



KIDS AND BRANDING IN A DIGITAL WORLD

Barrie Gunter

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ML Morrison



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Kids and branding in a digital world Barrie Gunter, 2015-11-01 As consumer markets have developed and become more crowded and competitive so brands have become more important in enabling consumers to make informed choices This book shows how children become engaged with brands and understand what they mean and how their relationship with brands changes over time as they mature as consumers It sets this development against the changes that have occurred in styles of brand promotion in the digital world where more subtle ways of reaching consumers have been developed by brand marketers Children become aware of brands from an early age Even before they start school they can recognise brand names and ask for brands by name The meaning of brands to children can vary dramatically with age As with other aspects of consumer socialisation children's initial orientation towards brands occurs at a superficial level because their level of cognitive development does not allow them to understand deeper seated symbolic meanings of brands Children's understanding of brands and the relationships they have with them may also be influenced by the new promotional techniques developed by marketers Children's recognition of advertisements depends upon being able to identify specific features which signal a persuasive message In the online world of social media and computer games the presence of brands may not be recognized as advertising and so the usual learned defenses against persuasion are not triggered This could place young consumers at a disadvantage This phenomenon has raised important questions for parents educators and marketing regulators and these are addressed in this book through reference to the latest research and writings from around the world

Kids and Branding in a Digital World Barrie Gunter, 2016 This book is about how kids become engaged with brands and how their relationship with them changes over time as they mature as consumers Children are introduced to brands at an early age and they have become increasingly brand conscious As consumer markets have developed and become more crowded and competitive so brands have become more important in enabling consumers to make informed choices However it may not always be in a child's best interests to develop a preoccupation with brands particularly if they influence the way they think about themselves This book examines the emergence of brand awareness among children and the importance of their cognitive development to their understanding of brands and consumer socialisation It also sheds light on problems caused by the emergence of new forms of branding in the digital era especially in online social media and virtual environments where so many children now spend a great deal of time and explores the implications for children and for regulators

The Psychology of Consumer Profiling in a Digital Age Barrie Gunter, 2016-05-05 Understanding how consumers choose between different products and services is a crucial part of professional marketing Targeting brands at the consumers most likely to be interested in them is another critical aspect of business success Marketers need to know what consumers think about brands why they like them and what purposes they serve This means delving into the psychology of the consumer to find ways of differentiating between consumers and matching brands to consumer niches at the level of

consumers relationships with brands Using psychology to segment consumers has been regarded as a valuable adjunct to standard geo demographic definitions of market segments The Psychology and Consumer Profiling in a Digital Age examines how this field of psychographics has evolved the different approaches to psychological segmentation of consumers the different ways in which it has been applied in consumer marketing settings and whether psychographics works It draws upon research from around the world and incorporates its analysis of the use of psychographics with an examination of major shifts in marketing in a digital and global era

Media and the Sexualization of Childhood Barrie Gunter, 2014-04-29 Media and the Sexualization of Childhood examines the on going debates surrounding the prominence of sexual themes in children s lives from clothes and accessories toys and games to music entertainment media advertising and new media platforms Parents educators and politicians around the developed world have raised concerns about the effects all these experiences can have on the socialisation and psychological development of children and the extent to which the premature introduction of sexuality into their lives can place them at risk of unwanted attention This book explores these issues using an evidence based approach that draws on research findings from around the world representing the most comprehensive single account of the field The book will be invaluable to students studying topics surrounding children and the media and childhood studies as well as students of communication media cultural studies sociology psychology and health science

The Television Genre Book Glen Creeber, 2015-08-16 Genre is central to understanding the industrial context and visual form of television This new edition of the key textbook on television genre brings together leading international scholars to provide an accessible and comprehensive introduction to the debates issues and concerns of the field Structured in eleven sections The Television Genre Book introduces the concept of genre itself and how it has been understood in television studies and then addresses the main televisual genres in turn drama soap opera comedy news documentary reality television children s television animation and popular entertainment This third edition is illustrated throughout with case studies of classic and contemporary programming from each genre ranging from The Simpsons to Buffy the Vampire Slayer and from Monty Python s Flying Circus to Who Wants to be a Millionaire It also features new case studies on contemporary shows including The Only Way Is Essex Homeland Game of Thrones Downton Abbey Planet Earth Grey s Anatomy and QVC and new chapters covering topics such as constructed reality travelogues telefantasy stand up comedy the panel show 24 hour news Netflix and video on demand

