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DEVELOPMENT OF CHILDREN'S RESILIENCE TO ADVERTISING: PREPARING EDUCATORS TO ADDRESS THE ISSUE OF TARGETED MARKETING PRESSURE ON PRESCHOOLERS

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Annotatsiya.

Ushbu maqola bo'lajak o'qituvchilarning maktabgacha yoshdagi bolalar orasida iste'mol madaniyatiga maqsadli ta'sir qilish masalasiga nisbatan qo'llaydigan ilmiy va nazariy yondashuvlarini o'rganadi. Unda yosh bolalar tomonidan reklama xabarlarining qabul qilinish xususiyatlari, shuningdek psixologik va pedagogik mexanizmlar orqali reklama orqali muayyan yosh guruhlarida afzalliklar va xatti-harakatlarning shakllanishi jarayonlari tahlil qilinadi. Shuningdek, tadqiqotda reklama beruvchilarning bolalar auditoriyasiga nisbatan axloqiy javobgarlik masalalari alohida e'tibor bilan o'rganiladi. Tadqiqotning asosiy maqsadi – maqsadli reklama vositalarining bolalar ruhiy salomatligiga hamda ularning iste'molchi sifatidagi rivojlanishiga salbiy ta'sirini bartaraf etishga qaratilgan samarali metodlarni aniqlashdan iboratdir. Natijada olingan tahlillar asosida kelgusida faoliyat yurituvchi o'qituvchilar va tarbiyachilar uchun reklama vositalariga nisbatan tanqidiy munosabatda bo'lish va maktabda o'qiyotgan yosh bolalarda ongli iste'molchilik ko'nikmalarini shakllantirish yuzasidan aniq tavsiyalar beriladi.

Kalit so'zlar:

targetlash, iste'molchilik madaniyati, maktabgacha yoshdagi bolalar, reklama, reklama beruvchilar, ruhiy salomatlik, iste'molchilik rivojlanishi, reklamaga tanqidiy munosabat, ongli iste'mol, bo'lajak pedagoglar, tarbiyachilar.

Аннотация.

Данная статья исследует научные и теоретические подходы будущих педагогов к изучению влияния таргетинга на потребительскую культуру среди дошкольников. Она рассматривает специфику восприятия рекламных сообщений детьми младшего возраста, анализируя психологические и педагогические механизмы, посредством которых реклама влияет на формирование предпочтений и поведения в данной возрастной группе. Особое внимание уделяется этическим аспектам и обязанностям рекламодателей перед детской аудиторией. Цель исследования состоит в выявлении эффективных методов противостояния негативному воздействию целевой рекламы на психическое здоровье и потребительское развитие детей. Полученные результаты анализа предоставляют рекомендации будущим учителям и воспитателям относительно воспитания критического отношения к рекламе и развития навыков сознательного потребления у дошкольников.

Ключевые слова:

таргетинг, потребительская культура, дошкольники, реклама, рекламодатели, психическое здоровье, потребительское развитие, критическое отношение к рекламе, сознательное потребление, будущие педагоги, воспитатели.

Abstract.

This article explores the scientific and theoretical approaches of future educators in studying the impact of targeting on consumer culture among preschool children. It examines the specifics of how advertising messages are perceived by young children, analyzing psychological and pedagogical mechanisms through which advertisements influence preferences formation and behavior in this age group. Special attention is given to ethical considerations and advertisers' responsibilities towards child audiences. The study aims to identify effective methods for countering negative effects of targeted advertising on children's mental health and consumption development. Analysis results provide recommendations for future teachers and caregivers regarding fostering critical attitudes toward advertisements and developing conscious consumption skills in preschoolers.

Keywords:

targeting, consumer culture, preschoolers, advertising, advertisers, mental health, consumer development, critical attitude to advertising, conscious consumption, future educators, educators.

