

Breakout Session I: Advertising and Vulnerable Populations

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Adolescents as Vulnerable Population

Receptive to Marketing

- New consumers; lack brand loyalty
- Emergence of personal identity; consumption symbolism

Developmentally Deficient

- Prefrontal cortex (ability to plan, assess risks) not fully developed until early adulthood
- Limbic system changes in puberty increase emotional volatility and stress (“storm and stress”)
- Adolescents experience more negative affect, which lowers impulse control (“affect repair”)

Heightened Interest in Protecting Adolescents due to Potential Deficits

- Death penalty case, U.S. Supreme Court
- Suicide and depression medication
- Gun violence and video games
- Tobacco, alcohol advertising
- Smoking scenes in movies and R-ratings
- Antismoking and antimarijuana ads, TV shows

Study on Adolescents, TV Shows

- Are youth-focused antismoking messages within TV shows effective?
 - Or are concerns about adverse effects valid?
- TV shows, movies must present characters sympathetically to depict conflict, controversy
 - NPR's Day to Day (10/4/04), interview with independent film-maker
 - "They [Hollywood] felt that the terrorist character in our film was not portrayed sympathetically enough."

Conceptual Framework: Possible Effects of TV Shows on Norms

	Descriptive norm			
	Lower prevalence		Higher prevalence	
Injunctive Norm	Less acceptable	More acceptable	Less acceptable	More acceptable
<i>Category norm</i>				
• <i>Lower stature</i>	1. Crack	3. Strip clubs	5. Littering	7. Beer
• <i>Higher stature</i>	2. Cocaine	4. Gentleman's clubs	6. Speeding	8. Wine

Your Research Can Make a Difference

How to get ideas

- Talk to everyone involved in area
- Talk to researchers in health sciences

Effects you can have

- Congressional hearings
- State Attorney Generals
- Trade groups
- Activist groups
- Class action law suits