ORGANISATIONAL ASPECTS OF RESEARCH ON MANIPULATION IN ADVERTISING IN AN INTERNATIONAL ENVIRONMENT

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Introduction

The article aims to assess the perception of online advertising manipulation by e-consumers in the international environment. The title problem can be considered from a substantive, cognitive and methodical perspective. In the cognitive dimension, the specific objectives relate to the evaluation of the advertising message and the advertiser's hidden intentions, the impact of online advertising on e-consumers, and the importance of advertising in the purchasing process by consumers. The article aims to identify the degree of similarity or differentiation in the perception of advertising by e-consumers in the international dimension.

It is the methodical aspects that stress the issue of the organisation of research in its international perspective. It results from the character of *Przegląd Organizacji* and the essence of the problem itself. The title problem is significant as such, and it is also interesting and complex – similarly to the issue of social manipulation in its epistemological and methodical dimension. It represents a research gap, encouraging scientific studies in this field at both interdisciplinary and international level. The complexity of research in these dimensions is stressed in general and basic methodological literature: ontology and epistemology (Poper, 2002; Woleński, 2019; Bryman, 2008; Nowak, 2007) as well

as in specific research studies including the methodology of management sciences (Czakon, 2016; Kuciński, 2010; Sagan, 2016). The interdisciplinary and international character of research offers various opportunities, but it also poses a serious challenge. It is the question of accepting the adopted paradigms of particular disciplines and subdisciplines, concepts, language and employed methods. The development of sciences requires an increasing focus on specialised areas but also the necessity to push tight boundaries between particular disciplines. Formulating correct diagnoses and explaining the increasingly complex reality encourage integration of research disciplines and specialities and a synthesis of other than „economic disciplines". Answers to questions posed by „economic sciences" and their disciplines can be often found beyond economics.

Research undertaken in an international environment involves a number of issues (Aluchna, 2010; Swacha, 2016; Witek-Hajduk, 2020). Three aspects are significant from the perspective of this paper. Firstly, it is the issue of identifying correctly the core of the research problem in an international dimension. By definition, problems in natural, technical and engineering sciences are global in character, while in social sciences they also relate to local spaces and organisation and management matters relevant to the national dimensions of research and analyses. In this context, the components of problems in management sciences reflect the functions and tasks relevant to national or regional development.

Secondly, international research, particularly empirical studies, imposes certain requirements on research teams. In the organisational perspective, it necessitates adherence to specific principles of cooperation, coordination and communication in team work, the way of performing a group leader's functions and leadership styles, trust, personality and – let me cite Professor Kotarbiński's meaningful word – „subservience" (Kotarbiński, 1987). Each of these elements is complex and significant in itself. For example, let us stress the word „appropriate" – relevant to the home country of each team member (Hofstede et al., 2011), to planned tasks, the expectations of a leader and other people, time, organisational behaviour patterns, ethical standards of research activities etc.

Thirdly, it is the question of methods facilitating a diagnosis of the analysed fragment of reality, its explanation, evaluation and setting development trends. A method as a way to explore reality is „technical" and impersonal in character, while the way in which it is used in social research is confronted with a specific shape and characteristics of a given community – its inhabitants, stakeholders, managerial staff and superior-subordinate relationships in the context of various social and organisational roles. Moreover, these relationships are embedded in the actual social, cultural, economic and natural conditions, described in management sciences by means of the macro – and microenvironment configuration. At this stage of considerations, attention should be given to a significant methodical issue – the equivalence of functions, meanings, categories and measures in an international dimension (Jaciow, 2018). This problem itself deserves a broader description and analysis in a separate research study. It may constitute a significant barrier to effective communication among team members, hindering the implementation of international research projects. Equivalence, then, poses a serious challenge for researchers – adjusting the planned research tool to the specific characteristics of an international research sample.

The paper combines reflections on the organisation of international research with an assessment of selected elements of the obtained results. We regard the combination of methods and results as relevant to this paper. Exploring a specific fragment of reality – adopting a given methodical approach – is the main objective and mission of research work. In this approach, the paper aims to assess similarities and differences in the perception of online advertising in an international academic environment. This objective determines the structure of this work, which comprises two distinct parts. The first part presents the methodology of the conducted research, stressing its specificity and implementation methods; the second part presents synthetic results related to the perception of online advertising and a sense of content manipulation according to respondents in 13 countries.

