

Not everything is what it seems...

Five tips on influencing and hidden advertising on Youtube



It can be difficult to recognize advertising in Youtube-videos for children and young people. Especially when it comes from a popular youtuber they look up to.

Being aware as a media consumer must be taught, and adults need to help children and young people understand that not everything is the way it seems.





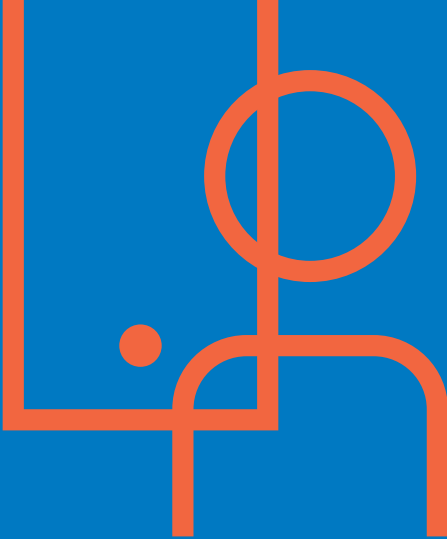
What to be aware of when kids are watching Youtube

Youtubers can have commercial content and advertising in their videos

Influencers often get paid to promote various products or services on their channels, either in the form of money or free products. This is quite all right but must be labelled as such.

Advertising and product placement must be labelled!!

To recognize if a video contains advertising, look for the word "ad", "advertisement" or "Product placement" in the video.



Be critical - and teach your children the same

Ask the question: Is it likely that the influencer her/himself has bought the product they are talking about or displaying – or is it possible an advertiser is behind it? There is a difference between having got paid to say something and to express their own opinion.

Hidden advertising is not allowed

Look for videos where products have a prominent place without being labeled as advertising or product placement. Does the product appear in multiple videos? This might be hidden advertising.

Ask questions - your opinion is important

Are you unsure? Ask in the comments if the youtuber has been paid to promote a product, brand or service. Youtubers rely on your trusting them, and they often answer questions and comments. It's ok to ask!

Advertising is often well incorporated into the Youtube videos. And when the youtuber is someone you look up to as well, it is easy to be influenced.

A youtubers "Wishlist", with different products for body, skin and hair can quickly become your children's wishlist's. It is crucial that adults help children and young people understand the difference between commercial and non-commercial content – so that they can evaluate and critically observe what they see and hear.

Nearly 8 out of 10 youngsters between 9 and 18 years old watch Youtube every single day. It is the most used media platform for minors, with millions of videos and channels on every topic imaginable.

Children often watch Youtube on their phones, making the content more hidden from parents and the rest of the family.

Dear parents and adults working with kids: Make the effort to show interest in your kids' media consumption, and what content they are exposed to.

Read more:
www.medietilsynet.no/ikke-alter-slik-det-ser-ut-som



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