

<b><i>School/Department:</i></b>	<b>School:</b> Erasmus School of History, Culture and Communication <b>Department:</b> Media and Communication
<b><i>Project Title:</i></b>	Children's Consumer Culture in China
<b><i>Abstract:</i></b>	<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? 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. 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), or late adolescence (15-19 years).</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>

<p><b>Requirements of candidate:</b></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 / youth.</p> <p>IELTS Grade: 7.5 (minimal 6.0 per component) or TOEFL Score: 100 (minimal 20 per component)</p>
<p><b>Supervisor information:</b></p>	<p><b>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.</b></p> <p><b>Personal data / contact information Oprea:</b>          Dr. Suzanna J. Oprea          Associate Professor          Erasmus University Rotterdam          PO Box 1738, 3000 DR Rotterdam, the Netherlands          Phone: + 31 10 408 8838          E-mail: <a href="mailto:oprea@eshcc.eur.nl">oprea@eshcc.eur.nl</a>          Visiting address: Woudestein Campus, M8.32, Burgemeester Oudlaan 50, Rotterdam, the Netherlands          Homepage: <a href="https://www.egsh.eur.nl/people/suzanna-oprea/">https://www.egsh.eur.nl/people/suzanna-oprea/</a></p> <p><b>List of international publications Oprea</b></p> <p>Van Reijmersdal, E. A., <b>Oprea, S. J.</b>, &amp; 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. &amp; <b>Oprea, S. J.</b> (2020). Marketization in Poland: Stories about change in materialist and humanist life values. In H. R. Chaudhuri &amp; R. W. Belk (Eds.), <i>Marketization: Theory &amp; evidence from emerging economies</i> (pp. 107-123). Singapore, Singapore: Springer.</p> <p>Kühne, R., &amp; <b>Oprea, S. J.</b> (2020). From admiration to devotion? The longitudinal relation between adolescents' involvement with and viewing frequency of reality TV. <i>Journal of Broadcasting &amp; Electronic Media</i>, 64(2), 111-130. doi:10.1080/08838151.2020.1728688</p>

