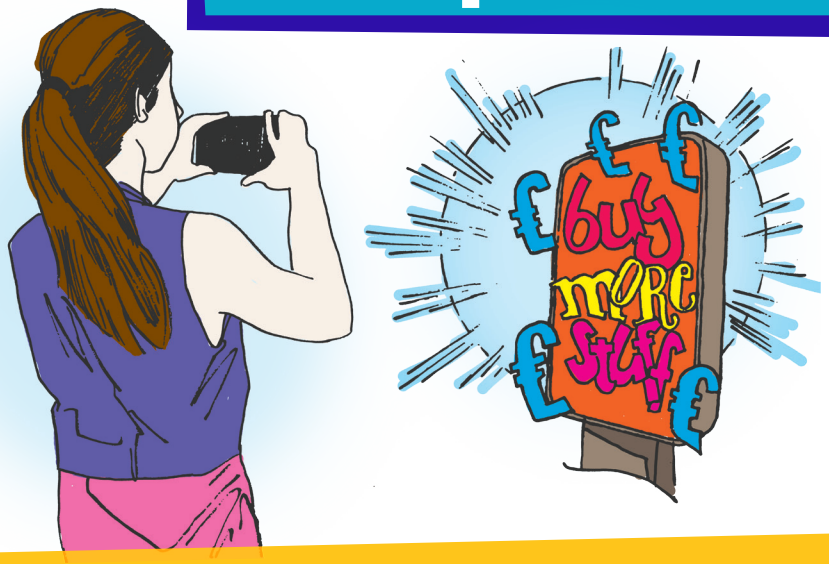
Adspotters



Do you see ads on the School Run?

Adfree Cities

Adverts are everywhere today: online, on TV... even on our streets. Often they advertise things that are bad for us, like junk food. **We know that these kinds of ads have a powerful influence on kids**. What we don't know is what kinds of ads are out there, or where.

That's where you come in. Adspotters is a citizen science project where we ask you to spend a few minutes "catching" adverts on bus shelters and billboards on your walk, ride or bus to school and on the way home, so we can get a better idea of what's out there.

What we're asking you to do

Send us photos — as many as you like, the more the merrier!

- Take photos of **any advertisements on bus shelters, billboards or pavement units**.
- **Please be safe around busy roads** especially when taking photos.
- Please read the photography guide below to make sure we can make the most of your images.
- **Share your photos on social media** and tag @AdfreeCities so we can see them and use the #Adspotters hashtag.
- Label the photos with location and date if you have time.
- You can also send the photos to hello@adfreecities.org.uk

You could also think about: Did any of the ads surprise you? Which did you like and which did you not like? How has the advertising you've seen affected you, if at all?

Think about how the advertising you've seen relates to its surroundings: Were adverts next to roads or in highly polluted areas? Did they block pavements or block your view at all?

Follow the QR Code to find out more and sign up

Adfree Cities

or visit our website:
www.adfreecities.org.uk/adspotters

What we will do with the photos

Using the data you collect we will be able to:

- look at the **types** of (outdoor) ads that kids are seeing on the way to and from school.
- understand more about the **content** of (outdoor) ads including the language and imagery used.
- understand more about the **placement** of outdoor ads in our towns and cities.

Photography guide

Taking photos with a phone is fine. **You could ask kids to take the photo to show their perspective and what they see.**

For good quality photos please follow these steps:

- Take the photo square on, not at an angle, and try to avoid too much reflection.
- Make sure nothing is in the way of any part of the advert.





Examples of good and bad photos



