Online Marketing on Children

Student Name:

Professor's name

Institution Affiliation:

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Overview

The increased access to high-speed Internet paved the way for the famous concept of online marketing development. This permeated social networking sites, which happen to be the most popular channel through which companies market their products. The most popular avenues for online marketing are Facebook, established in 2004, Myspace in 2003, YouTube in 2005, Twitter in 2006, advergames, and email marketing. These online marketing sites enable their users to form web-based profiles that others allow individuals to interact freely. The use of online marketing sites is a popular aspect of life in the world. In the past ten years, there has been a constant increase in the number of persons using the Internet, with statistics portraying the numbers are soaring.

Nonetheless, these figures are even higher when such techno-savvy countries like the United States and the United Kingdom are considered. Such factors as telecommunication infrastructure, the wealth of the country, government stability, urbanization, proficiency in English, and political freedom, among other things, have favored widespread internet access, which is a constructional consideration in internet proliferation. Online space has become a vital space regarding how the world experience and consume products given the aspect of marketing. For instance, currently, children view more than forty thousand advertisements per year on the Internet (Strasburger, 2006). This essay's primary focus is to provide an argument why online marketing on children via the Internet should be governed because exposure to dangerous and inappropriate products, individuals and organizations, increase health risks, and cognitive growth impaired as well as emotional and psychological development.

The largest percentage of internet users are persons aged below the age of forty-four, with users high between fifteen to twenty-two (Clement, 2020). Children today hold a unique space in the marketing environment. They occur as the most potent online content consumers while sequentially having commercial control over the community's buying choices (UNICEF 2018). The most prominent conventional teenage traits, such as impulsiveness, curiosity, and experimentation, and the idea that they spend a substantial amount of their leisure time online has left them naked to the risks resulting from online activities; the extent of the impact, according to Kervin et al., (2012) is yet to be established but overt contents, images, and materials are evident on the Internet and web pages. There are a dozen reasons to govern children on the access and use of the Internet. Firstly, Internet development has incurred exponential evolution in the presentation and publication of significantly explicit imagery (El Asam and Katz, 2018). This has shaped particular trends of cyberbullying, online predation, teenagers' exposure of their private information via the Internet, and putting up posts that manipulate their vulnerability. Teenagers and children can also be susceptible to exposure to dangerous and inappropriate products, individuals, and organizations, increase health risks, and cognitive growth impairment as well as emotional and psychological development (Naumovska, 2017). These factors inform a critical need for parents to educate their children on safe internet use, govern their child's access to online marketing through the different platforms, and petition their local and federal policymakers for stronger laws. In their initial intentions, young people embrace this global network to share and learn life aspects and explore their identity (Šramová,2015). This development has exposed them to risks, which have enhanced those they already encounter in their daily lives

Exposure to Dangerous and Inappropriate Products

The apparent increase in internet usage as a source of information is closely connected with varying elements that affect how people consume online marketing. The extensive spread of internet access is a deterrent to the credibility of the information, particularly on how marketers choose to present the incurring products to woo susceptible buyers. The online concept is currently a primary schedule to which people integrate to comprehend matters around them, meaning that a slight compromise could critically mislead people. A rising number of young children worldwide embody online platforms to act as information sources (Kim et al., 2014). Whereas what is important in society is the emergence of diverse ranks of people doing many things online, much objectivity to which their intentions are based remain concealed.

Exposure to Dangerous and Inappropriate Individuals and Organizations

These days of the global Internet, sexual predators frequently stalk teenagers and children on social networking sites while exploiting their lack of rigid supervision, innocence, and vulnerability that accompanies their trust (Folkvord, 2018; Lapierre, 2017). This can escalate susceptible children being drawn into treacherous personal encounters in real life. These internet predators take advantage of young teenagers' presence on gaming and social media platforms that occur as alluring sites to the children, with sites being virtual spaces where anonymity motivates cyberbullying. The University of Hampshire Crimes Against Children Research Center established that perpetrators who target teens and the children by cell phone and Internet incorporate the similar approach they employ offline, only that this time round they target the vulnerable who are easy to access and hoodwink. Microsoft's study reported that internet predators stalk and contact their prey in close to all online platforms, including blogs, social networking, chat rooms, emails, and instant messaging (Wolak et al., 2009). Once they have initiated a fruitful contact, they seduce with loving attention, gifts, and kind language and

pretend to listen and empathize. This way, they gradually initiate sexual discussion into their conversation, including sexually explicit content and images.

