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THE IMITATION GAME

Examining the Effects of Native Advertising on Attitudes toward Publishers

Authors: Sara Ekwall, 22290 & Isa Widerståhl, 22348

Supervisor: Jonas Colliander

Abstract

In recent years, native advertising – advertising that mimics the design, function and feel of a source's original content – has seen an increase in popularity among publishers that hope to counteract falling advertising revenues. Review of existing research indicates that consumers have difficulties recognizing the commercial intent of native advertisements. In addition, when recognition occurs, consumers exhibit more negative perceptions of content credibility. This study seeks to investigate the to date unexplored effects of native advertising on the publishers.

This study examines the effects of disclosing native advertising through the use of contrasting background colors on advertising recognition, perceived deceptiveness and attitudes toward the publisher. The reasoning presented is based on theories regarding persuasion knowledge and critical processing indicating that readers who are aware that they are subjected to advertising will negatively evaluate content and sponsoring brand. A quantitative, questionnaire-based experiment, with 178 respondents, is conducted. The study tests the effects of two different disclosures, one with color background and one without, on participants' attitudes toward the publisher, sponsoring brand and content.

Support for negative effects of native advertising recognition on attitudes toward publishers is found. In addition, the deceptive element of native advertising is confirmed, as well as the effectiveness of color background in communicating commercial intent.

Keywords: Native Advertising, Sponsored Articles, Disclosures, Deceptiveness, Publisher Attitudes

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Definitions

In this study, the following definitions apply:

Native Advertising

Native advertising is defined as paid advertising that borrows from the credibility of a publisher or site by mimicking the original content, matching the function, feel and form of the media on which it appears. Thus being viewed as *native* to the source in question (Wojdynski & Golan, 2016).

Sponsored Article/Advertorial

In this study, the terms *Sponsored Article* and *Advertorial* are used interchangeably. Both refer to a native advertisement that presents its message as editorial content in a newspaper.

Disclosure

Advertising, including native advertising, should be clearly distinguishable as such whatever form or medium is used (ICC, 2015). *Disclosure* is defined as the label or other type of cue that aims to communicate to readers that the message or ad has commercial intent.

Publicity

For the purpose of this study, *publicity* is defined as an editorial piece that casts a company or a brand in a favorable light. In the study and hypotheses testing conducted here, the publicity article acts as the control group is referred to as the *PR article* (see appendix C)

Skandia

Skandia is one of Sweden's largest companies within insurance and bank services.

Dagens Nyheter

Dagens Nyheter is one of Sweden's largest daily newspapers.

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1. Introduction

Newspapers have for a long time struggled with decreasing advertising revenues. The rise of native advertising has been hailed by advertisers and publishers alike as a potential solution to the problems faced by online newspapers today (Laursen & Stone, 2016; Wojdyski, 2016a). As native advertising allows for paid messages to be both embedded in, and be designed to mimic, the editorial content of the publishing source, advertisers hope to circumvent audiences' tendency to actively avoid online advertising (Benway, 1998). Native advertising is deliberately designed to engage readers in the same way as editorial content may. Despite an increase in industry attention in recent years, research on native advertising to date is limited, and numerous questions still remain regarding how consumers perceive and process these ads. The existing research on this area indicates that consumers have difficulties recognizing the commercial intent of native advertising. As a result, the potential deceptiveness both blurs and threatens a core tenet of journalism, namely the separation of financial incentives and editorial content (Schauster, Ferrucci & Neill, 2016). To date, the effects of the use of native advertising on the perceptions, attitudes toward and credibility of the publisher is largely unknown. In light of a growing global debate following the American presidential election of 2016 regarding the credibility of news, and the role of an independent media as the so-called fourth estate, the deceptiveness of native advertising – and consequently its potential effects on publishers – is a research area vital to further explore.

1.1 What is Native Advertising?

Native advertising is defined as paid advertising in which the ad in question is designed to match the function, feel and form of the media in which it appears (Laursen & Stone, 2016; Laursen & Llewellyn, 2016). Commonly, messages in this type of advertising are not directly focused on the advertiser's brand or product, but rather a related or supporting overarching subject that may create a “halo effect”, or have other positive spillover effects, on the brand (Laursen & Llewellyn, 2016). These advertising formats are also known as *embedded advertising*, *stealth marketing*, *branded advertising*, *sponsored content*, *product placement*, *branded content*, *covert marketing* - and *native advertising* (Boerman & van Reijmersdal, 2016).

“Native advertising” comprises a variety of different advertising formats – including sponsored articles, one-off videos, hyperlinks and social media posts – as long as the advertisement is created to mirror the appearance of the initial source and its non-commercial content (Wojdynski, 2016b). Specifically, this study focuses on the use of full-length advertorials on online news sites, hereafter referred to as “sponsored articles”.

In all of the above-mentioned advertising formats, the distinction between what is editorial and what is commercial content is muddled, concealing the commercial intent of the message. As a result, consumers may not recognize or realize that the sponsored content has persuasive intent and might therefore not carefully scrutinize the message nor use their cognitive defenses against persuasion (Nebenzahl & Jaffe, 1998). By providing readers and viewers with content that at a first glance is similar to the rest of the site, native advertisements intend to reduce the traditional competition between content that is sought-after by consumers and the advertising that is necessary, though perhaps annoying, to finance its production (Wojdynski, 2016b).

Critics have argued that native advertising violates consumers’ right to know when they are being subjected to advertising and that native advertising consequently is unethical and deceptive (e.g. Kuhn, Hume, & Love, 2010; Cain, 2011). The effects of consumers’ lack of awareness of persuasive attempts in relation to native advertising is a growing cause of concern in both academia and in society at large (e.g. Boerman & van Reijmersdal, 2016).

In order to avoid unethical or deceptive advertising and to guarantee fair communication, advertisers and sponsors are obligated to disclose native advertising, i.e. label it as advertisement. Guidelines for best practices in this area have been developed in several countries, and while research is still limited, there is a growing body of research on disclosure effectiveness. Studies to date have focused on different types of disclosure practices, disclosures in different media and different disclosure positions (Boerman & van Reijmersdal, 2016).

However, existing research has primarily examined the effects of disclosing and recognizing native advertising from the perspective of the advertiser and the sponsoring brand. Relatively little research has been conducted on consumers' perceived deception and the effects of native advertising from the perspective of the publisher.

1.1.1 Native Advertising Today

The use of native advertising has grown substantially in recent years – and is projected to grow further in coming years. In 2015 native advertising represented 15 percent of publishers advertising revenues. By 2018 that number is estimated to increase to between 25 and 35 percent (Laursen & Stone, 2016; Laursen & Llewellyn, 2016). In a joint study by The Native Advertising Institute and FIPP (The Network for Global Media), results from a survey of 140 media executives in 39 countries, show that more than 20 percent of respondents are already offering native advertising as a product – and another 37 percent are likely to join them in the near future. However, the study also shows that the use of native advertising is not without its challenges: 20 percent of the interviewed news media publishers report that they have had customer complaints about native advertising and 45 percent of the publishers consider a lack of a division between church and state, i.e. the independence of editorial content from financial incentives, to be the biggest drawback of native advertising. A majority of publishers charge native advertising higher than traditional advertising.

1.1.2 Legal Considerations

As an effect of the growing use of native advertising, countries have proposed legislation to protect consumers from being deceived or misled by sponsored content (Laursen & Stone, 2016). Several countries, among them Sweden, are currently in the process of updating said recommendations (Komittédirektiv, 2016:84).

In the United States, where most research on native advertising has been conducted, the Federal Trade Commission (FTC) governs how publishers and advertisers should act in order to minimize risks of deception. The FTC Act states, “*It is deceptive to mislead consumers about the commercial nature of content*”. FTC guidelines for compliance with disclosure

practices state that disclosures should be written in clear and unambiguous language, be displayed in a font and color that is easy to read and to be displayed as close as possible to the ad in question (FTC, 2015).

In Sweden, the focal country of this study, the Marketing Act governs practices in advertising and marketing – and thus also the use of native advertising. General rules on marketing apply regardless of what product or medium it relates to. Advertising in Sweden should comply with satisfactory advertising and marketing customs (3§ Markandsföringslagen (2008:486)). In addition, the Marketing Act, as well as court practices, also state that advertising must be designed and presented in a manner that clarifies that the messages have commercial intent and who the sender of the message is (Komittédirektiv, 2016:84). These rules and guidelines are in line with those provided by the International Chamber of Commerce (ICC), which acts as the basis for industry self-regulation with regards to native advertising (ICC, 2015). ICC Guidance on Native Advertising states that consumers should be able to recognize when a message is commercial. Advertising should be clearly distinguishable as such, whatever form or medium is used. It further states that when an advertisement appears in a medium containing news or editorial matter, it should be presented in a way that is “*readily recognizable as advertising and the identity of the advertiser should be apparent*”. To facilitate compliance with regulations and court practices, IAB Sweden (Interactive Advertising Bureau) provides guidelines for how Swedish advertisers can disclose native ads depending on what formats they take (IAB Sweden, 2014).

Current, as well as expected, federal guidelines and industry recommendation preach clear and conspicuous disclosure and labeling of sponsored news articles. However, it is worth noting that due to the limited research available, these recommendations are based on little empirical evidence. Knowledge about how individual readers and consumers interpret these labels – and how their interpretations shape their understanding of the content – is likely insufficient (Wojdynski, 2016a). As a result, the true effectiveness of present and future disclosure recommendations is uncertain.

1.1.3 Disclosure Practices

Most news media publishers around the world consider disclosing native advertising's commercial intent to be essential in helping readers and viewers distinguish between editorial and paid-for content. Some examples of labels commonly used are “*advertisement*”, “*sponsored content*”, “*suggested post*”, “*featured content*” and “*promoted content*” (Laursen & Stone, 2016). According to the report ‘Native Advertising Trends 2016: The Magazine Industry’ the most common way of disclosing native advertising is by using the label “*sponsored content*”. One out of four publishers also report that they disclose native advertising by using a different “look and feel” for the sponsored content in question (Laursen & Llewellyn, 2016).

IAB Sweden recommends the use of contrasting colors as a mean to make native advertisements easily distinguishable from the surrounding editorial content. This is commonly used, though to different degrees, by the larger daily newspapers in Sweden today, e.g. Dagens Nyheter, Svenska Dagbladet and Aftonbladet. Common formulations used to disclose native adverts in Swedish newspapers are “*Annons*” (Advertisement), “*Sponsrad*” (Sponsored) and “*Annons från [brand]*” (Advertisement by [brand]) (IAB Sweden, 2014).

1.2 Purpose

The purpose of this study is to explore the effects of disclosing native advertising through the use of contrasting background colors on advertising recognition, perceived deceptiveness and attitudes toward the publisher.

Existing research has determined that readers who recognize a difference between publisher-created content and sponsored content that resembles the publishers', have more negative perceptions of the credibility and quality of the sponsored article (Wojdyski & Evans, 2016). As publishers aim to balance the benefits of native advertising with increasing demands on clear disclosures from regulators, they should be aware that the best attempts to inform readers could result in negative effects on perceived news quality and credibility. Most research on native advertising disclosure and recognition has studied the effects from the perspective of the advertisers, e.g. effects on brand and purchase intentions (Boerman &

van Reijmersdal, 2016). Relatively little is known about the effect of native advertising, and specifically the use of sponsored news, on the attitudes toward and perceived credibility of the publishers. An important question is whether readers feel tricked or deceived when they recognize a sponsored article as advertising, and if that feeling of deceit affects readers' perception of the publisher.

This study aims to contribute to the growing body of research on native advertising by examining the effects of disclosing native advertising on advertising recognition, perceived deceptiveness, attitudes toward and perceived credibility of the publisher.

1.2.1 Research Question

The main focus of this study is to investigate whether recognition of native advertising has effects on attitudes toward the publishing media. In relation to this, the study explores the use of contrasting background color as a mean to increase chances of recognition of native advertising.

The study's first research question is therefore:

RQ 1: Does the use of contrasting background color increase recognition of sponsored articles as advertising?

This question supports the study's main research question, namely:

RQ 2: Does recognition of native advertising affect attitudes toward, and perceived credibility of, the publisher?

In addition to the above stated questions, this study explores the effects of disclosure clarity, on content, company and publisher.

1.3 Delimitations

While native advertising as a research field is limited, the use and practice of native advertising is increasing rapidly and currently comprises a wide variety of advertising formats. In order to concretize the scope of this study, the format examined is delimited to sponsored full-length articles on online news sites. In addition, there are numerous ways of

disclosing native advertising. In this context, for the sake of simplicity and in the hopes of contributing insights on novel disclosure practices, this is limited to the use of contrasting background color.

The study is further delimited to that of a Swedish context. The native advertisement in question (i.e. the stimuli), the sponsoring company and the publisher used in this study are all Swedish. In addition, the study sample consists of Swedish respondents and is representative of the Swedish population in terms of age, sex and geographical location. As a result, all measures used were translated, and when needed adjusted, to fit the Swedish language.

While the study is conducted on Swedish organizations and respondents, native advertising practices (Laursen & Stone, 2016; Laursen & Llewellyn, 2016), as well as the rules and regulations that apply to them (FTC, 2015; IAB, 2014; MFL 2008:486), are similar across geographical locations the results in this study can be assumed to be comparable in a more global setting.

1.4 Research Outline

The problematization, purpose and aim of this study will be explored using a quantitative approach and a survey-based main study with experimental elements; two stimuli representing different levels of disclosure clarity, and one standard (non-sponsored) article. The relationship between advertising recognition, perceived deceptiveness and attitudes and credibility of publisher, content and sponsoring brand (i.e. the company) is examined. Further, the two groups exposed to native advertisements with different disclosure clarity are compared to the control group exposed to a non-sponsored article with identical content hereafter referred to as the *PR article* (appendix A, B & C). Hypotheses are derived from existing theory and thus a deductive approach guides this study. This paper comprises of five sections: (1) *Introduction*, (2) *Theory*, (3) *Methodology*, (4) *Results & Analysis* and (5) *Discussion*. The main findings are discussed in relation to the overall aim and principal conclusions, managerial implications as well as suggestions for future research are presented.

2. Theory

2.1 Literature Review

The contributions within the chosen field of research, on disclosing and recognizing native advertising, are divided thematically. The literature review focuses on the following themes: (a) *defining native advertising*, to introduce the main theoretical field, (b) *disclosing native advertising* and (c) *recognizing native advertising*, to review the main focus of past research within the field, (d) *effects of recognizing the persuasive attempt* to outline the new field of theory applied, (e) *research gap*, to further motivate the focus of this paper.

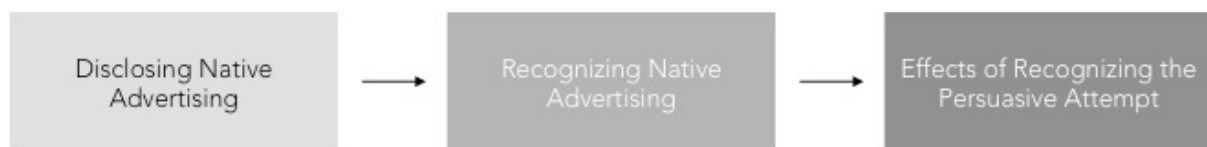


Figure 1 – Structure of Literature Review

2.1.1 Defining Native Advertising

In previous research, native advertising has been defined as advertising that borrows from the credibility of a publisher by mimicking the original content of the publisher itself (Wojdynski & Golan, 2016) – thus being viewed as native to the publication or source in question. A key development in native advertising is that commercial content becomes embedded in traditionally non-commercial content (Boerman & van Reijmersdal, 2016). In doing so, advertisers aim to gain audiences' attention by blurring the boundaries between what is editorial, or earned, content and what is commercial, attempting to disguise the advertising's persuasive intent.