Personality Traits in Online Communication Barrie Gunter, 2019-06-07 Authoritative and illuminating this book demonstrates how we reveal the secrets of our character through the disclosures we make about ourselves in the online world The author expertly explores whether online information about people derived from their search patterns personal detail disclosures and the language they use when posting text are all related to their personalities The Internet era has given rise to an enormous explosion of data that is refreshed daily on a massive scale The growth of online social network sites has created opportunities for more and more people to reveal intimate details about themselves and their lives While

some of these disclosures are consciously made other more subtle forms of person profiling can be produced by examining patterns in our online behavior and the language we use in our online posts As this book will show techniques have been developed which enable researchers to build detailed personality profiles of people without their awareness by examining online behaviour and psycholinguistic analysis Establishing how unlocking the full potential of big data is dependent on having the right analytical tools that can be applied speedily and cost effectively on a massive scale the author also asks how powerful these methods are and can they really be used to influence us in the way their critics fear and proponents claim Explaining how we reveal the secrets of our character through the disclosures we make about ourselves in the online world this is fascinating reading for students and academics in psychology linguistics computer science and related areas News and the Net Barrie Gunter, Emeritus Professor in Media and Communication Barrie Gunter, 2003-04-02 First Published in 2003 Routledge is an imprint of Taylor Francis an informa company **Turning the Page** Angus Phillips, 2014-02-05 This is an exciting period for the book a time of innovation experimentation and change It is also a time of considerable fear within the book industry as it adjusts to changes in how books are created and consumed The movement to digital has been taking place for some time but with consumer books experiencing the transition the effects of digitization can be clearly seen to everybody In *Turning the Page* Angus Phillips analyses the fundamental drivers of the book publishing industry authorship readership and copyright and examines the effects of digital and other developments on the book itself Drawing on theory and research across a range of subjects from business and sociology to neuroscience and psychology and from interviews with industry professionals Phillips investigates how the fundamentals of the book industry are changing in a world of ebooks self publishing and emerging business models Useful comparisons are also made with other media industries which have undergone rapid change such as music and newspapers This book is an ideal companion for anyone wishing to understand the transition of the book writing and publishing in recent years and will be particularly relevant to students studying publishing media and communications Web Journalism:// Sean Tunney, 2009-12-03 Provides an analytical account of the implications of interactive participation in the construction of media content This work seeks to critically assess Internet news production It is suitable for those engaged in the debate over Web reporting and citizen journalism **THE PSYCHOLOGICAL IMPACT OF SOCIAL NETWORKS ON YOUTH** DAVID SANDUA, 2024-01-18 This book is a comprehensive and insightful exploration of how social media ubiquitous in modern life is shaping the mental health of today's youth It addresses both the negative effects and positive aspects of these digital platforms offering a balanced and research based view With a focus on anxiety depression and self esteem the book not only identifies problems but also suggests strategies for healthier use of social networks It is essential reading for educators parents and youth providing critical insights and tools for navigating an increasingly digitally connected world This in depth analysis is key to understanding and mitigating the psychological risks associated with social networks while harnessing their benefits for the well being and

social development of young people **Media/Society** David Croteau, William Hoynes, Clayton Childress, 2025-05-06 Media Society Technology Industries Content and Users provides a framework to help students understand the relationship between media and society while developing skills to critically evaluate both conventional wisdom and one's own assumptions about the social role of media The Eighth Edition retains its basic sociological framework but has been thoughtfully streamlined in length while still including additional discussions of new studies and up to date material about a rapidly changing media landscape With updated research the latest industry data and current examples from popular media this edition helps illustrate enduring themes in the sociology of media **Forthcoming Books** Rose Arny, 2003 The International Encyclopedia of Media Effects, 4 Volume Set Patrick Rössler, 2017-03-06 The International Encyclopedia of Media Effects presents a comprehensive collection of the most up to date research on the uses and impacts of media throughout the world Provides the definitive resource on the most recent findings of media effects research Covers all aspects of the uses and impact of media utilizing empirical psychological and critical research approaches to the field Features over 200 entries contributed by leading international scholars in their associated fields Offers invaluable insights to for students scholars and professionals studying and working in related fields and will stimulate new scholarship in emerging fields such as the Internet Social Media and Mobile Communication Part of The Wiley Blackwell ICA International Encyclopedias of Communication series published in conjunction with the International Communication Association Online version available at Wiley Online Library **Combroad** ,1988 **The Internet and American Business** William Aspray, Paul E. Ceruzzi, 2008 The effect of a commercialized Internet on American business from the boom in e commerce and adjustments by bricks and mortar businesses to file sharing and community building Choice ,2005 **Whitaker's Books in Print** ,1998 **Whitaker's Book List** ,1989 *BrandDigital* Allen P. Adamson, 2008-08-19 This book offers a comprehensive assessment of the future marketing landscape including discussion of how global digital acceleration has affected brands through the social networking and customer based brand promotion of websites such as Google and MySpace Includes many case studies of successful digital branding **Children and Television Consumption in the Digital Era** Barrie Gunter, 2020-11-29 Children and Television Consumption in the Digital Era provides a comprehensive analysis of contemporary research on the developmental impact of children's screen engagement in modern society Barrie Gunter explores how the world of television has evolved to become almost unrecognisable from the broadcast landscapes present over the last years of the 20th century This key text considers how screen based entertainment has become increasingly interactive and how children have become accustomed to creating their own television schedules through streamed services It explores key topics including screen experiences and the manifestation of prosocial and antisocial behaviour advertising and the development of consumerism and the evidence of screen time on a child's health and school performance Gunter insightfully assesses television content that children are exposed to and its impact on cognitive and

behavioural development Featuring commentary on the challenges regulators face to keep up with rapidly developing screen technologies and suggestions on how parents can mediate their children s screen behaviour this text is an essential read for researchers and students taking courses in child development family studies broadcasting and communication

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