



THE IMPACT OF ONLINE ADVERTISING ON THE LEARNING TRENDS IN CHILDREN OF ARABIA

Dina Faour
Professor of Advertising
Outreach Coordinator

ORCID ID: <https://www.dinafaour.com/>
WEBSITE: <https://www.dinafaour.com/>
INSTAGRAM: [@dinasdesigntalks](https://www.instagram.com/dinasdesigntalks)
LINKEDIN: <https://www.linkedin.com/in/dina-faour/>

Thesis Statement

Online Advertising to children of Arabia needs to be designed and closely monitored to produce positive learning habits and limit negative effects for young audiences.

Justification

The purpose of this research is to investigate the role of literature, awareness, guidance, regulation and supervision in introducing, implementing, assessing and fortifying the ethical component in advertising when communicating with children of Arabia.

Theoretical Framework

Research usually examines the impact of advertising on children through isolated media platforms, usually traditional, such as television and even uses specific geographical locations or markets (Yavas, U. and Abdul-Gader, A. pp. 37–43).

Research usually focuses on the Saudi Arabian market, and rightly so, with KSA being one of the largest in the MENA region; This comprises topics such as consumerism culture (Soraya W. Assad) family purchase habits (Ugur Yavas, Emin Babakus, Nejdet Delener) and even current perceptions of the marketing communication and advertising industry among the practitioners themselves (Secil Tuncalp), identifying a need for closer supervision and regulatory constraints (Mushtaq Luqmani, Ugur Yavas, Zahir Quraeshi). To date, research literature in the region still fails to encompass the full problem: instead, it highlights specific aspects, concerns or consequences.

Theories utilized to guide this research will involve:

Industry related theories would first begin with consumer behavior and models documenting decision-making processes and how advertising is planned to impact these decisions: How do such models apply when the message receiver is a child?

Global advertising ethics when communicating with children is also to be examined as benchmark or point of reference. How should advertising to children be kept safe and ethical in Arabia? Are current practices in the region reflecting such ethics effectively?

Theories of education and learning processes of the young human mind will also guide the study of the impact of the commercial message and advertising.

Other theories involve psychology and the impact of advertising on young children as well as theories on communal responsibility and when and how to protect social ethics with legislation and by law.