Introduction. The 21st century is distinguished by the active development and modernization of digital technologies that are rapidly permeating all areas of human activity,

including childhood and children's interests. A distinct feature of our time is that technology has become an indispensable part of our daily lives, even for pre-school aged children. Gadgets, tablets, smartphones, interactive devices, and social networks create a new environment where children are exposed to a wide range of visual imagery, sounds, and offers, many of which take the form of advertising and marketing campaigns. [1]

Pre-school children draw special attention from marketers because this developmental phase is characterized by exceptional mental openness and quick assimilation of information. Understanding the specifics of how young children perceive advertising thus becomes one of the key challenges facing scientific inquiry and practical application. The reason for this lies in the fact that children process environmental stimuli differently than adults do. They exhibit increased sensitivity towards vivid images, dynamic narratives, and enticing audio effects, frequently forming strong associations with brands and products. [2]

Studying the perception of advertising information by preschoolers gains special significance due to several factors:

- High vulnerability of children's minds to external influences;
- Inability to critically analyze presented content;
- Lack of developed filtering mechanisms for information;
- Predisposition to imitation and quick adoption of cultural stereotypes.

These factors make children a vulnerable group of consumers who easily fall under the influence of focused marketing strategies.

Of particular interest is the role played by adults—parents and educators—in shaping a competent approach to advertising. It's necessary to explore ways in which parents can contribute to adequate perception of advertising messages by children, thereby minimizing the risk of imposing unnecessary wants and needs. Educational institutions also play a crucial role here, capable of implementing programs promoting media literacy aimed at teaching children basic principles of rational choice when selecting goods and services. [3] Investigation into the impact of targeted advertising on preschoolers will help gain deeper insights into processes involved in forming consumer attitudes and behavioral patterns. Acquired knowledge will enable us to develop efficient techniques for protecting children's psyche against the harmful consequences of aggressive marketing, fostering healthy consumption habits, and ensuring harmonious growth of the younger generation in the era of digital dominance.

Goals of the Study. The current state of affairs in the newly emerging Uzbekistan, as well as worldwide, sees the digital economy drastically altering the dynamics of adult-child interactions. The reason for this lies in its introduction of a fundamentally new level of influence over the processes of socialization and cognitive development during early childhood. Consequently, this work centers on achieving a profound understanding of the nature of the impact exercised by modern forms of targeted advertising, marketing, and targeting upon children's perception of the world, established preferences, habits, and consumption behaviors. [4]

Of particular importance is the primary objective of this investigation—to uncover the characteristics and mechanisms underlying the influence of contemporary target-oriented marketing formats on the consciousness and behavior of preschool-aged children. This endeavor requires taking into account key aspects of children's reception of audiovisual information, their emotional reactions, and levels of awareness concerning the purpose and intent of advertising messages.

Main Tasks of the Study

To achieve the set goal, the following central research tasks were outlined:

Study of demographic and socio-psychological characteristics of the child audience.

There is a need for a thorough analysis of the specifics of information processing by contemporary preschoolers influenced by continuously evolving technological advancements. This point involves examining features of children's brains, memory, perception, emotions, and cognitive processes that play a decisive role in responding to modern digital means of communication. [5]

Determination of mechanism and effectiveness of different types of advertising on the child audience. It is vital to assess the efficacy of traditional advertising methods (television, billboards) versus new forms of product promotion via the internet and mobile apps. This task encompasses comparing traditional and innovative approaches to product promotion, evaluating possibilities for influencing children's behavior through diverse types of advertising messages. Evaluation of parents' and educators' roles in interpreting children's perceptions of products and brands. Generally, children actively interact with their environment mediated by adults. Thus, questions arise regarding preparing parents and teachers to manage children's attention effectively and understand advertising content. Establishing an optimal balance between protecting children from unwanted influences and enabling them to independently decide about purchasing goods and services is crucial.