In research on print media, sponsored content takes the form of advertorials: advertisements that are designed to resemble the editorial content in the publication (Kim, Pasadeos & Barban, 2001). Online native advertising can be divided into three categories; sponsored content, sponsored hyperlink listing and sponsored social media posts. Sponsored content features content that is consistent with the look and feel of the publisher and that is meant to be consumed like editorial content by readers or viewers (Wu, Huang, Li, Bortree, Yang, Xiao & Wang, 2016). In this study, we focus on native advertising that takes the form of

sponsored content, due to its adoption in form of sponsored articles among highly credible news media – and consequently its potential effects on attitudes toward the publisher.

2.1.1.1 Proposed Effectiveness of Native Advertising

Online publishers and advertisers have increasingly struggled with audiences' tendency to actively avoid online advertising (Benway, 1998). Native advertising has in recent years gained traction as a mean for publishers and marketers to address this problem (Wojdyski & Golan 2016), and the effectiveness of the format lies in its ability to look like content produced by journalists (Schauster et al., 2016), i.e. in effect to look like publicity.

Native advertising's imitation of source native content aims to render it the qualities traditionally connected to publicity, i.e. *earned media*. In the context of sponsored articles this means that a native advertisement aspires to have similar effects on readers as a PR article, which is proposed to have several benefits from a company perspective, not least when it comes to the processing of the message (Lord & Putrevu, 1998). Publicity is likely to be perceived as more credible than advertising to the reader (Ray & Sawyer, 1971; Salmon, Leonard, Poluywaynski & Wdett, 1985). Furthermore, the foremost objective of consumption of a newspaper is the processing of its editorial content (intentional exposure) rather than its advertisements (incidental exposure). As a result, an article or news story (publicity or PR) is more likely to be more intently processed by its readers (Lord & Putrevu, 1998). PR therefore enjoys an advantage when it comes to the attention and processing of content, in part due to a greater likelihood that the content is consumed intentionally as opposed to incidentally. It is this advantage that native advertisements hope to exploit.

Previous research has shown that the use of native advertising is promising from the perspective of the advertiser, as audiences are more receptive to the content (Sharethrough, 2015). Scholars have also reported positive audience reactions to native advertising. A study conducted by Tutaj and van Reijmersdal (2012) shows that Internet users display lower ad skepticism towards native ads than banners. Moreover, native advertisements are found more informative, more amusing and less irritating.

However, there is some evidence that the positive effects of native advertising are at least partially explained by readers having failed to identify them as advertisement. With native advertising, advertisers hope to overcome the problem of advertising avoidance (Nebenzahl & Jaffe, 1998; Boerman & van Reijmersdal, 2016), as consumers may not recognize the content as paid advertising and may not use their regular cognitive defenses against persuasion (Nebenzahl & Jaffe, 1998). These findings are in line with research on traditional advertising that shows that readers are less motivated to read commercial messages compared to editorial content, and pay more attention to editorial content. In general, the recognition of advertising leads to increased skepticism and negative attitudes, through the activation of persuasion knowledge (Friestad & Wright, 1994; Nelson, Wood & Paek 2009; Shrum, Liu, Nespoli & Lowrey, 2012).

The fact that many consumers have a hard time recognizing native formats as advertising (Tutaj & van Reijmersdal, 2012; Hoofnagle & Meleshinsky, 2015; Wojdyski & Evans, 2016) raises ethical concerns regarding transparency, deceptiveness and biases.

2.1.2 Disclosing Native Advertising

According to current regulations, all sponsored content has to be disclosed as advertising. Advertisers and publishers are advised to clearly label and disclose sponsored content in order for it to be easily distinguishable from editorial content. (e.g. IAB Sweden, 2014; Laursen & Stone, 2016).

The main goal of disclosing native advertising is to inform consumers that the message has commercial intent (Cain, 2011). As legislators are pushing for more strict requirements of clear advertising disclosures, the body of research on the effects of disclosures in different types of media is growing. Research conducted to date includes studies on sponsored content in television, blogs, advergames and print media (Boerman & van Reijmersdal, 2016). Since native advertising in newspapers and magazines is designed to look like editorial content in a publication, the disclosure that identifies the content as advertising is the only element that distinguishes paid from non-paid content (Wojdyski, 2016a).

Wojdyski and Evans (2016) examined the effects of language and positioning of native advertising disclosures. The results show that positioning the disclosure in the middle or bottom of the article, as well as using the phrases “advertising” or “sponsored” in the disclosure, increased advertising recognition (Wojdyski & Evans, 2016). In a following study, Wojdyski (2016a) examined the effects of four disclosure characteristics (proximity, visual prominence, wording clarity, and logo presence/font size, weight and contrast) on recognition of sponsored content as advertising. The study found that logo presence and visual prominence increases the odds of recognition, however logo presence also increases the risk of misinterpretation of the disclosure label as a stand-alone display advertisement (Wojdyski, 2016a). Considering the positive effects on recognition due to visual cues, there are reasons to further examine the effects of disclosure labels through the use of *background colors* on advertising recognition.

To the best of our knowledge, there are no studies on the effects of using different background colors to distinguish sponsored content from editorial content, in an online newspaper setting. As previous research on the use of background color in online advertising (e.g. in banner ads) has been proven to increase recall and recognition (Moore, Stammerjohan & Coulter, 2005), and as degrees of using colors to distinguish paid content from editorial are already being used among Swedish online newspapers, these are disclosure practices in native advertising that are well-suited to further explore.

2.1.3 Recognizing Native Advertising

In order for any warning or label to communicate its message effectively, its receiver has to be aware of it (Stewart & Martin, 1994; Wogalter & Laughery, 1996). However, the presence of a disclosure does not guarantee the viewer’s attention or that the content is recognized as advertising (e.g. Kim, Pasados & Barban, 2001; Wojdyski & Evans, 2016). A majority of studies conducted within this field of research has measured participants’ recognition or recall of disclosures as an indicator of their awareness. One study has measured the respondent’s visual attention through eye tracking as a measure of disclosure awareness (Boerman, van Reijmersdal & Neijens, 2015). A number of studies on disclosures of sponsored television content have proven that disclosure awareness is important for how the sponsored content affects the viewer. In a study on sponsored content in television programs,

Boerman et al. (2012) showed that persuasion knowledge was only activated among the viewers who recalled seeing the disclosure.

However, findings to date have shown that, even when disclosed, recognition of native advertising is low and a considerable amount of studies have proven that consumers often are unaware of disclosures (Boerman & van Reijmersdal, 2016). In the study conducted by Wojdyski and Evans (2016), merely 8 percent of respondents recognized that the tested, disclosed advertorial was an ad, when reviewing placement and wordings of a disclosure. In a test of labeling advertorials, Kim, Pasadeos and Barban (2001) found that only 29 percent of the participants exposed to a disclosed advertorial could actually recall seeing the disclosing label.

Wojdyski (2016a) showed that the use of logos, as well as font size, weight and contrast in disclosures increases recognition. However, still only a third of the respondents in this study recognized the most clearly disclosed advertorial as an advertisement (Wojdyski, 2016a).

In addition, Wu et al. (2016) found that priming readers with information about native advertising significantly improves ad recognition and changes the reader's perception of the content. Readers who were primed and aware of the native advertisement perceived the content as less credible (Wu et al., 2016).

2.1.4 Effects of Recognizing the Persuasive Attempt

Scholars agree that when consumers become aware of a disclosure, their persuasion knowledge – and cognitive defenses – are activated. Several studies show that disclosures increase the viewer's understanding of that the content is in fact advertising, that it has a persuasive intent, and that a company has paid for the content (e.g. Wood, Nelson, Atkinson, & Lane, 2008; Nelson et al., 2009; Boerman et al., 2012; Tessitore & Geuens, 2013; Carr & Hayes, 2014).

Consumers' ability to recognize that a message is advertising is a key determinant to how that message affects attitudes and behaviors. When consumers recognize a persuasive attempt, previous knowledge about persuasion is activated (Friestad & Wright, 1994) and the extent of this activation guides the evaluation of the message. The greater the extent of persuasion

knowledge, the more likely consumers are to evaluate messages critically – and to be skeptical of its content and claims (Campbell & Kirmani, 2000; Wei et al., 2008).

However, advertisements that explicitly imitate non-commercial content impose a high threshold for the activation of persuasion knowledge. By presenting information in a way that is familiar to readers, but familiar to them as specifically *non-advertising* content, native advertisements are arguably deliberately concealing the true commercial intent of the message (Wojdyski, 2016a).

Still, findings are inconclusive in terms of the disclosure's effects on attention to the content, critical processing of the content, as well as attitudes toward company and purchase intentions. The effects of disclosing sponsored content are determined by both disclosure characteristics, e.g. size, timing and duration as well as receiver characteristics, e.g. mood, perceptions of ethicality and credibility of the sponsored content (Boerman & van Reijmersdal, 2016). Even though it is not the primary goal, and findings vary, disclosures may have an effect on how the consumers' respond to the advertising brand.

In their most recent research, Wojdyski and Evans (2016) find that those who do recognize the content as advertising have more negative perception of article credibility as well as more negative attitudes toward the sponsoring company.

2.1.4.1 Perceived Deception in Native Advertising

When studying the effects of disclosures of sponsored articles, namely attitudes and credibility, the perceived deceptiveness of the advertisement is a central matter. This goes hand in hand with many of the controversies surrounding native advertising. Critics of this advertising format have raised the possibility that the success of native advertising in large part can be explained by native advertising's inherent deceptive nature (Wasserman, 2013, Berry, 2014; Colhoun, 2015). This concern is validated by the fact that many consumers, despite efforts to disclose, are unaware that native advertisements are indeed commercial, indicating that they perceive it as editorial content (e.g. Wojdyski & Evans, 2016; Boerman & van Reijmersdal, 2016).

Most studies on consumer perceptions of deceptiveness of advertising to date have focused on deceptive claims made by the advertisers. The studies show, intuitively, that consumers who feel deceived or misled by the claims of advertisers, have more negative evaluations of the ads as well as the advertisers (Darke & Ritchie, 2007). When viewers believe that a message has persuasive intent, they will distrust both the content, and the sender of the message (e.g., Wei et al., 2008; Boerman et al., 2012).

Wojdyski and Evans (2016) show that consumers who recognize sponsored content as advertising show more negative attitudes toward both the content in the article and the advertising brand. However, in this case, the perceived deceptiveness was not examined as a mechanism for those effects. In a more recent study, Wojdyski (2016a) argues that when a message is presented in a way that mimics non-paid content, such as a newspaper article, distrust may be increased, as the reader may feel deceived by the way the advertisement is presented. This becomes especially important when publishers have financial incentives to portray a company in a certain way (Wojdyski, 2016a).

Disclosures of native advertising can vary in clarity, (e.g., Boerman & van Reijmersdal, 2016) consumers can vary in both how attentive they are to these disclosures, and how familiar they are with this type of advertisements in general (Wojdyski & Evans, 2016). Therefore, two individuals that identify a message as advertising may still have different perceptions of how deceptive the message is. Wojdyski has found that a consumer who recognizes sponsored articles as advertising, and perceives the article as deceptive, is likely to have stronger negative reactions toward the content and the company advertising, than those who do not find it deceptive (2016b). If consumers feel deceived by the ad, they will have stronger negative reactions toward article and the advertiser, with decreasing levels of trust and credibility of the source (Wojdyski, 2016a).

Diminishing credibility of content in a news media could by extension also have effects on overall attitudes toward the publisher. To date, the extended effects of perceived deceptiveness in native advertising are largely unexamined and therefore indicate a need for additional research on the subject.

2.1.4.2 Native Advertising's Effects on Publishers

The key to the proposed effectiveness of native advertising lies in its ability to imitate journalistic content, thus giving the sponsored content a form of credibility earned by journalists in their profession (Carlson, 2015; Wojdyski & Golan, 2016). However, therein lies a risk that it can also erode the credibility of journalism over time (Levi, 2015). Scant attention has thus far been paid to the effects of sponsored articles on attitudes toward the media publishing them. Considering the fact that recent research has shown that the content of native ads is perceived as less credible when readers recognize it as advertising (Wojdyski & Evans, 2016; Wu et al., 2016), it is likely that the use of native advertising could diminish readers' views of the quality of the publishers.

Wojdyski (2016a) argues that a potentially attendant concern is the impact of engaging in native advertising on consumers' perception of article quality over time (Wojdyski, 2016a). An adjacent concern is consequently negative effects on the publication in question. So far, empirical research has confirmed this growing concern. Branded publications, closely related to sponsored content, are perceived to be less credible than non-branded publications (Cole & Greer, 2013). The more "commercial" a customer publication is viewed as, the less credible it is perceived by the consumers (van Reijmersdal, Neijens & Smit, 2009).

Credibility is no doubt one of the most important aspects of journalism and news (Cassidy, 2007). The concept of journalistic credibility has no single agreed-upon definition, however the most common definitions of credibility are trustworthiness and expertise (Hovland, Janis & Kelley, 1953; Hilligoss & Rieh, 2008). Media source credibility can therefore be defined as the degree to which readers or viewers believe in a media source's ability to provide correct information without bias (Hass, 1981; Greer, 2003; Go, Jung & Wu, 2014).

Schauster et al. (2016) conducted in-depth interviews with 56 practitioners (journalists, advertising executives and public relations executives) of native advertising. Their findings show that many practitioners are concerned that native advertising lacks transparency and is deceptive to consumers. Participants, primarily journalists, were concerned that an eventual consequence of native advertising is a diminishing credibility of journalism and increasing distrust of journalists. The findings raise additional concerns regarding long-term effects of

deceptive ads. However, the study lacks any empirical indications of how readers themselves react when exposed to native advertising with regards to publisher attitudes and perceived credibility.

The limited research that has been conducted on the credibility of the source to date, has measured the effects of source credibility on the advertisement. Wu et al. (2016) found that participants who were primed about native advertising to a larger extent recognized the article as an advertisement, which led to decreased perceptions of article credibility. Moreover, the authors found that recognition of a sponsored article as advertising is more likely to negatively influence readers' perception of the news publisher's credibility than that of the advertiser itself (Wu et al., 2016). However, priming respondents may not adequately measure readers' actual reactions to native advertisements, as it does not occur in a natural setting.

Contrary to Wu et al., (2016) authors Howe and Teufel (2014) found that the presence of native advertisements had no significant effect on the viewer's perception of credibility toward the news site. However, the authors themselves are not fully convinced by their findings and argue for further research on the subject as many respondents who were exposed to the native advertisement did not recognize it as such – and are likely to react differently if alerted to that fact (Howe & Teufel, 2014).

Cases of harsh criticism towards news sites that have aggressively employed native advertising indicate that there is a growing concern among readers and journalists alike about the possible effects of native advertising on publishers and consequently on journalistic autonomy (Carlson, 2015). While these questions are widely discussed, very little empirical research has been conducted that measures these specific effects when audiences are exposed to native advertising. This indicates a need for further research.

2.1.5 Research Gap

The review of previous research brings to light limitations in research to date, as no studies have been conducted on the effects of disclosing sponsored articles through background color on advertising recognition and consequently, the attitudes toward, and perceptions of, publishers.

To our knowledge, no previous studies have focused on examining the effects of disclosing native advertisements using background color as a cue for advertising recognition. Given the frequent use of color as a tool for disclosing native advertising in Swedish news media today, this offers a relevant setting to test the effects on the perception of publishers.

Studies on the effects of recognizing native advertising have primarily focused on the perspective of the sponsoring company, both in terms of attitudes and credibility. No studies have measured the effects of deceptiveness of sponsored content on the attitudes towards, and perceived credibility of, the media publishing the content in a quantitative setting. However, research has shown that feelings of deception lead to a heightened risk of losing trust and credibility.

