

Consumer Culture, Children & Well-Being

✿ Interactive Research Presentations

✿ Project team session I

Mark Wright

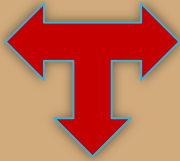
Matt
Easterbrook

Research
Team

Robin
Banerjee

Megan Hurst
Helga Dittmar

Appearance



Materialism

Consumer
Culture Values

Well-Being

Consumer Culture,
Children & Well-being

Children

Identity
Motives

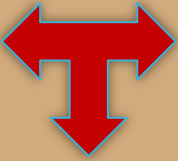
Consumer Culture Values

- ❁ Wealthy and attractive people are cultural ideals we should strive towards
- ❁ Materialism and Appearance are the means through which to achieve the 'ideal self'

“Society screams at us: ‘This is what you need, this is what a need to be accepted, this is what you need to be valued’” Chris Tapp, Credit Action

“It is the preoccupation with possessions, more than anything else that prevents us from living freely and nobly.” Bertrand Russell

Appearance



Materialism

Consumer
Culture Values

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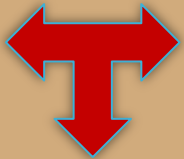
Well-Being

Build on old...
... but what's
new?

Children

Identity &
Motives

Appearance ↔ Materialism



Consumer Culture Values

\$\$\$\$\$\$?

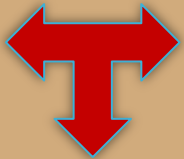
Well-Being

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Consumer Culture Values

\$\$\$\$\$\$\$\$\$\$\$\$\$?

Being

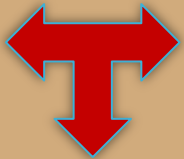


Build on old...
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Children

Identity &
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Appearance ↔ Materialism



Consumer Culture Values

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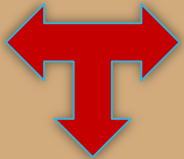


Build on old...
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Identity & Motives

Appearance ↔ Materialism



Consumer Culture Values

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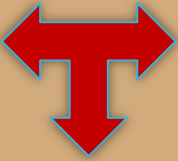


Build on old...
... but what's new?

