



CALL FOR PAPERS

CHILD AND TEEN CONSUMPTION 2022

10th Interdisciplinary Conference on Child and Teen Consumption

4 – 6 May 2022, Madrid, Spain

*The future of childhood is now*¹

organized by

Complutense University of Madrid

The *Child and Teen Consumption Conferences* address a wide range of topics linking childhood and adolescence with consumer environments in different social and institutional contexts. This forum aims to be a meeting place for scholars and practitioners to examine different issues affecting children for better or for worse, such as media, technology, privacy, climate change, social exclusion, and SDGs, from diverse disciplinary perspectives including psychology, sociology, communication, anthropology, history, education sciences, and law. Since the beginning, the *Child and Teen Consumption Conferences* promote original research on how children interact with the market and society, and how they construct their identity and relationships with peers, family members, brands and organizations. More information on the **CTC community** can be found here: <https://mshs.univ-poitiers.fr/childandteenconsumption/>

The 2022 edition of the *Child and Teen Consumption Conference* will be held in Madrid (Spain) in hybrid format and will be hosted by the Complutense University of Madrid. Since 2004, previous conferences have been held every two years in countries such as France, Italy, Denmark, Sweden, Norway or Scotland. In 2020 the conference had to be cancelled because of the pandemic and would have been held in the United States.

The theme of the 10th *Child and Teen Consumption Conference* is *The future of childhood is now*. The changes we are experiencing on social, economic, technological and health levels make it necessary to study the role of children and adolescents from the vantage point of their reality, from all the spheres that affect them and bearing in mind the future we want for them and the one they want for

¹ This title is a tribute to William Corsaro's insight: "The future of childhood is the present." (Corsaro, 2011, p. 367). Corsaro, W. A. (2011). *The Sociology of Childhood* (3rd edition), Sage/Pine forge Press.

themselves. As in previous editions, we want to open the debate on how the role of children and adolescents is changing in our society and look beyond.

The conference website (www.ctc2022.net) with additional information about submissions, registration and logistics will be posted in early September.

Proposals may examine a variety of topics including, but not limited to:

CHILDREN, TEENS AND CONSUMER CULTURES

- Children and adolescents as co-producers of consumer cultures
- Children consumption mediators: point of sale, packaging, and promotions
- Influencers and children, challenges for responsibility
- Environment and branding for young consumers and children
- Branding and gender marketing
- Social relationships in brand building: family, friends, and school
- Influence of intergenerational relationships on child and teen consumption trends

DESIGNING FOR CHILDREN AND TEENS

- Design of cultural, museum and touristic experiences aimed at children
- Crowdsourcing and involving children in product / service co-design
- Designing and manufacturing responsible products for children and young people
- Brand building for disabled children

CORPORATE SOCIAL RESPONSIBILITY TOWARDS YOUTH

- Children and young people as CSR targets
- Social inclusion and branding
- Social responsibility towards technology and children
- Regulation and legal challenges for the protection of children and young people

CHILDREN, CULTURAL INDUSTRIES AND NEW MEDIA

- Cultural industries, children, and young people
- Digital literacy and digital media inequality
- New consumption of audiovisual products
- The challenge of new advertising media
- Ethics and vulnerable audiences
- Children's rights in media discourses

SUSTAINABILITY IN YOUTH-ORIENTED MARKETS

- Children as agents and prescribers of sustainability
- SDGs (Sustainable Development Goals) and children in the sustainability strategy
- The role of children in brand building for a sustainable future
- Children's rights and globalization of consumption

MARKET INEQUALITIES IMPACTING CHILDREN AND TEENS

- Social inequalities and food consumption
- Awareness and children in the face of social inequalities and climate change
- Health and inequality, social responsibility towards children and young people
- War, poverty and food insecurity for children

- Brand messages about peace and justice in children's lives

CONSUMER EDUCATION AIMED AT YOUNG CONSUMERS

- Among entertainment, persuasion and education, the role of brands
- Young people's identity and ideology influenced by consumption
- Adults' role (parents, educators, managers) in education and responsible consumption
- Critical views on consumer socialization and consumer education
- The Anthropocene and the future of the child consumer

RESEARCH METHODOLOGIES INVOLVING CHILDREN

- New methodologies in research with children and young people
- Research around brands, children, young people and families
- Researcher's responsibility in investigating the links between children and marketplaces
- Involving children in the design of public policies aimed at regulating marketplaces

Proposed submission should include:

- A title
- A 200-word abstract
- A 1000-word text including disciplinary background, objectives, hypotheses, methodology and results.
- A maximum of five references
- The affiliation of the author/s.
- All proposals must be submitted in English.
- The papers will undergo an interdisciplinary evaluation: a paper from a disciplinary background will be evaluated by researchers from other disciplines in order to enhance interdisciplinary scientific dialogue.

Key dates:

- Deadline for submission of proposals: 22 November 2021
- Feedback of proposals: 17 December 2021

Publication of papers:

Papers accepted and presented at the congress can enter the process for one of the CTC 2022 congress publications:

JOURNAL ARTICLE

- **Media and Communication:** <https://www.cogitatiopress.com/mediaandcommunication>
- **Young Consumers:** <https://www.emeraldgrouppublishing.com/journal/yc>
- **Doxa Comunicación:** <https://www.doxacomunicacion.es/es>

BOOK CHAPTER

- The **academic publishing partner** will be communicated shortly

Contact person & email for CTC 2022 enquiries:

Patricia Núñez

pnunezgo@ucm.es