<td>13.9</td>
</tr>
<tr>
<td>TV4 Fakta</td>
<td>3.2</td>
<td>3.2</td>
<td>3.2</td>
<td>9.5</td>
<td>16.1</td>
<td>24.5</td>
<td>20.8</td>
<td>13.9</td>
</tr>
<tr>
<td>Discovery</td>
<td>4.3</td>
<td>4.3</td>
<td>4.3</td>
<td>9.5</td>
<td>16.1</td>
<td>24.5</td>
<td>20.8</td>
<td>13.9</td>
</tr>
<tr>
<td>P Rusto</td>
<td>1.8</td>
<td>1.8</td>
<td>1.8</td>
<td>9.5</td>
<td>16.1</td>
<td>24.5</td>
<td>20.8</td>
<td>13.9</td>
</tr>
<tr>
<td>MTV</td>
<td>2.5</td>
<td>2.5</td>
<td>2.5</td>
<td>9.5</td>
<td>16.1</td>
<td>24.5</td>
<td>20.8</td>
<td>13.9</td>
</tr>
<tr>
<td>Nickelodeon</td>
<td>2.3</td>
<td>2.3</td>
<td>2.3</td>
<td>9.5</td>
<td>16.1</td>
<td>24.5</td>
<td>20.8</td>
<td>13.9</td>
</tr>
<tr>
<td>(iska Xi)</td>
<td>1.3</td>
<td>1.3</td>
<td>1.3</td>
<td>9.5</td>
<td>16.1</td>
<td>24.5</td>
<td>20.8</td>
<td>13.9</td>
</tr>
<tr>
<td>svtIB*</td>
<td>7.2</td>
<td>6.4</td>
<td>8.0</td>
<td>28.0</td>
<td>2.1</td>
<td>7.6</td>
<td>3.6</td>
<td>2.4</td>
</tr>
<tr>
<td>Comedy Central</td>
<td>1.0</td>
<td>1.0</td>
<td>1.0</td>
<td>9.5</td>
<td>16.1</td>
<td>24.5</td>
<td>20.8</td>
<td>13.9</td>
</tr>
<tr>
<td>TV4 Film</td>
<td>2.5</td>
<td>2.5</td>
<td>2.5</td>
<td>9.5</td>
<td>16.1</td>
<td>24.5</td>
<td>20.8</td>
<td>13.9</td>
</tr>
<tr>
<td>svt24</td>
<td>3.2</td>
<td>3.2</td>
<td>3.2</td>
<td>9.5</td>
<td>16.1</td>
<td>24.5</td>
<td>20.8</td>
<td>13.9</td>
</tr>
<tr>
<td>Kuankeipesantra</td>
<td>4.1</td>
<td>4.1</td>
<td>4.1</td>
<td>9.5</td>
<td>16.1</td>
<td>24.5</td>
<td>20.8</td>
<td>13.9</td>
</tr>
<tr>
<td>TV10</td>
<td>0.8</td>
<td>0.8</td>
<td>0.8</td>
<td>9.5</td>
<td>16.1</td>
<td>24.5</td>
<td>20.8</td>
<td>13.9</td>
</tr>
<tr>
<td>TLC</td>
<td>0.1</td>
<td>0.1</td>
<td>0.1</td>
<td>9.5</td>
<td>16.1</td>
<td>24.5</td>
<td>20.8</td>
<td>13.9</td>
</tr>
<tr>
<td>Övriga****</td>
<td>18.2</td>
<td>20.2</td>
<td>16.1</td>
<td>21.9</td>
<td>17.4</td>
<td>20.7</td>
<td>17.0</td>
<td>8.6</td>
</tr>
<tr>
<td>Total</td>
<td>71.0</td>
<td>69.2</td>
<td>72.0</td>
<td>65.8</td>
<td>50.4</td>
<td>60.2</td>
<td>73.6</td>
<td>83.6</td>
</tr>
</tbody>
</table>

* Total = Total  ** Män – Man   *** Kvinnor – Women  **** Övriga – Others
Source: MMS (Mediamätning i Skandinavien = Media Measurement in Sweden) 2010 Annual Report
### Table – 3
Population and Household equipment

<table>
<thead>
<tr>
<th>Population and household equipment (2009)</th>
<th>2009</th>
<th>Rate of penetration (% HH)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>9,341</td>
<td>-</td>
</tr>
<tr>
<td>Households</td>
<td>4,210</td>
<td>-</td>
</tr>
<tr>
<td>TV Households</td>
<td>4,105</td>
<td>97.5</td>
</tr>
<tr>
<td>Households with DTT receivers</td>
<td>2,320</td>
<td>55.1</td>
</tr>
<tr>
<td>Total digital TV households</td>
<td>4,210</td>
<td>100</td>
</tr>
</tbody>
</table>

(MAVISE: TV market in Sweden, 2010)

### Table – 4
Obesity rate across Europe

1. Ireland, Luxembourg, Slovak Republic and United Kingdom figures are based on health examination surveys, rather than health interview surveys.