The aim of this study is to examine whether the recognition of native advertising has a negative effect on the publisher – which by extension could potentially affect readers’ perception of journalism at large. Together, the stated limitations to previous research open up for an interesting theoretical gap to be examined further.

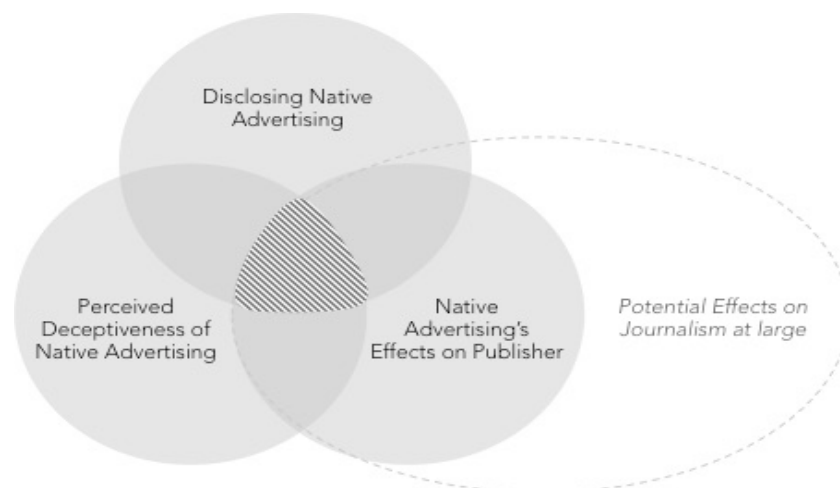


Figure 2 - Diagram visualizing the research gap examined in this paper: The effects of disclosing native advertising on perceived deceptiveness, and on publisher.

2.2 Theoretical Framework & Hypotheses

The theoretical framework divides the analytical elements into three parts: (a) a dependent variable that measures advertising recognition, (b) an independent variable that measures perceived deception of sponsored articles, and (c) independent variables measuring the attitudes and credibility of publishers, content, company and journalism at large. The sections below will depict the theories and underlying assumptions that build the model for the hypothesis generation.

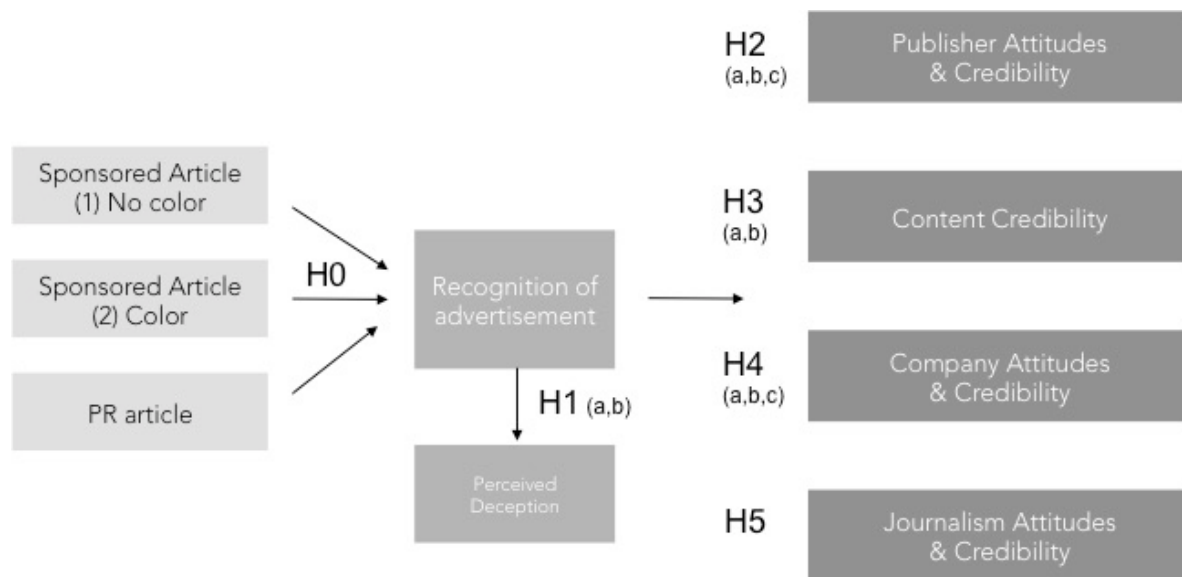


Figure 3 - Conceptual Model for Hypothesis Generation

2.2.1 Recognition of Sponsored Articles

2.2.1.1 Color Effects on Recognition

The first hypothesis proposes that the use of a background color to disclose sponsored articles will increase recognition. In terms of noticing adverts, and recognizing the content as advertising, color has been proven to play an important role. Several studies on the use of color in advertising indicate that higher contrasts between background and text lead to increased readability of the advert (Radl 1980; Bruce & Foster 1982; Wang, Fang & Chen 2003). Moreover, the use of color in online advertising and more precisely; the use of background color in high contrast to the text, has been proven to be an important tool for increasing viewers' recognition and recall of advertisements (Moore et al., 2005).

Since native advertising in newspapers and magazines is designed to imitate the editorial content in a publication, the disclosure that identifies the content as advertising is the only element that distinguishes paid from non-paid content (Wojdynski, 2016a). As the use of contrasting colors is commonly used in order to highlight the fact that the sponsored article is in fact sponsored in Swedish online newspapers today, colors are likely to be associated with advertising in an online environment. Therefore, we propose that:

H0: Participants who are exposed to a **disclosure with colors** will better recognize the article as advertisement than participants exposed to a **disclosure without colors**.

2.2.1.2 Activation of Persuasion Knowledge (Cognitive Resistance)

Audiences are generally more skeptical towards advertising than other forms of communication (Petty & Andrews, 2008), and individuals tend to process persuasive messages more critically when they recognize the persuasive attempt (Wu et al., 2016). A reason for this is that individuals develop and employ *persuasion knowledge*; a set of theories and beliefs about persuasion and its tactics, in order to identify and cope with persuasive attempts (Friestad & Wright, 1994). An individual's response to a persuasive attempt is influenced by the level of knowledge of persuasion tactics the person has (Wojdynski, 2016a).

Previous research on native advertising has shown that audiences' critical evaluation of sponsored content may not be activated, as the content is integrated with other, non-paid content (e.g., Wojdynski & Evans, 2016). In order for persuasion knowledge to be activated in the context of native advertising, the individual *has to recognize* the persuasive attempt of the sponsored content and, hence, notice and comprehend the disclosure of the sponsored content (Wojdynski & Evans, 2015). When a disclosure effectively communicates that the content is in fact advertising, the audience will activate their persuasion knowledge (Boerman & van Reijmersdal, 2016).

2.2.1.3 Activation of Critical Processing (Affective Resistance)

In addition to activating persuasion knowledge, disclosing native advertising can also trigger critical processing of the commercial content (Boerman, van Reijmersdal & Neijens, 2014). Boerman et al. define critical processing as “*the adoption of an evaluative style of processing, in which the content is criticized*” (2014). Boerman and van Reijmersdal argue that this makes critical processing an attitudinal, affective response, which is more evaluative, compared to activation of persuasion knowledge, which is defined as a cognitive response (2016). Thus, there is reason to believe that when readers critically process the content of a sponsored article, they may feel tricked or deceived.

2.2.1.4 Recognition Effects on Perceived Deception

The second hypothesis proposes that readers who recognize native ads as advertising will report higher degrees of perceived deception. Readers of sponsored articles that become aware of the persuasive attempt through disclosures will activate their persuasion knowledge (Boerman & van Reijmersdal, 2016), while this cognitive resistance will not be activated to the same extent for readers of PR articles. Moreover, as sponsored articles are designed to imitate editorial content in an online newspaper, there is a risk that the perceived deceptiveness of a sponsored article is higher than for regular advertisement, thus triggering affective resistance to a larger extent. In other words, it is likely that a reader who recognizes a native ad as advertising feels that the ad is designed to be intentionally deceptive by looking like news articles (Wojdyski, 2016a). Therefore, we propose that:

H1a: Participants who are exposed to **native advertisements**, and recognize them as advertising, will report **higher degrees of perceived deception** than those who are exposed to a **PR article**.

Following the logic of affective resistance, the perceived deception of sponsored articles is likely further affected by the clarity of the disclosure. Readers who recognize unclear disclosures are likely to feel more deceived than when the content is clearly disclosed as advertising. Thus, we also propose that:

H1b: Participants who are exposed to a **disclosure without colors**, and recognize it as advertisement, will report **higher degrees of perceived deception** than those who recognize a **disclosure with colors**.

2.2.2 Effects on Publisher

The third hypothesis proposes that readers exposed to sponsored articles will report more negative attitudes toward, and perceived credibility of, the publisher. The hypothesis builds on theories on cognitive and affective resistance, implying that when cognitive resistance is triggered readers will evaluate the articles as advertisement, and when affective resistance is triggered feelings of annoyance will lead to an increase in perceived deceptiveness and heightened negative attitudes. Recognizing sponsored content not only activates persuasion knowledge, but also triggers higher levels of resistance in form of negative affect and counter arguing, which are both forms of affective resistance (Boerman & van Reijmersdal, 2016).

When consumers understand that a message is persuasive, they are likely to distrust, and become more critical towards the message (Friestad & Wright, 1994; Wei et al., 2008), as well as the sender of the message (e.g., Wei et al., 2008; Boerman et al., 2012). The enhanced level of critical processing may be more important when it comes to native advertising, such as sponsored articles, than for other types of online content. When the message is presented in a way that is associated with non-paid content, such as a newspaper article, the level of distrust may increase (Wojdyski, 2016a).

Native advertising is more likely to influence the reader's perception of the media outlet publishing the content, rather than the company sponsoring it (Wu et al., 2016). In previous studies, it has been shown that source credibility is based on the belief that the source is unbiased and knowledgeable (Cole & Greer, 2013). In addition, as the key determinant of publisher credibility is the perceived trustworthiness and expertise (Hilgoss & Rieh, 2008) of journalists, there is reason to believe that if readers perceive the content as deceptive, this will have negative effects on the perception of the publisher. In addition, critique by readers directed towards newspapers that have engaged in native advertising (Carlson, 2015), further indicates that the perception of the publisher may be at stake. It is therefore likely that the reader's *affective resistance* has an effect on the perceived attitudes towards, and credibility of, the media publishing the news article. Thus, we propose:

H2a: Participants who recognize native advertising as advertising will have i) more negative attitudes toward the publishers and ii) more negative perceptions of publisher credibility.

An implicit idea in the use of native advertising is that the imitation of editorial content will lead to decreased advertising avoidance, as consumers in general are skeptical towards advertising (Wojdyski, 2016). In line with the conventional assumption that readers turn to editorial content for entertainment and information, while advertising is perceived as intruding (Cunningham & Haley, 2000), readers exposed to a disclosure with color will likely be more annoyed.

The use of a clear disclosure, i.e. background color, is likely to increase advertising recognition as it makes the native advertisement look *less* like editorial content and *more* like a regular ad, activating persuasion knowledge and triggering *cognitive resistance* among readers. Thus, it is proposed that in general, readers exposed to the sponsored article with color background will be more skeptical as they will have greater chances of recognizing commercial intent, whereas readers exposed to the article with no color background are likelier to evaluate it as they would regular editorial content – in line with the reasoning behind the proposed effectiveness of native advertising. Thus, we propose:

H2b: Participants who are exposed to a **disclosure with colors** will have i) more negative attitudes towards the publishers and ii) more negative perceptions of publisher credibility, than those who are exposed to a **disclosure without colors** or to **PR**.

However, an unclearly disclosed native advertisement (i.e. only label and no other visual cues) is more difficult to recognize, again, triggering the reader's *affective resistance*. Attentive readers who recognize unclearly disclosed native advertisements therefore risk having higher levels of perceived deception. We propose:

H2c: Participants who **recognize** a **disclosure without colors** will have a) more negative attitudes towards the publishers and b) more negative perceptions of publisher credibility, than those who **recognize** a **disclosure with colors** or are exposed to **PR**.

2.2.3 Effects on Content and Company

Following the logic for effects on publisher, the fourth hypothesis proposes that readers exposed to sponsored articles will report less perceived credibility of the content. Scholars have previously shown that when consumers believe that a message has persuasive intent, they will distrust both the content and the sender of the message due to activation of

persuasion knowledge (*cognitive resistance*) (e.g., Wei et al., 2008; Boerman et al., 2012). Research on sponsored online news has shown that consumers who recognize sponsored content as advertising have more negative attitudes toward the advertising brand, as well as the article (Wojdyski & Evans, 2016).

When recognizing that what was thought to be editorial content is in fact sponsored, readers of a newspaper article are likely to react critically towards the content, as well as the company sponsoring it (*affective resistance*). Regarding the effects on the *content* of the native ad, we propose that the inherent deceptiveness of native advertisements will lead to that:

H3a: Participants who recognize native advertising as advertising will report more negative perceptions of content credibility.

Following the above described reasoning (H2b), that a clear disclosure triggers *cognitive resistance* as with traditional advertising, we propose that:

H3b: Participants exposed to a **disclosure with colors** will have more negative perceptions of content credibility than those exposed to a **disclosure without colors**, or to **PR**.

With regards to the effects on the *sponsoring company*, we propose that:

H4a: Participants who recognize native advertising as advertising will have i) more negative attitudes toward the company, ii) more negative perceptions of company credibility.

As in H2b and H3b, we propose that:

H4b: Participants who are exposed to a **disclosure with colors** will have i) more negative attitudes toward the company, ii) more negative perceptions of company credibility, than those exposed to a **disclosure without colors** or to **PR**.

Following the reasoning in H2c, attentive readers who recognize unclearly disclosed native advertisements risk having higher levels of perceived deception due to *critical processing* (*affective resistance*). We propose:

H4c: Participants who **recognize a disclosure without colors** will have a) more negative attitudes towards the company and b) more negative perceptions of company credibility, than those who **recognize a disclosure with colors** or are exposed to **PR**.

2.2.4 Effects on Journalism at Large

In addition, there is reason to believe that more negative perception of publishers may potentially have an effect on perceptions of journalism at large (Carlson, 2015; Schauster et al., 2016). As previously argued, maintaining high credibility among the readers is a critical issue for news publishers. The uneasy balance of preserving unbiased and trustworthy journalism, while having incentives to portray a company in a certain manner, could potentially create skepticism towards journalists. As qualitative studies have shown that the use of native advertising could potentially deteriorate the credibility of journalism over time (Shauster et al., 2016), an additional hypothesis on the potential effects of native advertising on journalism at large is included in the study.

H5: Participants who recognize native advertising as advertising will have i) more negative attitudes towards journalists, ii) more negative perceptions of journalists' credibility

2.2.5 List of Hypotheses

Table 1 - List of Hypotheses

Research Questions:

RQ 1: Does the use of contrasting background color increase recognition of sponsored articles as advertising?