The methodology of own research — specificity and problems of their organisation in the international environment

The research study presented in the paper was a pilot project under NCN[1]. It was based on an international survey conducted in May 2019. It was aimed to achieve two objectives. The first one – in accordance with the requirements of research methodology – was to assess a research tool in the form of a survey questionnaire. The second objective was to draw some cautious conclusions concerning the manipulative impact of online advertising on young consumers' market behaviour and buying decisions. Both objectives contribute to achieving the main objective of this work. The questionnaire was prepared in English and fully approved by research supervisors at each foreign university. The study was conducted using an online survey (CAWI) (Bryman 2008; Evans, Mathur, 2005; Jacobs et al., 2019; Rószkiewicz et al., 2013; Mącik, 2014). This form of survey has been fully recognised for years, and it is regarded as a significant tool in the methodology of social research, standing on equal footing with „traditional surveys". Obviously, the condition to be fulfilled is adherence to methodological rigour (Czakon, 2014), i.e. a sample size, the selection of participants, meeting the requirements of the representative character relevant to the analysed problem, surveyor-respondent communication methods etc. (Sobocińska, 2016).

The study covered a group of 955 respondents – students of economics, business, management and marketing from universities in 13 countries: 444 from Poland (46.5%), and 511 from 12 other countries (53.5%): Belgium, Croatia, China, Czechia, Finland, Georgia, Japan, Moldova, Romania, Slovakia, Turkey and Ukraine. The national samples differed considerably in terms of the number of partici-

pants (Japan, N=209; Ukraine, N=54; China, N=41), with an average of 25 participants from the remaining countries). We present the sample characteristic in Figure 1. The survey itself is a valuable cognitive experience of conducting an international research study regarding the complex and multidimensional problem of the perception of online advertising manipulation. Generally, the results of the pilot study indicated full approval given to the structure of questions and the cafeteria of answers. However, they raised certain doubts with regard to the interpretation of several problems including a cafeteria of advertising and its functions or the scale of information assessment in advertising.

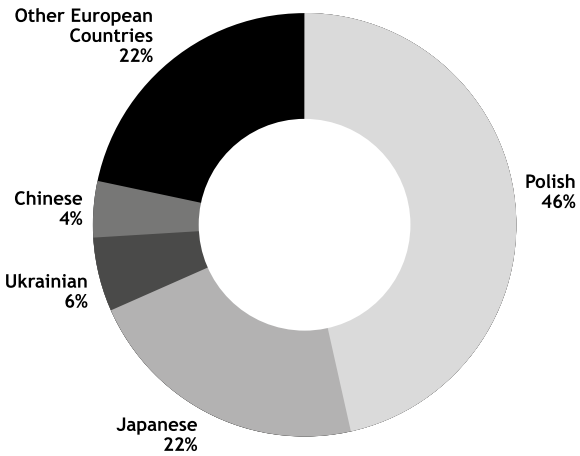

Figure 1. Sample characteristic
Source: own research

The research sample was totally homogenous owing to its three characteristics. Firstly, the group was made up of students; secondly, students represented identical or similar study programmes; thirdly, according to our assumptions, students were similar in terms of their digital competences and „digital lifestyle". The last characteristic seems to be justified by the digital competences of Generation Y despite visible gaps in the development of the digital economy and society at an international level (*International* …, 2018).

In the presentation of research methodology, we stress several aspects which are significant from the perspective of organising international research studies.

In Poland, we conducted a traditional survey (a random survey in paper form) and an online survey. It was intentional: we tried to find similarities in assessing online advertising using various methods. Does the way in which we explore a specific fragment of reality (research method) have an impact on final judgments? Anticipating other assessments, we can say yes. An analysis of results and the distribution of answers obtained from both surveys point to certain differences in assessment. With regard to several problems, those differences – despite meeting ceteris paribus requirements (sample homogeneity) – were considerable. This is a significant conclusion of the study. In this context, we can refer to a significant remark made by one of the participants of the traditional survey: „in the contemporary world we should not waste paper on surveys". We fully agree with this view and we stress the significance of sustainability, trying, as far as it is possible, to support this concept.

