

題目	以專家學者角度探討台灣兒童廣告倫理之現況
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摘要	由於近年來全球兒童肥胖問題嚴重，很多研究顯示其與兒童廣告有關。為了保護兒童健康並免於受到商業行為操控，有許多國家都有相關法令進行規範。反觀國內狀況，雖有相關團體發聲，不僅很少規範，相關研究也很少。廣告無處不在，為了保護下一代，兒童廣告倫理的議題需要更多的探討和研究。因此本研究主要在探討從國內廣告相關專家學者的角度，來探討解析台灣兒童廣告倫理的狀況。研究結果發現，台灣社會對兒童廣告倫理知覺與瞭解程度並不高。判斷力不足是兒童最主要的特性，當使得他們面對廣告時常毫無招架之力。加上近來少子化與雙薪家庭現象，導致兒童在家庭中決策地位提高，更多廣告商趁機將兒童設為其廣告目標。然而，針對國內幾乎沒有相關法令的狀況，有部份專家建議可參考國外法令制定加強，但也有學者認為即使有法令，也會受限於國內法令落實程度不盡理想的限制。所以，要提升國內廣告倫理風氣，多數專家認為廣告商自律效用大於法律制裁，建議廣告商對兒童廣告時，需顧及基本道德倫理的要求及考量。但廣告商仍以營利為主，故消費者意識的覺醒也是約束廣告商的有效方法。另外，學校方面也於中小學推動媒體素養教育，希望培養兒童不輕易被廣告說服的能力，但仍困難重重。最後，多數家長對此議題的知覺程度也不高，很少盡到此方面的教養責任。總之，兒童廣告倫理議題在台灣仍是個很陌生的議題，需要得到更多關注，才能得以共同來保護下一代的健康與生活。
關鍵字	企業倫理；兒童廣告；廣告倫理
Title	Exploring Children Advertising Ethics in Taiwan- From the Experts' Perspective
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Abstract	Excess weight in children is a significant global issue. Food marketing to children has been recognized as one of the factors contributing to this problem. In order to protect the children, many countries have legislation to restrict children advertising. But in Taiwan, not only that there is very few relevant registration, there seems to be very few research about the issue of children advertising. The purpose of this research is to explore and investigate the children advertising situation in Taiwan from experts' perspective. The result reveals that younger children are not fully aware of the persuasive intent of marketing and tend to accept advertising as truthful and accurate. Moreover, with the increase of double-income families and less birth rate, children seem to have more decision-making power in their families. In term of the legislation, some suggested that learning from other developed country is a way to solve the problem. But some other suggests that since the execution of the legislation is also a common problem in Taiwan, legislation might not be enough to solve the problem. Instead, many suggest that advertising self-regulation seems to be a better option. However, it is still a challenging task since most of the businesses are still profit-oriented. Therefore, awareness of consumers is another powerful force which can restrict the behavior of the business. On the other hand, many primary schools in Taiwan are also struggling in executing media

	literacy course which aims enable children to understand and critically appraise media content. In addition, due to limited awareness of the problem, parents require education and assistance in ensuring their roles of playing models, monitors and mediators of appropriate media use for children.
Key Words	Business Ethics; Advertising to Children; Advertising Ethics