

Just Within the Limits of the Law: Minors from Consumers of Advertising to Creators of Advertising in Spain

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Abstract: Children have gone from being consumers of advertising to being creators of advertising. This article provides an overview of the different lines of research on advertising and minors in Spain over the last 10 years and uses it as a basis to argue that the concept of the minor needs to be clarified and multiple regulations need to be unified, which should also be applied to new trends (such as kidgamers and YouTubers). This study highlights the need to find, on a global level, more specialized research lines that are more relevant to current realities, such as the YouTuber advertising that kids are exposed to today.

Keywords: adolescence research, advertising, early childhood research, legislation, self-regulation, YouTube, Spain

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