

Concerns about the potential negative effects of advergames, particularly in relation to their impact on children: possible negative influence of food-sponsored advergames on diet Concern that children's cognitive abilities are not yet fully developed, and that children are influenced by advertising in different ways to adults and thus may warrant 'special protection' (Eagle, 2007) Research indicates that children are less able to distinguish advertisements on web pages than on television (Ali et al., 2009)