

Child and Teen Consumption Conference

Playing With Borders

2024 Program



Child and Teen Consumption Conference

Playing with Borders

York University and Toronto Metropolitan University

16 – 18 October 2024

Toronto, Ontario, Canada

Child and Teen Consumption Conference

Playing With Borders

2024 Program

2024 CONFERENCE CO-CHAIRS:

Dr. Natalie Coulter, York University, Associate Professor in Communication and Media Studies and Director of the Institute for Research on Digital Literacies

Dr. Kisha McPherson, Toronto Metropolitan University, Assistant Professor in the School of Professional Communication and Co-Director of the Children's Media Lab

Kim Wilson, Toronto Metropolitan University, Professor in the Creative School and Co-Director of the Children's Media Lab

2024 CONFERENCE COMMITTEE MEMBERS:

Dr. Estee Fresco, York University, Assistant Professor in Communication and Media Studies

Dr. Abigail Shabtay, York University, Assistant Professor in the Department of Humanities

2024 CONFERENCE COORDINATORS:

Marion Tempest Grant, York University, PhD Candidate in Communication and Culture

Alex Borkowski, York University, PhD Candidate in Communication and Culture

Colleen Thumlert, York University, Coordinator for the Institute for Research on Digital Literacies

CONFERENCE ASSISTANTS:

Fresange Michou Maleka, York University

Kacie Hopkins, York University

Elyse Jackson, York University

CHILD AND TEEN CONSUMPTION STEERING COMMITTEE:

Dr. Kara Chan, Hong Kong Baptist University, Professor in the Department of Communication Studies

Dr. Daniel Cook, Rutgers University—Camden, Distinguished Professor in Childhood Studies

Dr. Natalie Coulter, York University, Associate Professor in Communication and Media Studies and Director of the Institute for Research on Digital Literacies

Dr. Malene Gram, Aalborg University, Associated Professor in the Aalborg University Business School

Dr. Valérie-Inés de La Ville, Université de Poitiers, Professor of Strategic Marketing

Dr. David Marshall, University of Edinburgh Business School, Professor of Marketing and Consumer Behaviour

Dr. Patricia Nuñez-Gómez, Universidad Complutense Madrid, Director of the Department of Applied Communication Sciences

Dr. Stephanie O'Donohoe, University of Edinburgh Business School, Professor of Advertising and Consumer Culture & Head of Marketing Group

Dr. Anna Sparrman, Linköping University, Professor in the Department of Thematic Studies

Dr. Brian Young, University of Exeter Business School, Honorary Research Fellow

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Wednesday October 16th, 2024

14:00 – 16:00 Conference Registration

Toronto Metropolitan University

Rogers Communications Centre, 80 Gould Street
Second Floor

15:00 – 17:45 Welcome Reception

Toronto Metropolitan University

Rogers Communications Centre, 80 Gould Street, Toronto
The Creative School, Catalyst

An informal cocktail reception for the 2024 Child and Teen Consumption Conference (CTC) speakers and attendees will be hosted at Toronto Metropolitan University's Catalyst. During this reception, the conference co-chairs will say a few opening words before turning it over to the first roundtable of the conference.

16:15 – 17:15 Roundtable: *Reflecting on the Field of Child and Teen Consumption Studies*

Toronto Metropolitan University

Rogers Communications Centre, 80 Gould Street, Toronto
The Creative School, Catalyst

Speakers: Kara Chan (Hong Kong Baptist University), Valérie-Inés de La Ville (Poitiers University), Patricia Núñez Gómez (Complutense University), Stephanie O'Donohoe (University of Edinburgh), and Stephen Kline (Simon Fraser University)

Moderator: Natalie Coulter (York University, 2024 Conference Co-Chair)

2024 marks twenty years since the first CTC conference took place in Angoulême, France. Since this time, the field of Child and Teen Consumption studies has grown exponentially. New research related to this field is regularly published in academic journals such as *The Journal of Consumer Culture*, *Consumption and Society*, and the *International Journal of Consumer Studies*. Since 2004, an international conference has been hosted every two years at different universities around the world to discuss the field of child and teen consumption studies from a particular theme or perspective.

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This roundtable welcomes global leaders in the field of child and teen consumption studies and organizers of past CTC conferences to discuss the state of the field, reflect on how it's evolved in the past twenty years, and identify pressing issues scholars of child and teen consumption studies may be forced to confront in the coming years.