RQ 2: Does recognition of native advertising affect attitudes toward, and perceived credibility of, the publisher?

| | |
|--------------------------------|---|
| Ad Recognition | H0: Participants who are exposed to a disclosure with colors will better recognize the article as advertisement than participants exposed to a disclosure without colors . |
| Perceived Deception | H1a: Participants who are exposed to native advertisements , and recognize them as advertising, will report higher degrees of perceived deception than those who are exposed to a PR article . H1b: Participants who are exposed to a disclosure without colors , and recognize it as advertisement, will report higher degrees of perceived deception than those who recognize a disclosure with colors . |
| Effects on Publisher | H2a: Participants who recognize native advertising as advertising will have i) more negative attitudes toward the publishers and ii) more negative perceptions of publisher credibility. H2b: Participants who are exposed to a disclosure with colors will have i) more negative attitudes towards the publishers and ii) more negative perceptions of publisher credibility, than those who are exposed to a disclosure without colors or to PR . H2c: Participants who recognize a disclosure without colors will have a) more negative attitudes towards the publishers and b) more negative perceptions of publisher credibility, than those who recognize a disclosure with colors or are exposed to PR . |
| Effects on Content | H3a: Participants who recognize native advertising as advertising will report more negative perceptions of content credibility. H3b: Participants exposed to a disclosure with colors will have more negative perceptions of content credibility than those exposed to a disclosure without colors , or to PR . |
| Effects on Company | H4a: Participants who recognize native advertising as advertising will have i) more negative attitudes toward the company, ii) more negative perceptions of company credibility. H4b: Participants who are exposed to a disclosure with colors will have i) more negative attitudes toward the company, ii) more negative perceptions of company credibility, than those exposed to a disclosure without colors or to PR . H4c: Participants who recognize a disclosure without colors will have a) more negative attitudes towards the company and b) more negative perceptions of company credibility, than those who recognize a disclosure with colors or are exposed to PR . |
| Effects on Journalism at large | H5: Participants who recognize native advertising as advertising will have i) more negative attitudes towards journalists, ii) more negative perceptions of journalists' credibility. |

3. Methodology

3.1 Scientific Research Approach

The purpose of this study is to explore the effects of disclosing native advertising through the use of contrasting background colors on advertising recognition, perceived deceptiveness and attitudes toward the publisher. Prior research and theories on the effects of disclosing native advertising and the effects of perceived deceptiveness guides the generation of hypotheses. Empirical data was collected and processed in way that suggests that the findings can be generalized beyond the confines of this particular context and replicated (King, Keohane & Verba, 1995; Bryman & Bell, 2011). As a result this study employs a deductive approach in quantitatively testing the theory of a causal relationship between recognition of native advertising and the subsequent changes in perceived deceptiveness, attitudes toward and perceived credibility of the publishers, the article content and the sponsoring company – as well as toward journalism at large.

Specifically, the study explores how independent variable of advertising recognition affects a defined set of dependent variables, including perceived deceptiveness, attitudes and credibility. The main method for determining causal inference is to employ an experimental design, hence in this case the independent variable was manipulated by altering the levels of disclosure clarity for the native advertisement (stimulus) used in this study. In keeping with the deductive approach and to test the above-proposed hypotheses, as well as to allow for randomization of exposure to the independent variable and control group respectively, a quantitative approach is used by means of a survey-based main study (Malhotra & Birks, 2007). An online self-completion questionnaire was designed to test the effectiveness of the different disclosures on advertising recognition. While self-reporting has some limitations with regards to guaranteeing honesty in responses, it is the most common method given a study of this quantitative nature (Bryman & Bell, 2011). In addition, considering that previous research has shown that recognition of native advertising, even when disclosed, is low, the use of an easily accessible online survey was further motivated by its ability to directly increase the number of respondents. The method described above is further appropriate when testing various stimuli, to avoid interviewer effects and to allow for

respondent anonymity. Moreover, it provides accessible data for coding, analysis and interpretation of the different stimuli tested (Bryman & Bell, 2011).

While both deductive and quantitative approaches have some limitations, e.g. deductive thinking can lead to biases as authors may be unconsciously looking for information that aligns with expected outcomes, and a quantitative approach assumes a measurement process that may possess an artificial sense of precision and accuracy (Bryman & Bell, 2011), these downsides have been discussed and taken into consideration in the process of research, survey design and analysis. The approaches employed in this study were deemed most suitable to examine the stated purpose and research questions.

3.2 Preparatory Work

Before preparing the main empirical study, preparatory work in the form of probing the empirical field to develop relevant stimuli and pretesting of the stimuli was conducted.

3.2.1 Probing the Empirical Field

In order to gain an initial understanding of the empirical field of interest; the Swedish news media, and more specifically, the use of native advertising in Swedish news media, both online and in printed magazines and newspapers, was examined. Primarily through careful examination of how different types of news media currently uses disclosures and to what extent coloring is used as a cue for making readers attentive of the fact that the content is advertising.

As this study focuses on how disclosing native advertising affects attitudes toward publisher, newspapers with high credibility were examined closely, namely Dagens Nyheter (DN) and Svenska Dagbladet (SvD). The newspapers are the two largest daily newspapers in Sweden and can therefore be assumed to have high credibility among readers. More specifically, the extent of native advertising in general, and sponsored articles in particular, was outlined.

In order to study the effects of disclosing sponsored articles in an as truthful setting as possible, stimuli was designed to mimic recently published content in a Swedish newspaper with high credibility. As previous research has indicated that the effects of native advertising

on perceived source credibility can be moderated by the perceived credibility of the publisher itself, as well as the sponsoring company, a sponsored article published online on the Dagens Nyheter website (DN.se) was chosen to test above mentioned effects. The sponsored article features, and is paid for by the Swedish bank and insurance company Skandia, which is considered to be a credible sponsor in the given context.

3.2.2 Pretesting

Prior to developing the quantitative main survey, a set of pretests was conducted. The first pretest aimed to confirm that respondents interpreted the developed stimuli as intended, hence, that the stimulus where the sponsored content was clearly disclosed with color (DC) was easier to recognize as advertising, than the disclosure without color (DNC). The pretest also allowed for testing if the initial questions in the main survey were correctly understood (Bryman & Bell, 2011), as well as to assure that Dagens Nyheter is perceived to be a publisher with high credibility. Pretest results were also used to assess the relevance of the study, providing indications that the suggested hypothesis (H1) may hold.

Table 2 - Results Pretest 1

| | DNC | DC |
|------------------|------|------|
| Recognition (%) | 48% | 44% |
| Perceived | | |
| Deception (mean) | 4.89 | 3.95 |

DNC = Disclosure without color, DC = Disclosure with color, N(DNC) = 26, N(DC) = 28

The first pretest surprisingly indicated a higher degree of recognition for the disclosure without color, which could be explained by the small sample. To accurately assess the difference in disclosure clarity a second pretest was therefore conducted, presented in Table 3. In addition, the first pretest provided an indication of the level of recognition of the two disclosures tested as advertising, which in turn indicated how many respondents that were required in the main study to secure significant base sizes for testing the hypotheses specified.

The pretest was designed as an online, self-completion survey, distributed to 54 respondents. 28 were exposed to a stimuli disclosed with colors and 26 were exposed to stimuli disclosed without colors.

After the pretest, minor adjustments were made in terms of wording, in order to avoid misleading questions and to prime the respondents. Moreover, stimuli design was slightly adjusted, in order to increase readability and clarity.

In order to ensure that the stimuli was interpreted as intended, a second pretest was conducted, through an online, self-completion survey, where 45 respondents (20-30 y/o) were exposed to both stimuli, in randomized order, followed by questions regarding advertisement recognition and perceived deceptiveness of the sponsored article. Results in the second pretest show that advertising recognition was higher for the disclosure with colors. The high levels of recognition for both stimuli is partially explained by the fact that all respondents in pretest 2 were marketing students, well aware of the concept of native advertising. Moreover, all respondents were randomly exposed to both stimuli, naturally increasing recognition for whichever one came second. Nonetheless, it gave an indication into the effects of different disclosure clarity and the stimuli could be proceeded with.

Table 3 - Results Pretest 2

| | DNC | DC |
|-----------------|-----|-----|
| Recognition (%) | 85% | 96% |

DNC = Disclosure without color, DC = Disclosure with color, N(All) = 45

3.2.3 Stimuli Material

Stimuli have been manipulated to imitate examples found of existing disclosure methods used in Swedish media, more precisely through the use of background colors and colors in disclosures in Svenska Dagbladet (SvD.se) and Dagens Nyheter (DN.se). In addition to testing two different ways of disclosing the sponsored article, a PR article with a journalist as a sender of the message, was included to act as a control group. The stimulus with color used

here is modified to incorporate usage of different disclosure methods from multiple high credibility news sources in Sweden (appendix A). The stimulus without colors is modeled on disclosure practices in high credible media, but modified so that no colors are used in order to allow for testing of two diametrically different designs (appendix B).

In the main study, three types of stimuli were tested; (1) sponsored article with no background color and no color in disclosure text (DNC), (2) sponsored article with background color and color in disclosure text (DC) and (3) PR article with journalist's name in the article byline (PR).

Table 4 - Stimuli Tested

| | |
|---------|---|
| Group 1 | DNC: Sponsored article with no background color and no color in disclosure text |
| Group 2 | DC: Sponsored article with background color and color in disclosure text and |
| Group 3 | PR: PR article with journalist's name in the article byline |

3.3 Main Study

The main study was designed following the results of preparatory efforts, methodologically consisting of (a) *sampling & sample*, (b) *survey design*, and (c) *data collection*.

3.3.1 Sampling & Sample

As previous research has indicated that a minority of respondents would recognize the sponsored article as advertising, priority was given to gaining a large enough sample base in order to be able to produce significant results.

As the chosen method of an online, self-completion survey provides limited control of who responds to the survey, it was distributed via a personal (one time use) link, to ensure that respondents were unique. Moreover, to mitigate the risk of a high click-through rate two supplementing control questions regarding the content of the text and the identity of the publisher, were posed to all respondents, in order to ensure data validity and quality.

A general drawback of using quantitative surveys as a method is that insights into causality are difficult to ensure. In addition to the experimental design used, causality between advertising recognition (independent variable), perceived deception and effects on attitudes and credibility (dependent variables) was explored – and indicated – using the pretest. In the pretest, respondents were made aware of the fact that the text they had read was in fact a sponsored article before answering questions on perceived deceptiveness of the text, and perceived credibility of the publisher. As the pretest showed that perceived deceptiveness of the stimuli coincide with negative effects on the publisher, this causality can be assumed to hold in the main study.

Nepa AB, a neutral research company, distributed the survey to 554 respondents. 114 respondents were excluded due to incomplete surveys and 262 were excluded due to incorrect answers on both control questions. Furthermore, data was cleared from so called ‘speed runners’ (respondents who complete the survey in an suspiciously short time) and ‘straight liners’ (respondents who check the same alternative throughout the survey). Hence, a total of 178 answers are included in the study. Respondents were distributed according to Table 5. All three groups include the sufficient number of respondents in order to perform reliable statistical tests, satisfying the central limit theorem (Newbold, Carlson & Thorne, 2012).

Respondents were aged from 17 to 64 y/o. The gender distribution was 50 percent female and 50 percent male. IBM SPSS Statistics Software (version 24) served as the main analytical tool for the collected data.

Table 5 - Respondents

| | Stimuli | Survey Quotas | Completed Responses | Valid responses (manipulation check: newspaper and company) |
|---------|---------|---------------|---------------------|---|
| Group 1 | DNC | 170 | 176 | 80 |
| Group 2 | DC | 170 | 171 | 67 |
| Group 3 | PR | 90 | 93 | 30 |
| Total | | 430 | 440 | 178 |

3.3.2 Survey Design

In the main study, respondents were randomly assigned one of three groups in the table above. The three groups consisted of 29, 29 and 28 questions respectively, with questions following the conceptual model presented in the theoretical framework; recognition of sponsored articles, effects on publisher, effects on content and company, as well as on journalism at large. Furthermore, the receiver characteristics; advertising skepticism, mood and involvement in journalism were tested for at the end of the survey. All groups received four general questions on demographics and news consumption (appendix D).

The order of questions was set to avoid priming respondents in the beginning of the survey, and controlling for the possibility of questions affecting the response behavior. Moreover, the importance of the questions determined the order they were placed in, where demographical questions were placed at the end of the questionnaire. Questions were filtered in order to improve the survey layout, and to minimize the risk of respondent fatigue.

The survey employs closed-ended questions, in order to clarify the meaning of the investigated concepts, as well as to facilitate data processing, comparisons of responses and to reduce coding errors. All questions were based on Likert type scales with verbal labels for the highest and lowest scale points in order to increase clarity and ensure comparable results.

Moreover, respondents were informed about contact information, estimated survey time and assurance that all responses would be anonymous and treated with confidentiality. At the end of the questionnaire, a disclaimer stating that the stimuli is fabricated and not developed in cooperation with DN or any other company was added. The purpose of the questionnaire was partially left out, again, in order to ensure that respondents were not primed to easier notice the commercial intent in the stimuli. The data collector, Nepa AB, provided compensation to respondents.

Given the research context and the fact that the chosen stimuli were Swedish, this was considered the most relevant language for the survey. Therefore, the established measures used in the survey have been translated to Swedish to ensure higher relevance for Swedish

respondents, using simple and correct language. Respondents' understanding of the questions and translations were tested for in pretests 1 and 2, with slight modifications in wording to ensure valid results.

Based on the conceptual model, appropriate, well-established measures used in previous research were sought out using standardized scales. Moreover, certain measures have been adapted to the context, in order to increase the relevance of the messages in the specific research context.

To test randomization and group allocation, as well as the survey flow, a soft launch of the survey through two stages, was conducted in cooperation with Nepa AB (n=103).

3.3.2.1 Measures

In order to achieve precise estimates of the relationship between the concepts: *advertisement recognition*, *perceived deceptiveness*, *credibility*, *attitudes toward company*, *publisher* and *journalism at large*, this study uses established measures from previous research. Further, measures have been applied as a consistent method to gauge distinctions. For measuring attitudes and credibility, the use of multiple indicators allows to capture more dimensions of the underlying concepts and to avoid being too general (Bryman & Bell, 2011).

Advertising Recognition

Advertising Recognition was tested for by employing the measure used by Wu et al. (2016), "Would you define the article you just read as an advertisement?" (yes/no). In order to increase understanding of the results, a question with a 7-item Likert type scale ranging from 'not at all' to 'absolutely' was included, previous to the same question with a single answer alternative (yes/no). Moreover, respondents who answered 'yes' were asked to state what company the advert was for.

Perceived Deception

Perceived deception of the advertisement was tested for using a measure presented by Ormond et al. (2016), measuring the deceptiveness of messages, including four statements (e.g. "I believe that the message was designed to trick me", "I believe that the message was not truthful") on a 7-item Likert type scale ranging from 'not at all' to 'absolutely'.

Statements were adapted to the given research context, from measures used by Wojdyski (2016b), in research on deceptiveness of sponsored articles.

Effects on Attitudes and Credibility

Measures for attitudes towards company and publisher were derived through two questions covering attitudes and purchase intentions. Attitudes were measured through respondents rating their agreement with five statements (e.g., ‘good/bad’, ‘appealing/unappealing’), on a 7-item Likert type scale, rated by selecting 1 by 7, as applied by Wojdyski and Evans (2016). Moreover, purchase intention was measured for through asking respondents to rate likelihood of purchasing services from Skandia and DN on a 7-item Likert type scale, ranging from ‘not at all’ to ‘absolutely’. Results of purchase intentions were later excluded from the results, due to the fact that bank- and insurance services are seldom repurchased, risking skewed of the results.

Measures for credibility of company and publisher were derived from questions regarding trustworthiness, according to previous research. Trustworthiness was measured through one question including four statements, (e.g., “I think the newspaper Dagens Nyheter is honest”) on a 7-item Likert type scale ranging from ‘not at all’ to ‘absolutely’, in line with measures applied by Wojdyski and Evans (2016). Moreover, possible signaling effects for both company and publisher were accounted for, as a complement to attitudes and perceived credibility. Potential signaling effects were excluded from the results, as no significant effects were found differing from measures of trustworthiness.

Attitudes towards journalists were measured through a single question on attitudes, as applied by Wojdyski and Evans (2016), through respondents rating their agreement with 5 statements (‘good/bad’, ‘appealing/unappealing’), on a 7-item Likert type scale, rated by selecting 1 by 7. The statements were adapted to the context for higher relevance.

Finally, credibility of journalists was measured through a question on trustworthiness, as for credibility of company and publisher, in line with measures applied by Wojdyski and Evans (2016). However, one of the four statements was adapted to better suit the context of the question.

