Abstract

The bachelor’s thesis focuses on commercials targeting children on social media networks, which is often criticized and often discussed due to its ethical side, since children target group is the most sensitive one. The first part of the thesis focuses on commercials targeting children group and how it is regulated by law including examples from abroad and psychological profile of children. Practical part of the thesis focuses on the social network called Instagram and commercials published by influencers. In this context we experience discussions mostly considering transparency of the influencers and the necessity of labelling advertisement posts. The goal of the thesis is to shed a light on approach of children towards influencer commercials and find out under what circumstances can children identify a commercial.