

Child and Teen Consumption Conference (CTC-2016)

Programme of parallel sessions (final but subject to change)



Wednesday 27 April 2016 (session 1, 14:45-16:15)

Session 1.a. FOOD Children's and teenagers' food practices in contexts of poverty and inequality I

Chair: Wendy Wills

Venue: K4

- Stephanie Chambers, Tamica Mcbean-Willis and Chris Patterson: Stakeholder views on Universal Free School Meals for infants in Scottish primary schools
- Rebecca O'Connell: Children's and families' food insecurity in an age of austerity: The cases of Portugal, the UK and Norway
- Karolina Gombert, Flora Douglas and Karen McArdle: Foodways and Futures. Where does food figure in the lives of so called vulnerable young people in Scotland?

Session 1.b MEDIA Children's television

Venue: M2

Chair: Rebekah Willett

- Helle Jensen and Katalin Lustyik: Non-profit as the perfect sales pitch? Exploring the case of Sesame Street before and now
- Katharine Rollwagen: The Young Medium: regulating television in the name of Canadian Childhood
- Åsa Pettersson: The prize of interaction - competing in TV for children

Session 1.c Grandparents

Venue: M1

Chair: Stephanie O'Donohoe

- Caroline Marchant, Ben Marder and Stephanie O'Donohoe: Children and their grandparents: consumer socialization and consumption practices across the generations in the digital world
- Bodil Stilling Blichfeldt and Marie Vestergaard Mikkelsen: Grandparents and grandchildren on holiday
- Stephanie Chambers, Andrew Radley, Neneh Rowa-Dewer and Fiona Dobbie: The role of grandparents promoting healthy consumption practices in their grandchildren

Session 1.d. Consumer Socialization I

Venue: Kilden

Chair: Valérie-Ines de la Ville

- Robert Aitken, Leah Watkins, Maree Thyne and Kirsten Robertson: Socializing children as competent consumers
- Nathalie Nicol and Valérie-Inès de la Ville: Kids and their retailing experiences a high consciousness of the security surveillance
- Brigitte de Faultrier, Florence Feenstraand, Riina Koris: Developing strong relationships with children: retailers' child orientation

Wednesday 27 April 2016 (session 2, 16:30-18:00)

Session 2.a. FOOD Children's and teenagers' food practices in contexts of poverty and inequality II

Chair: Rebecca O'Connell

Venue: M1

- Wendy Wills and Giada Danesi: Blurred socio-economic boundaries and the purchase of food and drink within and beyond the school gate
- Silje Skuland: Socializing with food without money: Norwegian adolescents' ways of managing food, friends and fun when parents' income is low

Session 2.b. MEDIA Online games and shopping

Venue: K4

Chair: Ingvild Kvale Sørensen

- Rebekah Willett: Domesticating online games for preteens - discursive fields, everyday gaming and family life
- Johanna Sjöberg: Children and childhood in online clothing stores
- Evy Neyens and Tim Smits: Commercials vs. Advergaming. Persuasion from age 5 to 14

Session 2.c Money, charity and consumption

Venue: M2

Chair: Pernille Hohnen

- Astrid Van den Bossche: Counting coins, condemning thieves: the language of money in children's picture books
- Erika Lundby: Consuming or giving? The child consumer's understanding of street-begging
- Celeste Sharpe: Boots, dimes and telethons: poster children, charity, and consumption in the United States after World War II

Session 2.d Child and childhood consumption theory

Venue: Kilden

Chair: Barbro Johansson

- Lydia Martens and Emma Head: "Inspired by Nature". Normalization of infant orality tools and the purification of childhood
- Abigail Tazzyman: Buying acceptance: consumption practices, identity and body modification during the school years
- Mirah Kirschner: Reading Toys: Theorizing identity in consumer culture

Thursday 28 April 2016 (session 3, 10:15-12:15)

