

## 8<sup>th</sup> Interdisciplinary Conference on Child and Teen Consumption



3 - 6 APRIL 2018 – ANGOULEME – FRANCE

**“Cultural and Creative Industries of Childhood and Youth”**

Organised by

The Research Centre for Human and Social Sciences and  
the European Centre for Children’s Products of the University of Poitiers

### Presentation

The interdisciplinary conference « *Child and Teen Consumption* » aims to facilitate in-depth dialogue between researchers from various disciplines: management, psychology, sociology, information and communication, anthropology, history, educational sciences, law, etc. An active interdisciplinary community has organised the seven previous conferences: the University of Poitiers (Poitiers University Business School) in 2004; the Copenhagen Business School in 2006; the Norwegian Child Research Centre (NOSEB) in 2008; Linköping University (Sweden) in 2010; the Università Libera of Milan (Italy) in 2012; the Edinburgh University Business School in 2014; Aalborg University (Denmark) in 2016, website : <http://www.en.cgs.aau.dk/research/conferences/ctc-2016>.

The 8<sup>th</sup> CTC conference returns to its origins, to the University of Poitiers and Angoulême, home to a wealth of creative organisations and initiatives. In 1998 Greater Angoulême set up the MAGELIS Image Centre which now comprises 90 companies from key sectors of the image industry (audio-visual production studios, post-production studios, video game producers, serious game producers, mobile game producers, advertising agencies, design agencies, etc.). Furthermore, Greater Angoulême is currently in the process of establishing a technology park where the Cultural and Creative Industries are one of the main themes. Second to Paris, MAGELIS in Angoulême is now the largest centre in France recording the greatest number of cartoons produced each year.

Whilst the 8<sup>th</sup> conference will aim to continue interdisciplinary research and dialogue on broad themes related to children and young people as consumers, the theme of the 2018 conference will be « **Cultural and Creative Industries of Childhood and Youth** » in order to reflect its location in Angoulême and the growing research and public policy interest in this topic. The conference aims to highlight research in this domaine and invites producers of cultural material to bring their views to the debate.

## **Scope of the themes addressed by the CTC conferences**

Because of their interdisciplinary focus, the Child and Teen Consumption conferences tackle a wide variety of topics relating to the links between childhood and adolescence and consumer environments in different social and institutional contexts. The CTC conferences promote and enhance original research that explores and highlights what children understand about the market experiences in which they participate, and how they use the resources available to them to assert their child status vis-a-vis adults or their peer groups. The conference also welcomes work that analyses marketing techniques used towards young people as well as the socio-economic mechanisms that shape and control childhood cultures.

## **Scope of the recurring topics addressed by the CTC conferences:**

- Historical perspectives on consumption by children and adolescents
- Social contexts of consumption practices by children and adolescents
- Parent-child relationships with regard to consumption: education, negotiation
- The educational projects of parents with regard to learning about consumption
- Empowering the child with regard to consumption: competence, dependence and vulnerability
- Children and adolescents as co-producers of consumer cultures
- The relationship of children with money: pocket money, saving and spending
- Brand strategies and communication within youth industries
- Inequality and discrimination between children / families provoked by commercial activities
- Socialisation of children in consumer practices: tensions between ideology, politics and resistance
- Consumer education: responsibility, ethics, environmental and social issues
- Social risks: obesity, excessive consumption, excessive debt
- Market mediators relating to children: design, publicity, packaging, merchandising
- New methodology for « listening to » the voice of the apprentice-consumer
- Responsibility of the researcher working with children
- Images of the material culture of childhood advocated by commercial activities
- Controversy over child well-being and corporate social responsibility
- Ethics and responsibility vis-a-vis children: companies, researchers, educators, practitioners, etc.
- Children's rights and the globalisation of commercial activities

## **Topics suggested by the theme « *Cultural and Creative Industries of Childhood and Youth* »:**

- Cultural products for children and youth
- Tensions and mix between entertainment and education
- Economic socialisation in child and youth media practices
- Virtual worlds: arbitration between avatars, games, virtual currency and real purchases
- Children and new forms of interactive advertising : risk relating to the collection of personal data and the targeting of advertising towards minors
- Convergence culture : the fluidity of media content and consumer practices
- Digital marketing and capturing children's attention
- Techno-cultural affordances of childhood and youth
- Cultural industries, licensing and the 'glocalisation' of child cultures
- Cultural consumer travelling
- Transmedia design and circulation of children's products
- Convergence culture : the fluidity of media content and consumer practices
- Design of cultural, museum and touristic experiences destined for children

- Cultural content and child practices within the regulations of cultural industries and the internet
- Children's rights in the media and consumer world

### **Keynotes and Partnership:**

**Minna RUCKENSTEIN** – Principal investigator - Consumer Society Research Centre - University of Helsinki – Finland

**Marc STEINBERG** - Associate Professor, Film Studies - Mel Hoppenheim School of Cinema - Concordia University – Canada

A partnership with the scientific review *Young Consumers* (ISSN 1747-3616 – Professor Brian Young) distinguishes the work of a young researcher for a prize which is presented at each CTC conference.