It was assumed that the pilot project – in accordance with methodical standards – would be based on opinions obtained from similar and relatively small groups (N=30) at each analysed university. However, realities turned out to be different. French, German and Italian students were not willing to participate in the survey. In Japan the situation was the very opposite. Within two days after launching the pilot project we received correctly completed questionnaires from 209 students (the survey was conducted by a Japanese, an employee of the university with whom we have cooperated for several years). We were curious about the reasons for this active attitude. *A request made to students by a professor is of special significance* – that was our Japanese colleague's answer. An online survey among students in China with the use of IT applications employed in the Middle Kingdom, was conducted by our Polish colleague, a Polish professor participating in a scholarship programme at Shanghai University. In the USA, the implementation of the research programme turned out to be impossible. All social research studies conducted at US universities are subject to a complex IRB verification system and evaluation procedures enforced by special faculty committees. We were informed that *respondents' interests should be protected*, and that a formal approval was necessary for conducting a survey at the university. Perhaps this requirement had to be met by one of the universities in the Central States. A professor's decision to conduct an independent research study can lead to a lawsuit.

Our focus on online advertising resulted from its visibly increasing significance in companies' communication. Let me just quote some figures: in 2019, the global advertising market was worth more than USD 600bn, and in Poland – more than USD 3bn. Global online advertising expenditure accounted for 24% of the total market, and in the USA and the UK it exceeded 50% of the total value, and in Poland it represented more than 30% of the advertising market (Raport IAB, 2019).

The research study comprised the following groups of issues: 1. Assessment of digital competences and Internet usage, 2. Perception of advertisers' intentions and advertising messages, 3. Assessment of the impact of advertising on e-consumers, and 4. The role of advertising in the purchase process. The presentation of research results is preceded by some reflections on the essence and characteristics of manipulation.

The essence and characteristics of manipulation

Manipulation is a common phenomenon in our political, social, professional and personal life. It is a form of influencing individuals, social groups and societies. It is present in politics, the world of media and education. It expresses a specific character of social and professional relationships (Cialdini, 2008). It is key to explaining and evaluating specific forms and strategies of communication

at all levels of social relationships. Information manipulation has always been used to influence human behaviour in all its dimensions, and it is very likely to perform this function in the future (Pratkanis, Aronson 2001). The manner of exercising public power (divide /inform/ and rule), the scope of the freedom of media and the forms of controlling the means of social communication constitute a significant component of the barometer and transparency of social communication and the development of the information society (Castells, 2009; Barney, 2004), the network society (Skinner, 2018), or, in a broader sense, the quality of social life. This general statement is confirmed by the development of online social communication. „Many to many" communication (Hoffman, Novak, 1996), the lack of borders and censorship as well as the possibility to express views and opinions can be treated as *signum temporis* of the contemporary world of social communication. The period in which we live will certainly be the subject of in-depth and unbiased assessments from the perspective of communication and information, and, certainly, from the point of view of disinformation and manipulation.

Manipulation as such is the area of interest of such fields as sociology, psychology, political science and social communication. Each of these disciplines contributes to the exploration and assessment of the „world of manipulation" (the title of bishop Lepa's book – Lepa, 2008) and describes the mechanism of „the power of communication" (Castells, 2009).

Manipulation as a method of influencing individuals or social groups consists in hiding the real intentions of a perpetrator – the sender of information, the exploitation of a recipient's incomplete knowledge and lack of awareness, hiding the actual action through distracting attention from the sender of information, deception, fragmentation of information, the exploitation of a recipient's weaknesses, as well as creating conditions for such actions (O'Keefe,1990; Dillard, Shen, 2002; Gass, Seiter, 2015; Doliński, 2005).

In a broader perspective of social steering, manipulation is a planned action aimed to achieve a sender's goals and interest; it is based on relatively permanent principles of influencing the social environment and its subordination (Cialdini, 2008; Tokarz, 2010; Perloff, 2020).