Session 3.a FOOD Mothering, consumption socialization and feeding the family

Venue: K4

Chair: Alice Grønhøj

- Kate Cairns: "That's the danger of ever reading Charlotte's Web to your kids": Meat-eating, mothering, and childhood innocence
- Elaine Ritch and Douglas Brownlie: Mothering angst: nurturing the sustainable child
- Benedetta Cappelini, Vicki Harman and Elizabeth Parsons: Putting the children first: feeding the family in hard times
- Teniza Da Silveira and Patricia Rossi: What do you have in your igloo? Exploring children's consumption socialization through the virtual world of Club Penguin

Session 3. b. MEDIA Medializing doing self

Venue: M2

Chair: Stine Liv Johansen

- Sinead Rynne and Olivia Freeman: Consuming girlhood: a netnographic exploration of tween girls' online interactions on Instagram
- Ingvild Kvale Sørensen: Using Disney's Hannah Montana and High School Musical as tools to do self and manage peer relations
- Natalie Coulter: "Fun is the new pretty", and other such fables from the tween marketplace
- Blandina Sramova and Jiri Pavelka: The perception of media messages by preschool children

Session 3.c. Child and childhood consumption theory

Venue: Kilden

Chair: Helle Strandgaard Jensen

- Francis Hultgren and Barbro Johansson: Models of participation from a childist perspective
- Kevina Cody: A crystallization approach to critical and reflexive child-centric consumer research
- Daniel Cook: Children's Market Researchers as Moral Brokers
- Laetitia Condamin: What makes responsible marketing towards children possible? Exploring the marketing managers' perspective

Thursday 28 April 2016 (session 4, 13:00-14:30)

Session 4.a. MEDIA Digitalisation of childhood and youth

Venue: K4

Chair: Elaine Ritch

- Charlotte Lystor: Storming the gatekeeper. The digitization of child consumer socialization
- Stine Liv Johansen and Malene Charlotte Larsen: Young children's use of digital technologies in the home - results from an European research project
- Sebastian Francois: Anticipating (very) young consumers? An exploration of mobile app designers' representations of children

Session 4.b. Consumer socialization II

Venue: Kilden

Chair: Robert Aitken

- Saima Hussein: Consumer socialization: capturing the perspective of the one being socialized
- Pallavi Singh, Caroline Oates, Suni Sahadev and Panayiota Alevizou: Environmental socialization of adolescents in India
- Pascale Ezan and Valérie Hemar-Nicolas: The digitalisation of the toys market: Parents' perspective of the anthropomorphic connected toys

Session 4.c Emerging adults, financial socialization, alcohol and credit

Venue: M2

Chair: Bodil Stilling Blichfeldt

- Alice Grønhøj and Lasse Bilberg: To drink or not to drink? Alcohol consumption or abstinence in the (pre)transitional stages of adolescence
- Caroline Marchant and Tina Harrison: Emerging adults and financial socialization. Contexts, relations and practices
- Pernille Hohnen, Turf Böcker Jakobsen, Johanne Skibsted Holm and Malene Gram: A smartphone, a beer with my friends and other basic needs. A qualitative analysis of the role and financial consequence of social and communicative consumption in everyday lives of young Danes

Thursday 28 April 2016 (session 5, 14:45-16:45)

Session 5.a. FOOD Feeding, well-being and coping strategies

Venue: Kilden

Chair: Valérie-Inés de la Ville

- Komal Bhatia, Rekha Bagul, Sushimita Das, Neena Shah-More, Jonathan Wells and David Osrin: Infant and young child feeding practices in Mumbai's informal settlements and ethnographic approach
- Lexi Earl: How do we teach children to be well? Investigating practices of food learning in primary schools
- Siril Alm and Svein Ottar Olsen: Families' food coping strategies for handling time pressure and stress
- Tyrha M Lindsey, Charlene A Dadzie and Daniel Hagan: I believe I can fly. An exploration of imagination theory and its impact on the health behaviors of multicultural millennials

Session 5.b MEDIA Intergenerational experiences in the consumption of cultural products and media

