

Research Graphic Organizer

Write your **thesis statement** about the Effectiveness of Advertising in the space provided below. Include previous sections into this document before submitting this Research Graphic Organizer.

Choose a topic: **Technology**; Sports Equipment; Clothing; Food

Questions to research: Are advertisements aimed at teenagers effective? And, are they ethical?

My Response:

Advertisements aimed at teenagers are definitely effective, even a bit too effective. When it comes to if they are ethical or not, I would say mostly not ethical. Yes, they are ethical for essential things. But for the most part, sellers are trying to sucker teens into buying products that aren't really that essential. For example, a teen may see an ad for a \$150 pair of shoes. They see the ad and think that they must buy it, and they do. That's something they didn't need to spend that much money on. They were suckered into buying the product from the ad they saw.

Sources	
Title, URL, and Date of Access	Central Idea
About Branding Advertising to Teens , Accessed 9/13/2021.	Ads targeted to teens make them more willing to spend lots of money on products that they don't need.
Teens in the Crosshairs: Is Targeted Marketing Ethical? Accessed 9/13/2021.	Teens have a big place in the spending market, and advertisers notice it very much.
Are Advertisements Aimed at Teenagers? Accessed 9/13/2021.	Ads target teens by playing with their insecurities, and that their products are the solution to those insecurities.
Are Advertisements Aimed at Teenagers Effective? Accessed 9/13/2021	Most teenagers are not able to figure out real from fake in ads, so the ads take advantage of that.
As Marketers Target Younger Consumers, Ethical Issues Arise Accessed 9/13/2021.	Advertisers are spending more time than ever on reaching the younger audience with advertisements.

Thesis Statement:

Advertisers have begun to heavily target ads to the younger audience, as they take advantage of the fact that they are more susceptible to the clever tricks they stuff into them; however, this is unethical.

Outline:

- I. Ads are being targeted much more to the younger audience than ever before.
 - A. Since so many kids watch TV and other forms of video for entertainment, advertisers realize that they have a good platform to advertise to them.
 - B. Before television, kids advertising wasn't a thing.
 - C. Kids advertising has a big place in the market (over \$4 billion).
- II. Advertisers play around with the viewer's feelings to get them to buy their product.
 - A. Ads target teens by playing with their insecurities, and that their products are the solution to those insecurities.
 - B. Most kids are not able to figure out real from fake in ads, so the ads take advantage of that.
 - C. Advertisers show how having their product makes you stand out, and makes you believe things that really aren't per say "true."
- III. Something should be done about the way advertisers target younger audiences.
 - A. There is nothing wrong with advertising things to the younger population in general, but the things that go into it need to be toned down a bit.
 - B. Advertisements can make kids feel down about themselves, so things should be done to make sure people don't feel that way through ads.
 - C. Advertisements targeted towards kids can result in many consequences such as changes in behavior, eating disorders/obesity, and precocious erotization.

Body Paragraph:

Advertising is a huge thing, especially to the younger audience. The first thing to understand is that ads are being targeted to younger people much more than ever before. This is due to the fact that TV has become more suited to kids. When TV first came out, it pretty much was just news.

Now, there are so many things for kids to watch on TV. Advertisers understand that fact very well and take advantage of it. The market for younger audience advertising is even worth over \$4 billion dollars ([Statista](#)). As any good advertiser would do it to an adult, they try to play around with the feelings of the younger viewer. Since most kids usually are not able to distinguish what is real and what is fake, advertisers can trick them into wanting to buy their product(s) ([Why Advertising is Bad for Children](#)). However, things should be done to change advertising to younger people. For example, advertisements targeted towards kids can result in many consequences such as changes in behavior, eating disorders/obesity, and precocious erotization ([Why Advertising is Bad for Children](#)).

Conclusion:

As you can see, kids advertising is a bit intense. Advertisers take advantage of the huge kids market, worth over \$4 billion, that television creates. The viewer's feelings are played around with, as well as creating a false reality to the viewer. There are dangers as well that come with this including things such as changes in behavior, eating disorders/obesity, and precocious erotization. Things should be done to help prevent these negative things from happening. Things can be done, we just have to recognize the problems, what they are doing, and how to stop those problems.