Targeting children online: Internet advertising ethics issues

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Abstract
Provides a set of guidelines that will assist Internet marketers in maintaining ethical marketing practices. Information about regulation of Internet marketing to children based on Federal Trade Commission regulations and guidelines developed by the Direct Marketing Association, Center for Media Education, and Council of Better Business Bureaux are also explained. Review of some of the Internet sites commonly visited by children provides additional guidelines for Internet marketers. Some of the issues discussed include: the use of kids' clubs to sell products, appropriateness of content and terminology on the Web pages, information gathering/information sharing practices, and marketing practices.

Keywords
Children, Internet, Ethics, Target Marketing, Advertising

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an accounting year. So, are children being used by businessmen to earn profit? Let's move deeper. Because advertising to children and adolescents has become ubiquitous, researchers who study its influence raise significant concerns about the practice, especially as it relates to dietary behavior, family conflict, marketer tactics, and children's potential vulnerability as an audience. In this review by the Workgroup on Marketing and Advertising, we highlight the state of the research in this area and suggest that more research needs to be conducted on understanding the following: the effects of advertising exposure, how psychological development affects children's responses to marketing, t