

School/Department:	School: Erasmus School of History, Culture and Communication Department: Media and Communication
Project Title:	Children's Consumer Culture in China
Abstract:	<p>This project focuses on children's consumer culture, the phenomenon in which the various actors in the 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>Children's 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 children's commercial media use within new contexts: What type of commercial media are children using, how much advertising are they exposed to through these media, and does their advertising exposure reinforce materialistic values?</p> <p>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 children's commercial media use in China by (1) gathering audience reach data to determine children's media consumption patterns (both offline and online), (2) conducting a content analysis to determine the amount and type of advertising in children's commercial media, and (3) conducting a survey study to determine the effect of advertising exposure on children's materialism.</p> <p>This project will be innovative in two ways. Firstly, the project will deliver 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 both child-directed offline <u>and</u> online advertising.</p>

Requirements of candidate:	<p>Master 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 are requested to show affinity with the proposed topic.</p> <p>IELTS Grade: 7.0 (minimal 6.0 per component) or TOEFL Score: 100 (minimal 20 per component)</p>
Supervisor information:	<p>Dr. Suzanna J. Oprea 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 Oprea: Dr. Suzanna J. Oprea Senior Assistant Professor of Quantitative Research Methods Erasmus University Rotterdam PO Box 1738, 3000 DR Rotterdam, the Netherlands Phone: + 31 10 408 8838 E-mail: oprea@eshcc.eur.nl Visiting address: Woudestein Campus, M8.32, Burgemeester Oudlaan 50, Rotterdam, the Netherlands Homepage: https://www.egsh.eur.nl/people/suzanna-oprea/</p> <p>List of international publications Oprea</p> <p>Kühne, R., & Oprea, S. J. (forthcoming). From admiration to devotion? The longitudinal relation between adolescents' involvement with and viewing frequency of reality TV. <i>Journal of Broadcasting & Electronic Media</i>.</p> <p>Oprea, S. J., Petrova, S., & Rozendaal, E. (forthcoming). Investigating the unintended effects of television advertising among children in former-Soviet Bulgaria. <i>Journal of Children and Media</i>, 13(4). doi:10.1080/17482798.2019.1644359</p> <p>Kühne, R., & Oprea, S. J. (2019). Validating the short Material Values Scale for children for use across the lifespan. <i>Child & Youth Care Forum</i>, 48(3), 339-359. doi:10.1007/s10566-018-9482-x</p> <p>Oprea, S. J. (2019). Learning about materialism & consumer culture. In R. Hobbs & P. Mihailidis (Eds.), International encyclopedia of media literacy. doi:10.1002/9781118978238.ieml0096</p> <p>Van der Meulen, H., Kühne, R., & Oprea, S. J. (2018). Validating the Material Values Scale for children (MVS-c) for use in early childhood. <i>Child</i></p>

Indicators Research, 11(4), 339-359. doi:10.1007/s12187-017-9456-9

Cartwright, R. F., **Opre, 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., & **Opre, 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

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Opre, 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

Opre, 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

Opre, 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., **Opre, 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

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Advances in advertising research series (Vol. V): Extending the boundaries of advertising (pp. 191-202). Wiesbaden, Germany: Springer Gabler.

Van Reijmersdal, E. A., Fransen, M. L., van Noort, G., **Opree, S. J.**, Vandeberg, L., Reusch, S., van Lieshout, F., & Boerman, S. C. (2016). Effect of disclosing sponsored content in blogs: How the use of resistance strategies mediates effects on persuasion. *American Behavioral Scientist*, 60(12), 1458-1474. doi:10.1177/0002764216660141

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Opree, S. J., Buijzen, M., van Reijmersdal, E. A., & Valkenburg, P. M. (2014). Children's advertising exposure, advertised product desire, and materialism: A longitudinal study. *Communication Research*, 41, 717-735. doi:10.1177/ 0093650213479129

Opree, S. J., Buijzen, M., & Valkenburg, P. M. (2012). Lower life satisfaction related to materialism in children frequently exposed to advertising. *Pediatrics*, 130(3), e486-491. doi:10.1542/peds.2011-3148

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Opree, S. J., Buijzen, M., van Reijmersdal, E. A., & Valkenburg, P. M. (2011). Development and validation of the Material Values Scale for children (MVS-c). *Personality and Individual Differences*, 51, 963-968. doi:10.1016/j.paid.2011.07.029

List of international publications Janssen (past 5 years)

Gong, Q., Verboord, M., & **Janssen, S.** (forthcoming). Cross-media usage repertoires and their political impacts: The case of China.

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

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.): *The Routledge Companion to Popular Music and Heritage* (pp. 217-228). Abingdon, UK: Routledge.

Mols, A., & **Janssen, S.** (2017). "Not interesting enough to be followed by the NSA": An analysis of Dutch privacy attitudes. *Digital Journalism*, 5(3), 277-298. doi:10.1080/21670811.2016.1234938

Bennett, A., & **Janssen, S.** (Eds.) (2017). *Popular Music, Memory and Heritage*. Abingdon, UK: Routledge

Kersten, A., & **Janssen, S.** (2017). Trends in cultural journalism. The development of film coverage in cross-national perspective, 1955-2005. *Journalism Practice*, 11(7), 840-856. doi:10.1080/17512786.2016.1205955

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Verboord, M. & **Janssen, S.** (2015). Internet and Culture. In J.D Wright (Ed.), *International Encyclopedia of the Social Sciences and Behavioral Sciences. Second Edition* (pp. 587-592). Oxford: Elsevier. doi:10.1016/B978-0-08-097086-8.10439-8

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	<p>France, Germany, the Netherlands, and the United States 1955-2005. <i>Journalism Practice</i>, 9(6), 829-852. Online first on 24 July 2015. doi:10.1080/17512786.2015.1051369.</p> <p>Verboord, M., Kuipers, G. & Janssen, S. (2015). Institutional recognition in the transnational literary field, 1955-2005 <i>Cultural Sociology</i> 9 (3), 447-465. doi:10.1177/1749975515576939.</p> <p>Brandellero, A., van der Hoeven, A. & Janssen, S. (2015). Valuing popular music heritage: exploring amateur and fan-based preservation practices in museums and archives in the Netherlands. In S. Baker (Ed.), <i>Preserving Popular Music Heritage: Do-it-Yourself, Do-it-Together</i> (pp. 31-45). London: Routledge.</p> <p>Berkers, P., Janssen, S. & Verboord, M. (2014). Assimilation into the literary mainstream? The classification of ethnic minority authors in newspaper reviews in the United States, the Netherlands and Germany, 1983-2009. <i>Cultural Sociology</i>, 8(1), 25-44. doi:10.1177/1749975513480960.</p> <p>Brandellero, A. & Janssen, S. (2014). Popular music as cultural heritage: scoping out the field of practice. <i>International Journal of Heritage Studies</i>, 20(3), 224-240.</p> <p>Brandellero, A., Janssen, S., Cohen, S. & Roberts, L. (2014). Popular music heritage, cultural memory and cultural identity. <i>International Journal of Heritage Studies</i>, 20(3), 224-240. doi:10.1080/13527258.2013.821624.</p>
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