

School/Department:	School: Erasmus School of History, Culture and Communication Department: Media and Communication
Project Title:	Youth Consumer Culture in China
Abstract:	<p>This project focuses on youth consumer culture, the phenomenon in which various actors in society at large – and commercial media in particular – promote the belief that consumption is important and a necessity for obtaining personal happiness and peer acceptance.</p> <p>Youth consumer culture has been predominantly studied in Western capitalist societies. However, a wide availability of hedonic goods and services is not unique to the Western world, nor to capitalist societies. That being said, consumer culture may manifest itself in slightly different forms in Non-Western collectivist societies, and recently renowned scholars have started to make calls to study youth's commercial media use within new contexts: What type of commercial media are youth using, how much advertising are they exposed to through these media, and does their advertising exposure reinforce materialistic values? China presents the perfect location to explore the questions above, not only because it meets the criterion of being a Non-Western collectivist society, but – more importantly – also because the project can build on the seminal works from the early 2000s of Prof. Dr. Kara Chan.</p> <p>This project aims to investigate the nature and effects of youth's commercial media use in China by (1) gathering audience reach data to determine youth's media consumption patterns (both offline and online), (2) conducting a content analysis to determine the amount and type of advertising in youth's commercial media, and (3) conducting a survey study to determine the effect of advertising exposure on youth's materialism. The candidate may indicate a preference for studying one of the following age groups: children in middle childhood (8 – 12 years), early adolescence (10 – 14 years), late adolescence (15 – 18 years), or emerging adulthood (18 – 25 years).</p> <p>This project is innovative in two ways. Firstly, the project delivers inside-knowledge on advertising practices in China to a curious international academic audience that has no direct access to these media themselves. Secondly, the project expands on previous literature into the nature and effects of child-directed television advertising, by exploring the nature and effects of youth-directed offline <u>and</u> online advertising.</p>

<p>Requirements of candidate:</p>	<p>Master's degree: Yes</p> <p>Candidates must have earned a (research) master degree in either Communication Studies, Media Studies, Marketing, or Developmental Psychology. In addition, candidates should have experience with doing quantitative research and show affinity for conducting research among children or youth.</p> <p>IELTS Grade: 7.5 (minimal 6.0 per component) or TOEFL Score: 100</p>
<p>Supervisor information:</p>	<p>Dr. Suzanna J. Opree will serve as the daily supervisor and co-promotor, and Prof. dr. Susanne Janssen will serve as the promotor for this PhD project.</p> <p>Personal data / contact information Opree: Dr. Suzanna J. Opree Associate Professor Erasmus University Rotterdam PO Box 1738, 3000 DR Rotterdam, the Netherlands Phone: + 31 10 408 8838 E-mail: opree@eshcc.eur.nl Visiting address: Woudestein Campus, M8.32, Burgemeester Oudlaan 50, Rotterdam, the Netherlands Homepage: https://www.egsh.eur.nl/people/suzanna-opree/</p> <p>List of international publications Opree (past 5 years)</p> <p>Chan, K., Shi, J., Agante, L., Opree, S. J., & Rajasakran, T. (accepted for publication). Applying regulatory fit theory and cultural values orientation to predict perceived effectiveness of public service advertising appeals. <i>International Review on Public and Nonprofit Marketing</i>. doi:10.1007/S12208-021-00291-6</p> <p>Opree, S. J., Buijzen, M., & Van Reijmersdal, E. A. (accepted for publication). Reliability and validity of children's advertising exposure measures. <i>Young Consumers</i>. doi:10.1108/YC-10-2020-1243</p> <p>Naderer, B., & Opree, S. J. (accepted for publication). Increasing advertising literacy to unveil disinformation in green advertising. <i>Environmental Communication</i>. doi:10.1080/17524032.2021.1919171</p>