We can deal with such situations in the world of marketing and advertising (Danciu, 2014). Is it really the case? The paper offers a cautious answer to the question whether, and to what degree, advertising provides transparent information about sales offerings, or whether, and to what degree, it is a form of social manipulation. This question relates to two issues: firstly, the role of advertising as a company's main form of expressing market messages, and, secondly, the lack of broad research into the manipulative character of advertising and its actual impact on recipients' behaviour and the mechanism of affecting consumers' market decisions through advertising messages – advertising content, the character and form of information, creation strategies and the organisation of media space. The abovementioned elements are the „marketing details" of the world of advertising, but they play a significant role in exploring the mechanisms of impact on consumers' behaviour and market decisions. Such decisions are not only „the acts of purchase", but they constitute a process characterised by specific conditions and, quite frequently, long duration.

Advertising is a peculiar form of communicating information (Rodgers, Thorson, 2012; Bruhn, 2013; Eagle et al., 2014; Falkeimer, Heide, 2018; Kotler, Keller, 2018). It is an encoded, considerably shortened, simplified and asymmetric form of communication. It presents a unique value of sales, it arouses interest, encourages and excites. Advertising creative strategies themselves represent an interesting area for research on relationships between art, aesthetics and the primitive character of encouragement, argumentation, persuasion and, finally, manipulation.

Advertising informs and persuades. It does it in a continuous manner and with the intention to hit fertile ground in the right place at the right time for the encounter with readers, listeners, viewers or internet users. It implies that advertising messages can reach recipients (consumers) at any stage of the buying decision process and market behaviour in a continuous manner.

A company undertakes promotion activities for obvious reasons – to achieve such objectives as sales promotion and activation, customer acquisition, an increased market share, defeating market rivals and increased mid – and long-term corporate value. Generally, the contemporary market is a market of excessive supply in practically all economic sectors. This type of supply is referred to as manipulative supply, which encourages continuous marketing communication, including controversial or even aggressive advertising campaigns. The conditions of excessive supply confront companies with „information abuse temptation" – the term proposed by Marks and Spencer, who extended information asymmetry theory developed by G.A. Akerlof, a Nobel Prize winner in economics (2001, awarded jointly to M. Spence and J. Stieglitz for the work on information asymmetry and its impact on market mechanism – Akerlof, Shiller, 2015; Barkley Roser, 2003; Garbe, 2017).

Consumers, in turn, enter the world of advertising to find information enabling them to solve their buying problem. Indeed, the objective of advertising is to provide information, as well as to shape specific behaviour. Behaviour is affected at all stages of the purchase process, and even earlier – it should be noted here that arousing excessive needs is one of the most controversial activities of contemporary marketing. When this objective is achieved, a company finds it much easier to acquire a customer. The emotional aspect of consumer behaviour constitutes a platform for an „advertising game" and the willingness to enter the world of advertising.

Effects of advertising, its content and form, as well as the character of messages are diversified. They can be both positive and negative. For the purpose of this paper, we analyse them briefly referring to information asymmetry and adverse selection in the context of consumer behaviour manipulation.

Respondents' digital competences and the forms of presence in the digital world

A starting point for the analysis of respondents' profile constituted digital competences of young Internet users. There are numerous research studies in this area, and this issue has been systematically explored for many years at an international level. Let us stress the major characteristics of the analysed sample. Nearly all students in 13 analysed countries use the web on a daily basis, and practically all the time – we received such responses from more than 90% of young Internet users. Approx. 90% of them use laptops and mobile devices, and have their accounts in social media. They use them „several times a day" or practically „all the time". Nearly half of the respondents (48%) shop online at least once a year.

Most respondents express the opinion that „access to the Internet is indispensable to performing daily educational and professional tasks (85% of responses), as well as to maintaining contacts with friends. It should be noted that answers were similar regardless of respondents' country of origin.

A special role in the research was played by an assessment of students' digital competences – not in terms of programming and IT technologies but the knowledge about issues related to online advertising. We regarded this issue to be significant from the point of view of the consistency between responses and the nature of the analysed problem: digital competences and the extent and forms of manipulating e-consumers' behaviour by online advertising. The acquired knowledge can be referred to four elements of online advertising: retargeting, contextual targeting, personalisation of newsletters, and the knowledge about the CRO process, as well as two general but significant issues: the essence and significance of cookie files and the knowledge about the Cambridge Analytica scandal.