18:00 – 19:30 Keynote Lecture: “Borderlands”: Youth Cultures of Creativity in Streaming and Online Gaming

Toronto Metropolitan University

Rogers Communications Centre, 80 Gould Street, Toronto

The Creative School, Catalyst

The 2024 CTC conference is pleased to welcome Dr. Kishonna L. Gray as the Keynote lecturer. Her keynote will explore the intersection of gaming and social media. From #NPC to #Skibidi, digital cultures have immersed themselves into gaming in dynamic ways. While most assume the cultures of youth are too cringe to be creative, gaming scholars are fascinated with the ways youth find expression in online spaces.

These cultural expressions provide an interesting case study to explore convergence inside the spaces that young folks occupy within the transmediated spaces of gaming. Drawing from ethnographic observations of gamers and games, this presentation will engage the realities of what gaming and streaming can look like.

Kishonna L. Gray is a Professor in the School of Information at the University of Michigan. She is also a faculty associate at the Berkman Klein Center at Harvard University. Dr. Gray is the author or co-editor of numerous books and articles including her foundational 2014 work *Race, Gender, and Deviance in Xbox Live: Theoretical Perspectives from the Virtual Margins*, 2018's edited collections *Woke Gaming and Feminism in Play*, and most recently *Intersectional Tech: Black Users in Digital Gaming*. She also has a book currently under contract titled *Black Game Studies*. Dr. Gray is a highly sought-after speaker and regularly addresses both academic and industry audiences such as at the Game Developers Conference. She is the winner of a number of awards over the years, including The Evelyn Gilbert Unsung Hero Award and the Blacks in Gaming Educator Award.

19:45 + CTC Conference Dinner

By invitation only.

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19:45 + Graduate Student and Early Career Researcher Meet-up

Firkin on Yonge

207 Yonge Street, Toronto

Second floor (accessible by elevator)

Graduate students and Early Career Researchers are invited to join an informal meet up at Imperial Pub, a venue near Toronto Metropolitan University. This event is an opportunity to connect with early scholars who are also pursuing research in or related to the field of Child and Teen consumption studies. Some snacks will be provided.

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Thursday October 17th, 2024

8:00 – 9:00 Coffee and Light Breakfast

York University, Victor Phillip Dahdaleh Building

88 The Pond Road, North York

9:00 – 10:15 Session 1

York University, Victor Phillip Dahdaleh Building

88 The Pond Road, North York

Panel 1A: *Play and Materialism*

Room: DB 0007

Moderator: Danielle Legerman (York University)

Tina Benigno (Albertus Magnus College), *Understanding Teen Girl's Care: "Play" Practices and Materialities of Care in Media-Making and Sport*

Soomin Hong (The University of Sydney), *Lost Things in the Play World: New Materialism in Toy Studies*

Panel 1B: *Youth Production and Consumption Online*

Room: DB 0001

Moderator: Rebekah Willet (University of Wisconsin-Madison)

Ololade Olaniyan (York University), *The Commercialization of Cuteness: Exploring the Sharenting Practices of Nigerian Mothers in North America*

Ylva Ågren* and Anna Sparrman^ (University of Gothenburg* and Linköping University^), *Get Ready with Me! Child Influencers Make-up Tutorials*

Xiaoran Liu (Tsinghua University), *Media Consumption of Chinese Kids on Short-Video Platform*

Panel 1C: *Children and the Internet*

Room: DB 0010

Moderator: Astrid Van den Bossche (King's College London)

Michael Dezuanni (Queensland University of Technology), *Creating a Better Children's Internet*

Helle Strandgaard Jensen (Aarhus University), *Bordering Worlds on the Early WWW*

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Remya Ann Mathew (University of Delhi), *Blurred Boundaries of Play in Children's Internet Usage*

Panel 1D: Representing Young People

Room: DB 0014

Moderator: Christina Fawcett (University of Winnipeg)

Alison Halsall (York University), *Young People and/in Graphic Medicine*

Sheng-mei Ma (Michigan State University), *Judy I. Lin's High Tea EXotica: Young Adult Orientalism to a T*

