

Monday June 21

10.00 –
Registration

Outside K1

13.00-13.15
Welcome

K1

13.15-14.15
Keynote speaker
Professor Ann Phoenix

**(Ir)resistible consumption:
Gender, social class and flexible
identity projects**

K1

14.15-15.00
Coffee and tea

15.00-17.00

Session 1

**Children Making Choices - Food,
Packages and Snacks**

K21

In this session we have three papers about the choices children are presented to and make in relation to healthy and unhealthy food - important aspects such as gender, different methodologies and historical perspectives are elaborated on.

Children as Co-Researchers – Problems and Possibilities

Barbro Johansson, Helene Brembeck,

Eva Ossiansson, Kerstin Bergström, Lena Jonsson, Helena Shanahan & Sandra Hillén

Food Marketing and the Development of Preference: Assessing Child Responses to 'Fun Foods'

Charlene Elliott

Swedish Children's Cookbooks 1849 - 2010: Why and for Whom?

Paola Allegrini

Discussant: Valerie Inès de la Ville

Chair: David Marshall

15.00-17.00

Session 2

Branding and Brand Awareness

K23

In this session we have four papers that discuss brands, branding and brand awareness in different contexts. The papers deal with mothers introducing brands to children, webbased interactions to brands, children's brand loyalties and media celebrities as consumption promoters.

The Process of Becoming a Consumer

Tessa Gjødese

Learning by «hanging out»: How Teenagers are Discussing Brands and Consumption on Social Network Sites

Alexandre Coutant & Thomas Stenger

Becoming a Cool Male Hero, a Globetrotter, a Smart Entrepreneur or a Hard Working Girl Student – Gender, Ethnicity and Class in the Branding of Swedish Upper Secondary School Educational Programmes

Marie Nordberg

Consuming Celebrities

Ana Jorge

Discussant: Olivia Freeman

Chair: Kjerstin Andersson

15.00-17.00

Session 3

Targeting Children Through Media

K25

In this session we have four papers on how the child audience is targeted in different contexts. The papers deal with non-commercial commercials in educational TV programs, market strategies by marketers, media and toy companies as well how the child audience is educated in TV for children and how tweens are constructed in characters and plots in TV programmes.

The TV Consumer – Educating a Child Audience

Åsa Pettersson

Non-Commercial Commercials: Public Television's Underwriting Messages and Child Consumers

Matthew Lapierre

Targeting Children: Some Controversies and Paradoxes

Ingunn Hagen

The Construction of Tweens through the Disney Tween Phenomenon

Ingvild Sørensson

Discussant: Erling Bjurström

Chair: Helena Sandberg

15.00-17.00

Session 4

Consumer Identities

K3

In this session we have four papers on how consumer identities are formed in different contexts. The papers deal with identity, fashion and sexuality, local and the global beauty

standards, the stigma of consuming alcohol, and how children decide on football team preferences

Fashioning the 'Tween': Girls' Identity Work and Clothing Consumption

Sue Jackson & Tiina Vares

Girls' Magazines and the Body Satisfaction and Consumption Habits of Teenagers

Yonka Aybay

The Shadow of Normalcy: Teens, Stigma and Drink

Peter Johnson

Factors Influencing the Socialisation of Children as Consumers: An Exploratory Study of Football Team Preferences

Elizabeth Thomson & Russell Williams

Discussant: David Buckingham

Chair: Zulmir Becevic

18.30

**Welcome Reception
Norrköping City Hall**

Tuesday June 22

08.30-09.30

Keynote speaker

Professor Steve Woolgar

Ontological child consumption

K1

09.30-10.00

Coffee, tea and fruit

10.00-11.30

Session 5

Regulating and Fostering Children - Protection or Liberation

K21

In this session we have three papers discussing regulations and fostering of child consumerism. The papers concern state and NGO regulations of advertising and media, censorship and creating consumer citizens as well as product safety regulations of toys.

Child Consumption and Toys Regulation: Overview of EU Provisions and Politics

Maria Luisa Chiarella

The Brazilian Scenario and the Illegality of Advertising to Children

Isabella Henriques, Lais Fontenelle Pereira &
Pedro Affonso Duarte Hartung

“Not in Front of the Children”: Young Consumers and Censorship

Marjorie Heins

Discussant: Anne-Li Lindgren

Chair: Alexander Coutant

10.00-11.30

Session 6

Consumption and Regulating Food Habits

K23

In this session we have three papers about children's health in a consumption perspective. The papers concern the media debates about obesity, food regulations and advertising healthy eating across cultures.