Without going into detail, we assumed a'priori that the analysed group would have good knowledge of these issues. Generally, (N=955) students demonstrate a diversified and relatively low level of digital competences expressed by the knowledge of specific categories of online advertising. In the group of foreign students, 36% of the respondents gave correct answers to the question: what is retargeting? Polish students performed much better – the question was answered correctly by nearly 70% of the respondents. With regard to cookie files – 48% of the foreign students and 85% of Poles answered the question correctly. The knowledge of the remaining elements of digital competences was similar. Merely 21% of all the respondents had knowledge about Cambridge Analytica – a spectacular global scandal caused by a leak of personal data from Facebook. However, the distribution of answers varies at an international level. For example, the knowledge of the Japanese students about Cambridge Analitica was visibly lower than the knowledge of the Polish students. It is surprising in the context of a considerable difference between the Japanese and Polish society in terms of the advancement of digital transformation (*International …*, 2018).

The results themselves are interesting, and they also contribute to the analysis of manipulation in online advertising. Each of the elements related to digital competences can be referred to the possible impact (hidden or not) of online advertising on Internet users – e-consumers. It can facilitate tracking consumers' online behaviour, the paths of their activity and entries, and, consequently, provides technological opportunities for finding „expected" and sought-after information – seemingly unbiased but based on specific IT technologies and algorithms.

The reliability of sources of information in the context of online advertising

The starting point for analysing manipulation in advertising was determining the reliability of particular sources of commercial messages. This problem relates to a broader and fundamental aspect of debates over social manipulation – an assessment of the reliability of media as a basic platform of communication. This is a significant issue, but it goes beyond the main theme of our considerations. Its concretisation required the entry into the world of media (the forms of online advertising) to prevent reducing the term „media" to the Internet. The media make use of diversified forms of communication including technical and impersonal messages as well as strongly personalised content. Their common characteristic is the fundamental mission of the media – the transmission of specific information. Each of them performs this function, constituting a specific source of advertising information communicated in the web space. It also provides opportunities for influencing Internet users. The reliability of a source of information is the first step and the basic platform for exerting effective influence on users' market behaviour from the first stage of the process – creating consumer needs. The results of our research indicate that the reliability of the particular online sources of commercial information is assessed in different ways. In the opinion of the Japanese students, the most reliable sources of information include product or brand websites (55% of responses), friends' opinions in social media (54%), and other Internet users' opinions (49%). According to the Polish students (the sum of evaluations 4 and 5: reliable and fully reliable), reliable sources of information include friends' opinions in social media (77%) and Internet users' online opinions (72%). Also, 60% of the respondents have confidence in official websites. The least reliable sources of information (evaluation 1 in a 1–5 scale) include celebrities' opinions, banner ads and influencers' opinions. This structure of responses is significant as such and also crucial from the perspective of participants of the marketing communication process – advertisers and advertisees. A negative assessment of the reliability of sources of information is correlated with the effectiveness of advertising campaigns and their persuasive impact on advertisees. It should be stressed that great confidence is given to online opinions – young people, independently of their nationality, regard other internet users' recommendations and reviews as the most reliable sources of information.

Similarities and differences in the perception of online advertising — an international perspective

Advertising is a sociocultural phenomenon. It has specific functions, tools, significance, the ways of encoding sales messages and strategies for influencing recipients. International research on the social perception of advertising points to a clearly identified set of basic functions of advertising. Research studies in this area are conducted worldwide by social and marketing research agencies. Generally, the results of research reflect a negative social attitude to advertising as a social and cultural phenomenon, as well as to its intensity and presence in the media. A controversial, sometimes aggressive style of advertising which questions the basic values of social life or religion on the one hand and idealises, infantilises and creates a „virtual reality on the other hand, is the subject of much social criticism. For these and other reasons advertising is subject to various forms of regulation including laws on advertising or advertising codes created by the world of advertising and marketing communication (e.g. IAB). Similar measures – functions and meanings are adopted in our project. In the opinion of Polish and foreign students, advertising is an indispensable element of a company's presence on the markets, but is not a reliable source of information. It is a common conviction among all the surveyed students that advertising makes people buy products that they do not really need. Despite a clearly declared negative attitude to advertising, both Polish and foreign students are quite willing to disclose their personal data in return for discounts and promotion prices (Figure 2). However, the distribution of responses points to differences between the Polish and Japanese students: Poles are more inclined to disclose their personal data to advertisers in return for discounts (46% of the Polish students and 25% of the Japanese students, respectively). This difference is statistically significant (chi ^ 2 of Pearson $p < 0.05$).

