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A Quasi-Experiment Assessing the Effectiveness of TV Advertising Directed to Children

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Abstract: A Quebec law that eliminated advertising directed toward children on Quebec television stations left US border TV stations as the only source of TV commercials for toys and children's cereals. Consequently, English-speaking children in Montreal who watch more children's TV on US stations are exposed to more advertising than French-speaking children who watch more children's TV on the French-language Canada stations. A quasi-experimental design was employed to compare these 2 groups of children. The results showed that English-speaking children were able to recognize significantly more toys available in the marketplace and reported having more children's cereals in the home than did French-speaking children. Correlational analyses within each language group help confirm the role of exposure to US TV, and therefore the Quebec law, as the probable cause of the observed differences.

Links: [Check Article Linker for full-text](#), [Click here to request the full text article](#)

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