

Child and Teen Consumption 2008. Third international conference on multidisciplinary perspectives on child and teen consumption

Conference Date: 24-25 April 2008

Conference Location: Trondheim, Norway

Deadline: October 1, 2007: Submission of abstracts

This conference is the third in an ongoing series establishing a dialogue between specialists from a variety of academic disciplines focusing on young consumers in contemporary society. Following previous conferences at the European Center for Children's Products, University of Poitiers, France, and the Copenhagen Business School, this third conference will be held at the Norwegian Centre for Child Research, one of the leading international centers in Childhood Studies. During the two days, research will be presented on children's and young people's position in consumer society, how children develop their consumer competences, and consumer socialization in general. The emphasis is on creating a multi-disciplinary discussion uniting ideas from historical, psychological, sociological, managerial and other social science perspectives.

Keynote speakers at the conference will include Professor Janet Wasko from University of Oregon, Professor Gary Cross from The Pennsylvania State University, Professor Ellen Seiter from University of California and researcher I Ragnhild Brusdal from the National Institute for Consumer Research of Norway.

We welcome proposals for single papers and thematic panels (featuring three or four papers on a common theme). The conference language will be English.

Potential topics might include:

- Children's and young people's consumption practices
- Children's roles in the consumer decision-making process
- The history of children's consumer culture
- Media, consumption and youth culture
- Consumer culture and childhood identities
- Children and advertising
- Consumer socialization
- Media and consumer literacies
- Ethics and children's consumption
- The globalization of children's culture and youth culture
- Marketing practices, rhetorics and appeals
- Theories of consumer culture
- The role of new media in consumer socialization
- Public policy and media regulation
- Research methods to investigate child and teen consumption

Deadlines

October 1, 2007: Submission of abstracts (around 1000 words). Abstracts should include the following:

- the aim and focus of the paper
- the chosen research methodology
- the main results empirical or conceptual
- a short bibliography of key references.

In the case of panel proposals, chairs should gather abstracts (3-4 per panel) and submit these with an overall rationale.

Abstracts and panel proposals should be submitted to ctc2008@svt.ntnu.no

Participants will be welcomed at a reception on the evening of April 23rd.