

# **Consumer Culture and the Ethical Treatment of Children: Theory, Research and Fair Practice**

**November 11-13, 2009  
Kellogg Hotel and Conference Center  
Michigan State University Campus  
Program**

**Day 1            Wednesday, November 11, 2009**

**6:00 pm - 7:30 pm**

**Opening Reception**

**Day 2            Thursday, November 12, 2009**

**Continental Breakfast**

**8:30-10:00 am**

**Session 1.1    Plenary Session            Violence and Video Games**

Cheryl Olson, M.P.H., Sc.D.

*Psychiatry Faculty, Harvard Medical School and Massachusetts General Hospital.  
Co-Director and Co-Founder, Harvard Medical School Center for Mental Health and  
Media.*

Cheryl Olson recently led a two-year, \$1.5 million research project to study teens and video/computer games, funded by the Office of Juvenile Justice and Delinquency Prevention, U.S. Department of Justice. Dr. Olson has ghostwritten and co-authored best-selling health and nutrition books, and was co-author, with her husband Dr. Larry Kutner, of *Grand Theft Childhood: The Surprising Truth About Violent Video Games and What Parents Can Do.*"

**10:00 - 10:15 am Break**

**Thursday 10:15 am - 11:45 am**

**Session 2.1    Television Ads and Violence**

**It's All Fun and Games Until Someone Loses an Eye: How Prevalent is the Combination of  
Humor and Violence in Television Commercials?**

*Benjamin Blackford, University of Nebraska – Lincoln  
James Gentry, Indiana University*

*Robert L. Harrison, University of Nebraska – Lincoln*  
*Les Carlson, University of Nebraska – Lincoln*

Television Commercial Violence: Potential Effects on Children

*Russell Laczniak, Iowa State University*  
*E. Deanne Brocato, Iowa State University*  
*Douglas A. Gentile, Iowa State University*  
*Julia A. Maier, Iowa State University*  
*Mindy Ji-Song, Iowa State University*

Mechanisms of Child Abuse Public Service Announcements Effectiveness: Roles of Emotional Response and Perceived Effectiveness

*Hye-Jin Paek, Michigan State University*  
*Thomas Hove, Michigan State University*  
*Mikyoung Kim, Michigan State University*  
*Hyun Ju Jeong, Michigan State University*

**Session 2.2 New Technologies**

Rating Harmful Contents and Products in the New Media Environment

*Tali Te'eni Harari, Bar Ilan University*

Ad Effectiveness among Young People: Mobile Phones versus other Products

*Tali Te'eni Harari, Bar Ilan University*

Traditional and Interactive Food Advertising: A Perspective from the African American Family

*Wei Peng, Michigan State University*  
*Jih-Husan Lin, Michigan State University*

**Lunch 11:45 pm - 1:15 pm**

**1:15-2:45**

**Session 3.1 Special Panel Session**

Conceptualizing and Measuring Children's Advertising Literacy:  
A Critical Reflection

*Laura Owen, University of Amsterdam*  
*Eva van Reijmeradal, University of Amsterdam*  
*Moniek Buijzen, University of Amsterdam*  
*Ariel Chernin, Children's Hospital Boston*

**Session 3.2 Legal and Policy Issues**

The SCITAM Screen to Protect Kids in the Marketplace

*Whiton Paine, The Richard Stockton College of New Jersey*

From Research Conclusions to Real Change: The Law's (Non) Response to the Negative Effects of Mass Media and Marketing on Children

*Renee Knake, Michigan State University*

Food Advergaming Targeting Children: Prevalence and Policy Implications

*Elizabeth Quilliam, Michigan State University*

*Nora Rifon, Michigan State University*

*Mira Lee, Michigan State University*

*Hye-Jin Paek, Michigan State University*

*Richard Cole, Michigan State University*

**2:45-3:00 pm Break**

**Thursday 3:00 pm - 4:30 pm**

**Session 4.1 Culture and Gender Issues**

A Boy's Own View of GameWorld - Realworld Boundaries: Is Containment the Answer?

*Teresa Davis, University of Sydney*

Pop stars, divas and princesses: Little girls as spectacle at Club Libby Lu

*Carol Liebler, Syracuse University*

*Meghan O'Brien, Syracuse University*

Consumption Habits of Turkish Children

*Erten Gokce, Ankara University*

**Session 4.2 Packaging**

Understanding the Physical Interface between Children and Packaging

*Laura Bix, Michigan State University*

*Nora Bello, Michigan State University*

*Andrea Gou-Guerrero, Michigan State University*

*Debra Lively, Michigan State University*

Children's Vulnerability to Advertising Messages From Familiar Characters

*Judith Danovitch, Michigan State University*

*Candice Mills, University of Texas at Dallas*

Food Packaging Tactics that Target Children: The Good, The Bad, and The SpongeBob

*Bruce Vanden Bergh, Michigan State University*

*Nora Rifon, Michigan State University*

*Elizabeth Quilliam, Michigan State University*

*Laura Bix, Michigan State University*

*Lorraine Weatherspoon, Michigan State University*  
*Judith Brown Clarke, Michigan State University*

