

Wednesday 4 April 2018

LUNCH: 11.45 -12.45

RESTAURANT

Official opening of the conference 12.45 - 13.30

KEYNOTE 1: 13.30 – 14.15

Minna RUCKENSTEIN – University of Helsinki – Finland

« **Gaming life and data traces: transitions in children’s consumption** »

ROOM A

Parallel sessions 1: 14.30 – 16.00

MEDIA AND IMAGINARIES OF FOOD

Chair: Cristina BADULESCU – University of Poitiers – France

ROOM C

Mothers choosing seafood for their children: scenarios to restore the feeling of self-efficacy

- ▶ Sofia MESTARI, Valérie-Inés de LA VILLE - University of Poitiers – France

How do Danish and French children make sense of well-being in food context? A crosscultural approach of the concept of Food Well-Being

- ▶ Liselotte HEDEGAARD - University College Lillebaelt – Denmark
- ▶ Valérie HEMAR-NICOLAS - University of Paris XI-Paris Sud – France

‘Imag(e)ining’ commensality through the selfie: weekday family meals and practices

- ▶ David MARSHALL - University of Edinburgh Business School – United Kingdom
- ▶ Teresa DAVIS - University of Sydney Business School – Australia

COMICS, BRANDS AND TRANSMEDIA

Chair: Marc STEINBERG – Concordia University - Canada

ROOM B

The position of the author in a production process in the cultural industry, the example of an animated cartoon created from a comic book

- ▶ Gilles BROUGERE - University of Paris XIII – France

Youth-oriented comic books: an historical account of the rise of a mass-market in Europe...

- ▶ Jean-Pierre MERCIER - Comic Strip Museum, Angoulême – France

THE CREATIVE CONSUMER ONLINE

Chair: Natalie COULTER - York University – Canada

ROOM A

The ‘play-sumer’ in and of creative industries

- ▶ Daniel T. COOK - Rutgers University – Unites States of America

Branding the creative child: Creative industries and (e)valuations of children’s imagination

- ▶ Yelyzaveta HRECHANIUK - Linköping University – Sweden

The customization of news websites’ media contents by young adults

- ▶ Diego SCACALOSSO - Panthéon Assas-Paris II University – France

BREAK COFFEE / TEA: 16.00 -16.15

RESTAURANT

Wednesday 4 April 2018

Parallel sessions 2: 16.15 – 17.45

ETHICS, FOOD REGULATION, MEDIA

Chair: David MARSHALL – Edinburgh University – United Kingdom

ROOM C

Is nutritional labelling efficient in preventing parents from making unhealthy cereals choices for their children?

- ▶ Luisa AGANTE - School of Economics and Management of the University of Porto – Portugal
- ▶ Maria SILVA - Nova School of Business and Economics – Portugal

Parents' views on responsibility and regulation on digital unhealthy food advertising to children and young people: Ethical perspectives

- ▶ Lauren Elsie WHITE, Stephanie CHAMBERS, Shona HILTON - University of Glasgow – United Kingdom

Do suggested portion sizes affect how much (un)healthy food children eat? The impact of serving suggestions on snack intake

- ▶ Goele AERTS, Tim SMITS - KU Leuven-Institute for Media Studies – Belgium

CHILDHOOD, MARKETING AND ETHICS

Chair: Daniel T COOK – Rutgers University - United States of America

ROOM D

Ethical marketing in the light of childhood: preliminary reflections applied to the food sector

- ▶ Laëtitia CONDAMIN, Valérie-Inés de LA VILLE - University of Poitiers – France

A reflection on child socialization within a solidary economy culture

- ▶ Marcio DIAS - Catholic University of Brasília – Brazil

Child Caring and the Moralisation of Products and Sales Practices

- ▶ Lydia MARTENS - Keele University – United Kingdom

CULTURAL PRACTICES AND PARENTING

Chair: Gilles BROUGERE – University Villetaneuse Paris – France

ROOM A

Fun time, finite time. The meaning of spending extended time together for grandparents and grandchildren

- ▶ Malene GRAM, Heike SCHÄNZEL, Stephanie O'DONOHUE - University of Edinburgh – United Kingdom
- ▶ Caroline MARCHANT, Anne KASTARINEN - Aalborg University – Denmark

For the sake of the children? Consumption and fare-well strategies in the face of a parent's terminal illness

- ▶ Stephanie O'DONOHUE - University of Edinburgh – United Kingdom
- ▶ Darach TURLEY - Dublin City University – Ireland

Adoption return visits – commercial trips or authentic experiences?