Olivia Trono (Toronto Metropolitan University and York University), *Beyond Make-Believe: Theorizing the Impacts of Magic and Fantasy Media on Children and Teens*

10:15 – 10:30 Break

York University, Victor Phillip Dahdaleh Building

88 The Pond Road, North York

10:30 – 11:45 Session 2

York University, Victor Phillip Dahdaleh Building

88 The Pond Road, North York

Panel 2A: Mobilizing Participatory Visual Research with Young People

Room: DB 0010

Moderator: Astrid Van den Bossche (King's College London)

April Mandrona (Nova Scotia College of Art & Design University), *Multimodal Storytelling For and By Newcomer Young People*

Casey Burkholder and Melissa Keehn (University of New Brunswick), *Accessing Queer and Trans Joy in New Brunswick, Canada with 2SLGBTQIA+ Youth*

Katie MacEntee (University of Toronto), *Get Ready with Me and Other Viral Genres in Cellphlms about Hidden Homelessness Amongst 2SLGBTQ+ Youth in Ontario*

Panel 2B: Constructing Young Identities

Room: DB 0014

Moderator: Nina Duque (Université du Québec à Montréal)

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Bharghavi Gopakumar (Mount Saint Vincent University), *Examining the Effects of 2SLGBTQIA+ Youth's Agency with Dress and it's Relation to their Sense of Self*

Anna Lippman (York University), *Listening and Resisting: Youth Consumption and Rejection of Commercial Rap Music*

Amber-Lee Varadi (York University), *"I'll take a picture and be like, 'I want to post this, but I can't'": Through the looking glass of teens' online identities and "being yourself" on social media*

Panel 2C: *Young People, Agency, and Consumer Culture*

Room: DB 0001

Moderator: Helle Strandgaard Jensen (Aarhus University)

Melody Minhorst*, Lindsay C. Sheppard^, and Rebecca Raby* (Brock University* and York University^), *"I don't wanna, like, ask my mom for everything": Teens' Perspectives on Money, Responsibility and Early Work*

LaTiana Ridgell (Rutgers University—Camden), *Just for Me!: The Visibility of Black Girls as Valuable Consumers*

11:45 – 13:00 Lunch

York University

Self-Catered

11:45 – 13:00 Meet-a-Mentor Lunch

York University, Schulich School of Business

Schulich Executive Dining Room

By registration only

13:00 – 14:15 Session 3

York University, Victor Phillip Dahdaleh Building

88 The Pond Road, North York

Panel 3A: Studying Roblox

Room: DB 0001

Moderator: Astrid Van den Bossche (King's College London)

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Valérie-Inés de la Ville* and Maria Angeles Blanco Ruiz^ (Poitiers University* and Rey Juan Carlos University^), *Playing with Recent EU Legal Borders: Key Issues Concerning Minors Confronting Global Media Corporations—Some Interrogations from Roblox Case Study*

Katayoon Salehi (York University and Toronto Metropolitan University), *Unveiling the Alchemy of Privacy Policy Agreements*

Rebekah Willett (University of Wisconsin-Madison), *Researching children's use of Roblox: a relational child-centered approach to online interviews*

Panel 3B: *Fandom and Identity*

Room: DB 0010

Moderator: Nina Duque (Université du Québec à Montréal)

Isabella Fortino (York University), *"I Guess I'm Just Not Like Other Girls": Fan Fiction and The Roots of Intra-Fandom Hate*

Martha Currie (Queen's University), *Victimization in Fandom Spaces*

Victoria Sands (Toronto Metropolitan University), *"I Reached My Peak at Seven," Exploring Girlhood as Cosplay at the Eras Tour*

Panel 3C: *Addressing Precarious Childhoods*

Room: DB 0014

Moderator: Stephanie O'Donohoe (University of Edinburgh)

Nesreen El Kord (University of Windsor and Mount Saint Vincent University), *Play Deprivation in Conflict Zones*

Anuppiya Sriskandarajah and Desiree de Jesus (York University), *Ruptured Rhythms: Racialized Girlhoods and Temporalities during COVID-19*

Anne MacLennan (York University), *Grief, Play, and Children as Represented in the Media*

Panel 3D: *Examining Tweenhood*

Room: DB 0007

Moderator: Naomi Hamer (Toronto Metropolitan University)

