

# Corrigendum: ‘Like a Human – Just Digital’: adolescents’ and parents’ perceptions of virtual influencer marketing

It has come to the attention of the publisher that the article, Mouritzen, S.L.T., Pedersen, S. and Jacobsen, L.F. (2026), “‘Like a Human – Just Digital’: adolescents’ and parents’ perceptions of virtual influencer marketing”, *European Journal of Marketing*, Vol. 60 No. 4, pp. 891-931. <https://doi.org/10.1108/EJM-05-2024-0351>, omitted information relating to the ethical approval number in sections “3.1 Ethical considerations” and “3.2 Sampling”.

The second sentence in section “3.1 Ethical considerations” should read, “Ethical approval was obtained from the Institutional Review Board (BSS-2022-005), and the study was informed by principles for ethical research with children (Greene and Hogan, 2005), including respect for participants’ well-being, protection, provision, choice and participation.”

The first sentence in section “3.2 Sampling” should read, “After obtaining ethical approval from the Institutional Review Board (BSS-2022-005), participants were recruited through convenience sampling and were compensated 15 US dollars for their participation.”

The publisher asks that ethical approval numbers be entered correctly at submission and confirmed at article proofing stage.