Child Obesity and TV Advertising: Twin Panics, Merging Anxieties and Responsibilisation of the Child Consumer in the Context of the Norwegian Welfare State

Vebjørng Tingstad

Self-Regulation in Food Advertising to Children: PAOS Code (Spain)

Christina González Díaz

A Characterisation of the Narrative Structure Dealing with the Interplay 'Nutrition / Fun / Maternal Responsibility' in Food Advertising to Young Children (3-8 year old). An Illustration Based on the Danonino® Brand in Europe

Ines de La Ville, Alexandre Coutant,
François Bobrie, Malene Gram &
Nathalie Boireau

Discussant: Barbro Johansson

Chair: Sofia Kvist Lindholm

10.00-11.30

Session 7

Sexualizing Consumption

K25

In this session we have three papers that touch on the definition of sexuality and sexualisation in different and gendered contexts. The papers deal with sexualized goods aimed at children, children's and youth's definitions of sexuality

and how girls make use of popular cultural norms.

Preteen Girls Read 'Tween' Popular Culture: A Contribution to the 'Sexualization of Girlhood' Debates

Tiina Vares & Sue Jackson

Sexualised Goods Aimed at Children: What's the Problem?

David Buckingham & Rachel Russell

Global Concerns and Local Negotiations – Parents and Teenagers Talking About Consumption and Sexualisation

Sara Bragg & Rebekah Willett

Discussant: Anna Sparrman

Chair: Braden Hutchinson

11.30-13.00

**Lunch
Kåkenhus**

13.00-14.30

Session 8

Play, Entertainment, Materiality and Consumption

K 21

In this session we have three papers that discuss the relationship between children's play, entertainment and material visual objects. The papers concern toys and ethnicity and children's consuming preferences as well as young consumers use of an amusement park.

Children of Ethnic Minority Backgrounds: Play, Toys and Media

Stine Liv Johansen

Processing Things

Camilla Balslev Nielsen

Micro-Geographies of Consumption – Children's Mapping of an Amusement Park

David Cardell & Anna Sparrman

Discussant: Elizabeth Chin

Chair: Karin Zetterqvist Nelsson

13.00-14.30

Session 9

Game Play as an Arena for Informal Learning and Consumption

K23

In public opinion, consumerism has often been, and still is considered as unhealthy or even damaging for children. The present session will move the discussion beyond both utopian visions and moral panics: adopting instead a participant's perspective, focusing on children's own perspectives, as displayed in their own on-line and off-line conversations, and in their consumption of digital games in everyday life.

Evaluating Digital Game Activities: Teenagers, Preferences and Literacy

Pål Andre Aarsand

Configuring Computer Game Players: Noobs, Imbas, and Other Local Gamer Identities

Björn Sjöblom & Karin Aronsson

Children as Computer Game Consumers at Preschool

Polly Björk-Willén

Discussant: Vebjörg Tingstad

Chair: Gunilla Tegern

13.00-14.30

Session 10

Children and Parents - "Giving and Taking"

K25

In this session we have three papers that look at the relationship between children and parents. The papers contrast how teens educate and influence their parents about the environment, how the uses of different kinds of monies reflect different aspects of the child-adult relationship and how children as parental objects of love are expressed in consumption.

Adolescent's Influence on Pro-Environmental Family Decisions and Resocialization Processes

Elodie Gentina, Isabelle Muratore & Christophe Sempels

"Parents Should Take into Consideration the Fact that I am Considerate" - Relational-Autonomy in Parents-Teens Bargaining Interactions

Shosh Davidson

Creating Adorable Childhood: The Representation of Small Things in the Construction of Big Love

Lydia Martens

Discussant: Johanna Sjöberg

Chair: Mehek Mufte

13.00-14.30

Session 11

Designing Fashion and Childhood

K3

In this session we have three papers concerning representation of children in fashion and clothing advertisements and image from the 1920s until present day society.

Revisiting Constructions of Children and Youth in Marketing Advertisements: A Historical and Empirical Study of the Company Helly Hansen

Tora Korsvold

Clothes for the Active, Playing Swedish Child in the 1920s to 50s

Viveka Berggren Torell

Designing Childhood in Fashion Advertising

Annamari Vänskä

Discussant: Daniel Thomas Cook

Chair: Katahrine Rollwagen

14.45-15.30

25th Anniversary of the book "Pricing the Priceless Child" by Viviana Zelizer

K1

In this session Professor Bengt Sandin Child Studies, Linköping University, Sweden and Professor Daniel Thomas Cook, Childhood Studies, Rutgers University, US will give their perspectives of the contribution of the book to current research about children and childhood, the welfare state and consumerism and consumption. Professor Viviana Zelizer will share her reflection on the reception of the study and respond to the introductory addresses.