Marine Lambolez (Ecole Normale Supérieure de Lyon), *Cultural Realms with Fluid Boundaries? Adolescent Practices Between Injunction, Transgression and Negotiation*

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Robert Gabriel (George Mason University), *Pop Culture Industry Neoliberalism: Tween Sitcom Aspirations*

14:15 – 14:30 Break

York University, Victor Phillip Dahdaleh Building

88 The Pond Road, North York

14:30 – 15:45 Session 4

York University, Victor Phillip Dahdaleh Building

88 The Pond Road, North York

Panel 4A: Commercialized Play

Room: DB 0001

Moderator: Astrid Van den Bossche (King's College London)

Christina Fawcett (University of Winnipeg), *Consuming Play and Playing Consumption: Cozy Games and Prosocial Values*

Sara Grimes*, Riley McNair^, Bronwyn Swerdfager^, and Alan Bui^ (McGill University* and University of Toronto^), *“AS SEEN ON... WAIT, Video Games?” An Analysis of Children’s Responses to Commercialization in Digital Games*

Panel 4B: Children Making Art

Room: DB 0010

Moderator: Michael Dezuanni (Queensland University of Technology)

Amina Ally (Norwegian University of Science and Technology), *Research as Improvisation: Digital and Arts-Based Participatory Action Research Tools*

Aleesha Rodriguez (Australian Research Council Centre of Excellence for the Digital Child, QUT), *Playing with the Future: Children’s Imaginaries of Future Digital Technologies*

Panel 4C: Food, Marketing, and Media

Room: DB 0014

Moderator: Danielle Legerman (York University)

Antara Dey (York University), *Waffles + Mochi: A Global Culinary Adventure about Food Education and Playful Learning*

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Mackenzie Edwards (York University), *“As a fat girl who isn’t on a diet”*: *Defiant Food Diaries on TikTok*

Panel 4D: Education, Responsibility, and Civic Duty

Room: DB 0007

Moderator: Katayoon Salehi (York University)

Ben Johnson (Brock University), *Enhancing Digital Engagement in Civic Education with Generative AI to Foster 21st Century Literacies*

Maria Karmiris (University of Toronto), *In the Threshold of Disabling Impossibilities: An Invitation to Inhabit Events in an Elementary School Hallway*

15:45 – 18:00 Break

To travel to the House of Cool from York University on the TTC, take the Yonge-University line (line 1) southbound from York University station to Union station. From there, either walk directly to the House of Cool (about a 15-minute walk) or take the 114 bus to the venue. The stop for the 114 bus is just south of the intersection of Bay Street and Front Street.

This journey could take between 60 – 75 minutes. The Cocktail Reception begins at 18:00. Please plan accordingly.

18:00+ Cocktail Reception

The House of Cool

130 Queens Quay E, Suite 600, Toronto

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Friday October 18th, 2024

9:00 – 10:00 Coffee and Light Breakfast

York University, Victor Phillip Dahdaleh Building

88 The Pond Road, North York

10:00 – 11:15 Panel 5

York University, Victor Phillip Dahdaleh Building

88 The Pond Road, North York

Panel 5A: Representing Family Structures

Room: DB 0010

Moderator: Madison Moore (Trent University)

Artemis Papailia (Democritus University of Thrace), *LGBTQ+ Parenting and Gender Identity in Children's Picture-Books*

Stephanie O'Donohoe*, Malene Gram', Benedetta Cappellini", and Vicki Harman (University of Edinburgh*, Aalborg University', Durham University", and University of Surrey), *Grandchild-Grandparent-Consumption Relations in Children's Pictures-Books*

Madison Moore (Trent University), *"I Wanted to Share that with my parents": An Exploration of How Youth are Reframing Family Photographs on Social Media*

Panel 5B: Monitoring Youth Consumption

Room: DB 0014

Moderator: Rebecca Raby (Brock University)

Kholod Saleh Huneiti (Gulf University, Bahrain), *Jordanian Children's Decision Making Process in Consumption During COVID-19*

Harry Dyer (University of East Anglia), *Exploring the Ethical Implications of Young Children Wearing Head Cameras in Research*

Panel 5C: Young People and/ on Television

Room: DB 0007

Moderator: Christina Fawcett (University of Winnipeg)

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Taylor Lodge (University of Sussex), *Mainstreaming Queer Teens: A Critical Analysis of Becomer Netflix Series*