3.3.3 Data Collection

The main survey was designed in, and distributed through, the online research software Qualtrics. Data was collected between the 24th of March and the 7th of April 2017. The survey link was distributed through the Swedish research company Nepa AB to its pool of respondents. In order to guarantee comparability, all respondents received identical information about the survey and its contents. To ensure randomization of the survey's different stimuli, as well as allocation to the control group, the survey was programmed so that respondents were randomly assigned to one of the three different groups available, i.e. sponsored article with no color, sponsored article with background color or PR article (control group).

Nepa AB distributed the survey link via email to a panel of respondents. The survey panel was sampled to achieve a wide spread of respondents, with the goal of creating a sample as representative of Sweden as possible in terms of age, sex and geographical location. To ensure a high response rate, Nepa AB sent out a reminder email after a couple of days. All respondents who completed the survey received a monetary compensation. The survey was active until the predetermined quotas for the different stimuli groups were filled.

3.4 Data Quality

The most prominent criteria for evaluation of quantitative studies are reliability, replicability and validity. These criteria concern the quality of the measurements used, the design of the study and the conclusions drawn (Bryman & Bell, 2011). The reliability, replicability and validity of this study are addressed below.

3.4.1 Data Reliability

Reliability is particularly an issue when it comes to quantitative research, as it is fundamentally concerned with the issues of consistency of measures; it addresses whether or not measures used are stable and accurate (Bryman & Bell, 2011). Multiple-indicator measures were used to offset misclassifications of questions or measures. Internal consistency of the measures, i.e. the coherence of indicators used so that they are consistent in measuring

the intended variable, was tested using Cronbach's Alpha, employing a general rule of thumb of 0.7 to signify internal reliability (Bryman & Bell, 2011).

A summary of the alphas is shown in Table 6, where measures for Credibility and Attitudes demonstrate a satisfactory internal reliability. Authors are aware that the alpha for the Deception measure is not optimal, as it is below 0.7. However, as it is close to the recommended cut-off level, it is used with caution in this study.

Table 6 - Test for Data Reliability: Cronbach's Alpha

| | Deception | Credibility | Attitudes |
|------------------|-----------|-------------|-----------|
| Cronbach's Alpha | 0.675 | 0.889 | 0.925 |
| Nr of Items | 4 | 5 | 5 |

3.4.2 Data Replicability

Replicability addresses the possibility and process of replicating a study in hopes of supporting – or disproving – the findings from the original study (Bryman & Bell, 2011). To ensure replicability of this study, the design of the survey and stimuli, the methods for sampling and collection of data as well as the analysis of the final data sample have been well documented. In addition, the use of a research company allows for a more representative sample than might have otherwise been possible – thus further ensuring a level of replicability. In addition, measures used are well established and have previously been successfully used to test their respective variables, which disregards the risk for replication failures due to defective measures. Subsequently, it can be argued that the study establishes sufficient replicability.

3.4.3 Data Validity

Validity is concerned with the integrity of the conclusions that are drawn from a study. To determine the validity of this study, the four main types of validity (a) *measurement validity*, (b) *internal validity*, (c) *external validity* and (d) *ecological validity* (Bryman & Bell, 2011) are addressed below.

Measurement Validity

Measurement validity refers to whether or not a measure really does capture the intended concept (Saunders et al., 2009; Bryman & Bell, 2011). In order to establish measurement validity in this thesis choices of measures have been made based on established measures used in previous research. Measures used for advertising recognition have been successfully employed to capture disclosure effectiveness in numerous studies (Wojdynski & Evans, 2016; Wojdynski, 2016a; Wu et al., 2016). The same applies for perceived deceptiveness (e.g. Wojdynski, 2016b) and perceived credibility (Wojdynski, 2016a).

Internal Validity

Internal validity is concerned with the issue of causality, i.e. the question of whether the independent variable is in fact responsible for the variation in the dependent variables (Saunders et al., 2009; Bryman & Bell, 2011). In experimental designs, the purpose of a control group is to eliminate the possible effects of rival explanations of a causal finding (Bryman & Bell, 2011). In this study, the presence of a control group (PR article) as well as the random assignment of respondents to experimental groups (i.e. to different stimuli) eliminates threats to internal validity. Randomization to the different groups was automated in Qualtrics. All other content, apart from the stimuli, was identical in the different groups. In addition, pretests and two manipulation controls in the main study were included to ensure that the manipulation was in fact interpreted as intended. Thus, the study is argued to have sufficient internal validity.

External Validity

External validity refers to the questions of generalizability, i.e. if the findings of a study can be generalized to the larger population (Bryman & Bell, 2011). The use of an independent research company for survey distribution allows for the study to make use of Nepa AB:s experience and expertise in creating samples that are representative of the population in Sweden, thus ensuring a high level of external validity. In addition, pre-testing of the survey and the stimuli was conducted on a different sample than the one in the main study; hence the risk that the findings of the main study are partially determined by the respondents' awareness of the experimental treatment is eliminated (Bryman & Bell, 2011).

Ecological Validity

Lastly, ecological validity concerns the question of whether the findings of a study are applicable to people's everyday settings. A quantitative study using a questionnaire may have some inherent limitations to ecological validity, as the act itself of answering a survey is unnatural (Bryman & Bell, 2011). In addition, the fact that the stimuli represent an excerpt from an online paper and thus is removed from its natural setting is likely to negatively affect ecological validity. These limitations have been taken into consideration in the design of the survey and stimuli and steps have been taken to offset these limitations in the study: the stimuli used is a replica of a real online sponsored article, where neither sponsoring company nor publisher have been manipulated, and where the article was framed in the same way as it is in the newspaper. In addition, exposing respondents to the stimuli in an online survey means that respondents will read the sponsored article on a computer or smartphone, which is in line with how the text would be naturally consumed, as it is an excerpt from the online version of Dagens Nyheter. With steps undertaken to limit the shortcomings of a questionnaire in terms of ecological validity, a survey-based study was deemed both necessary and appropriate in collecting the data for this study.

4. Results and Analysis

4.1 Manipulation Controls

To ensure that the stimuli tested in the different experimental groups were interpreted as intended, manipulation controls were devised and included in the survey. These were made to ascertain whether the respondents paid sufficient attention to the stimuli so that the difference between the groups cannot be assumed to be accidental.

All respondents were asked to identify both the publisher (i.e. DN) on which the sponsored article was published as well as which company (i.e. Skandia) was interviewed in the article. Only respondents who answered both of these manipulation controls correctly were included in the analysis and hypotheses testing. In addition, *speed runners* and *straight liners*¹ were eliminated from the final data sample.

4.1.1 Recoding of variables

Measures included at least one reverse-scored item to exclude the data from choice biases. The measures were recoded so that high scores indicate high level of agreement with the corresponding measurement (e.g. a high feeling of deception or positive attitudes are both indicated by a higher mean value between 1 and 7) to make interpretation of the results more intuitive. Multiple item measures were merged into one variable, and computed so that all mean values range from 1 to 7, regardless of how many measures were included. Again, to make the results as intuitive and easily analyzable as possible.

4.2 Hypothesis Testing

The following section presents our findings, and is structured as follows: each hypothesis with its corresponding result is presented under a subsection, in which relevant tables and graphs are embedded in the text. A short description and analysis concludes each passage. A summarizing table is presented at the very end.

¹ See method 3.3.1 Sampling & Sample

4.2.1 Ad Recognition (H0)

In hypothesis H0, based on the theory presented in Section 2, it was proposed that advertising recognition would be higher among respondents who were exposed to a disclosure with color. As shown in table 7, respondents in the DC (disclosure with color) experimental group to a larger extent correctly identified the sponsored article as advertising than respondents in the DNC (disclosure without color) experimental group.

Table 7 - Ad Recognition

| | Yes | No | All |
|----------------|--------|--------|---------|
| DNC Count | 43 | 37 | 80 |
| DNC % | 53.80% | 46.30% | 100.00% |
| Expected Count | 44.3 | 35.7 | |
| DC Count | 45 | 22 | 67 |
| DC % | 67.20% | 32.80% | 100.00% |
| Expected Count | 37.1 | 29.9 | |

N(DNC) = 80, n(DC) = 67

Table 8 - Ad Recognition

| | DNC | DC | Asymptotic Significance (2-sided) |
|---------|--------|--------|--------------------------------------|
| Yes (%) | 53.80% | 67.20% | 0.008* |

N(DNC Yes) = 43, N(DC Yes) = 45, N(DNC All) = 80, N(DC All) = 67, *significant, df = 2

Pearson's chi-square (χ^2) test is used to determine if there is a statistically significant relationship between the two nominal variables, and thus if the observed relationships in the table above can be generalized to the greater population, resulting in a significant difference ($p < 0.05$) between the two experimental groups. Therefore, the hypothesis that using contrasting background color increases chances of advertising recognition is supported.

H0: Participants who are exposed to a **disclosure with colors** will better recognize the article as advertisement than participants exposed to a **disclosure without colors**.

SUPPORTED

4.2.2 Perceived Deception (H1)

Hypothesis H1 concerns the perceived deception of native advertisements. In order to investigate the relationship between awareness of the presence of native advertising (i.e. recognition) and perceived deception, the H1a hypothesis is formulated to exhibit the perceived deceptiveness of native advertising – regardless of what type of disclosure is used – as compared to that of PR. As H1a indicates the comparison of the same variable between two groups, an independent sample t-test is used. The result shows that there is a significant difference ($p < 0.05$) in perceived deception between native advertising as compared to PR. H1a is supported.

H1a: Participants who are exposed to **native advertisements**, and recognize them as advertising, will report **higher degrees of perceived deception** than those who are exposed to a **PR article**.

SUPPORTED

Table 9 - Perceived Deception

| | Native Advertising (mean) | PR (mean) | Sig. |
|---------------------|------------------------------|--------------|---------|
| Perceived Deception | 3.9631 | 3.2667 | 0.006** |

N(Native Advertising Aware) = 88. N(PR All) = 30. *** $p < 0.01$. ** $p < 0.05$. * $p < 0.1$

Following the reasoning presented in Section 2, easily recognizable disclosures (i.e. with color) are assumed to be perceived as less deceptive than disclosures without visual cues. This relationship was tested by comparing perceived deception among respondents who recognized the persuasive attempt in the DNC group ($m=3.954$) with those who recognized the sponsored article as advertising in the DC group ($m=3.972$). As in H1a, an independent sample t-test was conducted.

Table 10 - Perceived Deception

| | Perceived Deception (mean) | Std. Deviation | Std. Error Mean | Sig. (2- tailed) |
|-----|----------------------------------|-------------------|--------------------|---------------------|
| DNC | 3.954 | 1.267 | 0.193 | 0.942 |
| DC | 3.972 | 1.13 | 0.169 | |

N(DNC Aware) = 43. N(DC Aware) = 45. Levene's test for Equality of Variances, sig. = 0.571.
Equal variances not assumed. *** p<0.01. ** p<0.05. *p<0.1.

The result indicates no significant difference in perceived deception between the two experimental groups. In addition, the result, although the difference is slight, contradicts hypothesis H1b as perceived deception is higher among those who recognized a clearly disclosed article.

H1b: Participants who are exposed to a **disclosure without colors**, and recognize it as advertisement, will report **higher degrees of perceived deception** than those who recognize a **disclosure with colors**.

NOT SUPPORTED

4.2.3 Effects on Publisher (H2)

Hypothesis 2 concerns the effects of native advertising on publishers. H2a suggests, following the reasoning presented in Section 2, that recognition of native advertising has negative effects on attitudes toward, and perceived credibility of, the publisher. In order to investigate if this theory holds, an independent sample t-test is used to compare the relative means of attitudes and credibility between those who are aware of the fact that they are exposed to a native ad, and those who are unaware or exposed to a PR article. Respondents that are unaware of the disclosure are assumed to react to the article in the same way as those exposed to a PR article, as they have not noticed the advertising disclosure, and hence not understood that the article is paid for by a company.

In terms of attitudes toward the publisher, the difference in means between respondents who are aware (m=4.184) and unaware (m=4.655) is statistically significant (p<0.05). Thus, recognition of native advertising can be concluded to have a negative effect on attitudes toward the publisher.

With regards to the credibility of the publisher, results indicate lower perceived credibility of the publishers as an effect of advertising recognition among respondents who recognized the sponsored article ($m=4.200$) than those who did not ($m=4.438$). However, the effect is not statistically significant ($p>0.05$). H2a is thus partially supported.

Table 11 - Effects on Publisher

| | Attitudes toward Publisher (mean) | Sig. (2-tailed) | Credibility of Publisher (mean) | Sig. (2-tailed) |
|---------|-----------------------------------|-----------------|---------------------------------|-----------------|
| Aware | 4.184 | 0.041** | 4.200 | 0.224 |
| Unaware | 4.655 | | 4.438 | |

N(Aware) = 88. N(Unaware) = 69. *** $p<0.01$. ** $p<0.05$. * $p<0.1$.

H2a: Participants who recognize native advertising as advertising will have i) more negative attitudes toward the publishers and ii) more negative perceptions of publisher credibility.

PARTIALLY SUPPORTED

As proposed in the theoretical framework, sponsored articles are intended to be interpreted as editorial content, and therefore are likely to have less of a negative impact on attitudes and credibility of the publishers, than advertising has. The more unclearly disclosed a sponsored article is, the more likely it will appear as editorial content to the readers. H2b theorizes about the difference in negative effects on publisher between DNC, DC and the PR group for *all* respondents. Since the relative means for more than two groups are examined, H2b is tested using one-way ANOVA tests. The results show no statistical difference in means between the experimental groups hence H2b is not supported.

Table 12 - Effects on Publisher

| i. Attitudes toward Publisher | | | | ii. Credibility of Publisher | | | |
|-------------------------------|--------|---------------|----------------|------------------------------|--------|---------------|----------------|
| DNC | DC | Control group | Sig. | DNC | DC | Control group | Sig. |
| (mean) | (mean) | PR | between groups | (mean) | (mean) | PR | between groups |
| 4.443 | 4.436 | 4.373 | 0.976 | 4.355 | 4.478 | 4.508 | 0.625 |

N(DNC All) = 80. N(DC All) = 87. N(PR All) = 30. *** p<0.01. ** p<0.05. *p<0.1.

H2b: Participants who are exposed to a **disclosure with colors** will have i) more negative attitudes towards the publishers and ii) more negative perceptions of publisher credibility, than those who are exposed to a **disclosure without colors** or to **PR**.

NOT SUPPORTED

H2c concerns the difference in effects on publisher for *aware* respondents between the two disclosure groups and PR. H2c suggests that negative effects will be more prominent among readers who recognize an unclearly disclosed article. As in H2b, one-way ANOVA tests were conducted to compare the relative means between the three groups.

Table 13 - Effects on Publisher

| i. Attitudes toward Publisher | | | | ii. Credibility of Publisher | | | |
|-------------------------------|--------|---------------|----------------|------------------------------|--------|---------------|----------------|
| DNC | DC | Control group | Sig. | DNC | DC | Control group | Sig. |
| (mean) | (mean) | PR | between groups | (mean) | (mean) | PR | between groups |
| 4.088 | 4.276 | 4.373 | 0.731 | 4.052 | 4.506 | 4.508 | 0.244 |

N(DNC Aware) = 43. N(DC Aware) = 45. N(PR All) = 30. *** p<0.01. ** p<0.05. *p<0.1.

As shown in table 13, the means differ in the favor of H2c, with more negative attitudes as well as more negative perceptions of publisher credibility for the DNC group. This trend is visualized in Figure 4. However, neither difference is statistically significant. Hence H2c is not supported.