Online grooming is a relative of online predation when an adult uses a treacherous approach to forge a connection with children by filling a primary need in their lives or exploit particular vulnerabilities has occurred as a challenge that teenagers get exposed to on the Internet (Kennedy, 2019). Grooming is identified to be a procedural and gradual process that foresees online predators eventually exploit their target via trafficking, sexual abuse, and exploitation (Whittle et al., 2013). Studies have shown that these cases prevalently emanate via online interaction. Not to mention that teenagers have fallen prey even to the most unanticipated people; friends, family members, and at critical levels, strangers of usually of any gender. Ultimately, what started as a single message in the chatroom grows to the groom initiating and normalizing intimate and sexual conversations, thus, conjuring the victim to advance actions they would have avoided had they been limited.

Increase Health Risks, Cognitive Growth Impairment, Emotional and psychological development

In the recent past, with the proliferation of Internet-linked smartphones, a very worrying trend has been unraveled of exchanging sexualized communication. As decimal as it may sound, tons of studies have identified that sending and receiving sexually explicit images and videos pose severe outcomes such as mental health, embarrassment, personality issues, public disseminations, or in advanced cases, legal consequences (Gassó et al., 2018).

The issue of sending and receiving has raised important questions and assessments about the development and use of the internet by teenagers. As pornographic elements continually get accessed by the teenagers, behavioral scholars and professionals have argued that it alters

victims' behavior and social values (Fisher et al., 2019). Sexualizing teenagers in their young years of mental development becomes a permanent habit that prematurely exposes them to other relative harm.

Online users are regularly exposed to information of questionable credibility, including clickbait, conspiracy theories, the science of pseudo, and hyper-partisan sources of marketing news that fabricate credible news to suit the marketer's intention. Research has established various forms of bias that subject the social media environment to misinformation. The first type of bias is dubbed cognitive bias, which ideally stems from how information people encounter the brain processes every day (Haselton et al., 2015). The brain's physiology is made to deal with finite data. An extensive body of it can lead to the overload of information, which infers critical implications regarding the quality of social media content, to both the creators of the content and children. For instance, stiff users' competition leads to limited attention, and the resultant impact is a cognitive bias that sees fake information going rival at the expense of high-quality ones (Naumovska, 2017). Psychology is a discipline concerned with disseminating solutions relevant to cognitive bias, which implores the need to recognize its presence and manipulate tools that can saturate the balance of humans' irrational tendencies by parents (Friedman, 2017).

Rebuttal

Technology and the internet for young people, are fun and permeate them to remain connected to a critical body of products, which is an inherent life function. Foremost, the ideal benefit teens draw from the Internet is access to critical information (Jennifer 2018). Teens can obtain the latest news and knowledge touching on diverse areas to grow their product horizons. Simultaneously, teens can incorporate the Internet in their daily studies to ace through product information or reports to pervade comprehensive information regarding what they want.

Call to Action

Parents should integrate methods of combating issues relevant to using the Internet as marketing news sources. They should call for a structured framework with several aspects of sources, consumers, and content permeating classifications of two approaches. The first, which integrates critical procedures, entails detection, and verification of misinformation, to which they educate their children to better comprehend and how to maneuver with online information (Sharma et al., 2019). This step is purely concerned with establishing the veracity of online content. The second step implores children to employ a combination of functions to fact-check contents and claims to determine their alternative claims, context, and reliability. This process can be combined with print media or comparing with external sources. Such aspects as features, styles, and language as a signal, incorporating visual qualities, and propagation and temporal paradigms of misinformation can come in handy to achieve optimal social media news credibility. O'Keeffe and Clarke-Pearson, (2011) note that pediatricians have also been poised to be a unique class of professionals that can comprehend social networking sites and formulate a healthy use of it, which can come in handy for parents in monitoring and detect potential online problem's such as depression associated with social media, cyberbullying, exposure to illicit content and sexting.

Conclusion

The internet is a value-free platform that enables medium communication channels for marketers between people of diverse origins and intentions. Whereas it does not seek to encourage or discourage bad or good interaction, there remains a critical need for parents to limit their children and teenagers' access and use. In their initial intentions, young people embrace this

global network to share life aspects and explore their identity. This development has exposed

them to risks, which have enhanced those they already encounter in their daily live.

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