

2nd Call for papers

Child and Teen Consumption 2010

Department of Child Studies
Campus Norrköping, June 21-23 2010 (new dates!)
Linköping University

the 4th international conference on multidisciplinary perspectives on child
and teen consumption

Background and mission

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 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 2006 and the Norwegian Centre for Child Research the third 2008. The Department of Child Studies at Linköping University in Sweden now welcomes you to join us in creating a tradition worthy of the growing academic interest in the field.

During the two and half days, research will be presented on children's and youth's position in the consumer society, how children and youth develop their consumer competence and consumer socialization in general. Emphasize is on creating an inter- and multidisciplinary discussion uniting ideas from historical, sociological, managerial and other social science perspectives.

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. The aim is to explore and stress the conflicts within the field, question the linearity of consumption and 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, regulations and everyday practices. A second approach is to highlight and put focus 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, individual papers as well as in coffee and evening discussions.

We welcome single papers and thematic session proposals (three or four papers). Session proposals should preferably comprise participants from different countries and disciplines, as well as sessions on newly published books. We would like to make you aware of the fact that because single papers are accepted changes in session proposals in the end possibly have to be made. The conference language will be English. Potential interdisciplinary themes of the conference might include:

- Competence and incompetence – Children in a consumption society
- State regulation NGO and the self regulating market – Children, youth and consumerism
- Advertising for, and, or with children and youth
- Capitalism – The commodification of play
- Postmodernism and media consumption
- Globalization, regionalization and individualization in consumption practices
- Educating children/youth or the market?
- Creating consumer citizens – liberation or manipulation?
- Branding the market or branding children and youth?
- What is new about new media in consumer society?
- Age and consumption – Growing up a consumer
- Addressing young people – Is it possible for the market to grow up?
- Consuming tradition or changing the future?
- Children's bodies and consumption
- Obesity – is food consumption a child or family issue?
- Food stuff – the meaning of representation
- Consuming sustainable consumption
- Victims or heroes? – young people's consumption
- Newly published books

The conference will take place June 21-23, 2010 at Campus Norrköping, Linköping University, Sweden.

Structure: Keynote speakers and parallel sessions with chairs and appointed commentators

Language: English

Deadlines:

October 2, 2009 Submission of abstracts for session proposals and individual papers (around 1000 words)

January 25, 2010 Notification to the authors regarding acceptance, based on double blind review.

May 1, 2010 Submission of full paper

In connection to the submission of the abstracts we would like to encourage participants to notify if they are willing to be a chair or a commentator in any of the sessions.

If you have any questions contact us on ctc2010@liu.se

Or look at our website for upcoming information <http://www.tema.liu.se/tema-b/ctc2010>