15.30-16.00

Coffee and tea

16.00-17.30

Session 12

Cultural Meaning of Shopping - Children and Parent Relations

K21

In this session we have three papers which explore the cultural meaning of shopping for the child - parent relation. The papers concern shopping and consumption with and for children in supermarkets and child rearing.

Children's Roles in Family Supermarket Shopping

Malene Gram

Barriers Experienced in the Supermarket by Parents and Children During Family Food Buying

Maria Kumpel Nørgaard & Karen Brunso

Commercialization and the Materialization of Care. A Qualitative Study of the Relation Between Consuming Activities and Concepts of Caring in Young Children's Families

Gry Mette D. Haugen

Discussant: Steve Woolgar

Chair: Karin Ekström

16.00-17.30

Session 13

Children and the Market - A Relational Dilemma

K23

In this session we have three papers on the dilemma of understanding children as consumers. The papers deal with the vulnerability of children in the market. The different approaches in the papers also indicate how research position children as consumers differently.

Potential, Actual, and Perceived Exposure of Internet Advertisement among Swedish 14–16 Years Old Children

Helena Sandberg, Kerstin Gidlöf & Nils Holmberg

Children in the Marketplace: Are They Informed Consumers?

Anna Gambaro

Kids Rule, Parents Drool: Exploring the Presentation of Children and Adults in Children's Advertisements

Matthew Lapierre

Discussant: Birgitte Tufte

Chair: Ana Jorge

16.00-17.30

Special Session

Policy and regulation of children's consumption

K25

The issue of government regulation and self regulation is a permanent feature in relation to children's consumption. In this session policy representatives representing different perspectives will share their views on their respective roles and their challenges in the present market economy in relationship to children and young in Sweden. Professor Marjorie Heins will comment and add a comparative perspective based on her book "Not in front of the children?".

Elisabeth Trotzig, the Swedish Advertising Ombudsman

Niklas Eklöf, the Swedish Consumer Society

Anders Nyman, the Swedish National Board of Film Censors

Discussant: Marjorie Heins

Chair: Bengt Sandin

19.00

**Gala dinner
Flygeln**

Wednesday June 23

08.30-09.30

Keynote speaker

Professor Elizabeth Chin

On the Transitional Object, or, a Commodity Fetishist is Born

K1

09.30-10.00

Coffee, tea and fruit

10.00-11.30

Session 14

Food Consumption as a Family and Political Issue

K21

In this session we have three papers focusing food consumption as a family and political issue with papers on age, siblings and social marketing campaigns influencing obesity as well as influences and decision procedures around eating in front of the TV.

Adolescents' Preferences for Existing Snack Products - and the Relation to Age, Gender, Hunger State, and to Real Choices

Line Holler Mielby, Maria Kumpel Nørgaard, Merete Edelenbos & Anette Kistrup Thybo

Intra-Generational Influences in Food Consumption: The Role of Siblings

Kafia Ayadi, Joël Bree & Pascal Ezan

The Role of the Television in Changing Mealtime Rituals

David Chitakunye

Discussant: Helene Brembeck

Chair: Mathilda Hallberg

10.00-11.30

Session 15

Age and Consumption - Growing up a Consumer

K23

In this session we have three papers on how age and growing up a consumer are construed. The papers concern research in the Nordic countries, as well as in a theoretical perspective on teen's liminal consumption and in everyday preschool interactions.

Consuming at the Centre of No-Where: Tweens and the Mediating of Liminal Selves Through Metaconsumption

Kevina Cody

Tweens as Consumers in the Nordic Countries. Putting the Pieces Together

Erika Lundby

"I do like them but I don't watch them": Preschoolers' Use of Age as an Accounting Device in Consumption Desires, Preferences and Evaluations

Olivia Freeman

Discussant: Lydia Martens

Chair: Tobias Samuelsson

10.00-11.30

Session 16

Consuming Motherhood and Fatherhood

K25

In this session we have three papers with focus on notions of motherhood and fatherhood as consumers on behalf of infants and children. The papers also elaborate on the construction of childhood.

"And Then it all Went Downhill": Researching the Influence of Becoming a Parent on Diet and Eating Habits

Jessica Aschemann-Witzel

**Images of Infants and Parenthood in
“Direct Advertising” of Child Care
Commodities**

Johanna Sjöberg

**(Re)Placing Mothers: Rethinking Child
Consumption in Light of Contemporary
Motherhoods**

Daniel Thomas Cook

Discussant: Gunilla Halldén

Chair: Gry Mette D. Haugen

11.30-13.00

**Lunch
City Museum of Norrköping**

13.00-14.30

**Session 17
Mediating Media**

K21

In this session we have three papers that in different way address how Internet is used in adver games, and negotiated (mediated) in marketing and education between adults (parents, teachers and researches) and teens – voices and agency.

