

# **Comparing social media advertising attitudes between advertising majors and non-advertising majors: A media literacy perspective**

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## **Abstract**

Using a survey research with 287 college students, this study explored how social media literacy as well as social media advertising attitudes differed between advertising majors and non-advertising majors. It provides a basic view of the current advertising students' perceptions and attitudes of social media advertising. It helps advertising majors (the future advertising professionals) recognize the differences between themselves and those in other majors (their future target-audience). Theoretical implications such as media literacy and Situated Learning Theory were also discussed.