

PRODUCING AN INFOGRAPHIC ANIMATION VIDEO TOWARDS THE AWARENESS OF CHILDREN IN ONLINE SHOPPING

by:
Honeylyn R. Dela Rosa
LPT

The advancement of digital computer and network technologies, as well as their incorporation into people's daily lives around the world, are adding a new dimension to the commercial and cultural landscape, improving communication and providing access to information, entertainment, and a global marketplace that largely disregards political and geographic barriers. In this emerging electronic environment, business-to-consumer interactions account for only a small portion of total activity. Nonetheless, with regard to household with transactions accounting for more than half of all domestic final demand, much of the attention and speculation surrounding this new media remains focused on consumer issues.

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Innovative marketing techniques are being used in the emerging commercial environment to deliver interactive messages and product information using a combination of video, audio, text, and graphics. The increased use of these technologies generates more data about user and consumer reactions and responses to advertising and marketing information, which could make it easier and less expensive for businesses to reach and "connect" with their intended audience. However, the benefits of this global electronic network, as well as its potential to produce a more efficient marketing dynamic, raise a number of questions, including how to verify the integrity of information, as well as concerns about the use of misleading and deceptive advertising, data collection, and privacy protection.

Children and adolescents are one of the fastest growing demographics of internet users. Parents, teachers, governments, and others who believe that technology literacy

will be an important tool for their future encourage them to use the Internet and computer technologies. Children can be challenged to learn and grow through their online experiences, visiting cities, countries, and even planets that they might never see otherwise. As a result, children are increasingly accessing a wide range of educational and cultural information via the Internet from schools, libraries, and homes, allowing them to gain a unique and comprehensive view of the world around them.

However, the challenges and issues that all users and consumers face in the global network environment are amplified when it comes to children and their online activities. The accessibility of the electronic environment, the potential anonymity it offers, and the information it contains and generates raise a number of concerns about children's safety, focusing attention on this "vulnerable population" and how to best protect them from harm online.

Despite commercial and legal uncertainties, advertising and product marketing information are proving to be critical components of the electronic marketplace and the evolving relationship between businesses and consumers online. Just like in the "real world" of newspapers, magazines, television, and radio, Internet advertising sponsorship provides revenue for content providers to build and maintain a presence in the marketplace and provide innovative forms of information and entertainment. Efforts to build brand loyalty, competitive pressure, and the growing public appeal of the Internet have encouraged hundreds of thousands of businesses to incorporate this new media into their advertising and marketing strategies.

References:

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autoantibodies recognizing both the N-methyl-D-aspartate receptor and double-stranded.

deposition of maternal anti- N-methyl-D-aspartate IgG in the developing neocortex at 60- to 70.

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