Samantha Morris Mastai (Toronto Metropolitan University and York University), *Playing “Themselves”: Performance and Character Rights in Reality Television*

Mary Grace Lao (Toronto Metropolitan University and York University), *The Feminist Arc of the Marvel Cinematic Universe: An Official Launch of Diverging the Popular, Gender and Trauma AKA The Jessica Jones Anthology*

Panel 5D: *Influencer Marketing*

Room: DB 0001

Moderator: Astrid Van den Bossche (King’s College London)

Kara Chan (Hong Kong Baptist University), *A Discourse Analysis of YouTube Videos of a Key Opinion Leader (KOL) of Toys in China: The Case of Xiaoling Toy*

Beatriz Feijoo and Patricia Núñez Gómez (Universidad Internacional de la Rioja and Complutense University), *Advertising Literacy among Minors and It’s Impact on the Perception of Influencer Marketing for Physical Appearance Enhancement Products*

11:15 – 11:30 Break

York University, Victor Phillip Dahdaleh Building

88 The Pond Road, North York

11:30 – 12:30 Industry Panel: *Artificial Intelligence and the Future of Children’s Entertainment*

York University, Victor Phillip Dahdaleh Building

88 The Pond Road, North York

Room: DB 0001

Speakers: Ricardo Curtis (Co-General Manager and Co-Founder, House of Cool), Jasmine Irwin (Manager, Springboard Policy), Sharon Shahrokhi Tehrani (Product Manager, Machine Intelligence Retention, Canadian Broadcasting Corporation), and Ryan Tuchow (Senior Reporter, KidScreen)

Moderator: Kim Wilson (CTC Conference Co-Chair, Toronto Metropolitan University)

Digital technology is increasingly shaping children’s experiences, so understanding the boundaries and borders of media motivated by artificial intelligence (AI) for youth is imperative. From interactive learning experiences to personalized content on social media applications, AI’s influence on youth consumption

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patterns is increasingly becoming more profound and multifaceted, particularly when considering branded content. This panel of Toronto-based experts explores how AI is reshaping the children's entertainment industry. Speakers will discuss a web of intersecting issues relevant to AI and its role in children's entertainment including branding and marketing, regulatory challenges, socio-behavioral dynamics and ethical considerations. This panel endeavors to equip various stakeholders, including policymakers, industry practitioners, scholars, and educators, with information to help navigate the ever-evolving landscape of children's consumption of AI-influenced media. This session is an important step for forging valuable connections between industry and academic professionals in the fields of marketing, media studies, and children's studies.

12:30 – 13:30 Lunch

York University

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12:30 – 13:30 Workshop: *Conference Paper to Publication*

York University, Victor Phillip Dahdaleh Building

88 The Pond Road, North York

Room: DB 0007

Speakers: Kristine Alexander (University of Lethbridge), Alison Halsall (York University), and Stephanie O'Donohoe (University of Edinburgh)

Moderator: Fresange Michou Maleka (York University)

This workshop will offer strategies for Graduate Students and Early Career Scholars to prepare their research for academic publication. A light pizza lunch and salad will be provided.

13:30 – 14:45 Session 6

York University, Victor Phillip Dahdaleh Building

88 The Pond Road, North York

Panel 6A: *Fandom and Fan Culture*

Room: DB 0014

Moderator: Kristen Tollan (York University)

Janne Poikolainen (University of Helsinki), *At the Intersection of Consumption and Play: Perspectives on Play as an Element of Children's Music Fandom in Finland*

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Tharini Viswanath* and Nithya Sivashankar^ (University of South Carolina* and Texas State University^), *Bending Borders and Augmenting Realities: Ideology, Adolescence, and Marketing in Netflix's Mismatched*

Emily Mohabir (University of Calgary), *Tropes, Training, and Transmedia: North American Youth Participatory Transmedia Engagement with South Korean Webtoons*

Panel 6B: *Canadian Media*

Room: DB 0001

Moderator: Jessica L. Campbell (York University and Toronto Metropolitan University)

Kate Moo King-Curtis (Toronto Art Therapy Institute), *Intersecting Borders with Youth: Reflections on my Experiences in Animation, Childhood Studies and Therapeutic Arts*