**6:00 pm - 8:00 pm**

**Dinner at Kellogg Hotel & Conference Center**

**Day 3, Friday, November 13, 2009**

**Session 5.1 Plenary Session**

Dafna Lemish

*Professor, Tel Aviv University, Israel*  
*Founder and Editor, Journal of Children and Media,*  
*Center on Media and Child Health, Children's Hospital Boston, Harvard Medical School*  
*Author of Children and Television: A Global Perspective; Children and Media at*  
*times of Conflict and War; Media and the Make-Believe Worlds of Children:*

Dafna Lemish will present her forthcoming book that builds upon the expertise of 135 television professionals from 65 countries around the world, as they talk about the roles television plays, and should play, in the lives of young people. Based on this research she will offer action-oriented recommendations for changes deemed necessary in media presentations of gender and culture to young audiences

**10:15 am - 11:45 am**

**Session 6.1 Child Development and Media Literacy**

Intervening Against Interventions: Children's Developing Cognition and its Impact on the Efficacy of Advertising Interventions

*Matthew Lapierre, University of Pennsylvania*

Introducing an Investigative Framework for a Changing Consumer Culture: An Integrated Model of Children's Advertising Processing

*Moniek Buijzen, University of Amsterdam*

*Laura Owen, University of Amsterdam*

*Eva Reijmersdal, University of Amsterdam*

The Role of Avatar Similarity to Self in Learning with Educational Video Games

*Melissa Lewis, Saginaw Valley State University*

**Session 6.2 Food Advertising and Branding**

Food Advertising to Children: Current Status, Ethical Concerns, and Potential Resolutions

*Valerie Kretz, Marquette University*

The Use of Fantasy in Food Advertising Targeted at Children: A Content Analysis

*Gregory Rose, University of Washington Tacoma*

*Altaf Merchant, University of Washington Tacoma*

*Sonia Chandwaney, University of Washington Tacoma*

*Christopher Berlin, University of Washington Tacoma*

Preschool Children's BMI Change: The Role of Fast Food Branding and Social Norms

*Anna McAlister, University of Queensland Australia*

*T. Bettina Cornwell, University of Michigan*

*Christopher Swift, University of Michigan*

*Nancy Polmear-Swendris, Ann Arbor Public Schools Preschool and Family Center*

**Lunch 11:45-1:15 pm**

**Friday 1:15-2:45**

**Session 7.1 Electronic Aggression**

Online Harassment and Singaporean Youth: Gender and Age Variations in Victimization and Protective Behavior

*May Lwin, Nanyang Technological University*

*Benjamin J. Li, Nanyang Technological University*

Moral Orientation and Coping Strategies for Teen Electronic Social Aggression: Developing Themes for Public Service Messages and Advocacy Groups

*Jennifer Olsen, Michigan State University*

*Karen Srmerker, Michigan State University*

Violence in Video Games: African American Parents' and Adolescents' Perspectives

*Wei Peng, Michigan State University*

*Guofang Li, Michigan State University*

**Session 7.2 Child Welfare**

Parent's communication choices for children who are deaf or hard of hearing and their vulnerability to maltreatment: Information sources and the influence of the media

*Kalli Decker, Michigan State University*

Biological Parents Experiences in the Child Welfare System

*Kathleen Burns, Michigan State University*

*Katie Bozek, Michigan State University*

*Jennifer Bak, Michigan State University*

Proportionality and Framing in US Newspaper Coverage of Child Abuse: Challenges for Child Welfare Issue Managers

*Thomas Hove, Michigan State University*

*Hye-Jin Paek, Michigan State University*

*Thomas Isaacson, Michigan State University*

*Richard Cole, Michigan State University*

**2:45 pm Conference Ends**



## Children's Trust Fund

*Protecting Michigan's Children*

Children's Trust Fund guests are invited to join conference attendees for an evening reception on Wednesday, November 11 from 6:00 to 7:30 PM and/or dinner in Big Ten Room C at Kellogg Hotel & Conference Center on Thursday, November 12 from 6:00 to 8:00 PM.

Please include payment for reception and/or dinner with your registration form. (NOTE: Children's Trust Fund grantees may not use dollars from their CTF grant to purchase these tickets, as there is alcohol included in these costs).

Please indicate below how many grantees will be attending the following events:

\$75/ person Reception the night of Wednesday, November 11 at 6:00 pm to 7:30 pm

\$25/ person Dinner the night of Thursday, November 12 at 6:00 pm to 8:00 pm

| Description            | Price per Person | Quantity | Total (Price per Person X Quantity) |
|------------------------|------------------|----------|-------------------------------------|
| Reception on Wednesday | \$75.00          |          |                                     |
| Dinner on Thursday     | \$25.00          |          |                                     |
|                        |                  |          |                                     |
|                        |                  |          | <b>TOTAL:</b>                       |