	<p>Timmermans, E., Hermans, A.-M., & Opre, S. J. (accepted for publication). Gone with the wind: Exploring mobile daters' ghosting experiences. <i>Journal of Social and Personal Relationships</i>. doi:10.1177/0265407520970287</p> <p>Tan, E. S., Timmers, M., Segijn, C., Opre, S. J., & Bartholomé, G. (accepted for publication). Challenges of enjoying morally ambiguous character drama. The Dexter case. In: S. Willemsen & M. Kiss (Eds.), <i>Puzzling stories: The aesthetic appeal of cognitive challenge in literature & film</i>. New York, NY: Berghahn.</p> <p>Van Reijmersdal, E. A., Opre, S. J., & Cartwright, R. F. (accepted for publication). Brand in focus: Activating adolescents' persuasion knowledge using disclosures for embedded advertising in music videos. <i>Communications: The European Journal of Communication Research</i>.</p> <p>Żerebecki, B., Opre, S. J., Hofhuis, J., & Janssen, M. S. S. E. (2021). Can TV shows promote acceptance of sexual and ethnic minorities? A literature review of television effects on diversity attitudes. <i>Sociology Compass</i>, 15(8), e12906. doi:10.1111/soc4.12906</p> <p>Slot, M., & Opre, S. J. (2021). Saying no to Facebook: Uncovering motivations to resist or reject social media platforms. <i>The Information Society</i>, 37(4), 214-226. doi:10.1080/01972243.2021.1924905</p> <p>Nairn, A., & Opre, S. J. (2021). TV adverts, materialism and children's self-esteem: The role of socio-economic status. <i>International Journal of Market Research</i>, 63(2), 161-176. doi:10.1177/1470785320970462</p> <p>Żerebecki, B. & Opre, S. J. (2020). Marketization in Poland: Stories about change in materialist and humanist life values. In H. R. Chaudhuri & R. W. Belk (Eds.), <i>Marketization: Theory & evidence from emerging economies</i> (pp. 107-123). Singapore, Singapore: Springer.</p> <p>Kühne, R., & Opre, S. J. (2020). From admiration to devotion? The longitudinal relation between adolescents' involvement with and viewing frequency of reality TV. <i>Journal of Broadcasting & Electronic Media</i>, 64(2), 111-130. doi:10.1080/08838151.2020.1728688</p> <p>Zhang, Y., Hawk, S., Opre, S. J., de Vries, D., & Branje, S. (2020). "Me," "we," and materialism: Associations between contingent self-worth and materialistic values across cultures. <i>The Journal of Psychology</i>, 154(5), 386-410. doi:10.1080/00223980.2020.1759496</p>
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Opree, S. J., Petrova, S., & Rozendaal, E. (2020). Investigating the unintended effects of television advertising among children in former Soviet Bulgaria. *Journal of Children and Media*, 14(2), 141-157. doi:10.1080/17482798.2019.1644359

Kühne, R., & **Opree, S. J.** (2019). Validating the short Material Values Scale for children for use across the lifespan. *Child & Youth Care Forum*, 48(3), 339-359. doi:10.1007/s10566-018-9482-x

Opree, S. J. (2019). Learning about materialism & consumer culture. In R. Hobbs & P. Mihailidis (Eds.), *International encyclopedia of media literacy*. doi:10.1002/9781118978238.ieml0096

Van der Meulen, H., Kühne, R., & **Opree, S. J.** (2018). Validating the Material Values Scale for children (MVS-c) for use in early childhood. *Child Indicators Research*, 11(4), 339-359. doi:10.1007/s12187-017-9456-9

Cartwright, R. F., **Opree, S. J.**, & van Reijmersdal, E. A. (2018). "Fool's gold": Linking materialism to persuasion knowledge activation and susceptibility to embedded advertising. In V. Cauberge, L. Hudders, & M. Eisend (Eds.), *Advances in advertising research series (Vol. IX): Going beyond: Persuading the consumer with new advertising formats* (pp. 17-28). Wiesbaden, Germany: Springer Gabler.

Nikken, P., & **Opree, S. J.** (2018). Guiding young children's digital media use: SES-differences in mediation concerns and competence. *Journal of Child and Family Studies*, 27(6), 1844-1857. doi:10.1007/s10826-018-1018-3

Opree, S. J., Buijzen, M., & van Reijmersdal, E.A. (2018). Development and validation of the Psychological Well-Being scale for children (PWB-c). *Societies*, 8(1). doi:10.3390/soc8010018

Van der Goot, M. J., Rozendaal, E., **Opree, S. J.**, Ketelaar, P. E., & Smit, E. G. (2018). Media generations and their advertising attitudes and avoidance: A six-country comparison. *International Journal of Advertising*, 37(2), 289-308. doi:10.1080/02650487.2016.1240469

Vanwesenbeeck, I., **Opree, S. J.**, & Smits, T. (2017). Can disclosures aid children's recognition of TV and website advertising?. In V. Zabkar & M. Eisend (Eds.), *Advances in advertising research series (Vol. VIII): Challenges in an age of disengagement* (pp. 45-57). Wiesbaden, Germany: Springer Gabler.