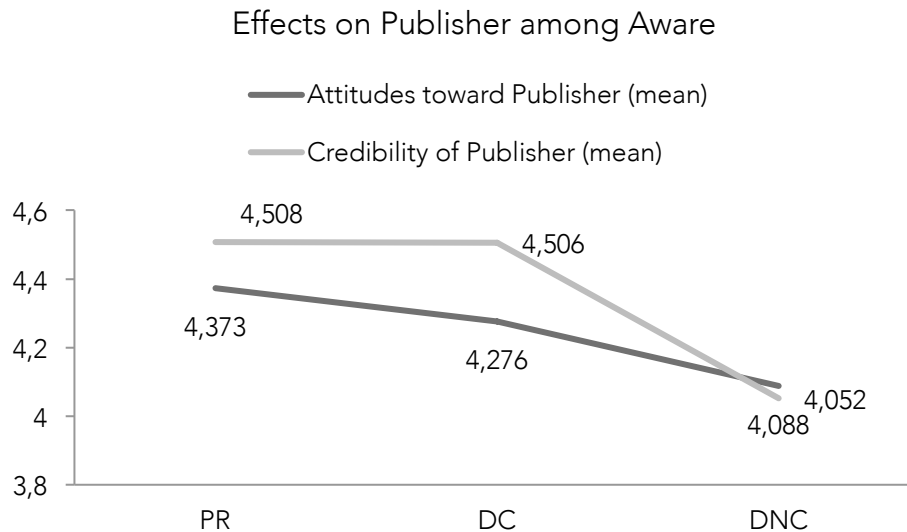


Figure 4 - Effects on Publisher among Aware

H2c: Participants who **recognize a disclosure without colors** will have a) more negative attitudes towards the publishers and b) more negative perceptions of publisher credibility, than those who **recognize a disclosure with colors** or are exposed to PR.

NOT SUPPORTED

4.2.4 Effects on Content (H3)

Effects of recognizing native advertising on perception of content credibility was tested for through conducting an independent sample t-test of the mean values of content credibility, for the respondents aware of native advertising and respondents that were unaware. Results show that the perceptions of content credibility are not significantly different between the groups at a 95 percent confidence level. Thus, hypothesis H3a is not supported. However, perception of content credibility is significantly lower among respondents aware of native ads at a 90 percent confidence level ($p < 0.1$).

Table 14 - Effects on Content

| | Credibility of Content (mean) | Sig. (2-tailed) |
|---------|-------------------------------|-----------------|
| Aware | 3.78 | 0.08* |
| Unaware | 4.15 | |

N(Aware) = 88. N(Unaware) = 69. *** $p < 0.01$. ** $p < 0.05$. * $p < 0.1$.

H3a: Participants who recognize native advertising as advertising will report more negative perceptions of content credibility.

NOT SUPPORTED

Hypothesis H3b suggests that participants exposed to disclosures with color will report lower degrees of content credibility, as it should be more clear to the respondents that the ad is in fact advertising, which inherently would propose that the perceived credibility of the content is lowered. H3b is tested for through conducting a one-way ANOVA test, comparing the means of the three respondent groups; DNC, DC and PR. Results from the ANOVA test show that hypothesis H3b is not supported, as there are no significant differences between the mean values of the three groups at a 95 percent confidence level ($p > 0.05$).

Table 15 - Effects on Content

| Credibility of Content | | | |
|------------------------|--------------|-------------------------------|------------------------|
| DNC (mean) | DC (mean) | Control group PR (mean) | Sig. between groups |
| 3.848 | 3.943 | 4.267 | 0.337 |

N(DNC All) = 80, N(DC All) = 67, N(PR All) = 30. *** $p < 0.01$. ** $p < 0.05$. * $p < 0.1$.

H3b: Participants exposed to a **disclosure with colors** will have more negative perceptions of content credibility than those exposed to a **disclosure without colors**, or to **PR**.

NOT SUPPORTED

Results show that the credibility of the content is highest for the PR article, as expected. However, results for DC and DNC contradict the suggested hypothesis, as perception of content credibility is lower among the respondents exposed to a sponsored article disclosed without the use of colors, as depicted in Figure 5.

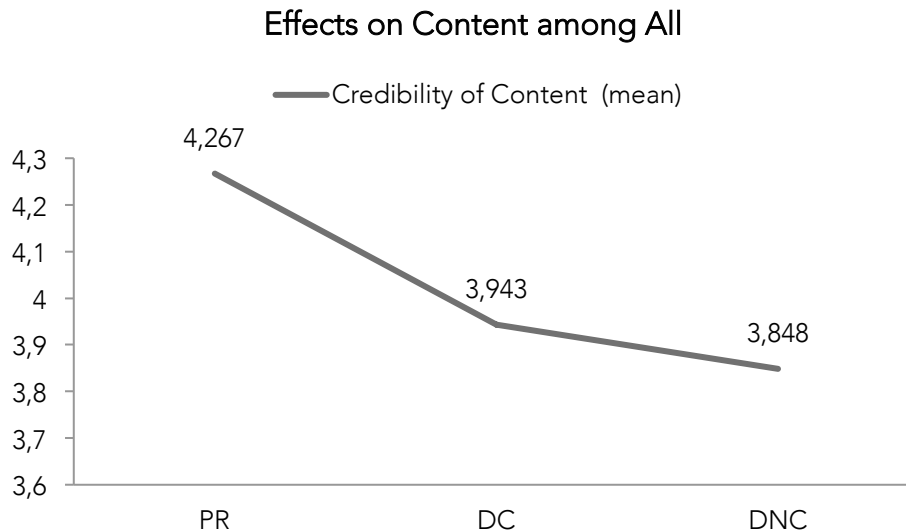


Figure 5 - Effects on Content among All

4.2.5 Effects on Company (H4)

Hypothesis 4 concerns the effects of native advertising on the sponsoring brand, i.e the company. H4a suggests, following the reasoning presented in Section 2, that recognition of native advertising has negative effects on attitudes toward, and perceived credibility of, the company. An independent sample t-test is used to compare the relative means of attitudes and credibility between those who are aware of exposure to a sponsored article and respondents unaware of the commercial intent.

In terms of attitudes toward the company, the difference in means between respondents who are aware ($m=3.814$) and unaware ($m=4.017$) is not statistically significant at a 95 percent confidence level ($p>0.05$). Thus, recognition of native advertising cannot be concluded to have a negative effect on attitudes toward the company.

With regards to the credibility of the company, while the results indicate a lower perceived credibility as an effect of advertising recognition ($m=3.643$) compared to respondents that were unaware of the persuasive attempt ($m=3.945$), the effect is not statistically significant on a 95 percent confidence level. However, results are significant at a 90 percent confidence level ($p<0.1$). H4a is not supported.

Table 16 - Effects on Company

| | Attitudes toward Company (mean) | Sig. (2-tailed) | Credibility of Company (mean) | Sig. (2-tailed) |
|---------|---------------------------------|-----------------|-------------------------------|-----------------|
| Aware | 3.814 | 0.293 | 3.643 | 0.066* |
| Unaware | 4.017 | | 3.945 | |

N(Aware) = 88. N(Unaware) = 69. *** p<0.01. ** p<0.05. *p<0.1.

H4a: Participants who recognize native advertising as advertising will have i) more negative attitudes toward the company, ii) more negative perceptions of company credibility.

NOT SUPPORTED

Hypothesis H4b suggests that participants exposed to disclosures with color will report more negative attitudes toward company and lower perception of company credibility. The hypothesis is tested through one-way ANOVA tests, comparing the means of the three respondent groups; DNC, DC and PR on attitudes and credibility. Results from the ANOVA tests show that hypothesis H4b is not supported, as there are no significant differences between the mean values of the three groups at a 95 percent confidence level, for neither attitudes towards, nor credibility of, the company ($p>0.05$ and $p>0.05$, respectively).

Table 17 - Effects on Company

| i. Attitudes toward Company | | | | ii. Credibility of Company | | | |
|-----------------------------|-----------|-------------------------|---------------------|----------------------------|-----------|-------------------------|---------------------|
| DNC (mean) | DC (mean) | Control group PR (mean) | Sig. between groups | DNC (mean) | DC (mean) | Control group PR (mean) | Sig. between groups |
| 3.858 | 3.902 | 4.167 | 0.446 | 3.775 | 3.927 | 4.021 | 0.388 |

N(DNC All) = 80. N(DC All) = 67. N(PR All) = 30. *** p<0.01. ** p<0.05. *p<0.1.

Contrary to the hypothesis, results show that there are tendencies toward lower attitudes toward the company as well as lower credibility of the company for the less visible disclosure. As expected, the PR article has the most positive effects on attitudes toward the company, as well as company credibility.

H4b: Participants who are exposed to a **disclosure with colors** will have i) more negative attitudes toward the company, ii) more negative perceptions of company credibility, than those exposed to a **disclosure without colors** or to **PR**.

NOT SUPPORTED

H4c bears upon the difference in effects on the sponsoring company between those who are aware of the fact that the sponsored articles are advertising in both groups respectively, as well as the control group (PR article). H4c suggests that negative effects will be more prominent among readers who recognize an unclearly disclosed article. As in H4b, one-way ANOVA tests were conducted to compare the relative means between the three groups.

Table 18 - Effects on Company

| i. Attitudes toward Company | | | | ii. Credibility of Company | | | |
|-----------------------------|--------------|-------------------------------|---------------------------|----------------------------|--------------|-------------------------------|---------------------------|
| DNC (mean) | DC (mean) | Control group PR (mean) | Sig. between groups | DNC (mean) | DC (mean) | Control group PR (mean) | Sig. between groups |
| 3.763 | 3.858 | 4.167 | 0.384 | 3.628 | 3.900 | 4.021 | 0.233 |

N(DNC Aware) = 43. N(DC Aware) = 45. N(PR All) = 30. *** p<0.01. ** p<0.05. *p<0.1.

As shown in table 18, the means differ in favor of H4c, with less positive attitudes as well as lower perceptions of company credibility for the DNC group. This trend is visualized in Figure 6. However, neither difference is statistically significant. Thus, H4c is not supported.

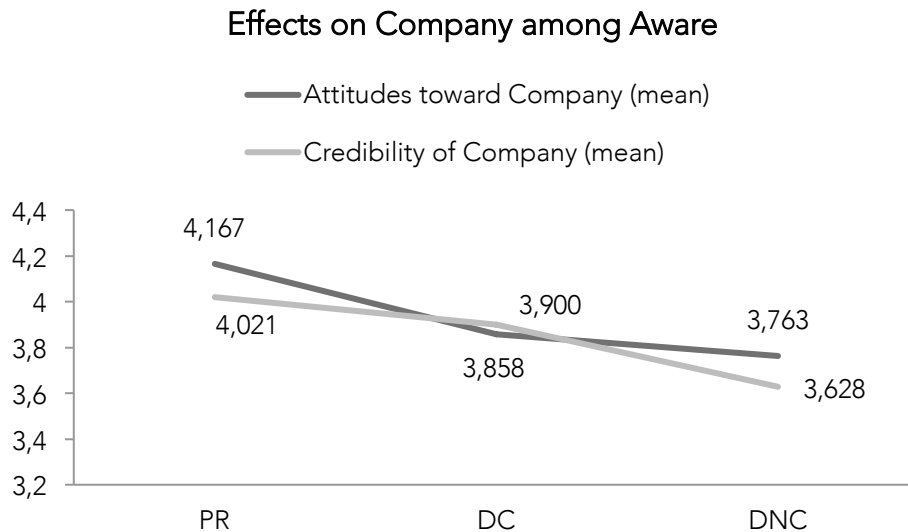


Figure 6 - Effects on Company among Aware

H4c: Participants who **recognize a disclosure without colors** will have a) more negative attitudes towards the company and b) more negative perceptions of company credibility, than those who **recognize a disclosure with colors** or are exposed to **PR**.

NOT SUPPORTED

4.2.6 Effects on Journalism (H5)

In addition to the above-described hypotheses, a fifth hypothesis concerning the potential overall effects on journalism was added to widen the scope of the study. This hypothesis concerns the effects of native advertising on journalism. It is theorized that recognition of native advertising could have negative effects on attitudes toward, and perceived credibility of, journalists. This is tested through an independent sample t-test, comparing the relative means of attitudes and credibility between respondents who are aware of the use of native advertising and those who are not.

In terms of attitudes toward journalists, the difference in means between respondents who are aware and unaware is not statistically significant, though it is slightly lower for aware respondents. Moreover, results contradict the notion that credibility of journalists is lower among respondents aware of the native advertisements. Thus, H5 is not supported.

Table 19 - Effects on Journalism at Large

| | Attitudes toward Journalism (mean) | Sig. (2-tailed) | Credibility of Journalism (mean) | Sig. (2-tailed) |
|---------|------------------------------------|-----------------|----------------------------------|-----------------|
| Aware | 3.698 | 0.456 | 3.882 | 0.115 |
| Unaware | 4.148 | | 3.548 | |

N(Aware) = 88. N(Unaware) = 69. *** p<0.01. ** p<0.05. *p<0.1.

H5: Participants who recognize native advertising as advertising will have i) more negative attitudes towards journalists, ii) more negative perceptions of journalists' credibility.

NOT SUPPORTED

4.3 Summary of Results

Table 20 - Summary of Results

| | | |
|--------------------------------|--|----------------------------|
| Ad Recognition | H0: Participants who are exposed to a disclosure with colors will better recognize the article as advertisement than participants exposed to a disclosure without colors . | H0: Supported** |
| Perceived Deception | H1a: Participants who are exposed to native advertisements , and recognize them as advertising, will report higher degrees of perceived deception than those who are exposed to a PR article . | H1a: Supported** |
| | H1b: Participants who are exposed to a disclosure without colors , and recognize it as advertisement, will report higher degrees of perceived deception than those who recognize a disclosure with colors . | H1b: Not Supported |
| Effects on Publisher | H2a: Participants who recognize native advertising as advertising will have i) more negative attitudes toward the publishers and ii) more negative perceptions of publisher credibility. | H2a: Partially Supported** |
| | H2b: Participants who are exposed to a disclosure with colors will have i) more negative attitudes towards the publishers and ii) more negative perceptions of publisher credibility, than those who are exposed to a disclosure without colors or to PR . | H2b: Not Supported |
| | H2c: Participants who recognize a disclosure without colors will have a) more negative attitudes towards the publishers and b) more negative perceptions of publisher credibility, than those who recognize a disclosure with colors or are exposed to PR . | H2c: Not Supported |
| Effects on Content | H3a: Participants who recognize native advertising as advertising will report more negative perceptions of content credibility. | H3a: Not Supported* |
| | H3b: Participants exposed to a disclosure with colors will have more negative perceptions of content credibility than those exposed to a disclosure without colors , or to PR . | H3b: Not Supported |
| Effects on Company | H4a: Participants who recognize native advertising as advertising will have i) more negative attitudes toward the company, ii) more negative perceptions of company credibility. | H4a: Not Supported* |
| | H4b: Participants who are exposed to a disclosure with colors will have i) more negative attitudes toward the company, ii) more negative perceptions of company credibility, than those exposed to a disclosure without colors or to PR . | H4b: Not Supported |
| | H4c: Participants who recognize a disclosure without colors will have a) more negative attitudes towards the company and b) more negative perceptions of company credibility, than those who recognize a disclosure with colors or are exposed to PR . | H4c: Not Supported |
| Effects on Journalism at large | H5: Participants who recognize native advertising as advertising will have i) more negative attitudes towards journalists, ii) more negative perceptions of journalists' credibility. | H5: Not Supported |

*** p<0.01. ** p<0.05. *p<0.1.

5. Discussion

The main purpose of this study was to examine the effects of disclosing native advertising through the use of contrasting background colors on advertising recognition, perceived deceptiveness, attitudes and perceived credibility of the publisher. In addition, the study investigates the effects on content and company, as well as the differences in effects as a result of divergence in disclosure clarity. This section presents a) *main conclusions drawn from the study*, b) *discussion*, c) *critical reflections*, d) *contributions and implications*, e) *suggestions for future research*, and lastly f) *concluding remarks*.

