



Syndicat des Producteurs de
Films d'Animation



European Center for Children's Products
Faculty of Business Administration, University of Poitiers
Angoulême, France

Pluridisciplinary Perspectives on Child and Teen Consumption

March 25-26, 2004

This colloquium is aimed toward establishing a dialogue between specialists from a variety of academic disciplines in order to explore the phenomenon of young consumers in today's society.

During the two days, research will be presented on the child's position in the consumer society, the manners in which children develop their consumer competences, and the different types of children's consumerism. The emphasis is on creating a multi-disciplinary discussion uniting ideas from historical, psychological, sociological, managerial and other social science perspectives.

INTERNATIONAL SCIENTIFIC COMMITTEE

Josie BERNICOT – Université de Poitiers - France
Gilles BROUGERE – Université Paris XIII - France
David BUCKINGHAM – University of London - Great Britain
Dan COOK – University of Illinois-Champaign - United States of America
Dominique DESJEUX – Université Paris V - France
Jeffrey GOLDSTEIN – Universiteit Utrecht – The Netherlands
Fleming HANSEN – Copenhagen Business School - Denmark
Stephen KLINE – Simon Fraser University - Canada
Michel MANSON – Université Paris XIII - France
Régine SIROTA – Université Paris V - France
Christine ROLAND-LEVY – Université Paris V - France
Birgitte TUFTE – Copenhagen Business School - Denmark
Brian YOUNG – Exeter University - Great Britain

GUEST OF HONOUR

Mike WOOD – C.E.O. and Vice-Chairman, LEAPFROG Inc. - United States of America

PROGRAMME

THURSDAY MARCH 25, 2004

9:00 a.m. – 10:30 a.m.
INAUGURAL CONFERENCES

**THE SOCIALIZATION OF YOUNG CONSUMERS:
THE IMPACT OF BRANDS AND MEDIA**

Natalie BEVAN – Survey and Customer Relationship Manager,
Broadcast Department, MEDIAMETRIE - France

**KEY TRENDS IN CHILD AND TEEN
ENTERTAINMENT CONSUMPTION:
Toys, Video Games and Animation**

Daniel ABOAF – Delegate-General, Federation of Toy and Infant Care Industries - France
Jean-Claude LARUE – Delegate-General, Union of Leisure Software Editors - France
Stéphane LE BARS – Delegate-General, Union of Animated Film Producers – France

BREAK

10:45 a.m. – 12:45 p.m.
WORKSHOP 1

**MONEY AND CHILDREN :
LEARNING PROCESSES AND PRACTICES**

Chaired by
Jeffrey GOLDSTEIN – Utrecht University – The Netherlands

Teenagers and their money

Dimitri MORTELMANS – Assistant Professor – University of Antwerp, Belgium
Jeremi VAN GORP – Research Assistant – Fund for Scientific Research, Flanders, Belgium

*Practicing consumer choices: the role of saving, earning and
spending in the individualization process. The case of Norwegian 12-year olds*
Randi WAERDAHL – Director - Childwatch International Research Network, Oslo, Norway

The significances of the concept of price for the child : an exploratory study
Isabelle MURATORE – Maître de conférences – Université Montpellier II, France

*The economic socialization of the young consumer :
acquisition of values, concepts and practices*
Christine ROLAND-LEVY – Professeur - Université René Descartes, Paris 5, France

10:45 a.m. – 12:45 p.m.
WORKSHOP 2

**THE TWEENS :
MOTIVES UNDERLYING THEIR CONSUMPTION**

Chaired by
Dan COOK – University of Illinois Champaign - USA

Tweens in consumer society

Barbro JOHANSSON – Ph. D. – Center for Consumer Science, Göteborg University, Sweden

*Tweens on the net – a pilot project on 10-12 year old children's use of the internet
with special emphasis on homepages*

Birgitte TUFTE – Professor and **Jeanette RASMUSSEN** – Research Assistant
Center for Marketing Communication – Copenhagen Business School, Denmark

Constructing the digital tween: market discourse and girl's interests

Rebekah WILLETT – University of London, UK

*Branded or not? The meaning of (post-)modern consumer culture
to young adolescents in Finland*

Terhi-Anna WILSKA – Ph. D. – Finnish Youth Research Network, Helsinki, Finland

LUNCH

2:15 p.m. – 4:15 p.m.
WORKSHOP 3

**CHILDREN, TEENS AND FASHION :
A BUILDING BLOCK OF THEIR PERSONALITY?**

Chaired by
Régine SIROTA – INRP – Université Paris V - France

*Relationships between the « resources of child /teen », the socialization variables,
and the « contribution of child /teen » to buying decisions about clothes*

Nibrass HAJTAIEB EL AOUD – Doctorante – Ecole Supérieure des Affaires de Grenoble

The child, a prescriber of fashion

Aude LE GUENNEC – Responsable du Musée du Textile de la Ville de Cholet

*Branding and Bricolage: Gender and Tweenage Consumption
in Transitional Spaces*

Rachel RUSSEL – Lecturer in Sociology – Glasgow Caledonian University, UK
Melissa TYLER – Lecturer in Organization Studies – Loughborough University, UK