Identification of general trends in the evolution of children's advertising and the market for children's products. Analyzing the dynamics of change in markets catering to the child's audience is essential for detecting long-term tendencies and predicting possible risks and dangers to the health and well-being of young consumers. Factors like globalization, market standardization, and the evolution of international production and promotion standards for children's goods should be considered. Development of evidence-based recommendations for protecting minors' consumer rights. Creation of methodological resources, instructions, and practical guides for parents, educators, and producers aimed at improving information literacy and safeguarding children from abusive advertising constitutes a top priority. This task should involve designing educational activities, preventing manipulative practices, and controlling the quality of advertisements directed at children. Formation of a database for research on the impact of advertising on children's bodies and psychology. Aggregating existing scientific literature, conducting original experiments, and compiling a systematic collection of empirical data will create a reliable basis for further in-depth investigations into the phenomenon of

advertising's impact on young audiences. Such direction contributes to developing preventative measures ensuring the safety and prosperity of future generations. [6]

Public Opinion Monitoring and Normative-Lawmaking Initiatives

Regular monitoring of public opinion regarding issues of children's marketing, coupled with the analysis of legal acts and normative documents, ensures timely response to emerging threats and provides grounds for proposing legislative initiatives aimed at protecting the rights and interests of minor consumers.

In summary, the declared goals and objectives cover a wide range of challenges faced by society and science in light of the rapidly growing significance of advertising in children's lives. Solving these tasks will provide a foundation for enhancing consumer culture and maintaining the psycho-emotional well-being of the younger generation in contemporary conditions.

Methods. Methods of Investigation into the Impact of Targeting on Consumer Culture Among Pre-School Children.

Sample Characteristics

For implementation of the project, a representative sample was formed consisting of students enrolled in Pedagogical Universities majoring in "Pre-School Education." The sample included:

- Future kindergarten teachers aged 18 to 25 years old;
- Students with experience of internships in pre-school institutions;
- Participants possessing basic competencies in psychology and pedagogy.

This selection allowed evaluation of students' perception of real-life situations within the sphere of children's marketing and readiness to apply acquired knowledge in practice.

Data Collection Methods

Diverse scientific approaches were employed for qualitative and quantitative analyses:

- Surveys: Specially-designed questionnaires were used to clarify baseline beliefs of future educators regarding the impact of targeted advertising on children.

- Interviews: Deep interviews were conducted with individual respondents aiming to gather detailed information based on personal observations of children's reactions to advertising.

- Content Analysis: An extensive analysis of video commercials available on the Internet and TV, targeting children, was carried out.

These methods enabled gathering a substantial dataset for subsequent analysis.

Tools of Analysis

The following instruments were utilized for data processing:

- Statistical Analysis: Calculation of mean values, variances, and correlation dependencies between variables.

- Qualitative Analysis: Identification of categories and construction of semantic maps based on survey results and interview findings.

- Semiotic Analysis: Evaluation of symbolic meanings embedded in images and texts found in advertisements addressed to children.

Employment of a complex methodology ensured comprehensive coverage of the studied issue and enhanced reliability of research conclusions.

An example questionnaire is provided below.

Thematic Study on the Impact of Targeting on Consumer Culture Among Pre-School Children

Dear participants,

In the experimental study focused on the impact of targeting on children's consumer culture, a questionnaire was developed specifically tailored for preschool-age children. The survey was conducted with the aim of collecting data regarding their exposure to targeted advertising and understanding how such marketing strategies may influence their behavior and preferences. [7] The methodology included creating an age-appropriate questionnaire designed to assess children's familiarity with various forms of advertisement they might encounter through different media channels such as television, internet platforms like YouTube, mobile apps, games, etc. This information helped researchers evaluate not only the extent but also the nature of the impact these ads had on young minds.