5.1 Conclusion

RQ1: Does the use of contrasting background color increase recognition of sponsored articles as advertising?

The study concludes that the use of a contrasting background color to disclose sponsored articles increases recognition of the persuasive attempt among readers. Participants in the experimental study who were assigned the sponsored article disclosed with color to a larger extent recognized the sponsored article as paid-for content, i.e. as advertising. There was a statistically significant difference in recognition between the two stimuli groups and it is therefore concluded that color background is a more effective way of disclosing native advertising than solely using written disclaimers.

However, it is worth noting that in this study, as in many others, recognition of native advertising is low. This is further discussed in Section 5.2.1.

RQ2: Does recognition of native advertising affect attitudes toward, and perceived credibility of, the publisher?

The study found support for that recognition of native advertising affects *attitudes* toward the publisher. Recognition of the sponsored article, regardless of what disclosure is used, results in more negative attitudes toward the publishers compared to readers who were unaware that the article was not editorial content. The statistically significant difference in attitudes allows

the study to conclude that the use of native advertising can negatively affect the publisher, a notion that should be taken into consideration by legislators, marketers and publishers. This will be discussed in depth in Section 5.2.3.1.

However, no support was found for the notion that advertising recognition negatively affects *perceived credibility* of the publishers. As a result, no conclusions can be drawn regarding the effects of native advertising recognition on publisher credibility based on this study.

The study further concludes that there is a deceptive element to native advertisements as respondents who recognize sponsored articles, perceive them as more deceptive than respondents who read a PR article with identical content. While this result may seem intuitive, the indication that advertisements that are designed to mimic editorial content are perceived as more deceptive by attentive readers than when the content is not sponsored is an important one – as previous research is conclusive in its findings that perceived deception leads to more negative attitudes. Organizations engaging in native advertising should be aware of this risk.

With regards to differences in effects due to divergence in disclosure clarity, the study fails to support the assumption that the increased deceptiveness of an *unclearly disclosed* native ad results in more prominent negative effects on publishers, company or content. However, the results suggest that there are tendencies toward this effect for both publisher and company. This is an interesting area for future research and will be discussed further in Section 5.5.

5.2 General Discussion

5.2.1 Ad Recognition

The use of contrasting background color increases chances of readers recognizing the persuasive attempt implicit in native advertising. This study presents higher degrees of recognition than previous studies testing placement of label and wording as well as other visual cues (e.g. Boerman & van Reijmersdal, 2016; Wojdyski & Evans, 2016) - even for the stimulus that solely uses written disclosure labels and no color. However, one should be

aware that this may in part be explained by the fact that the stimuli included in this study employ labeling at the top, middle and bottom of the article, as tested by Wojdyski and Evans (2016), and that readers have become increasingly aware of sponsored articles compared to when other empirical studies first began investigating the field of native advertising. Nonetheless, the use of color background leads to increased recognition as compared to no color background, thus this practice can be recommended for publishers who wish to make clear distinctions between editorial and paid-for content.

In addition, it is worth noting that in this study, as in the lion share of empirical research on this subject, consumers have difficulties recognizing that an article is sponsored. Among readers who had correctly identified that the article was published on DN.se and that Skandia was the featured company, only 59 percent of respondents realized that the article was bought content. Not to mention the 60 percent of respondents who were excluded before hypotheses testing as a result of the manipulation controls. This indicates that native advertising may be misleading or mistaken for editorial content, even when disclosed in an as “effective way as possible”.

For advertisers, this is an advantage as it increases the likelihood of readers interpreting the sponsored article as PR or publicity. Publishers on the other hand should be aware that even a clear disclosure may not be clear enough to ensure that readers do not confuse commercial messages for those of the editorial staff.

5.2.2 Perceived Deceptiveness of Native Advertising

The results of the study show that readers who recognize native advertising feel more deceived than those who read the same content presented as a PR article. Although the findings do not support the notion that unclearly disclosed sponsored articles are more deceptive than clearly disclosed articles, the findings confirm worries among journalists, as well as concerns raised by scholars. Therefore, there is reason to argue that sponsored articles, explicitly imitating non-commercial content, impose a high threshold for the activation of persuasion knowledge, in effect hiding its true commercial intent. In line with findings presented by Wojdyski (2016a), native advertisements are arguably deliberately concealing the persuasive attempt of the message. The findings presented raise concerns that

sponsored articles may increase distrust among newsreaders, as consumers may feel that the advertiser is intentionally trying to deceive them through making the advertisements more difficult to recognize. This result, especially in combination with negative effects on publishers (further discussed in following sections), indicates that a publisher wishing to maintain the trust of its readership should use native advertising with caution.

5.2.3 Effects of Native Advertising

5.2.3.1 Effects on Publisher

Recognition of native advertising in online newspapers has a negative effect on *attitudes* toward the publishing media. Readers who recognize that sponsored articles are advertising have more negative perceptions of the publisher than those who do not recognize it as an ad. Publishers should be aware that engaging in native advertising poses a risk to the brand.

The findings are in line with previous criticisms directed toward newspapers engaging in native advertising (Carlson, 2015), and further empirically attest that the brand of the publisher is at risk. Moreover, the study supports the concerns expressed by Wu et al. (2016) that native advertising is more likely to influence the reader's perception of the media vehicle *publishing* the content, rather than the company *sponsoring* it. This study cannot confirm effects on publisher *credibility*. However, given the fact that findings show a tendency toward diminishing credibility, in combination with significant negative effects on attitudes, the possibility that native advertising may affect credibility of news publishers should not be dismissed. It may well be possible that repeated use of native advertising could negatively affect credibility.

Among readers that are aware that the sponsored article is paid for, perceived credibility of the publisher is not affected when the article is clearly disclosed. Perceived credibility of the publisher is in level with the perceived credibility among those exposed to a PR article. However, perceived credibility is lower among readers that recognize the unclearly disclosed article. Though not statistically significant, it suggests that publishers could potentially circumvent risks associated with native advertising by making sure that it is disclosed in a way that is clear to readers.

5.2.3.2 Effects on Content

The proposed effectiveness of native advertising rests on its ability to imitate editorial content, making readers more likely to engage with the content, and less likely to dismiss or disregard it – as is common with traditional ads. As a result, recognition of native advertising is assumed to diminish the credibility of the article. Empirical research to date has confirmed this idea (e.g. Wei et al., 2008; Boerman et al., 2012; Wojdyski & Evans, 2016), though the study presented here, somewhat surprisingly, fails to support this common notion.

However, it is worth noting that in this study the diminishing perception of content credibility for aware respondents would be significant at a 90 percent confidence interval. In addition, the fact that attentive readers find sponsored articles deceptive suggests that recognition should have an effect on content credibility. Though this study cannot reject that native advertisements are perceived as equally credible as PR articles, it would probably be unwise to assume that this is the case.

5.2.3.3 Effects on Company

In testing the effects of native advertising on the company sponsoring the advertisement, the study failed to find support for negative effects of native advertising on *attitudes* toward the company. This suggests that in terms of attitudes among readers, the negative effects of native advertising is a more pronounced risk for publishers, than for the sponsoring company. This difference in effect could be explained by the fact that consumers expect companies to engage in advertising and that the commercial intent is presumed, giving the company more leeway when it comes to what is “accepted” among newsreaders.

As with attitudes toward the company, the study fails to find support for diminishing *credibility* of company, opposing previous findings (Wojdyski & Evans, 2016). However, the negative effect on credibility among aware readers would be significant at a 90 percent confidence interval. The lower perceived credibility of the sponsoring brand is, though not significant, in line with sponsored articles being perceived as deceptive among readers who recognize the persuasive attempt, triggering their affective resistance.

When exploring the effects of different ways of disclosing the sponsored articles, the study finds no support for more prominent effects due to unclear disclosures for aware respondents. However, tendencies of lower attitudes toward the company, and lower perceived credibility when disclosures are *less visible* suggest that if readers become more attentive to native advertising in general, companies may actually not benefit from sponsored articles that are designed to mimic publicity. Instead, there is a chance that they would benefit from clear disclosures, as is the case for publishers.

5.2.3.4 Effects on Journalism at Large

With regards to journalism at large, native advertising is not found to have any negative effects on the attitudes toward, and perceived credibility of, journalism in this study. Thus, the findings in this study cannot support previous qualitative reports that suggest that the use of native advertising could potentially erode the credibility of journalism (Shauster et al., 2016). Even though attitudes toward journalists are slightly lower among respondents who recognize the advertisement, the difference is not statistically significant.

The idea that respondents who recognize native advertising would feel deceived to such an extent that they lost trust for journalism is admittedly a stretch. However, as native advertising is perceived as more deceptive than PR articles, and as recognition of native advertising negatively affects attitudes toward publisher, it can be argued that at a point in time where the credibility of news and journalism is questioned more than ever before – when the term “fake news” is already a reality – the use of sponsored articles poses additional risks for both publishers and journalists. Thus, the potential long-term effects on journalistic credibility from the use of native advertising should be monitored and tested for going forward.

5.3 Critical Reflections

In the following section difficulties associated with the study design, as well as potential methodological shortcomings and other limitations are addressed.

With regards to the main study, it is important to keep in mind that the study was not based on real life observations as it builds on a survey-based experiment with manipulated stimuli. The research design employed is useful for drawing statistically significant conclusions, but it is possible that respondents would have acted differently in a real-life setting, potentially affecting the results. In addition, the results may be biased due to the sample of the study. One should consider that even though a research company warrants a sample representative of Sweden, respondents are free to choose to participate – and are further compensated to do so. Hence, the sample is not completely random and participants may have an incentive to answer the survey quickly. Lastly, one should also keep in mind that the sample size is small and that a larger sample could give stronger indications into the effects on publishers.

Furthermore, the study uses an online article for advertising manipulation and newsreaders might pay different attention to articles published online compared to in print, which could also have had an effect on results.

It is important to note that within the scope of this study, effects on company are likely mediated by respondents' previous attitudes towards the sponsoring company; Skandia. Had a company that readers are more engaged in been used in the study, the results may have been different. Not least considering the great decline in sample size when controlling for the company depicted in the article.

Moreover, the choice of the newspaper Dagens Nyheter can be discussed, when examining the effects on perceived credibility of the media vehicle. In the Swedish media landscape, Dagens Nyheter is considered to have high credibility. Even though the choice of media was made according to recommendations from scholars arguing that native advertising has strongest effects on high credibility media – it can be argued that readers may be more prone

to question the credibility of newspapers that are “less indisputable” in terms of credibility, e.g. a lifestyle magazine.

The authors are aware that the reliability of the deception measure is somewhat lower than ideal, which could potentially have affected the results. However, this is likely an effect of the fact that the measure includes few items, and several were reverse-scored to avoid negations in the survey. It is possible that this confused respondents, causing skewed results.

5.4 Contributions and Implications

5.4.1 Theoretical Contributions

As the use of native advertising has increased, so has attention to this phenomenon among scholars – and the research on this subject available. Still, research to date on native advertising is limited and this study identifies and addresses a research gap in the intersection between disclosures of native advertising, perceived deceptiveness and effects of native advertising on the publishers.

This paper contributes to the growing field of research on native advertising, as it highlights the negative effects of sponsored articles on the media vehicle publishing the content. While previous studies have focused on the effects of the sponsoring brand, and the perceptions of the contents of native advertising, the findings presented here provide quantitative proof that *publishers* can be affected negatively by engaging in native advertising. This confirms worries expressed by Wojdyski and Evans (2016) when calling for further research on how attempts to inform readers may affect perceptions of news credibility and quality.

Moreover, the study offers contributions to the understanding of how sponsored articles are perceived by the readers in terms of deceptiveness. It supports the assumption that when advertisements are presented in a way that is familiar to readers as editorial content, it may also be perceived to be deliberately deceptive by attentive readers.

5.4.2 Managerial Implications

The findings of this study provide valuable and actionable insights for publishers, news organizations, media houses as well as news consumers and regulators.

The study indicates that disclosures that are clear to the readers may earn the publisher some goodwill by limiting the feeling of deception. The use of a background color when disclosing native advertising is more effective to ascertain that readers or viewers understand the true commercial intent of the message. Swedish media, especially newspapers that depend on maintaining a high credibility, already use color to this effect. However, not all publishers employ the use of contrasting background colors to the same extent as the stimuli used in this study, indicating room, and perhaps need, for improvement.

However, findings regarding recognition suggest that even the best attempts to inform readers of a message's commercial intent – solely through the use of disclosure – may very well fall short of its goal. Consumers are seemingly still highly unaware of what native advertising is and how it is employed.

The results suggest that native advertising is associated with certain risks for publishers. Readers that are aware that an article has been paid for by a company negatively evaluates the publisher to a higher degree than they do the sponsoring company. Publishers therefore should act cautiously when engaging in native advertising; a publisher's decision if, how and to what extent native advertising should be used to compensate for diminishing print ad and subscription revenues should be made with the risks to brand attitudes – and by extension overall integrity – in mind.

5.5 Future Research

This paper provides compelling new insights into how native advertising can affect the attitudes toward publishers. However, this study is narrow in its scope and while significant results were found, other indicative outcomes provide interesting starting points for future research.

As support for the deceptive element of native advertising was found in this study, which in turn affects the publishers negatively, there is reason to further investigate the *mediating effects* on deception in a quantitative setting. This notion regards the effects on publishers, as well as the content and sponsoring brand. In addition, the long-term effects of repeated use of native advertising on the publishers is a related research area that should be examined.

There is a chance that more negative attitudes toward publishers could also have negative effects on other editorial content published. The effect of native advertising on adjacent editorial content is another interesting branch of this area to explore further. Moreover, the effect of sponsored content on other media vehicles than newspapers could provide even more insight.

As a final note, a reason why practitioners have expressed concerns for sponsored articles eroding the credibility of journalists and publishers is the fact that the publishers themselves often are the producers of native advertisements – albeit in isolated editorial functions. There is reason to suspect that newsreaders are not fully aware of this fact. Hence, more informed readers may lead to stronger effects on the attitudes toward, and perceived credibility of, the publisher. Therefore, suggestions for future research also include further studies on effects on publishers when respondents are informed of how sponsored articles are produced.

5.6 Concluding Remarks

The main ambition of this study was to examine the potential effects of native advertising from the perspective of the publishers that engage in it. Previous research on this subject has primarily focused on the proposed effectiveness of native advertising, studying how readers process the messages and how it affects their view of the company that seeks their attention. Here, new insights into the potential drawbacks of arguably deceptive messages were sought after.

This was investigated through a quantitative survey-based study testing both the effect of differences in disclosure clarity as well as the difference in effects between readers that were aware that the stimulus presented to them was advertising and those who were unaware of

this fact. The study finds support for negative effects of native advertising recognition on attitudes toward publishers. In addition, the deceptive element of native advertising was confirmed, as well as the effectiveness of color background in communicating commercial intent. In future research, the mediating effect of perceived deceptiveness on credibility and attitudes toward publishers is advised.

Native advertising provides compelling new ways for companies to engage with readers, and if executed right may very well be appreciated by consumers. However, publishers dependent on maintaining high credibility should be aware that native advertising risk deteriorating readers' attitudes. When playing the imitation game, publishers may want to think twice.

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Appendix

Appendix B – Stimulus DNC

E.ON DN PRO DN ARBETET DN KONKORD DN LÅST


DAGENS NYHETER.

Nyheter MITT DN Ekonomi Kultur Sthlm Sport Ledare DN Debatt DNL TV 27° NEW 33

ANNONS INNEHÅLL FRÅN SKANDIA

Marknaden bortser från riskerna

FRÅN SKANDIA PUBLICERAD 2017-01-31



Valet av Donald Trump till USA:s president ledde till en stark slutspurt på världens börser förra året. Nu när presidentskiftet väl har ägt rum har förvisso euforin lagt sig men börserna ligger kvar på höga nivåer.

