

Advertising – An Uninvited Guest?

The public's view on advertising in morning newspapers and on TV

Swedish text and summary in English, 233 pages.

ISBN: 978-91-88212-54-2 ISSN: 1101-4652

Marie Grusell (marie.grusell@img.gu.se)

Department of Journalism and Mass Communication, University of Gothenburg
Box 710, SE-405 30 Göteborg

Doctoral dissertation presented at the Department of Journalism and Mass Communication, University of Gothenburg

Abstract

The dissertation covers the audience's view on advertising as mass media content. Advertising has rapidly become a natural part of the Swedish mass media community. But what do Swedish citizens think of advertising? The purpose of this study is to explore the public's perception of advertising in a mass media context.

In the study, advertisements that reach the public through morning newspapers and TV commercials are explored. These two media are the most widespread, both geographically and among different groups of people in Swedish society. The study is based on data gathered through a mail-distributed SOM survey to a systematically specified probability selection of Sweden's population. Hence, the content is based on a national and representative data selection.

The study's primary results show that the public's view on advertising appears to be linked to the mass media context. Well-received advertising can be described as being by personal choice, while depreciated advertising can be described as being forced upon us by mass media in general. The study also shows that the public judge advertisements' properties differently. The public has an accepting attitude towards advertising in morning newspapers and think of the advertisements as being informative. TV commercials suffer from the underlying contradiction of being thought of as annoying but still being a common conversation subject. The results show that mass media and advertising are believed to impact others. TV and morning newspapers are considered to have a greater impact than the advertising they contain. The study also shows unambiguous third-person effects; this indicates that if the sensation of personal impact exists then this results in third-person effects. One interesting finding is that third-person effects are of unequal magnitude. Even if the public believes that mass media has a larger impact on a third party, the study shows that advertising has the strongest third-person effects.

Keywords

Audience, advertising, attitude to advertising, view on advertising's properties, third-person effects

Reklam— en objuden gäst?

Allmänhetens uppfattningar
om reklam i morgonpress och tv

Marie Grusell

Fil. kand.

Akademisk avhandling för avläggande av filosofie doktors examen
i journalistik och masskommunikation, som med tillstånd av
Samhällsvetenskapliga fakulteten vid Göteborgs universitet
framläggs för offentlig granskning, fredagen den 28 mars 2008
klockan 13,15 i Annedalsseminariet sal 302.
Institutionen för journalistik och masskommunikation (JMG),
Seminariegatan 1A, Göteborg