

Bronnen Bitefile Reclamewijsheid

De Bitefile Reclamewijsheid is gebaseerd op de volgende artikelen (let op: het merendeel van deze artikelen gaat over kinderen West-Europa en de Verenigde Staten):

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3. De Jans, S., Cauberghe, V., & Hudders, L. (2018). How an Advertising Disclosure Alerts Young Adolescents to Sponsored Vlogs: The Moderating Role of a Peer-Based Advertising Literacy Intervention through an Informational Vlog. *Journal of Advertising*, 47(4), 309-325.
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5. De Pauw, P., Hudders, L., & Cauberghe, V. (2018). Disclosing brand placement to young children. *International Journal of Advertising*, 37(4), 508-525.
6. Hudders, L., Cauberghe, V., & Panic, K. (2016). How advertising literacy training affect children's responses to television commercials versus advergames. *International Journal of Advertising*, 35(6), 909-931.
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8. Lapierre, M. A. (2015). Development and persuasion understanding: Predicting knowledge of persuasion/selling intent from children's theory of mind. *Journal of Communication*, 65(3), 423-442.
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15. Rozendaal, E., Buijzen, M., & Valkenburg, P. M. (2009). Do children's cognitive advertising defenses reduce their desire for advertised products? *Communications*, 34, 287-303.
16. Rozendaal, E., Buijzen, M., & Valkenburg, P. M. (2010). Comparing children's and adults' cognitive advertising competences in the Netherlands. *Journal of Children and Media*, 4, 77-89.
17. Rozendaal, E., Lapierre, M. A., Van Reijmersdal, E. A., & Buijzen, M. (2011). Reconsidering advertising literacy as a defense against advertising effects. *Media Psychology*, 14, 333-354.
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19. Van Dam, S. (2017). Disclosing influencer sponsorship: the effect of disclosures on adolescents' susceptibility to sponsored influencer content via persuasion knowledge (master thesis). Retrieved from <http://www.scriptiesonline.uba.uva.nl/document/649355>
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