- ▶ Johanna GUSTAFSSON - Linköping University – Sweden

17.45 – 18h15

National School of Videogames and Interactive Media (ENJMIN)

18.30 – 19.45

VISIT 1 – COMIC STRIP MUSEUM

VISIT 2 – TUMULTE CORTEX PRODUCTIONS

Thursday 5 April 2018

KEYNOTE 2: 09.00 – 09.45

Marc STEINBERG – Concordia University – Canada

« Delivering Media: The Convenience Store as Media Mix Hub »

ROOM A

BREAK COFFEE / TEA: 09.45 -10.00

RESTAURANT

Parallel sessions 3: 10.00 – 12.00

CHILDREN AND MATERIALISM

ROOM D

Chair: Stephen KLINE – Simon Fraser University – Vancouver - Canada

Children's views on opportunities for decision – making in the home and the centrality of consumption

- ▶ Shirley MARTIN, Deirdre HORGAN, Catherine FORDE - University College Cork – Ireland

Measuring Children's Value Perception

- ▶ Janine WILLIAMS, Aaron GAZLEY - Victoria University of Wellington – New Zealand
- ▶ Nicholas ASHILL - American University of Sharjah – United Arab Emirates

Watching, Wanting and Wellbeing: Exploring the Role of Socio-Economic Status

- ▶ Agnes NAIRN - University of the West of England – United Kingdom
- ▶ Suzanna OPREE - Erasmus School of History Culture and Communication – The Netherlands
- ▶ Paul BOTTOMLEY - Cardiff Business School – United Kingdom

Investigating the Unintended Effects of Television Advertising among Children in Former Soviet Bulgaria

- ▶ Suzanna OPREE - Erasmus School of History Culture and Communication – The Netherlands
- ▶ Siana PETROVA, Esther ROZENDAAL - Behavioural Science Institute Radboud University – The Netherlands

CHILDHOOD AND MARKETS

ROOM A

Chair: Pascale GARNIER – University Villetaneuse Paris – France

Presenting and debating “*Childhood and Markets: Infants, Parents and the Business of Child Caring*” (Lydia Martens, Palgrave MacMillan, May 2018)

- ▶ Book presentation: Lydia MARTENS - Keele University – United Kingdom

Child caring as a locus for cultural analysis

- ▶ Discussant: Anna SPARRMAN - Linköping University – Sweden

Purity as a teleoaffective quality of child caring and locus for pecuniary value creation

- ▶ Discussant: Minna RUCKENSTEIN - University of Helsinki – Finland

Discussion with the audience: Advancing research on children, childhood and consumer culture

Thursday 5 April 2018

CREATIVE CONSUMERS ON YOUTUBE

Chair: Minna RUCKENSTEIN – University of Helsinki – Finland

ROOM C

Relations between Brands and youtubers: Strategies employed by influencers for a better engagement

- ▶ Patricia NUÑEZ GOMEZ - Complutense Madrid University – Spain
- ▶ Victoria TUR VIÑES - University of Alicante – Spain

Performing “authentic” labour: The superfans, influencers and micro-celebrities of children’s media culture

- ▶ Natalie COULTER - York University – Canada

Children on YouTube – video consumption and production in the everyday life of children

- ▶ Stine Liv JOHANSEN - Aarhus University – Denmark

LUNCH: 12.00 -13.30

RESTAURANT

KEYNOTE 3: 13.30 – 14.15

Marc du PONTAVICE – Founder and CEO XILAM – France

« The new challenges confronting French Animation Producers »

ROOM A

Parallel sessions 4: 14.30 – 16.00

CHILDREN’S VIEWS ON FOOD

Chair: Malene GRAM – Aalborg University – Denmark

ROOM A

Positioning the child at the heart of his/her school lunch. The case of canteens in French primary schools

- ▶ Valérie HEMAR-NICOLAS - Paris Sud-Paris XI University – France

Is Tony the Tiger that Threatening for Kids’ Health?

- ▶ June MARCHAND - University of Laval – Canada

Effects of suggested portion size and type of bread spread on children’s spread consumption

- ▶ Goele AERTS, Tim SMITS - KU Leuven-Institute for Media Studies – Belgium

CONSUMPTION, MOTHERING AND PARENTING

Chair: David MARSHALL - University of Edinburgh Business School – United Kingdom

ROOM C

“Digital parenting”: A preliminary analysis of marketing discourses promoted by digital services aimed at children under 6 years

- ▶ Valérie-Inés de LA VILLE, Tatiana PICQ, Cristina BADULESCU, François BOBRIE - University of Poitiers – France

The influence of mothers: White working-class boys navigating the UK Higher Education Market

- ▶ Ruth McLELLAN - Southampton Solent University – United Kingdom
- ▶ Charlotte LYSTOR - University of Winchester – United Kingdom

“Good mothering” labour: consuming and presenting your free, right choice

- ▶ Shosh DAVIDSON - Gordon College of Education – Israel

YOUTH, BEVERAGES AND MEDIA

Chair: Pascal LARDELLIER - University of Burgundy - France

ROOM D

The impact of alcohol consumption in movies on attitude and desire to drink in youth: the role of mental image valence

- ▶ Rémi BREHONNET - La Rochelle Business School – France

What parents do is not always right – parents' impact on children's sugar-containing beverage consumption

