



**Child and Teen Consumption 2012**  
**«Food Consumption, Communication, Life Styles and Fashion»**

*5th International Conference on Multidisciplinary Perspectives on Child and Teen Consumption*



**Milan, Italy**  
**December 12-13-14, 2012**

## OBJECTIVES OF THE CONFERENCE

**This conference aims** to establish and continue a dialogue between specialists from a variety of academic disciplines in order to explore the phenomenon of children and teens as consumers in today's society.

**The first international conference** was held at the European Centre for Children's Products, Faculty of Business Administration, University of Poitiers, France in 2004. The conference hosted 200 participants representing researchers and practitioners as well as students. Due to the success of this first meeting, it was agreed to make this a biannual event. The Copenhagen Business School hosted the second conference in 2006, the Norwegian Centre for Child Research the third in 2008 and The Department of Child Studies at Linköping University in Sweden the fourth in 2010.

Now the *Department of Communication, Behavior and Consumption "Giampaolo Fabris"* at IULM University of Milan welcomes you to join us in continuing a tradition worthy of the growing academic interest in the field.

**During the two and a half days** research will be presented on the position of children and youth in the consumer society, how children and youth develop their consumer competence and develop as consumers in general. The emphasis is on creating an inter- and multi-disciplinary discussion exploring and articulating ideas from historical, sociological, managerial and other social science perspectives.

## INTERNATIONAL SCIENTIFIC COMMITTEE

**Paolo Moderato - Chair** (*IULM University, Milan, I*)  
**Vincenzo Russo - Co-Chair** (*IULM University, Milan, I*)  
**Alberto Abruzzese** (*IULM University, Milan, I*)  
**Nello Barile** (*IULM University, Milan, I*)  
**Anna Emila Berti** (*University of Padua, I*)  
**Anna Silvia Bombi** (*University La Sapienza, Roma, I*)  
**David Buckingham** (*Loughborough University, UK*)  
**Vanni Codeluppi** (*Modena and Reggio Emilia University, I*)  
**Daniel T. Cook** (*Rutgers University of New Jersey, USA*)  
**Helga Dittmar** (*University of Sussex, UK*)

**The more specific aim of this year's conference** will

be to strengthen the interdisciplinary approach of the conference by arranging sessions more thematically, as can be seen below, in particular on Food Consumption with an emphasis on Food, Communication, Life Style and Fashion consumption practices and behaviors involving children, adolescents and parents.

The goal is to explore and stress the conflicts within the fields, to question the linearity of consumption and to highlight the double-sidedness of child and youth consumption. In this way we hope we will create meeting points in single sessions between theory, methodology, regulation and everyday practices.

Furthermore, we aim to highlight and address the attention on theoretical issues such as class, gender, ethnicity and consumer/marketing theories within consumption research.

These perspectives will be established through the keynote speakers and we hope they will be elaborated on further and run as a continuum through different sessions, presentations, individual papers as well as in coffee break discussions and evening talks.

**FINAL CALL  
FOR PAPERS**

## ORGANIZING COMMITTEE

**Massimo Bustreo - Chair** (*IULM University of Milan, I*)  
**Ada Cattaneo** (*IULM University of Milan, I*)  
**Maxine Johnson** (*University of Poitiers, F*)  
**Simona Ironico** (*Modena and Reggio Emilia University, I*)  
**Maurizio Mauri - Co-Chair** (*IULM University of Milan, I*)

**Davide Moro - Project Manager** (*IULM Alumni, I*)  
**Ariela Mortara** (*IULM University of Milan, I*)  
**Maria Angela Polesana** (*IULM University of Milan, I*)  
**Nicolò Stevanato - Project Manager** (*IULM Alumni, I*)

## KEYNOTE SPEAKERS

Keynote addresses are delivered by prominent researchers and scientists well known for their expertise in a particular field, or who have made significant contributions to the science and/or practice of psychology. Each Keynote Plenary Session will take 45 minutes of presentation and 15 minutes of Q&A.