**Marketing on the Internet: A New
Educational Challenge**

Håvard Skaar, David Buckingham &
Vebjørg Tingstad

**Parental Mediation of Internet Use and
Teens’ Information Disclosure in Social
Networking Sites**

Seounmi Youn

**CLICK TO PLAY! Online Gaming
Avertising for Teens and Tweens and the
Impact on Attitudes and Feelings**

Márcia Gonçalves & Pedro Quelhas Brito

Discussant: Pål Aarsand

Chair: Polly Björk Willén

13.00-14.30

Session 18

**Stratifications and Divides -
Affluence and Scarcity**

K23

Growing up with Economic Scarcity In this session we have three papers concerning children’s monetary possibilities to access consumption. The papers deal with access to family monies, young people’s views of current and future lifestyles, and the social stratification when educating consumers in sports camps and informal everyday life.

**Growing up with Economic Scarcity in an
Affluent Society**

Karin Ekström & Torbjörn Hjort

Kids Trends. The Now Generation

Maria Costa & Miriam Morante

**Camps of Childhood – A Study of Leisure,
(Pseudo)spontaneity and Consumption**

David Cardell & Lars Lagergren

Discussant: Ann Phoenix

Chair: Åsa Pettersson

13.00-14.30

Session 19

Exploring Food and Eating

K25

In this session we have three papers about food and eating from children’s point of views. The papers deal with food and eating as shaping family life and children’s views on food and food fantasies, food and eating, food fantasies. The papers emphasize methodological explorations.

**Experimental Group Interviews with
Children and Teens on Food, Media, and
Associated Desire**

Stinne Gunder Strøm Olsen

Becoming Consumers: Meals and Food Socialization in the Family

David Marshall

Exploring Children's Foodscapes

Helene Brembeck, Barbro Johansson,
Kerstin Bergström, Pontus Engelbrektsson,
Sandra Hillén, Lena Jonsson, MariAnne
Karlsson, Eva Ossiansson & Helena Shanahan

Discussant: Karin Aronsson

Chair: Paola Allegrini

14.30-15.00

Coffee and tea

15.00-16.30

Session 20

Online Play and Consumption

K21

In this session we have three papers that discuss children's on line play and consumption in three different contexts. The papers concern children's use of Habbo, hotel, vulnerability versus agency, and the impact of technology of children's lives.

Children's Use of Media Technology in Everyday Life

Sofia Lundmark & Anna Lindqvist Bergander

The Internet Mediated Sex Consumptions of Mauritian Teenagers: Heroes and Victims

Komalsingh Rambaree

Children in Creationist Capitalism: Notes from a Virtual World

Minna Ruckenstein

Discussant: Wided Batat

Chair: Björn Sjöblom

15.00-16.30

Session 21

Not Just Kid's Stuff: Historical Perspectives on Children's Consumption in Canada

K23

This session explores the role that the typical "Stuff" of children's everyday lives _ from toy guns to Barbie dolls and mini skirts _ has played in the history of children's culture in Canada. Using toys and clothing as entry points, our research explores how adults have reacted to young people's consumption at three separate moments in Canadian history.

"Apocalypse at the Doll Counter":

The Barbie Doll in Canada, 1959-1969

Kendall Garton

"The Littlest Arms Race": American Empire, North American Childhoods and the Violent Toy Controversy in Canada, 1980 - 1991

Braden P. I. Hutchinson

Youth Must Be Served: Teenaged Fashion Councils and the Making of Adolescent Consumer Authority in Mid-Twentieth-Century Canada

Katharine Rollwagen

Discussant: Bengt Sandin

Chair: Helle Strandgaard Jensen

15.00-16.30

Session 22

Victims or Heroes, Vulnerable and Competent Consumers?

K25

In this session we have three papers on protection and attitudes to children's consumption. The papers deal with vulnerability and agency, the paradoxes of marketing and protection, addressing competent and vulnerable child consumers.

**Fighting Evil with Good: A Scandinavian
Debate about Children's Consumption of
Comics and Literature in the 1950s**

Helle Strandgaard Jensen

**Understanding the Dimensions of Young
Consumer Vulnerability in the Web 2.0
Society**

Wided Batat

**Analysis of Marketing to Children and the
Increase in Consumer Problems in Japan**

Amano Emiko

Discussant: Tora Korsvold

Chair: David Cardell

**16.45-17.15
Conclusion**

K1
