

Abstract

Research Title : The impact of advertising on the learning of young people case study : youth Suan-ooy community

Author : Ms.Chinoros Thinwilaisakul

Year : 2012

The research, The impact of advertising on the learning of young people case study : youth Suan-ooy community has an objective to study the effects of advertising on children's learning. In this study, researcher conducted a study on the Suan-ooy community youth aged 6-12 years who participated in academic service. "The academic camp" which encouraging young people to learn something more during the 4 to 5 April 2555 at Suan-ooy community center and their parents. By sampling 3 advertisements aired on television between January 1, 2555 - March 31, 2555 in Modern Nine comics and Disney Club and 3 normal advertisements, a total of six advertisements. Then researcher used arbitrary and qualitative research by arrange a focus group with the youth aged between 6-12 years, and had been watching Modern Nine comics and Disney Club and 1 group in depth interview with 4 parents. Then analyse the data by description.

The results of the analysis showed that the focus group participants have a better understanding of the content of the advertisings, especially the advertisings which related to children without complex content. But with the normal advertisements the children can not understand as a whole. And mostly they like the advertisements with content directly to their needs, rather than something distant. In addition, samples were upgraded in accordance with the solicitation of advertising behavior. Especially if the advertisements use an example of reinforcement to establish stimulating behavior immediately.

Our research suggests that advertising has an impact on the learning of young people. Therefore, research has suggested that the innovative advertising should consider the account the impact of the advertisements will influence the behavior of young people in the future. By being carefully presented and have social responsibility. The producer may use a creative advertising to help create public awareness for young people to grow up in a good direction.