**Anna Emila Berti** (*University of Padua, Italy*)  
**Anna Silvia Bombi** (*University La Sapienza, Roma, Italy*)  
**David Buckingham** (*Loughborough University, UK*)  
**Daniel T. Cook** (*Rutgers University of New Jersey, USA*)

**Helga Dittmar** (*University of Sussex, UK*)  
**James Katz** (*Rutgers University of New Jersey, USA*)  
**Stephen Kline** (*Simon Fraser University, Canada*)  
**Lydia Martens** (*Keele University, UK*)  
**Anna Oliverio Ferraris** (*University La Sapienza, Roma, Italy*)

## CALL FOR PAPERS & TOPICS

We welcome original research papers. The conference language will be English. We invite both theoretical and empirical papers that predominantly, though not exclusively, reflect some of the following issues:

### ❖ Children, teens and parents as consumers

- The commodification of childhood
- Youth consumer behavior
- Consumer socialization and development
- Consumer education
- Children, youth and consumerism
- Consumption and gender identity
- The role of consumption in the construction of parenthood
- Child consumer development in online environments
- The role of marketers in the well-being of children
- Ethical issues in child and teen marketing and research

- History of childrens consumption
- History of childrens material culture
- History of childrens media culture
- History of fun food for children
- Socio-political perspective the regulation of child-oriented markets
- Critical perspectives on the contribution of marketing innovations on child and teen well-being
- Corporate social responsibility with regard to child and teen well-being
- Mass consumption and globalization of child culture

### ❖ Communication (media, advertising, marketing)

- Media representations of childhood and adolescence
- Children's media culture
- Children's culture icons
- The impact of social media and web 2.0 on child and teen consumption
- Digital Marketing strategies targeted at kids
- Marketing, communication and retail strategies aimed at children, teens and parents
- Family marketing
- Non-conventional marketing strategies aimed at children, teens and parents
- Children and technology

- Branding in child and youth entertainment culture
- Parental attitudes towards advertising to children
- The role of product placement in consumer socialization and development
- The construction of fun in food advertisements targeting children
- Does food advertising make children obese?
- Marketing food and drink to children responsibly
- Gender portrayal in food and beverage advertisements
- Communicating health messages to young consumers
- Gaming and high tech consumption

### ❖ Life Styles and Fashion

- Youth trends
- Fashion and gender issues in child and teen identities
- The role of brands in children and young people's lives
- Ethical fashion and ethical consumption in the child and teen markets

- Children's bodies and consumption
- Children and adolescents' self-perception with regard to body image, weight, clothing choices and food habits

## ❖ Food Consumption

- Is food consumption a child or a family issue? Representation and meaning of food products
- Research methods on child and teen food consumption practices
- Multicultural issues about child and teen food consumption practices
- Educating children in food consumption: interaction between parents, school, marketing messages
- Cultural and critical perspectives on fun foods
- Children, retail stores and packaging: understanding of nutritional information and food labels

- Youngster's narratives on everyday food consumption practices
- The everyday practices surrounding young people's food consumption
- Parents' attitudes and behaviours towards children's food consumption habits
- Parent and children's attitudes towards fast foods
- The role of packaging in children's food preferences
- Children's influence on and participation in the family decision-making process during food buying
- Food, advertising, and youngsters' health

## GUIDELINES FOR THE CONFERENCE

### **Date and location**

The conference will take place in

**December 12th-14th, 2012**

at **IULM University of Milan**

[www.iulm.it](http://www.iulm.it).



### **Structure**

- Keynote speakers plenary sessions
- Individual presentations in parallel sessions with chairs and appointed commentators
- Poster sessions
- Controversial Debates
- PhD Workshop (pre-Conference)

### **Languages**

English is the official language of the conference. Information could be addressed in English as well as in Italian, French, Spanish and German.