– Det tycks som att marknaderna har prisat in en lite väl positiv framtidsbild och bortsett från riskbilderna, säger Skandias ekonom Johan Lundqvist.

[f](#) [t](#) [e](#)

Innehåll från Skandia

03 Skriv ut 0f Rätt artikel 02 Böcker

Trots en stundals stökig utveckling under förra året, så blev facit för aktieåret 2016 en uppgång på drygt 8 procent för index över världens samlade börser, räknat i USA-dollars. Det är ungefär dubbelt så högt som snittet under 2000-talet som är knappt 4 procent per år. I svenska kronor blev uppgången ungefär dubbelt så hög, tack vare kronans försvagning.

Trumpfebern i slutet av året bygger på förhoppningar om en mer expansiv ekonomisk politik i USA. Till uppgången bidrar samtidigt ökade råvarupriser, lovar konjunktursignaler och en vändning uppåt för bolagsvinsterna.

– Alla dessa faktorer motiverar visserligen stigande börser – särskilt eftersom växande företagsvinster och en förbättrad konjunktur varit den saknade pusselbiten för världens börser under lång tid. Problemet är bara att marknaderna tycks bortse från riskerna, säger Johan Lundqvist.

Höga värderingar
Aktier är tillbaka på liknande nivåer som före nedgången 2015. Den glänsen till börserna tvåårligt när oren krigs kinas konjunktur tog fart på sensommaren. Om oren dyker upp på nytt ökar risken för sänningar, skriver Skandia i årets första marknadsöversikt.

– Jag tror man prisar in en lite väl positiv framtidsbild. Vi vet än så länge ganska lite om hur den amerikanska politiken kommer att utformas och även utanför USA har vi en hel del politiska risker att ta hänsyn till, inte minst i vårt närområde här i Europa med kommande storval i Tyskland, Frankrike och Holland. Den osäkerheten tycks marknaden bortse ifrån just nu, säger Johan Lundqvist.

– Dessvärre går det inte att på förhand förutse när oren sveper in på marknaden igen. Det finns gott om kandidater på listan, men det kan naturligtvis dröja ett bra tag innan de går entré, säger Johan Lundqvist.

Hur kan man tänka som sparare?
Det är inte helt enkla förutsättningar vi har att förhålla oss till inför det nya året. Räntorna är låga och aktier erbjuder, enligt Skandias bedömning, begränsat potential på nuvarande nivåer.

– Givet förutsättningarna är det i dagsläget inget bra tillfälle att öka risken i sparandet. Snarare handlar det om att söka en bra balans som man är bekväm med och en bra fördelning mellan olika tillgångsalag, som aktiefonder och räntefonder.


– Det innebär att vi definitivt ser att räntefonder har en given plats i sparandet 2017. Det är inte den typen av investeringar som ska ge högst avkastning utan syftet är framför allt att fungera som en krockbult och trösta in när det stormar på marknaderna och stabilisera portföljen.

[f](#) [t](#) [e](#)


Den här artikeln är en annons med innehåll från Skandia och ej en artikel av Dagens Nyheter.

[↑ Tillbaka till toppen](#)


Andra ämnen



Ny studie: Mycket mjölk kan förkorta livet



Barcelonas tränare i bråk med spansk journalist



Regeringen ska ändra förslag om finansskatt

Appendix C – Stimulus PR


KÖN DN PRO DN ARBÖVET DN KÖRSORD DN ÅRSKÖT

DAGENS NYHETER.

Nyheter ▼ Mitt DN Ekonomi Kultur Sthlm Sport Ledare DN Debatt DN TV

Marknaden bortser från riskerna

PUBLICERAD 2017-01-31



Valet av Donald Trump till USA:s president ledde till en stark slutspurt på världens börser förra året. Nu när presidentskiftet väl har ägt rum har förvisso euforin lagt sig men börserna ligger kvar på höga nivåer.

– Det tycks som att marknaderna har prisat in en lite väl positiv framtidsbild och bortsett från riskbilderna, säger Skandias ekonom Johan Lundqvist.

Jonas Caspersen
Följ honom

Skriv ut Rätta artikel Bömark

Trots en stundals stökig utveckling under förra året, så blev facta för aktiemarknaden 2016 en uppgång på drygt 8 procent för index över världens samlade börser, räknat i USA-dollar. Det är ungefär dubbelt så högt som snittet under 2000-talet som är knappt 4 procent per år. I svenska kronor blev uppgången ungefär dubbelt så hög, tack vare kronans försvagning.

Trumpföretarna i slutet av året bygger på förhoppningar om en mer expansiv ekonomisk politik i USA. Till uppgången bidrar samtidigt ökade råvarupriser, ljusare konjunktursignaler och en vändning uppåt för bolagsvinsterna.

– Alla dessa faktorer motiverar visserligen stigande börser - särskilt eftersom växande företagsvinster och en förbättrad konjunktur varit den saknade pusselbiten för världens börser under lång tid. Problemet är bara att marknaderna tycks bortse från riskerna, säger Johan Lundqvist.

Höga värderingar
Aktier är tillbaka på liknande nivåer som före nedgången 2015. Den glänsande till börserna risklöst när oron kring Kinas konjunktur tog fart på sensommar. Om oron dyker upp på nytt ökar risken för sänkning, skriver Skandia i årets första marknadsbrev.

– Jag tror man prisar in en lite väl positiv framtidsbild. Vi vet än så länge ganska lite om hur den amerikanska politiken kommer att utformas och även utanför USA har vi en hel del politiska risker att ta hänsyn till, inte minst i vårt närområde här i Europa med kommande val i Tyskland, Frankrike och Holland. Den osäkerheten tycks marknaden bortse ifrån just nu, säger Johan Lundqvist.

– Desvärre går det inte att på förhand förutse när oron sveper in på marknaden igen. Det finns gott om kandidater på listan, men det kan naturligtvis dröja ett bra tag innan de gör entré, säger Johan Lundqvist.

Hur kan man tänka som sparare?
Det är inte helt enkla förutsättningar vi har att förhålla oss till inför det nya året. Räntorna är låga och aktier erbjuder, enligt Skandias bedömning, begränsad potential på nuvarande nivåer.

– Givet förutsättningarna är det i dagalaget inget bra tillfälle att öka risken i sparandet. Snarare handlar det om att söka en bra balans som man är bekvämt med och en bra förhållning mellan olika tillgångsclasser, som aktiefonder och räntefonder.

– Det innebär att vi definitivt ser att räntefonder har en given plats i sparandet 2017. Det är inte den typen av investeringar som ska ge högst avkastning utan syftet är framför allt att fungera som en krockkudde och trösta in när det stormar på marknaderna och stabilisera portföljen.

Jonas Caspersen

[↑ Tillbaka till toppen](#)

Andra liser.



Ny studie: Mycket mjölk kan förkorta livet



Barcelonas tränare i bråk med spansk journalist



Regeringen ska ändra förslag om finansskatt

Appendix D – Main Survey

1. INTRO

Hej och tack för att du tar dig tid att svara på vår enkät! Undersökningen utgör underlag till en masteruppsats på Handelshögskolan i Stockholm. Enkäten tar ca 12 minuter att slutföra och alla svar är anonyma.

Sara Ekwall

MSc Student, Handelshögskolan i Stockholm 22290@student.hhs.se

Isa Widerståhl

MSc Student, Handelshögskolan i Stockholm 22348@student.hhs.se

2. INTRO Du kommer nu att få se en sida från DN.se (Dagens Nyheter). Studera sidan noggrant, du kommer senare att få frågor angående sidans innehåll. När du känner dig redo att börja svara på frågor, klicka på nästa.

3. STIMULI: *Respondents randomly assigned to one of three groups*

Disclosure with Color OR Disclosure with No Color OR PR Article

4. Vilken tidning var sidan du just läste ifrån? (MANIPULATION CONTROL 1)

- Dagens Nyheter
- Aftonbladet
- Svenska Dagbladet
- Vet ej

5. Vilket företag intervjuades i texten? (MANIPULATION CONTROL 2)

- Skandia
- Nordea
- Folksam
- Vet ej

6. Anser du att texten du precis läste var en annons?

| | 1 (1) | 2 (2) | 3 (3) | 4 (4) | 5 (5) | 6 (6) | 7 (7) |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Inte alls: Absolut | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

7. Var texten du precis läste en annons?

- Ja
- Nej

If "Ja" is selected, Display This Question:

8. COMPANY RECOGNITION: Vilket företag står bakom annonsen?

9. Ange hur väl du håller med om följande påståenden.

| | Instämmer inte alls (1) | (2) | (3) | (4) | (5) | (6) | Instämmer helt (7) |
|--------------------------------------|----------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Texten var trovärdig | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Texten var utformad för att lura mig | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Texten var legitim | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Texten hade som avsikt att lura mig | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

10. Ange hur väl du håller med om följande påståenden. Jag tycker att texten är...

| | Instämmer inte alls (1) | (2) | (3) | (4) | (5) | (6) | Instämmer helt (7) |
|-------------|----------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Ärlig | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Opartisk | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Övertygande | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Trovärdig | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Opålitlig | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

11. Mitt intryck av bank- och försäkringsföretaget Skandia är...

| | 1 (1) | 2 (2) | 3 (3) | 4 (4) | 5 (5) | 6 (6) | 7 (7) |
|-----------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Bra:Dåligt | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Fördelaktigt:Icke fördelaktigt | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Behagligt:Obehagligt | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Gynnsamt:Ogynnsamt | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sympatiskt:Osympatiskt | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

12. Nästa gång du ska köpa bank- eller försäkringstjänster, hur troligt är det att du då skulle välja Skandia?

| | 1 (1) | 2 (2) | 3 (3) | 4 (4) | 5 (5) | 6 (6) | 7 (7) |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Inte alls troligt: Väldigt troligt | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

13. Ange hur väl du håller med om följande påståenden. Jag tycker att bank- och försäkringsföretaget Skandia är...

| | Instämmer inte alls (1) | (2) | (3) | (4) | (5) | (6) | Instämmer helt (7) |
|-------------|----------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Ärligt | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Opartiskt | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Övertygande | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Trovärdigt | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Opålitligt | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

14. Ange hur väl du håller med om följande påståenden

| | Instämmer inte alls (1) | (2) | (3) | (4) | (5) | (6) | Instämmer helt (7) |
|---|-------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Skandia erbjuder kvalificerade omvärldsanalyser | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Skandias medarbetare är kompetenta | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Skandia har relevanta råd för sparare och investerare | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

15. Ange hur väl du håller med om följande påståenden.

| | Instämmer inte alls (1) | (2) | (3) | (4) | (5) | (6) | Instämmer helt (7) |
|---|-------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Skandia är ett innovativt företag | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Skandia bryr sig om sitt varumärke | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Skandia lägger stora resurser på marknadsföring | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

16. Ange hur väl du håller med om följande påståenden. Mitt intryck av tidningen Dagens Nyheter är...

| | 1 (1) | 2 (2) | 3 (3) | 4 (4) | 5 (5) | 6 (6) | 7 (7) |
|--------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Bra:Dåligt | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Fördelaktigt:Icke fördelaktigt | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Behagligt:Obehagligt | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Gynnsamt:Ogynnsamt | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sympatiskt:Osympatiskt | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

17. Nästa gång du ska läsa nyheterna på nätet, hur troligt är det att du gör det på DN.se?

| | 1 (1) | 2 (2) | 3 (3) | 4 (4) | 5 (5) | 6 (6) | 7 (7) |
|---------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Inte alls troligt: Väldigt troligt | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

18. Ange hur väl du håller med om följande påståenden. Jag tycker att tidningen Dagens Nyheter är...

| | Instämmer inte alls (1) | (2) | (3) | (4) | (5) | (6) | Instämmer helt (7) |
|-------------|-------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Ärlig | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Opartisk | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Övertygande | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Trovärdig | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Opålitlig | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

19. Ange hur väl du håller med om följande påståenden angående tidningen Dagens Nyheter

| | Instämmer inte alls (1) | (2) | (3) | (4) | (5) | (6) | Instämmer helt (7) |
|--------------------------------------|-------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| DN håller hög journalistisk kvalitet | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| DNs medarbetare är kompetenta | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| DNs artiklar är baserade på fakta | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

20. Ange hur väl du håller med om följande påståenden angående tidningen Dagens Nyheter

| | Instämmer inte alls (1) | (2) | (3) | (4) | (5) | (6) | Instämmer helt (7) |
|-------------------------------|-------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| DN är ett innovativt företag | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| DN bryr sig om sitt varumärke | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| DN är nytänkande | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

21. Ange hur väl du håller med om följande påståenden. Mitt intryck av den svenska journalistkåren är...

| | 1 (1) | 2 (2) | 3 (3) | 4 (4) | 5 (5) | 6 (6) | 7 (7) |
|--------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Bra:Dåligt | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Fördelaktigt:Icke fördelaktigt | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Behagligt:Obehagligt | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Gynnsamt:Ogynnsamt | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sympatiskt:Osympatiskt | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

22. Ange hur väl du håller med om följande påståenden. Jag tycker att den svenska journalistkåren är...

| | Instämmer inte alls (1) | (2) | (3) | (4) | (5) | (6) | Instämmer helt (7) |
|-------------|-------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Ärlig | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Opartisk | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Övertygande | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Trovärdig | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Opålitlig | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

23. Nu följer tre frågor där vi vill att du utgår från dina generella tankar och åsikter.

24. Ange hur väl du håller med om följande påståenden. Jag tycker att reklam i allmänhet är...

| | 1 (1) | 2 (2) | 3 (3) | 4 (4) | 5 (5) | 6 (6) | 7 (7) |
|--------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Bra:Dåligt | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Fördelaktigt:Icke fördelaktigt | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Behagligt:Obehagligt | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Gynnsamt:Ogynnsamt | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sympatiskt:Osympatiskt | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

25. Ange hur väl du håller med om följande påståenden. Just nu känner jag mig...

| | Instämmer inte alls (1) | (2) | (3) | (4) | (5) | (6) | Instämmer helt (7) |
|--------------|-------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Uppmärksam | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Entusiastisk | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Inspirerad | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Intresserad | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Stark | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Illvillig | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Irriterad | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Bedrövad | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Upprörd | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Nervös | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

26. Ange hur väl du håller med om följande påståenden.

| | Instämmer inte alls (1) | (2) | (3) | (4) | (5) | (6) | Instämmer helt (7) |
|---|-------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Journalistik är viktigt för en fungerande demokrati | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Journalistisk integritet är viktigt | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Journalister ska vara objektiva | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Journalistik fyller en viktig samhällsfunktion | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

27. Hur ofta besöker du en dagstidning på Internet?

1. Flera gånger om dagen
2. En gång om dagen
3. Flera gånger i veckan
4. Flera gånger i månaden
5. En gång i månader
6. Aldrig

| | 1 (1) | 2 (2) | 3 (3) | 4 (4) | 5 (5) | 6 (6) | 12 (12) |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

28. Hur ofta läser du DN på Internet eller i pappersform?

| | 1 (1) | 2 (2) | 3 (3) | 4 (4) | 5 (5) | 6 (6) | 7 (7) |
|---------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Mycket ofta: Inte alls ofta (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

29. Ange din ålder _____

30. Kön

- Man
- Kvinna
- Vill ej ange

31. END MESSAGE

Stort tack för att du har genomfört undersökningen!
/Isa & Sara

*Allt bildmaterial i undersökningen är fabricerat och enbart framtaget ur forskningssyfte.
Undersökningen har inte skett i samarbete med Dagens Nyheter eller något annat företag eller varumärke.*