A significant element of the research was an analysis of respondents' emotional attitude to the particular forms of online advertising. We made an important assumption that this attitude reflects the actual impact of advertising on buying decisions. The students, regardless of the country of origin, give the highest ratings to personalised newsletters (33%) and influencer profile ads (30%). The lowest ratings are given to ads in web browsers (52%), on Facebook (38%) and YouTube (54%). However, most international students take a neutral position about this issue.

The analysis of this problem was supplemented by an exploration regarding the extent to which selected characteristics of online advertising are socially accepted. Out of 11 specific issues included in the survey questionnaire, several problems deserve special attention in the context of the manipulative character of advertising. Half of the Polish respondents confirmed having a sense of being manipulated by online advertising (51%). The foreign respondents' opinions were similar – 46% of students from 12 countries. Interestingly, the Japanese responses were below the international average (38%). Young people are aware of leaving traces on the Internet that could be used to manipulate their behaviour in the future (80% of Polish and 54% of foreign responses). Students give „no" answer to the question about advertisers' information advantage over consumers – 33% of Poles do not agree with this statement, and 29% of them do not express any opinion. The students from foreign universities held a different view – 49% of them admitted that advertising may have an information advantage. These results make a significant contribution to a dispute over manipulation in advertising. The survey results lead to an

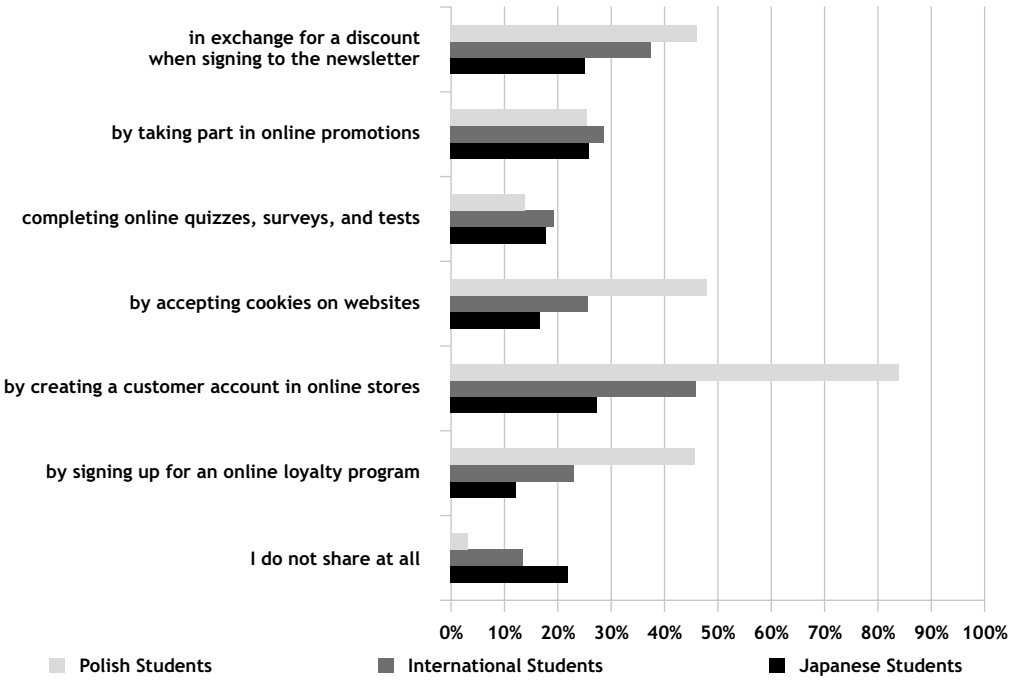

Figure 2. Distribution of responses points referring to the willingness to disclose personal data
Source: own research