### **Abstracts & Authors**

To submit an abstract, please use the template indicated on the website. The Scientific Committee will review all abstracts. In some cases abstracts may be rejected as oral presentations but accepted as posters. The first author on the abstract is considered to be the presenter of the paper at the conference. Long abstracts form should include the following:

- the *objective* of the paper
- the primary *methodology* of the research
- the *results* – conceptual or empirical – of the research presented
- the *main considerations* proposed for discussion
- a short *bibliography* indicating the main references used

We suggest to presenters to allocate time equally between a theoretically driven introduction, methodology and results, and discussion/conclusion (15 minutes presentation + 5 minutes Q&A).

### **Parallel Session**

Individual oral presentations must report on the empirical findings of a theoretically driven research project or empirical findings in the form of a meta-analysis or critical review. Basing on the selected abstracts the Scientific Committee will form the Parallel Sessions, consisting of four thematically linked presentations, preferring multiple disciplines, diversity and international participation, with chairs and appointed commentators. The Scientific Committee highly encourages motivated authors to propose her/himself as commentators.

### **Poster**

This format for individual and free-standing research presentations will facilitate informal discussions between presenters and their audience, providing an occasion to exchange lots of information. Successful posters are visually engaging, informative, and easy to understand. In addition to a title/author label and abstract, most successful posters provide brief statements of introduction, method, subjects, procedure, results and conclusions. Final conclusions or summary should leave observers focused on a concise statement of the most important findings.

### **Round Tables**

*Round Tables*, a stimuli for great discussion! *Round Tables* will focus on topics (e.g., on Fair Trade, Boycotting...) that excite great interest from academics and practitioners and will feature prominently at CTC2012. There will be a prominent time slot that will be chaired by leading keynoter. Not to be missed!

### **PhD & Master Students Workshop (pre-Conference)**

PhD & Master students in the inter- and transdisciplinary field of research on Consumer Behavior are warmly invited to attend the pre-Conference "Research on Child & Teens Consumption. Present and Future Perspectives" on Tuesday, 11th and Wednesday, 12th December 2012.

## IMPORTANT DATES & DEADLINES

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11<sup>th</sup> November 2011 – Publications of Call for Papers

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1<sup>st</sup> January 2012 - Registration and Abstracts Submission open.

In connection with the submission of abstracts (in the form of an *extended abstract of four pages* indicating the title of the paper, its authors and their positions, the respective institutions to which they belong, the presenting author) we would like to encourage participants to notify us the form of the presentation (oral or poster presentations) as well as if they are willing to be a *chair* or a *commentator* in any of the sessions.

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31<sup>st</sup> March 2012 - Deadline for Abstracts Submission

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30<sup>th</sup> June 2012 - Notification to the authors regarding acceptance, based on double blind review

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30<sup>th</sup> July 2012 - Deadline for early registration

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30<sup>th</sup> September 2012 - Deadline for Submission of Full Papers

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28<sup>th</sup> October 2012 - Deadline for late registration

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## PUBLICATION OF THE BEST PAPERS

### «Young Consumers»

The papers from the conference will be put forward for publication in the scientific journal *Young Consumers*, a quarterly research journal providing the latest ideas on consumption practices in children and young people. It is the only publication embracing research by practitioners and academics that covers social issues involving children as young consumers.

Quality in *Young Consumers* is assured by using a rigorous blind peer-reviewed process and papers from the conference will, of course, be subject to this.

**\*\*\* Best paper award \*\*\***

*Young Consumers* will also be sponsoring a *Best Paper Award* for the CTC2012 conference. The award will be open to young researchers and PhD students who have qualified within the last three years.

*Young Consumers* offers ideas, insights and information on key issues across the whole youth market, from the initial stages of preparing for parenthood to kids, tweenies, teenagers and young people up to the age of 24. The journal is written and read by academics and practitioners working in the youth consumer market and is indexed in EBSCO, Cabell's Directory and many other online reference sources.

More information about the *Young Consumers* Journal is available on their website [Emerald](http://Emerald).

## FURTHER INFORMATION & CONTACTS

For any questions or for upcoming information please contact us at the following address:

### 5<sup>th</sup> International Conference CTC2012

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