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Identity & Motives

Appearance ↔ Materialism



Consumer Culture Values

Detrimental

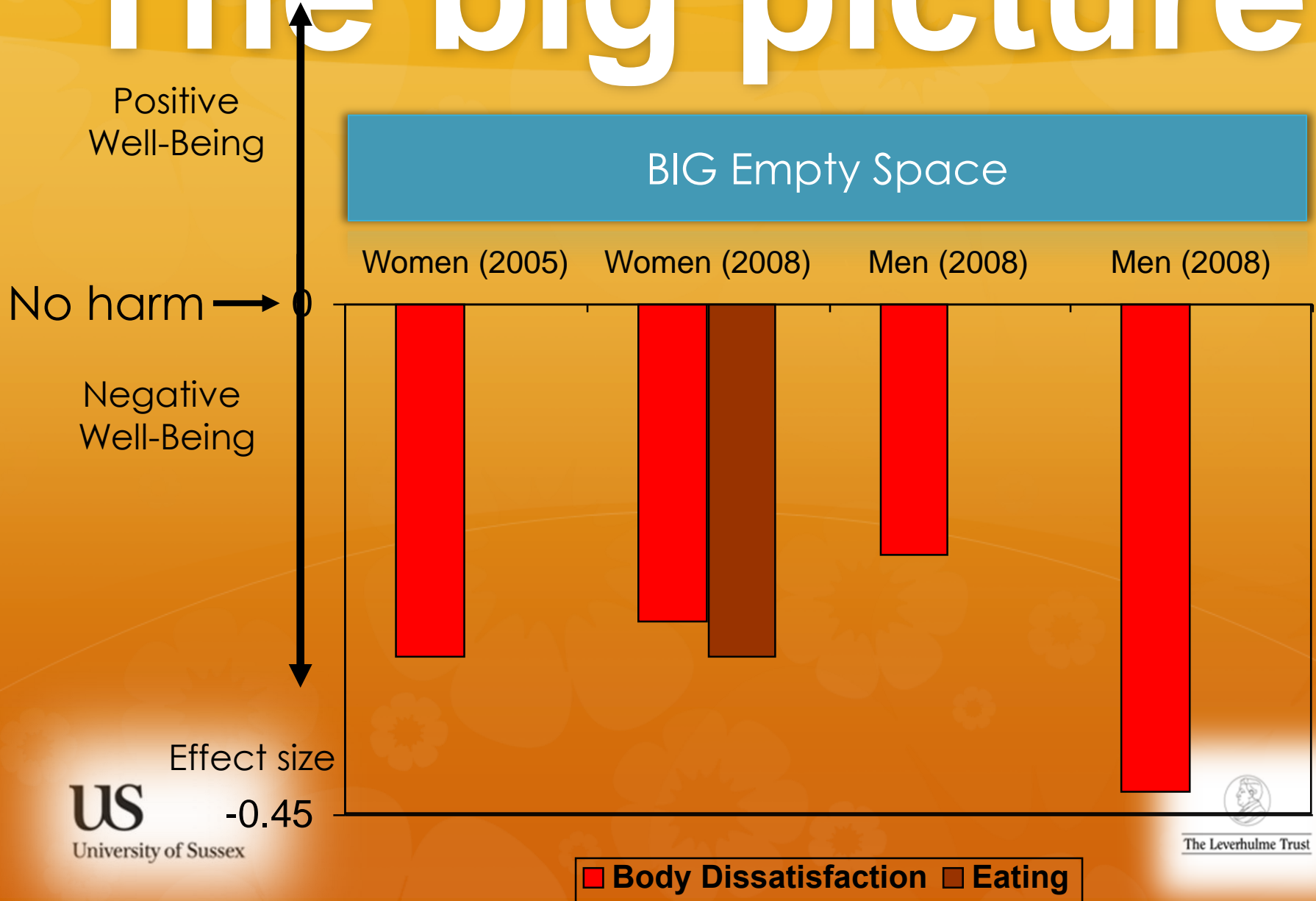


Build on old...
... but what's new?

Children

Identity &
Motives

The big picture

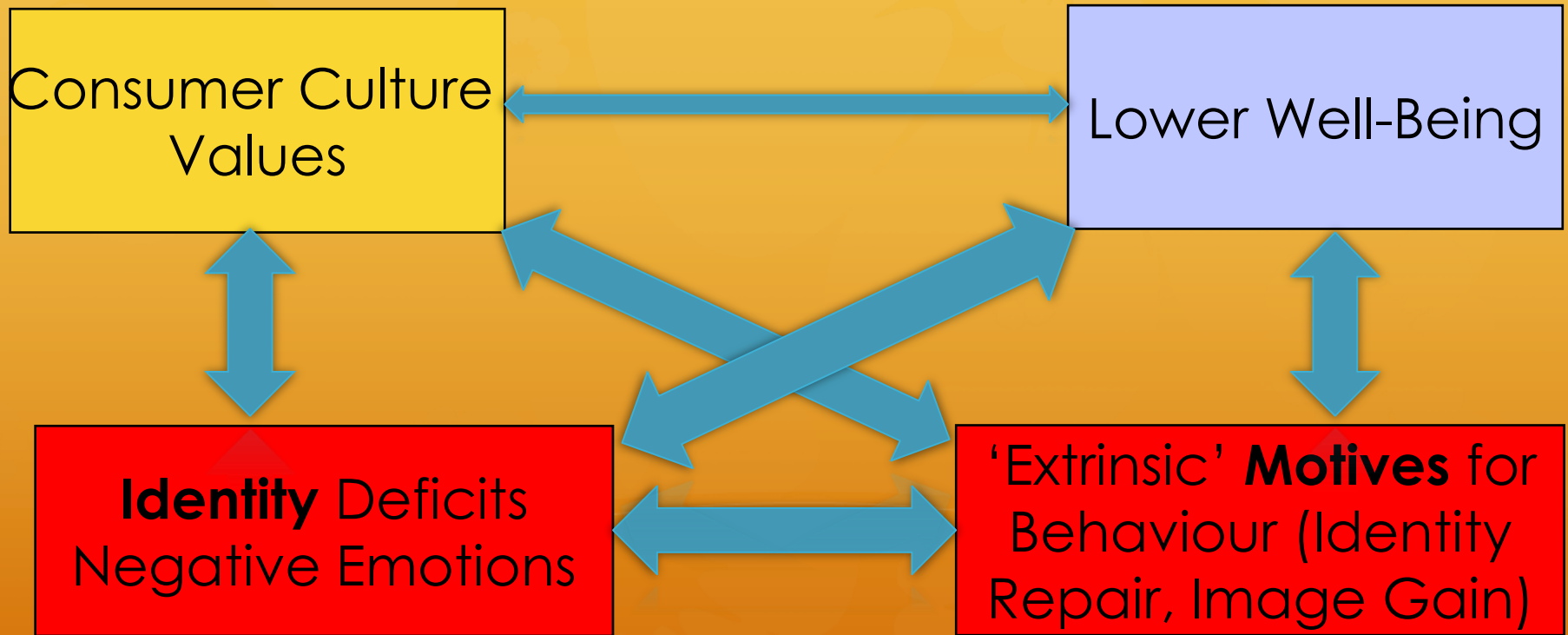


CCV Impact Model (CCVIM)



WHY?
HOW?
WHO?