	<p>Zhang, Y., Hawk, S., <b>Opree, S. J.</b>, de Vries, D., &amp; 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> <p><b>Opree, S. J.</b>, Petrova, S., &amp; Rozendaal, E. (2020). Investigating the unintended effects of television advertising among children in former Soviet Bulgaria. <i>Journal of Children and Media</i>, 14(2), 141-157. doi:10.1080/17482798.2019.1644359</p> <p>Kühne, R., &amp; <b>Opree, S. J.</b> (2019). Validating the short Material Values Scale for children for use across the lifespan. <i>Child &amp; Youth Care Forum</i>, 48(3), 339-359. doi:10.1007/s10566-018-9482-x</p> <p><b>Opree, S. J.</b> (2019). Learning about materialism &amp; consumer culture. In R. Hobbs &amp; P. Mihailidis (Eds.), <i>International encyclopedia of media literacy</i>. doi:10.1002/9781118978238.ieml0096</p> <p>Van der Meulen, H., Kühne, R., &amp; <b>Opree, S. J.</b> (2018). Validating the Material Values Scale for children (MVS-c) for use in early childhood. <i>Child Indicators Research</i>, 11(4), 339-359. doi:10.1007/s12187-017-9456-9</p> <p>Cartwright, R. F., <b>Opree, S. J.</b>, &amp; van Reijmersdal, E. A. (2018). "Fool's gold": Linking materialism to persuasion knowledge activation and susceptibility to embedded advertising. In V. Cauberge, L. Hudders, &amp; M. Eisend (Eds.), <i>Advances in advertising research series (Vol. IX): Going beyond: Persuading the consumer with new advertising formats</i> (pp. 17-28). Wiesbaden, Germany: Springer Gabler.</p> <p>Nikken, P., &amp; <b>Opree, S. J.</b> (2018). Guiding young children's digital media use: SES-differences in mediation concerns and competence. <i>Journal of Child and Family Studies</i>, 27(6), 1844-1857. doi:10.1007/s10826-018-1018-3</p> <p><b>Opree, S. J.</b>, Buijzen, M., &amp; van Reijmersdal, E.A. (2018). Development and validation of the Psychological Well-Being scale for children (PWB-c). <i>Societies</i>, 8(1). doi:10.3390/soc8010018</p> <p>Van der Goot, M. J., Rozendaal, E., <b>Opree, S. J.</b>, Ketelaar, P. E., &amp; Smit, E. G. (2018). Media generations and their advertising attitudes and avoidance: A six-country comparison. <i>International Journal of Advertising</i>, 37(2), 289-308. doi:10.1080/02650487.2016.1240469</p>
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	<p>Vanwesenbeeck, I., <b>Opree, S. J.</b>, &amp; Smits, T. (2017). Can disclosures aid children's recognition of TV and website advertising?. In V. Zabkar &amp; M. Eisend (Eds.), <i>Advances in advertising research series (Vol. VIII): Challenges in an age of disengagement</i> (pp. 45-57). Wiesbaden, Germany: Springer Gabler.</p> <p><b>Opree, S. J.</b> (2017). Media literacy. In P. Rössler, C. A. Hoffner, &amp; L. van Zoonen (Ed.), <i>The international encyclopedia of media effects</i>. Hoboken, NJ: John Wiley &amp; Sons. doi:10.1002/ 9781118783764.wbieme0185</p> <p><b>Opree, S. J.</b>, Buijzen, M., &amp; van Reijmersdal, E.A. (2016). The impact of advertising on children's psychological wellbeing and life satisfaction. <i>European Journal of Marketing</i>, 50(11), 1975-1992. doi:10.1108/EJM-06-2015-0393</p> <p><b>Opree, S. J.</b>, &amp; Kühne, R. (2016). Generation Me in the spotlight: Linking reality TV to materialism, entitlement, and narcissism. <i>Mass Communication and Society</i>, 19(6), 800-819. doi:10.1080/15205436.2016.1199706</p> <p>Rozendaal, E., <b>Opree, S. J.</b>, &amp; Buijzen, M. A. (2016). Development and validation of a survey instrument to measure children's advertising literacy. <i>Media Psychology</i>, 19(1), 72-100. doi:10.1080/15213269.2014.885843</p> <p><b>Opree, S. J.</b>, &amp; Rozendaal, E. (2015). The advertising literacy of primary school aged children. In I. Banks, P. de Pelsmacker, &amp; S. Shintaro (Ed.), <i>Advances in advertising research series (Vol. V): Extending the boundaries of advertising</i> (pp. 191-202). Wiesbaden, Germany: Springer Gabler.</p> <p>Van Reijmersdal, E. A., Fransen, M. L., van Noort, G., <b>Opree, S. J.</b>, Vandeberg, L., Reusch, S., van Lieshout, F., &amp; Boerman, S. C.(2016). Effect of disclosing sponsored content in blogs: How the use of resistance strategies mediates effects on persuasion. <i>American Behavioral Scientist</i>, 60(12), 1458-1474.doi:10.1177/0002764216660141</p> <p>Cartwright, R. F., &amp; <b>Opree, S. J.</b> (2016). All that glitters is not gold: Do materialistic cues in advertising yield resistance? <i>Young Consumers</i>, 17(2), 183-196. doi:10.1108/ YC-12-2015-00573</p> <p><b>Opree, S. J.</b>, Buijzen, M., van Reijmersdal, E. A., &amp; Valkenburg, P. M (2014). Children's advertising exposure, advertised product desire, and materialism: A longitudinal study. <i>Communication Research</i>, 41, 717-735. doi:10.1177/ 0093650213479129</p> <p><b>Opree, S. J.</b>, Buijzen, M., &amp; Valkenburg, P. M. (2012). Lower life satisfaction related to materialism in children frequently exposed to advertising. <i>Pediatrics</i>, 130(3), e486-491. doi:10.1542/peds.2011-3148</p>
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	<p><b>Opree, S. J., &amp; Kalmijn, M.</b> (2012). Exploring causal effects of combining work and intergenerational support on depressive symptoms among middle-aged women. <i>Ageing &amp; Society</i>, 32, 130-146. doi:10.1017/S0144686X11000171</p> <p><b>Opree, S. J., Buijzen, M., van Reijmersdal, E. A., &amp; Valkenburg, P. M.</b> (2011). Development and validation of the Material Values Scale for children (MVS-c). <i>Personality and Individual Differences</i>, 51, 963-968. doi:10.1016/j.paid.2011.07.029</p> <p><b>List of international publications Janssen (past 5 years)</b></p> <p>Gong, Q., Verboord, M., &amp; <b>Janssen, S.</b> (forthcoming). Cross-media usage repertoires and their political impacts: The case of China.</p> <p>Gong, Q., Verboord, M., &amp; <b>Janssen, S.</b> (forthcoming) Cultural taste repertoires and online engagement with the arts and culture in the digital age: The case of China.</p> <p>Brandellero, A., <b>Janssen, S.</b>, &amp; 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 &amp; L. Istvandy (Eds.): <i>The Routledge Companion to Popular Music and Heritage</i> (pp. 217-228). Abingdon, UK: Routledge.</p> <p>Mols, A., &amp; <b>Janssen, S.</b> (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., &amp; <b>Janssen, S.</b> (Eds.) (2017). <i>Popular Music, Memory and Heritage</i>. Abingdon, UK: Routledge</p> <p>Kersten, A., &amp; <b>Janssen, S.</b> (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>Bennett, A., &amp; <b>Janssen, S.</b> (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, <b>Janssen, S.</b>, &amp; 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:10.1080/3007766.2015.1061344</p>
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