

Teaching young people about today's advertising and critical thinking

(adapted)

Every day, children and teenagers are exposed to advertising - not just on TV and online, but on buses, buildings, and even inside their classrooms. Many ads target kids as young as ages 8 to 12. Given what kids see and hear around them, it's important for them to know how to decode and understand ads.

As the nation's consumer protection agency, the Federal Trade Commission, (FTC) is responsible for enforcing laws that prohibit unfair and deceptive advertising and marketing practices. It brings cases, issues guidance to businesses, and educates consumers about their rights. Consumers can file a complaint or get free information about consumer issues at ftc.gov.

Recently the FTC launched Admongo which helps educate kids with a behind the scene look at what advertising does.

The Admongo campaign will help kids learn to ask three key "critical thinking" questions when they encounter advertising:

- Who is responsible for the ad?
- What is the ad actually saying?
- What does the ad want me to do?

As a young adult, it is important to learn how to think critically about advertising, so that you can mentor younger children who may also see more than 3,000 ads per day.