Chair: Dan Cook

Venue: M2

- Tora Korsvold: Children's consumption of cultural products: The narratives of adult actors looking back
- Shosh Davidson and Rivka Ribak: "Say, how do you know this?" The adult-child persona in television commercials
- Timothy Dewhirst: Brand mythology, heroes, and the adolescent journey: a case study of Player's cigarette marketing
- Stephanie O'Donohoe: Approaching death in the family: Children, parents and consumption practices in extremis

Session 5.c Places and spaces

Venue: M1

Chair: Brian Young

- Sarah Holst Kjær and Kirsti Mathiesen Hjemdahl: Adapting regional tourism industry into becoming a children's culture destination
- Karina Smed and Anette Therkelsen: Becoming what you eat. Identity construction via social media food imagery
- Guliz Mugan: Involvement and Engagement of the Turkish Youth in the Planning of Urban Public Spaces
- Lucia Cicero and Linda Osti: Tourist facilities and services for families with young children: a case study

Session 5.d Measuring consumption and decision-making

Venue: K4

Chair: Leah Watkins

- Goele Aerts and Tim Smits: Effects of container size and food type on young children's intake
- Eun Hwang and Fredalene Bowers: The influence of self-construals on young Korean consumers' decision-making styles
- Suzanna Oprea, Rinaldo Kühne and Heleen van der Meulen: Validating the Material Values Scale for children (MVS-c) - extending its use from middle childhood to early childhood and adolescence
- Brahim Zarouali, Karolien Poels, Koen Ponnet and Michel Walrave: "Do you like cookies?" Adolescents' skeptical processing of retargeted Facebook-ads and the role of privacy concern and a debriefing cue

Friday 29 April 2016 (session 6, 10:15-12:15)

Session 6.a. Food, fish and happiness

Venue: M1

Chair: Anette Therkelsen

- Valérie Hemar-Nicolas and Pascale Ezan: When eating makes children happy: the measurement of children's food happiness
- Zofia Boni: "Children's food" in Warsaw
- Valérie-Inés de la Ville and Sofia Mestari: Introducing seafoods to French children...a lost cause? Susanne Pedersen and Alice Grønhøj: "He should take a course..." - a qualitative exploration of children's healthy eating as a battlefield for parents

Session 6.b. MEDIA Surveillance and parental control

Venue: Kilden

Chair: Shosh Davidson

- Pedro Quelhas Brito and Marta Goncalves: Parental control and supervision on the Internet. The case of pre-teens
- Kafia Ayadi and Isabelle Muratore: Digimums: the end of children's influence
- Renato Godoy de Toledo and Ekaterine Valente Karageorgiadis: Internet marketing communication for children: the Brazilian case

Session 6.c. Teaching, learning environments, consumption of schools and serious games

Venue: M2

Chair: Johanna Sjöberg

- Michelle Janning and Erin Pahlke: Teaching child and teen consumption in an interdisciplinary global childhoods course
- Gurbinder Singh Lalli: An ethnographic case study of the impact of food upon the learning environment at Peartree Academy: a review of the findings
- Fiona Macdonald: The consumption of secondary school choices: why 'bad schools' just don't cut it as young people negotiate a place to belong
- Olivier Rampoux: Playing companies: the factors involved in serious game design when communicating with young people

Session 6.d. MEDIA Branding, advertising and reality TV

Venue: K4

Chair: Brigitte de Faultrier

- Leah Watkins, Robert Aitken, Maree Thyne and Kirsten Robertson: Developmental and environmental influences on brand symbolism in early childhood
- Suzanna Oprea and Rinaldo Kuhne: Generation Me in the spotlight. Linking reality TV to Narcissism, Materialism and entitlement
- Ini Vanwesenbeeck, Suzanna Oprea and Tim Smits: That's an ad? Recognition of TV and website advertising from age 5-11 and the effect of disclosure cues
- Silke Lissens and Joke Bauwens: What's in a name? Children's moral reasoning on brands as indicators of social and economic status