important conclusion: the world of information technology creates specific tools which are used by companies to influence Internet users. Companies do it in a hidden and non-transparent manner, accompanied by a flexible organisation of online campaigns and keeping up the appearances of users' independent decisions by insinuating their potential, knowledge, competences and skills in the process of reaching specific information. Such actions are enhanced by gamification strategies, various forms of brand promotion in social media or creating brand-fan groups. In can be inferred from the research results that a crucial role in influencing users is played by a „system of rewards" offered by companies in return for disclosing Internet users' personal data. Obviously, a customer information database in a given market segment represents a great business value. Companies promise a wide range of benefits including participation in online competitions and promotions, quizzes, surveys, online psychotests, cookie consent, online shop accounts, benefits of loyalty programmes etc. All these elements are part of the essence of social manipulation.

Conclusions

The paper presents the results of the research on manipulation in advertising in an international environment. The study focuses on organisational and methodical as well as exploratory and cognitive aspects of this issue. The former aspect refers to the specific problems of the organisation and research methodology at an international level.

The second aspect relates to the selected research results concerning international young consumers' views on the functions, significance, and character of online advertising. The research sample was relatively homogenous – students of economics, management, business, and marketing from 13 countries – enabling us to conduct a preliminary analysis of the problem and obtain interesting cognitive results. The general conclusion is that in light of the opinions of 955 students from 13 countries, online advertising contains visible elements of manipulation. This conclusion, however, due to the selection of the sample and diversified N values in the respective countries should be treated with some reservations resulting from the necessity to adhere to research methodical standards.

The results of the research, despite their natural limitations, have some value for practice – for business: enterprises, advertising broadcasters, advertising agencies, for the media. They have a specific significance for consumers, addressees of advertising by making them aware of the possibility of manipulating advertising through various forms of influence, and persuasion. There can also be necessary to create transparent advertising laws, advertising codes of ethics, and the advertising industry's self-regulatory codes.

Currently, internationalisation constitutes a paradigm of research in management. Undertaking research at an international level is an objective necessity, a challenge and an opportunity for gaining the knowledge of actual and complex problems in a transnational and global dimension and in the perspective of the versatility created by the contemporary world – a „global village" (McLuhan, 1962). Research studies in management at an international level require finding solutions to organisational issues. The basic elements of their morphology, characteristics, and specificity in the context of the title problem are presented in this paper.

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Endnote

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Organizacyjne aspekty badań nad manipulacją w reklamie w środowisku międzynarodowym

Streszczenie

Podejmowanie badań w perspektywie międzynarodowej jest obiektywną koniecznością, wyzwaniem i szansą poznania rzeczywistych i złożonych problemów zarządzania w skali ponadnarodowej i globalnej, w perspektywie różnorodności, jaką stwarza współczesny świat – „globalna wioska". W badaniach w wymiarze międzynarodowym istotną kwestię do rozwiązania stanowią aspekty organizacyjne. Podstawowe elementy ich morfologii, cechy i specyfikę, w aspekcie konkretnego, tytułowego problemu, przedstawiono w niniejszym artykule. Jego struktura obejmuje dwa nurty: organizacyjno-metodyczny oraz eksploracyjno-poznawczy. W pierwszym wskazano na specyficzne problemy organizacji i metodyki badań w perspektywie międzynarodowej. W drugim zaprezentowano wybrane rezultaty badań dotyczące spojrzenia młodych konsumentów z różnych krajów na funkcje reklamy online, jej znaczenie i charakter. Badania zrealizowane na stosunkowo homogenicznej próbie – 955 studentów ekonomii, zarządzania, biznesu i marketingu w 13 państwach – pozwoliły na wstępne rozpoznanie problemu i uzyskanie interesujących poznawczo wyników. Sprowadzono je w tym miejscu do konkluzji, że w świetle opinii blisko 1000 studentów z 13 krajów reklama online zawiera wyraźne elementy manipulacji. Wniosek ten, ze względu na sposób doboru próby, zróżnicowanie N w każdym kraju, został sformułowany jednak z dużą ostrożnością, która wynika z potrzeby przestrzegania standardów metodycznych badań naukowych.

Słowa kluczowe

organizacja, badania międzynarodowe, manipulacja, reklama