### **International Scientific Committee**

The Scientific Committee includes:

BADOT Olivier, Experiential Marketing	ESCP-EAP - France
BADULESCU Cristina, Communication / Museums	University of Poitiers - France
BAHUAUD Myriam, Transmedia communication	University Bordeaux Montaigne – France
BROUGERE Gilles, Educational Sciences	University Paris 13 - France
COOK Dan, Sociology of childhood	Rutgers University - USA
CROSS Gary, Modern History	Pennsylvania State University - USA
COUTANT Alexandre, Communication	UQAM, Canada
De LA VILLE Valérie-Inés, CSR with regard to children	University of Poitiers - France
DESJEUX Dominique, Anthropology of consumption	University Paris 5 - France
GARNIER Pascale, Sociology of childhood	University Paris 13 - France
GOLLETY Mathilde, Marketing to children	University Paris 2 - France
GRAM Malene, Intercultural communication	Aalborg University - Denmark
KLINE Stephen, Young audiences and marketing	Simon Fraser University - Canada
LARDELLIER Pascal, Juvenile consumption	University of Bourgogne - France
MARSHALL David, Marketing to children	Edinburgh University - Great-Britain
O'DONOHUE Stéphanie, Marketing communications	Edinburgh University - Great-Britain
ROCHA Everardo, Anthropology of consumption	University PUC Rio de Janeiro - Brazil
ROEDERER Claire, Experiential marketing	University of Strasbourg - France
SIROTA Régine, Sociology of childhood	University Paris 5 - France
SPARMANN Anna, Child studies and visual culture	Linköping University - Sweden
TARTAS Valérie, Developmental psychology	University Toulouse Jean Jaurès - France
WILLETT Rebekah, Youth media practices	University of Wisconsin-Madison - USA
YOUNG Brian, Developmental psychology	Exeter University - Great-Britain

### **Paper evaluations**

Papers will be subject to an interdisciplinary double blind evaluation, the objective being that the conference is a place for scientific dialogue and learning so that the researchers whose papers are accepted are able to progress in their thinking and reinforce the strength of their scientific approach.

**The working language of the conference is English.**

## Key dates

**15<sup>th</sup> September 2017** : Submission of proposed papers (to include the title, a 1500 word paper + bibliography, indicating the affiliation of the author).

**15<sup>th</sup> November 2017** : Notification to authors: rejection, modification, acceptance

**31<sup>st</sup> January 2018** : Submission of final version of extended abstracts (this format includes the title, a 4000 word paper and a 100 word résumé). This extended abstract should present original research, specifying the theoretical foundations and methodological aspects and explaining the contribution it brings to the disciplinary field of reference.

**15<sup>th</sup> February 2018** : Deadline for 'early bird' registration.

## CTC 2018 Website

The CTC 2018 website will soon be online. Here you will find further information about the 2018 Conference: <http://ctc2018.conference.univ-poitiers.fr>.

Twitter : #CTC2018

## Organisation Committee

Valérie-Inés de La Ville – PR Management Sciences – MSHS (USR CNRS 3565) and CEREGE (EA1722) Laboratories – Director European Centre for Childrens' Products – University of Poitiers

Geneviève Robert – Administrative Director – MSHS – University of Poitiers

Florence Royer – Communications Officer – CNRS Delegation Centre-Limousin-Poitou-Charentes

Maxine Johnson – Administrative and Research Assistant – CEPE / IAE - Angoulême

Sandrine Da Conceicao – Educational Assistant – CEPE / IAE – Angoulême

Séverine Rouyer – Head of the Documentation Centre – CEPE / IAE – Angoulême

Arnaud Bertaud – IT Technician – I-médias – University of Poitiers

Antoine Georget – Research Assistant – FAB(R)ICC team - CPER Creative Industries – Angoulême

Vassili Bézier – Research Assistant –FAB(R)ICC team - CPER Creative Industries – Angoulême

Jean-Christophe Pasco – Research Assistant –FAB(R)ICC team - CPER Creative Industries – Angoulême

Carole Boubila - Research Assistant –FAB(R)ICC team - CPER Creative Industries – Angoulême

Cristina Badulescu – Researcher in Information and Communication - IUT Angoulême

Olivier Rampnoux – Lecturer – Management and Marketing - CEREGE – CEPE / IAE – Angoulême

Sofia Mestari – PhD Student – CEREGE – CEPE-University of Poitiers – Angoulême

Charlie Laigle – Student DUT Multimedia and Internet – IUT Angoulême