You're a Teenager and this stuff happens: girlhood and cheeky slogan T-Shirts

Agnès ROCAMORA – Senior Research Fellow – London College of Fashion, UK

2:15 p.m. – 4:15 p.m.
WORKSHOP 4

TELEVISION, ADVERTISING AND CHILD CONSUMPTION

Chaired by
Brian YOUNG – Exeter University - UK

Globalisation, advertising and child culture. A comparative analysis of television advertising for toys in Germany, France and Italy

Simona DE IULIO – Maître de conférences – Université Robert Schuman Strasbourg 3
Zouha DAHMEN-JARRIN – Docteur en Sciences de l'information et de la communication – Université Stendhal Grenoble 3, France

Brand New Toys

Stig HJARVARD – Professor, PhD, Copenhagen University, Denmark

Toy's commercials on Spanish TV

Victoria TUR VINES – Profesora Doctora – Universidad de Alicante, Spain

Children, television consumption and perception of advertising

Natalie BEVAN – Survey and Customer Relationship Manager,
Broadcast Department, MEDIAMETRIE – France

BREAK

4:30 p.m. – 6:15 p.m.
ROUND TABLE I

**CHILD AND TEEN CONSUMPTION:
What Remains of Childhood when Marketing Gets Involved ?**

Moderator

Christian GAUTELLIER – Director of Publishing,
Centers for Training with Active Education Methods

Speakers

Jean-Louis BERCHET – President, BERCHET Group - France

Vincent CHALVON – Chief Executive Officer, MARATHON Group – France

Stephen KLINE – Director Media Analysis Laboratory, Simon Fraser University - Canada

Nicolas REVENU – In charge of Consumption Sector –
National Federation of Family Associations - France

Geoffroy SARDIN – Chief Executive Officer, UBISOFT Group – France

GALA DINNER AT THE CHÂTEAU OF LA ROCHEFOUCAULD

FRIDAY, MARCH 26, 2004

**8:30 a.m. – 11:00 a.m.
WORKSHOP 5**

**CHILDREN AND SCREENS :
INTERACTIVITY, SOCIALIZATION AND EDUCATION**

**Chaired by
Josie BERNICOT – Université de Poitiers - France**

*The role of family, school and age group interests
in children and youth media consumerism*

Magdalena ALBERO-ANDRES – Universitat Autònoma de Barcelona, Spain

« Screen products » for children, a specific management to be invented?

Mathilde GOLLETY – Maître de conférences – Université Paris 1, France

Christian GAUTELLIER – Directeur des publications – CEMEA, France

*Countering Children's Sedentary Lifestyles:
An Evaluative Study of a Risk Media Education Approach*

Stephen KLINE – Director Media Analysis Lab -Simon Fraser University, Canada

Danish Children's TV : a Consumer Guidance ?

Christa LYKKE CHRISTENSEN – Copenhagen University, Denmark

Consumerizing kid's health: advertising fun foods for profit

Kathy PETITTE JAMISON – Doctoral Candidate – University of Illinois,
Urbana-Champaign, USA

**8:30 a.m. – 11:00 a.m.
WORKSHOP 6**

WHICH ROLE FOR PARENTS IN CHILD CONSUMPTION?

**Chaired by
Michel MANSON – Université Paris XIII - France**

*How to determine the field of child consumption?
The problem arising from the ambiguity of the social status of the child*

David PIOLI – PhD Sociology - IAE de Poitiers, France

Toys, a pretext to consider the child as a consumer

Monick LEBRUN-NIESING – Doctoral Candidate – Université Bordeaux 2, France

*Commercial Enculturation: Mothers and the Production of children's Culture
in the American Birthday Celebration*

Dan COOK – University of Illinois-Champaign, USA

Fatherhood and consumption

Anne DOUMENC - JUNIOR CITY – Ecully, France

*The role of parents in the acceptability of technical innovations aimed at children :
representations, ethical issues and practices*

Pascal ESTRAILLIER – Directeur – Laboratoire L31 – Université de La Rochelle, France

BREAK

11:15 a.m. – 1:00 p.m.
ROUND TABLE II

**PRODUCTS AIMED AT CHILDREN:
How do Products and Media Contribute to
the Construction of Childhood?**

Moderator

Christian GAUTELLIER – Director of Publishing,
Centers for Training with Active Education Methods

Speakers

Eve BARON – Head of Children's Programs - FRANCE 3 - France
Gilles BROUGERE – Professeur of Education Science, Université Paris XIII – France
Michel GRANDATY – Associate Professor at IUFM Toulouse –
Scientific Adviser in Child Development to MILAN PRESSE – France
Joël POIX – Vice President of Publishing and Promotion - EMME - France
Mike WOOD – CEO and Vice-Chairman, LEAPGROG Inc. - United States of America