Full Name: _____

Age: _____

Group / Major: _____

Questionnaire Questions:

1. Are you familiar with the term "targeted advertising"?
 - Yes
 - No
 - Uncertain
2. How well do you understand the mechanics of targeted advertising?
 - I fully comprehend it
 - I have a general idea
 - I know practically nothing
3. How frequently do your pupils encounter advertising (TV, Internet)?
 - Constantly
 - Often
 - Seldom
 - Never
4. What type of advertising typically draws the attention of your pupils?
 - Television advertising
 - Online videos
 - Social media advertising
 - Outdoor advertising

-
- Other (please specify): _____
5. Do you notice any differences in children's behavior after watching advertisements?
- Yes, immediate changes in behavior are noticeable
 - Sometimes, reactions occur occasionally
 - No difference observed
6. Would you recommend limiting children's exposure to advertising to parents?
- Definitely
 - Recommended but not mandatory
 - Not necessary to limit
7. Should educators advise parents on restricting the impact of advertising on children?
- Obligation of educators
 - Only upon request from parents
 - Parents can handle it themselves
8. Is additional training needed for future educators regarding work with advertising?
- Very much needed
 - Partly needed
 - Completely unnecessary
9. If yes, what form of learning would you prefer?
- Workshops and lectures
 - Practical sessions
 - Self-study through textbooks
 - Webinars and distance courses

Thank you for participating in our study!

Overall, the survey provided crucial empirical evidence highlighting both positive and negative aspects associated with early exposure to targeted advertisements within the context of shaping children's consumer culture. In the experimental study dedicated to the scientific-theoretical investigation by future educators of the impact of targeting on the consumer culture of preschool children, a specialized questionnaire was created for students majoring in Early Childhood Education and practicing kindergarten teachers. Subsequently, a survey was carried out using this questionnaire. The collected data revealed that most respondents demonstrated limited knowledge and understanding of what targeting entails and its specific influence on young children. Many expressed uncertainty regarding how children interact with targeted advertisements and whether these advertisements contribute significantly to the formation of consumer habits in early childhood.

1. Do you know what targeting is?
 - Yes
 - No
 - Unsure
2. In your opinion, do preschool children encounter targeted advertising frequently?

- Yes, often
- Sometimes
- No
- Don't know

3. Which sources of targeted advertising, in your view, have the greatest impact on older group children?

(Check all that apply)

- Television
- Internet (YouTube, social media, websites)
- Mobile applications
- Games
- Other (please specify)

4. How would you rate your level of awareness about the mechanisms of targeting's influence on children?

- High
- Average
- Low
- I don't know what it means

5. Do you think that targeted advertising can shape children's consumption habits?

- Yes
- No
- Not sure

6. Has the topic of targeting and its effect on children been discussed during your studies or work?

- Yes, thoroughly
- Yes, briefly mentioned
- No
- Can't remember

7. What challenges might arise for educators when identifying the effects of targeting on children?

(Open question)

8. What measures could help reduce the negative impact of targeting on children's consumer culture?

(Open question)

9. Are you willing to develop lessons or discussions aimed at fostering critical attitudes towards advertisements among children?

- Yes
- No
- Undecided

10. What knowledge or skills, in your opinion, are necessary for a future educator to effectively address this issue?

(Open question)

These findings highlight the need for further education and training programs aimed at equipping future educators with sufficient expertise in navigating the complexities of modern-day marketing practices, particularly those involving digital technologies. It underscores the importance of integrating relevant topics into curricula so that educators can better guide children toward making informed decisions about their purchasing behaviors and developing healthy consumer cultures. In the experimental study dedicated to the scientific-theoretical investigation by future educators of the impact of targeting on the consumer culture of preschool children, two distinct types of surveys were implemented:

1. Children Survey: An individualized offline questionnaire was administered directly to preschool children. Each child participated individually, ensuring personalized attention and accurate recording of their responses. This approach facilitated capturing genuine reactions and minimizing external influences, thus yielding reliable data reflecting actual interactions between young children and targeted advertisements.

2. Educators Survey: A separate online survey was distributed via Google Forms to students specializing in Early Childhood Education and practicing kindergarten teachers. Respondents completed the survey remotely, allowing them flexibility and convenience. The use of Google Forms ensured easy collection and analysis of large datasets efficiently.

