


2014: January-February

FEBRUARY 2014

18 [Media Literacy: Making Sure Your \(Brand\) Name Gets Out There](#)

2 [Media Literacy: Learning from the Oscars](#)

JANUARY 2014

	<p>In this research brief, Common Sense Media reviews research on kids' exposure to traditional forms of advertising, and focuses on cataloging the multiple new ways in which kids and teens are marketed to today. Digital media has dramatically changed the advertising landscape, to now include immersive websites, advergaming, viral marketing, mobile ads, social media marketing and precise behavioral and location targeting, blurring the lines between advertising and entertainment for even the savviest media consumer. This integration of advertising and content has also made it much more difficult for researchers to measure the breadth and impact of advertising on kids today. The brief summarizes current advertising practices aimed at kids and teens, and draws attention to the urgent need for research to quantify exposure and examine the effects of these practices.</p>
---	--



The Joan Ganz Cooney Center has conducted a national survey of more than 1500 parents of children ages 2-10 to find out how much of children's media time is devoted to educational content, platform by platform, age by age. [Learning at Home: Families' Educational Media Use in America](#) is the ...

8 Frank teaches first ever [film literacy teacher workshop](#) for AMPAS

7 [On Libraries & Media Literacy](#) (An Interview with Frank Baker)

6 [Teaching Media Literacy During the Weight Loss/Diet Ad Season](#) (Middleweb)