LUNCH

2:15 p.m. – 4:45 p.m.
WORKSHOP 7

**SOCIALIZATION AND CHILD PRESCRIPTION
IN CHILD CONSUMPTION**

Chaired by

Christine ROLAND-LEVY – Université Paris V - France

Christmas Gifts for Children

Johannes SCHAAPER – Maître de conférences – IAE de Poitiers, France

Danish children's upbringing as consumers

Flemming HANSEN – Professor and **Jens CARSTEN NIELSEN** – Director
Center for Marketing Communication – Copenhagen Business School, Denmark

The toy library and prescription of purchases of games and toys

Nathalie ROUCOUS – Maître de conférences – Université Paris XIII - GREC

The dimensions at stake in children's socialisation through consumption

Maria das DORES OLIVEIRA – Primary School Teacher – Joanes, Portugal

*Young consumers' competences in a transition phase:
acquisition of durables and electronic products*

Alice GRONHOJ – Assistant Professor – Aarhus School of Business, Denmark

2:15 p.m. – 4:45 p.m.
WORKSHOP 8

**THE ACTIVITY OF CHILDREN IN CONSUMPTION :
REFLECTIONS ABOUT MEDIATIONS**

Chaired by
Birgitte TUFTE – Copenhagen Business School - Denmark

*Building a dialogue between researchers in psychology and management
to approach child consumption*

Valérie-Inès de LA VILLE – Maître de conférences – Université de Poitiers
Valérie TARTAS – Maître de conférences – Université de Toulouse Le Mirail

*The Terms of Intimacy: Children and Caregivers' Interactions
Around Consumption*

Allison J. PUGH – Graduate Fellow – University of California, Berkeley, USA

Consumer goods when confronted with child cultures

Julie DELALANDE – Maître de conférences – Université de Caen Basse-Normandie

Children and sensorial analysis

Francis SUNE – Maître de conférences - IUFM de Nice

*Learning and the formation of children's preferences:
the importance of hands on experience with the product*

Anne KRUPICKA – Maître de conférences – IAE de Poitiers

BREAK

5:00 p.m. – 5:45 p.m.

GLOBAL SYNTHESIS AND CLOSING SESSION OF THE COLLOQUIUM

David BUCKINGHAM – Director – Centre for the Study of Children, Youth and Media –
Institute of Education, University of London, U.K.

Dominique DESJEUX – Professeur – Université Paris V

Inés de La VILLE – Institut d'Administration des Entreprises - Poitiers

Flemming HANSEN – Marketing Department – Copenhagen Business School

ORGANIZATION

The colloquium will be held on March 25-26, 2004 at the European Center for Children's Products in Angoulême. Angoulême hosts the Comic Strip and Image Festival and is developing the Magelis Project. Participants will be welcomed from the evening of March 24, and a gala dinner will be held at the Château de La Rochefoucauld (an historical monument) on March 25. An optional day of tourism is planned for Saturday, March 27 (at an extra cost), with three orientations :

- Visit of a distillery in Cognac,
- Visit of the different painted walls in Angoulême,
- Visit of the Mill of Fleurac and of the Monolithic Church of Aubeterre.

ENROLLMENT

The enrollment forms are available on the web site : <http://www.iae.univ-poitiers.fr>

→ **Colloque**

For any questions, please contact: ColloqueRCCE@iae.univ-poitiers.fr

Françoise Mignot (33) 5-45-21 23 26 or Sandrine Becaud (33) 5-45-21-00-11

European Center for Children's Products

Institut d'Administration des Entreprises de l'Université de Poitiers

186, rue de Bordeaux - 16 025 Angoulême Cédex - France

ORGANIZATION COMMITTEE

Inés de La VILLE – Director, European Center for Children's Products

Serge PERCHERON – Dean, Faculty of Business Administration - University of Poitiers

Nicolas BERLAND – Director of Research, Faculty of Business Administration - University of Poitiers

Anne-Laure BAYLE – Student, Marketing of Children's Products

Sandrine BECAUD – Teaching Assistant, Colloquium Scientific Secretary

Laurent BENITO – Documentalist, European Center for Children's Products

Arnaud BERTEAU – Computer and Media Coordinator

Bernard DOGNETON – Director, Charente University Center

Martine DUMAS – Lecturer, Juridical Teaching Coordinator

Gaëlle ECCHER – Student, Marketing of Children's Products

Marlène GACHET – Student, Marketing of Children's Products

Aziza MEFTAHL – Student, Management of Children's Multimedia Products

Françoise MIGNOT – Assistant for External and Corporate Relations

Shawna MILLIOT-GUINN – Associate Professor, *I.A.E.*, University of Poitiers

Caroline MOREAU – Student, Management of Children's Multimedia Products

David POPINEAU – Student, Management of Children's Multimedia Products

Marion PORZIER – Student, Management of Children's Multimedia Products

Jérôme QUINTARD – Student, Management of Children's Multimedia Products

Jean-Paul TITALOM-HAPPI – Associate Professor, *I.A.E.*, University of Poitiers

Olivier RAMPNOUX – Full Professor, *I.A.E.*, University of Poitiers

Didier SOULAS – Webmaster, *I.A.E.*, University of Poitiers