Pat Bonner (Concordia University), *The Life and Death of YTV: Canadian Children's Television and U.S. Cultural Dominance*

Natalie Coulter (York University), *The Missing History of Canadian Children's Media*

Panel 6C: *Children in the City: Place-based Studies of Childhood(s)*

Room: DB 0010

Moderator: Kara Brisson-Boivin (MediaSmarts)

Nesreen El Kord (University of Windsor and Mount Saint Vincent University), *Playing with Borders: War, Poverty, and Food Insecurity for Children in Gaza*

Bengi Sullu (Medgar Evers College, CUNY), *Reassured Steps into a Future that is full of Competition: Socio-Spatial Reproduction of Psychological Knowledge around Child Development in the New Geographies of Play in Istanbul, Turkey*

14:45 – 15:00 Break

York University, Victor Phillip Dahdaleh Building

88 The Pond Road, North York

15:00 – 16:15 Session 7

York University, Victor Phillip Dahdaleh Building

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Panel 7A: *Young People and (Digital) Harms*

Room: DB 0001

Moderator: Astrid Van den Bossche (King's College London)

Kara Brisson-Boivin* and Khadija Baig^ (Carleton University* and MediaSmarts*^), *Young Canadians in a Wireless World: how the digital consumption habits of Canadian youth blur the borders of online “play”, digital citizenship, and online harms*

Luc Cousineau*, Kris Taylor^, and Maeve Park (Dalhousie University* and University of Auckland^), *Talking Masculinities in the Time of Tate: Critical Analysis of Anti-Misogyny Workshops for Teachers and Youth Workers in Aotearoa/ New Zealand*

David Woodger (Goldsmiths University London), *Negotiating Digital Borders and Cultures – Young Black and Racially Minoritized People’s Experiences on Social Media in the UK*

Panel 7B: *(Digital) Connections and Young People*

Room: DB 0010

Moderator: Kristine Alexander (University of Lethbridge)

Nina Duque (Université du Québec à Montréal), *Digital Playgrounds: Navigating Adolescents’ Friendship and Sociability in Rural Quebec During the COVID-19 Lockdown*

Kristen Tollan (York University), *What a Tangled (World Wide) Web We Weave: Unraveling the Boundaries and Perceptions of Online and Offline Friendships*

Juan Francisco Dávila (Universidad de Piura), *Only the Lonely: Insecurity Feelings, Loneliness, and Materialism*

Panel 7C: *Child and Youth on Play and Leisure: Small-Scale Projects in the Field*

Room: DB 0007

Moderator: Anne MacLennan (York University)

Jessica Campbell (York University), *Exploring Youth Perspectives of ‘Play’: A Participatory Study*

Shaney Fullwood (York University), *Exploring Young Children’s Perspectives of Video Games as Play*

Thepa Thusiyanthathas (York University), *Exploring Teens Perspective of TikTok*

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Panel 7D: Materiality, Waste, and Sustainability

Room: DB 0014

Moderator: Rebekah Willet (University of Wisconsin-Madison)

Meredith Bak (Rutgers University), *Inside the Box: Imaginative Play and the Formalization of Cardboard Pedagogy*

Lies Beugnies (Ghent University), *Exploring the Green Lunchbox: A Cross-Sectional Study Exploring the Content, Packaging and Food Waste of Children's Packed Lunches and Snacks*

Parastoo Mazaheri (Toronto Metropolitan University and York University), *The impact of Sustainable Marketing and Advertising on Youth Consumption Behavior: Recommendations on Navigating the Way for a Sustainable Future for Youth and Children*

16:15 – 16:30 Break

York University, Victor Phillip Dahdaleh Building

88 The Pond Road, North York

16:30 – 17:30 Closing Community Roundtable: *Youth Reflections on Consumption*

York University, Victor Phillip Dahdaleh Building

88 The Pond Road, North York

Room: DB 0001

Moderator: Silja Mitange and Zavia Forrest (Toronto Metropolitan University)

This is a roundtable of 5 Black youth presenters from The Power to Be (PTB), a Black-led organization that collaborates with BIPOC youth to create spaces for community programs and activities that encourage youth engagement on themes surrounding media, popular culture, and critical thinking. During the panel, the 5 youth presenters will reflect upon themes from Dr. Gray's keynote to their engagements with contemporary media, consumption practices, and popular culture.