Both surveys collectively provided complementary insights into the relationship between targeted advertising and the development of consumer culture among young children. The offline component captured direct observations from children themselves, while the online portion offered broader perspective from professionals who educate and care for these children daily. Together, these methods enhanced the depth and breadth of the study, leading to more robust conclusions regarding the role of targeting in shaping early consumer habits.

Results. The study was conducted in three stages: questioning students enrolled in pedagogical disciplines, kindergarten teachers, and senior pre-school aged children. The resulting data made it possible to draw several important conclusions and formulate practical recommendations for improving professional competence of educators.

Questionnaire Results for Students, Teachers, and Pre-School-Aged Children

Student Questionnaires

Students studying “Early Childhood Education” filled out specially-designed questionnaires covering topics related to their knowledge of the mechanisms behind the formation of children’s consumer culture and the particulars of targeting techniques. Statistical analysis showed that a significant proportion of respondents displayed low levels of understanding key elements of the advertising industry and contemporary digital marketing trends. For instance, nearly half of the students struggled to explain the term “targeting,” although approximately one-third indicated partial familiarity with it. Only a small percentage

of respondents managed to accurately describe targeting mechanisms and ways to minimize their adverse impact on children. Among the main problems highlighted by students were gaps in clear understanding of preschoolers' needs, insufficient preparation for handling digital information, and underdeveloped competencies in media literacy. The identified shortcomings indicate the necessity of introducing specialized courses and seminars in these areas.

Teacher Questionnaires

Kindergarten teachers also took part in the survey, revealing that only one third of instructors confidently possess basic media literacy skills and recognize the dangers posed by uncontrolled advertising exposure for children. Others either completely ignore the problem, considering it minor, or express concern but admit being unable to adequately protect their pupils from aggressive commercial pressure. Many respondents noted serious difficulties in recognizing marketers' manipulative tactics, hidden meanings of advertising messages, and risk factors associated with excessive consumption of goods and services by children. Most teachers rely primarily on intuition and personal experience, yet call for qualified assistance and up-to-date methodologies for working with young users of the internet and TV.[8]

Children's Questionnaire

Special attention was given to assessing children's experiences with advertising. Children were asked to talk about their favorite food products, toys, and movies that caught their interest after watching TV commercials or online advertisements. Analysis of their responses revealed that many children show considerable influence from commercially-driven materials, choosing products and services mainly based on vivid imagery and promised benefits. However, many preschoolers do not reflect on the real characteristics of advertised items, trusting the emotional appeal presented by advertisers.

Conclusions Based on Experimental Findings

The experiments confirmed initial assumptions of researchers regarding high vulnerability of children to advertising influence and inadequate preparedness of teachers to address the negative consequences of commercial propaganda. Most preschoolers are exposed to advertising that shapes distorted views of consumer culture and creates unhealthy dependence on brands and trademarks. Both students and teachers often underestimate the scale of threat and require special training needed to effectively counteract this harmful process. A striking trend emerged showing that children fall into situations where choice is driven purely by emotional stimuli rather than objective product features. There is an urgent need to raise the level of media literacy among adults dealing with young children because proper consumer education begins right in families and kindergartens.

Practical Recommendations for Future Educators

To improve the situation, a set of measures has been proposed to prepare specialists capable of responding appropriately to emerging risks and reducing the negative impacts of advertising on children's mental health. Key steps include:

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- Developing specialized academic modules and elective courses aimed at mastering theory and practice of cultivating healthy consumer culture in children.
 - Regular retraining and advanced training sessions for current educators, engaging experienced psychologists and sociologists.
 - Conducting interactive classes promoting critical thinking and ability to analyze products in terms of quality and usefulness.
 - Enhancing communication skills of educators, enabling dialogue with parents about the significance of controlling the flow of advertising directed at children.
 - Encouraging active research activities among students, stimulating writing of scientific papers and projects devoted to exploring relationships between children and advertising.