- ▶ Susanne PEDERSEN, Alice GRØNHØJ - Aarhus University – Denmark

Adolescents as target populations in regulation of unhealthy food and beverage advertising and marketing

- ▶ Stéphanie CHAMBERS, Lauren WHITE, Rebecca PHIPPS, Shona HILTON - University of Glasgow – United Kingdom

TV SERIES, CONSUMPTION AND TEENS

Chair: Anna SPARRMAN – Linköping University – Sweden

ROOM B

Harry Styles or Leo Messi? Differences between Boys and Girls in the Selection of Media Celebrities

- ▶ Juan Francisco DAVILA - University of Piura – Peru
- ▶ Monica CASABAYO - ESADE Business School – Spain

An Expanding Luxury Land – A journey through the magical world TV series are offering to their teenage audience

- ▶ Eve LAMENDOUR - University of La Rochelle – France
- ▶ Cécile FONROUGE - Université du Québec à Trois Rivières – Canada

TV Series in digital media: a study with Brazilian teenagers on global consumption

- ▶ Viviane RIEGEL, Joana PELLERANO - Superior School of Advertising and Marketing of São Paulo – Brazil

BREAK COFFEE / TEA: 16.00 -16.15

RESTAURANT

ROUND TABLE: 16.15 – 18.00

ROOM A

Financing creative cultural content for young audiences: new forms of advertising, public funding and ethical stakes

- ▶ Chaired by Justine BANNISTER - Just B Founder, Children's Media Consultant
- ▶ Michel MOGGIO - French Federation of Toy Manufacturers
- ▶ Julien BORDE - Director Youth Channels TV/series and Cinema - South Europe and Africa - Turner
- ▶ Philippe ALESSANDRI - Trade Union of Animation Film Producers
- ▶ Lucas BOUDET – Director General - European Advertising Standards Alliance

GALA DINNER and BEST PAPER AWARDS 19.30 – 23.00

Ateliers MAGELIS

Friday 6 April 2018

KEYNOTE 4: 09.00 – 09.45

PascalLARDELLIER – University of Bourgogne – France

« **Deconstructing generation Y and digital natives:
a critical reading of two media and marketing clichés** »

ROOM A

BREAK COFFEE / TEA: 09.45 -10.00

RESTAURANT

Parallel sessions 5: 10.00 – 12.00

SHOPS AND TOY LIBRARIES

Chair: Malene GRAM – Aalborg University – Denmark

ROOM B

Children's 'Genderous' Toy Stories

▶ Sarah GOLDSMITH - Glasgow Caledonian University – United Kingdom

Gathering the consumer's meta – experience: an example through shopscapes among children from 4 to 12

▶ Nathalie NICOL - HEC Paris – France

The toy library, a fun stage on a hybrid path of consumption?

▶ Dominique CARRY - University of Poitiers – France

CHILD AUDIENCES AND CONVERGENCE CULTURE

Chair: Olivier BADOT – ESCP-EAP Paris – France

ROOM A

The Creation of Cultural Value in Children's Media: Studying the Production and Circulation of a Quality-TV Cartoon

▶ Sébastien FRANÇOIS, Pascale GARNIER - University of Paris XIII – France

Looking through Alice in Wonderland: imaging cultural industry

▶ Anna SPARRMAN - Linköping University – Sweden

Cultural products for children in China: The Case of Bonnie Bears

▶ Kara CHAN, Wenna ZENG - Hong Kong Baptist University – China

Disney's Frozen Franchise and Transmedia Adaptation

▶ Alison HALSSALL - York University – Canada

IDENTITY CONSTRUCTION AND RESHAPING OF SOCIAL RELATIONSHIPS

Chair: Lydia MARTENS – Keele University – United Kingdom

ROOM C

Teenagers' selfies: love and hate affair

▶ Pedro BRITO, Isabel GONÇALVES - University of Porto – Portugal

The contributions of the consumption of luxury brands on the construction of the social identity: qualitative approach on the teenage girl consumer

▶ Arnaud DELANNOY – Normandy Business School – France

Patterns of collaboration, contestation and compromise in the operation of a male teen online gaming circle (DOTA2)

▶ Lelia GREEN - Edith Cowan University – Australia

FORMAL EDUCATION AND CHILDREN'S CULTURES
Chair: Régine SIROTA – Descartes University Paris – France

ROOM D

Is pester power the secret to a greener future? Children's stories of Eco-School activities

▶ Elaine RITCH - Glasgow Caledonian University – United Kingdom

The commodification of the childhood in Italy. Historical - educational notes

▶ Noemi Gabriella DONATO - University of Firenze – Italy

CLOSING SPEECHES / PRIZES: 12.15 – 12.45

ROOM A

LUNCH: 12.45 -14.00

RESTAURANT

OPTIONAL VISIT to COGNAC - REMY MARTIN: 14.30 – 17.00 / 19.00
(Meeting place in front of the Nil)

FAREWELL RECEPTION: from 20.00
CEPE / University of Poitiers – 186 rue de Bordeaux – Angoulême