Source: OECD Health Data 2010; Eurostat Statistics Database; WHO Global Infobase.

StatLink: http://dx.doi.org/10.1787/888932336616

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### Table 5

**Review of regulatory framework for food-related television advertising to children by Country at March 2003**

<table>
<thead>
<tr>
<th>Country</th>
<th>Statutory guidelines on advertising to children</th>
<th>Self-regulatory guidelines on advertising to children</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>x</td>
<td>x</td>
<td>A minor is defined as younger than 10 years of age. Advertising before and after children's programmes is banned but generally subject to the same legal framework as advertising to adults.</td>
</tr>
<tr>
<td>Australia</td>
<td>x</td>
<td>x</td>
<td>Children defined as less than 14 years of age.</td>
</tr>
<tr>
<td>Belgium</td>
<td>x</td>
<td>x</td>
<td>Advertising before and after children's programmes is banned in the Flemish part. Bélgica Hoy All Products also affect certain advertising including food.</td>
</tr>
<tr>
<td>Canada</td>
<td>x</td>
<td>x</td>
<td>Advertising to children is proscribed in Quebec since 1980.</td>
</tr>
<tr>
<td>Denmark</td>
<td>x</td>
<td>x</td>
<td>Advertisements promote chocolate, sweets, soft drinks and snacks may not indicate that the product may replace regular meals. Child defined as less than 18 years of age.</td>
</tr>
<tr>
<td>Finland</td>
<td>x</td>
<td>x</td>
<td>Child defined as less than 12 years of age.</td>
</tr>
<tr>
<td>France</td>
<td>x</td>
<td>x</td>
<td>A proposed amendment to the Public Health Law to ban commercials for high-fat and high-sugar foods during children's television.</td>
</tr>
<tr>
<td>Germany</td>
<td>x</td>
<td>x</td>
<td>Child defined as less than 14 years of age.</td>
</tr>
<tr>
<td>Greece</td>
<td>x</td>
<td>x</td>
<td>Child defined as under 14 years of age.</td>
</tr>
<tr>
<td>Ireland</td>
<td>x</td>
<td>x</td>
<td>New regulations as discussed in the text.</td>
</tr>
<tr>
<td>Italy</td>
<td>x</td>
<td>x</td>
<td>Proposals to ban advertising to children.</td>
</tr>
<tr>
<td>Luxembourg</td>
<td>x</td>
<td></td>
<td>Advertising before and after children's programmes is banned.</td>
</tr>
<tr>
<td>Netherlands</td>
<td>x</td>
<td></td>
<td>Self-regulation is tool created by legislation. Child defined as under 12 years of age.</td>
</tr>
<tr>
<td>New Zealand</td>
<td>x</td>
<td></td>
<td>Advertising is exclusively self-regulated.</td>
</tr>
<tr>
<td>Norway</td>
<td>x</td>
<td></td>
<td>Advertising before and after children's programmes is banned since 1992. Child defined as under 12 years of age.</td>
</tr>
<tr>
<td>Portugal</td>
<td>x</td>
<td></td>
<td>Advertising is not permitted within children's programmes lasting less than 30 mins. Child defined as less than 18 years of age.</td>
</tr>
<tr>
<td>Spain</td>
<td>x</td>
<td></td>
<td>Advertising to children is proscribed since 1991. Child defined as under 12 years of age.</td>
</tr>
<tr>
<td>Sweden</td>
<td>x</td>
<td></td>
<td>Advertising is not permitted within children's programmes lasting less than 30 mins. Child defined as less than 18 years of age.</td>
</tr>
<tr>
<td>UK</td>
<td>x</td>
<td></td>
<td>See discussion in text.</td>
</tr>
<tr>
<td>USA</td>
<td>x</td>
<td></td>
<td>Self-regulation administered by the Industry-led Children's Advertising Review Unit. These are more detailed than. Based on the International Chamber of Commerce International Code of Advertising Practice. Some states are beginning to introduce restrictions but mainly in the areas of the others forms of marketing as opposed to television advertising.</td>
</tr>
</tbody>
</table>

(Caraher, Jane, & Kath, 2006)

