

AD LITERACY TEST

PART 1: TRUE/FALSE

There are 13 statements in this section. After reading each statement, please click on whether you believe it is true or false. Please include only one answer per line.

	STATEMENT	True	False
1.	Advertising can only tell you about products. It cannot try to convince you to buy something.		
2.	Advertising helps pay for websites and magazines.		
3.	The government has to approve an ad before you can see it.		
4.	Advertisements have to tell the truth about how much you will like a product.		
5.	The “target audience” for an advertisement can be a website, a TV show, a billboard, or a radio program.		
6.	Advertisers can only direct advertisements to people over the age of 12.		
7.	When you go to a website for a toy or candy, the games you play at that site are a kind of advertising.		
8.	Wearing a brand’s logo on your t-shirt is a kind of advertising.		
9.	Advertisements are not allowed to look like magazine articles.		
10.	It is possible for advertisers track the sites you visit on the internet.		
11.	By law, all advertisements have to tell you any negative information about a product.		
12.	When a basketball player appears in an advertisement for sneakers, that player has been paid to wear that brand of shoes.		
13.	Funny ads use humor to try to give you a good feeling about the product being advertised		

Thanks for answering those questions. [Click here](#) to move on to the next section.


PART 2: MULTIPLE CHOICE

In this section you will be looking at three different ads. After you look at each of these ads, you will be asked to answer four multiple-choice questions.


Ego EcoShoes®

Walk with the Earth™

(YOUR FRIENDS WILL FOLLOW)



Ego EcoShoes® are vegan-friendly and made of recycled materials.

With every purchase of Ego EcoShoes®,  Ego donates \$1.00 to help the earth.

Questions 14-17 are about Advertisement #1, above.

14. What is the target audience of this advertisement?

- a. Two boys and four girls
- b. Walk with the Earth™ (Your Friends Will Follow)
- c. Teenagers and young people.
- d. "Ego EcoShoes® are vegan-friendly and made of recycled materials."

15. How will buying Ego EcoShoes help the earth?

- a. With every purchase of EcoShoes, Ego donates \$1 to the *Walk With The Earth™* foundation.
- b. With every purchase of EcoShoes, Ego donates \$1 to vegan-friendly organizations.
- c. With every purchase of EcoShoes, Ego donates \$1 to support recycling programs.
- d. It's not clear how buying Ego EcoShoes will help the earth.

16. What is one way the advertisement tries to convince you to buy EcoShoes?

- a. It shows a group of famous people wearing EcoShoes.
- b. It explains why EcoShoes are comfortable for long walks outside.
- c. It connects EcoShoes with having fun and helping the environment.
- d. It uses humor about vegetarians and recycling.

17. What does the EcoShoes advertisement really want you to do?

- a. Spend time outside with your friends.
- b. Buy a pair of EcoShoes.
- c. Try to use more recycled materials.
- d. Donate \$1 to help the Earth.

Thanks so much for your work so far. Click here to move on to the next section.

HOLOBOX
THE LATEST HOLOGRAM GAMING TECHNOLOGY

All new 16 core processor
Reach speeds of 6.0 ghz!

Dual band Wireless Z capabilities
Up to 6 Terabytes a second!

32 Gigabytes of SDDR7 memory
Decrease load times to milliseconds!

\$399

**BUY NOW AND
GET 2 FREE GAMES:**

HOLO-PET
Play with and care for your very own holographic animals!

HOLO-BALL
Interactive dodgeball game!

HOLOBOX THE LATEST HOLOGRAM GAMING TECHNOLOGY

Questions 18-21 are about Ad #2, above.

18. What do the words in the advertisement say about Holobox?

- It costs more than some other gaming systems because it has the latest hologram technology.
- It has 32 Gigabytes of SDDR7 memory and costs \$399.
- Its 16 core processor allows faster play speeds than other gaming systems.
- It has dual band Wireless Z capabilities that allow you to play multi-player games.

19. What does the advertisement say is included in the \$399 price of the product?

- Two free games, and the gaming console.
- One controller, two free games, and the gaming console.
- One controller, two free games, a wireless z connection, and the gaming console.
- It doesn't say what is included.

20. Where would you most expect to see this advertisement?

- On a website that features cheat codes for popular video games.
- On a commercial during a show about a high school glee club.
- On a billboard near a large children's hospital.
- On the scoreboard at a baseball game.

21. Why does the boy in the advertisement look so interested in playing the game?

- a. It's the first time that he has played Holobox, and he can't believe how fast and realistic it is.
- b. The advertiser wants you to believe you'll have a good time playing Holobox.
- c. Free Holobox games like HOLO-PET and HOLO-BALL are interesting to everyone.
- d. Most teenagers are curious about new technologies.



Questions 22-25 are about Ad #3, above.

22. What is the target audience of this advertisement?

- a. Young women who want to look better.
- b. The cast of the hit TV show *Surfer High*
- c. "You won't believe the difference!"
- d. MetaLean Yogurt, Arctic Berries flavor.

23. What do the words in the advertisement say?

- a. In order to get the results listed, you need regular exercise.
- b. In order to get long, lean muscles you just need to drink this product.
- c. Drinking arctic berry yogurt is the healthiest way to get calcium and protein.
- d. Arctic berries give you energy.

24. Why does the advertisement mention the show *Surfer High*?

- a. The girl in the advertisement must have gone to the school on *Surfer High*.
- b. The advertiser thinks you will buy a drink that *Surfer High* cast members like.
- c. *Surfer High* has a workout program that builds long, lean muscles.

d. Research shows that high school students like yogurt-based smoothies.

25. Which of these does the MetaLean advertisement not use to get you to buy it?

- a. Makes a claim about MetaLean’s health benefits.
- b. Offers prizes, sweepstakes, and gifts.
- c. Features a special ingredient.
- d. Includes a testimonial or endorsement.

Thank you for looking at that. Please click here to move on to the last section.

PART 3: FIND THE ADS

In this section, you will be looking at a drawing. Click on everything in the drawing that you believe is an advertisement. [May need to include a clickable heat map here]

26. For this question, click on everything that you believe is an ad in this drawing. After doing that, count up all the items you’ve clicked on, and answer the question, How many ads are in this picture?



- a. There are **XX** ads in this picture
- b. There are **XX** ads in this picture

- c. There are **XX** ads in this picture.
- d. There are **XX** ads in this picture.

PART 4: OPINION QUESTIONS

Questions 27-35 are opinion questions. That means, they are about what *you* think and do. There are no right or wrong answers to questions 27-35. Just select the answer that best matches what you believe, or how you behave.

27. How often do you ask your friends' whether they like a product before you decide if you want to get it?

- a. All the time
- b. Some of the time
- c. Hardly ever
- d. Never

28. The advertisements that get my attention the most are the ones that:

- a. Show a famous person that I like
- b. Show a cartoon character that I like
- c. Are funny
- d. Have a cool song

29. When I watch TV, I mostly watch

- a. Cartoons
- b. Shows with real kids my age or a little older
- c. The shows my parents or older brothers and sisters watch
- d. A little bit of everything

30. I learn about new things I want mostly from

- a. TV
- b. The internet
- c. My friends and family
- d. Lots of different places

	STATEMENT	Yes	No
31.	Advertisements usually tell me the most important information about a product.		
32.	When advertisements say something is the "best" or "greatest," I tend to believe it.		
33.	I've clicked on an online ad because it promised me I'd get something free.		
34.	My parents have talked to me about being tricked by what I see in advertisements.		
35.	In the past, I have bought a product that disappointed me because it didn't do what it said it would in the advertisement.		

Thank you very much for participating in this project.