Opree, S. J. (2017). Media literacy. In P. Rössler, C. A. Hoffner, & L. van Zoonen (Ed.), *The international encyclopedia of media effects*. Hoboken, NJ: John Wiley & Sons. doi:10.1002/9781118783764.wbieme0185

Opree, S. J., Buijzen, M., & van Reijmersdal, E.A. (2016). The impact of advertising on children's psychological wellbeing and life satisfaction. *European Journal of Marketing*, 50(11), 1975-1992. doi:10.1108/EJM-06-2015-0393

Opree, S. J., & Kühne, R. (2016). Generation Me in the spotlight: Linking reality TV to materialism, entitlement, and narcissism. *Mass Communication and Society*, 19(6), 800-819. doi:10.1080/15205436.2016.1199706

Rozendaal, E., **Opree, S. J.**, & Buijzen, M. A. (2016). Development and validation of a survey instrument to measure children's advertising literacy. *Media Psychology*, 19(1), 72-100. doi:10.1080/15213269.2014.885843

List of international publications Janssen (past 5 years)

Gong, Q., Verboord, M., & **Janssen, S.** (accepted for publication). Cultural taste repertoires and online engagement with the arts and culture in the digital age: The case of China.

Żerebecki, B., Opree, S. J., Hofhuis, J., & **Janssen, M. S. S. E.** (2021). Can TV shows promote acceptance of sexual and ethnic minorities? A literature review of television effects on diversity attitudes. *Sociology Compass*, 15(8), e12906. doi:10.1111/soc4.12906

Verboord, M., Koreman, R. & **Janssen, S.** (2021). Where to look next for a shot of culture? Repertoires of cultural information production and consumption on the Internet. In N. Kristensen, U. Fromm, & H. Haastrup (Eds.), *Rethinking cultural criticism: New voices in the digital age*. Palgrave MacMillan.

Gong, Q, M. Verboord, & **Janssen, S.** (2020) Cross-media usage repertoires and their political impacts. The case of China. *International Journal of Communication*, 14, 3799-3818.

Mols, A & **S. Janssen** (2020). Not interesting enough to be followed by the NSA: An analysis of Dutch privacy attitudes. In K. Wahl-Jorgensen, A. Hintz, L. Dencik, & L. Bennett (Eds.), *Journalism, citizenship and surveillance society* (pp. 277-298). Routledge (reprint of *Digital Journalism* article).

	<p>Brandellero, A., Janssen, S., & Verboord, M. (2018). "Do you remember rock 'n' roll radio?" How audiences talk about music-related personal memories, preferences, and localities. In S. Baker, C. Strong, & L. Istvandy (Eds.), <i>The Routledge Companion to Popular Music and Heritage</i> (pp. 217-228). Abingdon, UK: Routledge.</p> <p>Mols, A., & Janssen, S. (2017). "Not interesting enough to be followed by the NSA": An analysis of Dutch privacy attitudes. <i>Digital Journalism</i>, 5(3), 277-298. doi:10.1080/21670811.2016.1234938</p> <p>Bennett, A., & Janssen, S. (Eds.) (2017). <i>Popular Music, Memory and Heritage</i>. Abingdon, UK: Routledge.</p> <p>Kersten, A., & Janssen, S. (2017). Trends in cultural journalism. The development of film coverage in cross-national perspective, 1955-2005. <i>Journalism Practice</i>, 11(7), 840-856. doi:10.1080/17512786.2016.1205955</p> <p>Van der Hoeven, A., Janssen, S., & Driessen, S. (2017). Articulations of identity and distinction. In: A. Bennett and S. Janssen (Eds.), <i>Popular Music, Cultural Memory, and Heritage</i> (pp. 42-57). Abingdon: Routledge</p> <p>Bennett, A., & Janssen, S. (2016). Popular music, memory and heritage. <i>Popular Music and Society</i>, 39(1), 1-7. doi:10.1080/3007766.2015.1061332</p> <p>Hoeven, A. van der, Janssen, S., & Driessen, S. (2016). Articulations of identity and distinction: The meanings of language in Dutch popular music. <i>Popular Music and Society</i>, 39(1), 43-58. doi:10.1080/03007766.2015.1061344</p>
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English requirements: Please refer to Erasmus University China Center official website for your information www.eur.nl/eucc

Erasmus University China Center -> CSC Scholarship -> "I am a prospective CSC PhD Candidate" -> Table 1

Please note that each institute requires difference level of English, make sure to find the right institute. 2022 CSC-PhD programme information will be shared and updated soon!