# Marketing 3

research in the spotlight

## Digital Youth: An intelligent systems approach to monitor harmful online marketing to children and young adults

FARE is a partner on the #DigitalYouth project being led by the Global Obesity Centre (GLOBE) and the Institute for Health Transformation. The research will use novel methods to develop the first thorough snapshot of youth exposure and engagement with digital marketing in Australia. The research is supported with a grant from The Ian Potter Foundation.