### Table 6

**Timing and content restrictions on television advertising to children in selected European countries**

<table>
<thead>
<tr>
<th>Specific advertising restriction</th>
<th>Country or area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising to children under the age of 12 years is banned.</td>
<td>Norway, Sweden</td>
</tr>
<tr>
<td>Advertising before and after children's programmes is prohibited*</td>
<td>Austria, Belgium (Flemish part only), Luxembourg, Norway</td>
</tr>
<tr>
<td>Advertising of toys to children between 7 am and 11 pm is prohibited; advertising of war toys is prohibited at all times.</td>
<td>Greece, Belgium, Luxembourg, Norway</td>
</tr>
<tr>
<td>Advertisements during cartoons are prohibited; advertisements using cartoon characters before and after the programmes in which they appear are also prohibited.</td>
<td>Italy</td>
</tr>
<tr>
<td>Advertisements that attempt to persuade a child to buy a product through a direct offer are prohibited.</td>
<td>Finland, Germany</td>
</tr>
<tr>
<td>Advertisements in which sales pitches are delivered by familiar cartoon characters or children are prohibited.</td>
<td>Finland</td>
</tr>
<tr>
<td>Figures and puppets that appear in children's programmes are prohibited from appearing in advertisements.</td>
<td>Denmark</td>
</tr>
<tr>
<td>Children's television programmes are prohibited from appearing in any advertisements before 9 pm; merchandise based on children's television programmes must not be advertised within 2 hours proceeding or succeeding the programme concerned.</td>
<td>United Kingdom</td>
</tr>
</tbody>
</table>

### Table – 7

Examples of the “age of a child” as defined in national broadcast legislation

<table>
<thead>
<tr>
<th>Country or area</th>
<th>Age (less than, years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>14</td>
</tr>
<tr>
<td>Canada</td>
<td>12</td>
</tr>
<tr>
<td>Quebec</td>
<td>13</td>
</tr>
<tr>
<td>China, Hong Kong Special Administrative Region</td>
<td>15</td>
</tr>
<tr>
<td>Fiji</td>
<td>15</td>
</tr>
<tr>
<td>Finland</td>
<td>12</td>
</tr>
<tr>
<td>Germany</td>
<td>14</td>
</tr>
<tr>
<td>Netherlands</td>
<td>12</td>
</tr>
<tr>
<td>Norway</td>
<td>12</td>
</tr>
<tr>
<td>Republic of Korea</td>
<td>13</td>
</tr>
<tr>
<td>Sweden</td>
<td>12</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>16</td>
</tr>
</tbody>
</table>

Interview Guide

Family Name _________  Number of children _________    Age _________

(If parent having children of both age groups, separate question for both)

Section 1

1. Do you have access to satellite channels (through television) in your Home?

2. Do your children watch Television under your Supervision, Yes/No Reason?
   3-7 years old ___________      8-12 years old ___________

3. How many (expected) minutes or hours do your children spend in front of television?
   a. How much time your children spend on watching Swedish Public channels (SVT1, SVT2 etc)
      3-7 years old ___________      8-12 years old ___________
   b. How much time your children spend on watching Satellite channels (TV3, Kanal 8 Etc)
      3-7 years old ___________      8-12 years old ___________

4. Have you seen any difference between Swedish public broadcast channels and Satellite broadcast channels regarding advertisement to the children?

Section 2

5. What kind of effects have you seen regarding advertisement to your children?
   a. If positive (what are those) 3-7 ________ 8-12 ________
   b. If negative (What are those) 3-7 ________ 8-12 ________
   c. Observed no effect 3-7 ________ 8-12 ________

6. Have you observed that your children recognize the difference between Programs and commercials?
   a. 3-7 years old ___________   b. 8-12 years old ___________
7. Have you observed that your children understand that advertisement is made to persuade them to sell advertised product.

   a. 3-7 years old ___________
   b. 8-12 years old ___________

8. How your children commonly respond (behavior) when they watch any advertisement at television?
   (Below choices are never shown to the interviewees)
   a. Just Ask
      3-7 years old ___________
   b. Plead
      8-12 years old ___________
   c. Bargain
   d. Other

9. How you generally respond to your children’s request watched in television advertisement?
   (Below choices are never shown to the interviewees)
   a. Flat No
      3-7 years old ___________
   b. Agree to buy
      8-12 years old ___________
   c. Stall (Procrastinate)
   d. Other

10. Have your child generally argue with you after watching any advertised product on TV?

    a. 3-7 years old ___________
    b. 8-12 years old ___________

Section 3

11. If you have seen any negative effect of advertisement to your children, how you believe they can be avoided or minimized?

12. What the role of Media (broadcast) industry should be regarding advertisement to the children?

13. What the role of parent should be regarding unintended negative effect of advertisement?

14. Should there be same type of advertisement for all children (0-12) or different advertisement for different age groups (e.g. under 3-7 years old, 8-12 years)

15. Any further Recommendations?


References


47. OFCOM. (2008). *Changes in the nature and balance of television food advertising to children*.