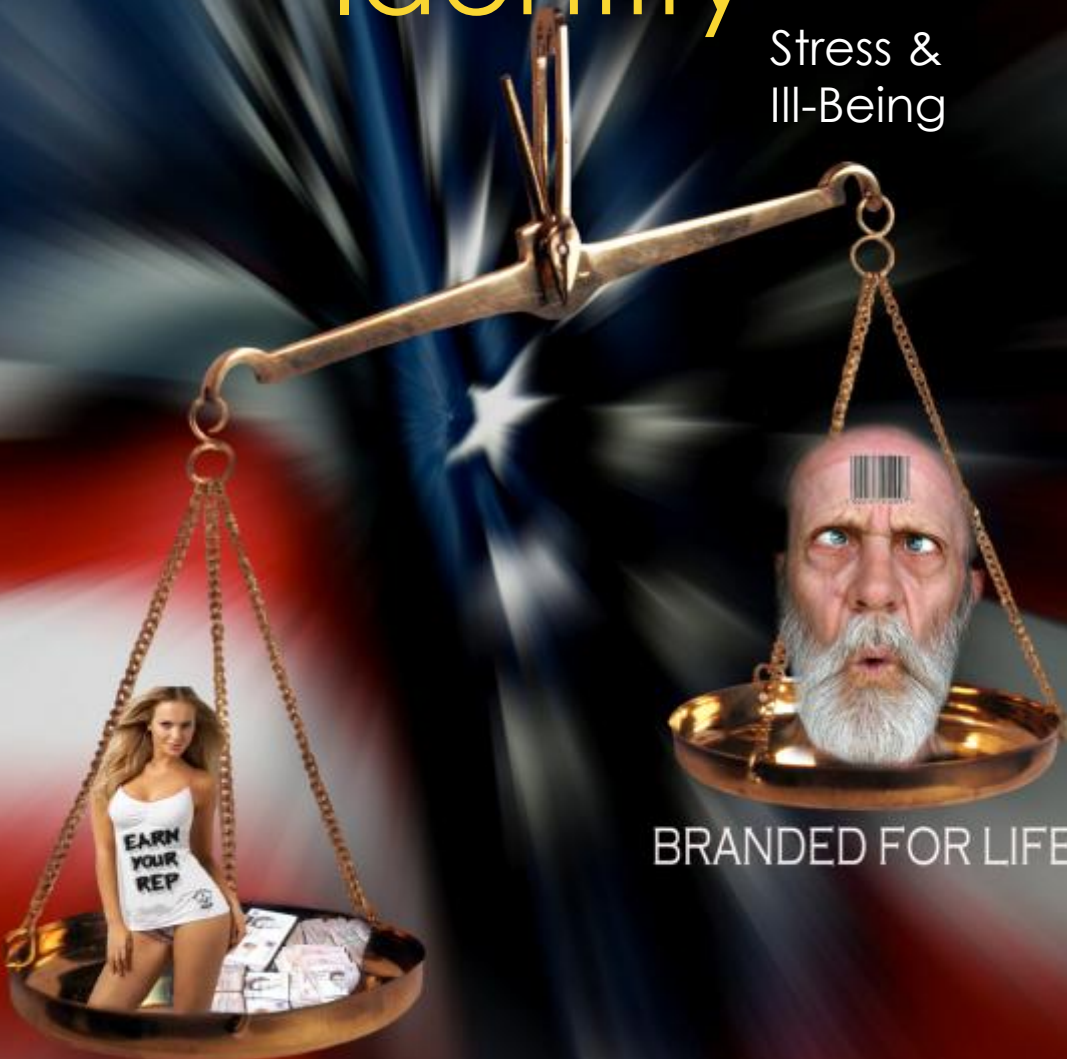
CCV Impact Model (CCVIM)



Striving for the 'wrong' things produces stress and ill-being
OR Those low in WB use maladaptive coping mechanisms
OR Both

Identity

Stress &
Ill-Being



BRANDED FOR LIFE

Wrong Motives

When Consumer Culture Values
Weigh in Heavily
Then People May Become
Branded for Life:
Mad, Bad, and Ugly
(SDT)

Identity is Central
As a Factor that Makes
People Either
Vulnerable to CC Pressure
Or
Resilient to CC Pressure
(CCVIM)

Quality
Groundwork

Getting
Measures
Taped

Research Aims,
Methods, and
Time Line

Cool Mates

Time Will Tell

In-depth Interviews on Children's Motives

What kids actually say

Development of New Measures

Consumer Culture Values
Consumer Culture Motives
Identity Deficits Index

Roadmap
for Today's
Event

Children's Real Relationships with their Mates

Class sociograms over time

CCVs ↔ WB
Chicken or Egg?

3-wave longitudinal survey
with 1,000+ kids (SEM)

Mark Wright

(now Lecturer at Roehampton University)

Matt Easterbrook

(now Research Fellow at Cardiff University)

Introducing
the Team

Robin Banerjee

(Professor at Sussex University)

Megan Hurst

(Research Assistant at Sussex University)