

# Handbook of Research on Children's Consumption of Digital Media

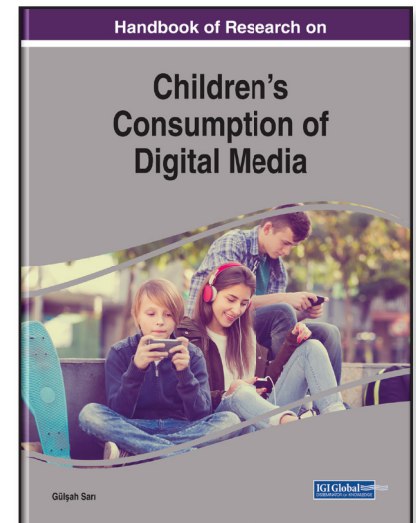
Part of the Advances in Human and Social Aspects of Technology Book Series

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## Description:

One of the consequences of the digital revolution is the availability and pervasiveness of media and technology. They became an integral part of many people's lives, including children, who are often exposed to media and technology at an early age. Due to this early exposure, children have become targeted consumers for businesses and other organizations that seek to utilize the data they generate.

The **Handbook of Research on Children's Consumption of Digital Media** is a scholarly research publication that examines how children have become consumers as well as how their consumption habits have changed in the age of digital and media technologies. Featuring current research on cyber bullying, social media, and digital advertising, this book is geared toward marketing and advertising professionals, consumer researchers, international business strategists, academicians, and upper-level graduate students seeking current research on the transformation of child to consumer.



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**Pages:** 400

## Topics Covered:

- Communication Disorders
- Cyber Bullying
- Digital Advertising
- Digital Natives
- Media Addiction
- Smartphones
- Social Media
- Social Values
- Subliminal Advertising

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