Effective implementation of these initiatives will create conditions for raising a new generation of consumers equipped with strong immunity against mind manipulation and a clear understanding of the value of a healthy lifestyle and rational resource consumption.

Conclusions. Impact of Advertising on Preschool Children

Modern technologies enable intensive targeting of children through advertising, tailoring content to match their developmental stage and preferences. Due to their cognitive peculiarities, preschoolers interpret advertisements differently than adults: they quickly absorb visually attractive information, succumb readily to emotional calls, and pay less attention to facts. Advertising artificially inflates expectations about products and reinforces stereotypical consumer behavior, causing dependency on branded merchandise before children realize their true needs.

This poses a risk of premature immersion in materialistic culture, adherence to hyper-consumption norms, and cultivation of instant gratification ideals, negatively affecting children's long-term health and wellbeing.

Insufficiency of Knowledge Among Educators

Research reveals a notable deficit in professional competency among workers in the field of early childhood education concerning the analysis and interpretation of advertising effects on children. Future educators lack familiarity with core concepts such as targeting, personalization, and audience segmentation, rarely applying scientific approaches to managing these phenomena. The vast majority of respondents display low awareness of marketer strategies and the hazards inherent in advertising messages for children's developing minds.

The root cause lies in the absence of appropriate educational groundwork combined with constant updates in job requirements linked to modern promotional technologies.

Necessity of Implementing Specialized Training Programs

Experimental validation confirms that solving this challenge requires a holistic approach starting with fundamental transformations in higher education structures. University curricula should incorporate compulsory subjects in social psychology, media culture, ethical consumption, and communication technologies. It is imperative to integrate interactive and project-based learning methods, nurture critical thinking, engage students in independent

research with informational sources and social platforms. Parallel development of modular training programs for current staff, introduction of distance-learning courses, and regular organization of workshops and conferences are equally essential.

Importance of Involving Parents and Educators

Parents bear significant responsibility since first impressions take shape at home. Equally crucial is the role of the early childhood education system, obligated to prepare children for encountering the outside world and establishing sustainable models of rational conduct. To achieve this, collaboration between families and educational institutions is paramount, entailing unified standards for information security and prevention of misuse of advertising. Institutions should organize informative events for parents, establish consultancy services, and promote family-oriented group work.

Recommendations

Specific solutions have been suggested to overcome detected shortcomings and forestall negative consequences of advertising on children's health and welfare:

- Raising Media Literacy Levels:

Revise university curricula and school textbooks, introducing mandatory courses on critical information assessment, economic fundamentals, financial literacy, and correct consumer behavior principles. Teachers must embrace novel teaching approaches and reconsider conventional educational paradigms.

- Interactive Teaching Techniques:

Active learning methods maintain greater focus and convey knowledge more effectively. Organizing debates, game scenarios, creative assignments helps students build accurate perceptions of advertising goals and function, fostering autonomous decision-making skills.

Information Support for Parents

Family education should become a cornerstone of state educational policy. Accessible online courses, expert consultations, parent clubs, References publications, and instructional videos explaining the nature and purpose of business advertising should be introduced. Parents need guidance on evaluating product quality, selecting nutritious foods, regulating access to internet content, and monitoring other advertising distribution channels.

Professional Collaboration

Education requires support from academia and civil society. Engaging experts from adjacent fields—such as psychology, sociology, marketing, and law—is crucial for consulting and developing new standards adapted to today's realities.

Scientific Research Efforts

Feedback from academic circles is essential for formulating grounded policies in the realm of enlightenment and child protection. Academic research, conferences, publication of articles, monographs, and other works will facilitate tracking changes in the advertising market and refining systems countering its detrimental effects.

Implementing these measures will substantially transform children's attitude toward advertising, reduce physical and psychological health risks, reinforce family values, and nurture mature citizens capable of distinguishing benefit from harm, economizing personal resources, and respectfully interacting with the environment.

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