

Assessing the Impact of the Commercial World on Children's Wellbeing –
Panel Members

Assessment Panel membership

Professor David Buckingham (Chair) – Professor of Education at the Institute of Education, London University, and the founder and director of the Centre for the Study of Children, Youth and Media. He is one of the leading international researchers in the field of media education, and in research on children and young people's interactions with electronic media. He has undertaken several projects relevant to this assessment on issues such as children and television advertising, media literacy, young people and sexual content in the media, children's television and educational media. He has directed more than 20 externally-funded research projects on these issues; and been a consultant for bodies such as UNESCO, the United Nations, Ofcom, the European Commission and the Institute for Public Policy Research. He is the author, co-author or editor of 24 books, and around 200 articles and book chapters. His work has been translated into 15 languages, and he has taught and addressed conferences in more than 25 countries around the world.

Professor Patrick Barwise - Emeritus Professor of Management and Marketing at London Business School. He has published widely on management, marketing, and media. In 2004, he led an independent review for DCMS on the BBC's digital TV services and served on the Hansard Society (Puttnam) commission on Parliament and the Public. In 2007, he was a member of the Sunningdale Institute team commissioned by the Civil Service Steering Board to evaluate the Capability Reviews programme. He is also a Fellow of the Marketing Society, a Council member (and previous deputy chairman) of Which?, and an experienced expert witness.

Professor Hugh Cunningham - Emeritus Professor of Social History at the University of Kent. His books on childhood include 'The Children of the Poor: Representations of Childhood since the Seventeenth Century', 'Children and Childhood in Western Society since 1500' and 'The Invention of Childhood', a major narrative history that explores British childhood and the experience of British children over the last thousand years. This historical perspective will enable the panel to place into context children's changing engagement with the commercial world.

Dr Mary Jane Kehily- A senior Lecturer in Childhood and Youth Studies at the Open University, UK. She has long standing research interests in gender and sexuality, particularly in relation to youth and has written widely on school-based formations of masculinity and femininity. Her work considers gender for the perspective of young people themselves and crucially relates this knowledge to the teaching of sex education and pedagogic practice. Other research interests include narrative and identity and popular culture. She has published widely on these themes. Books include: *Gender, Sexuality and Schooling, shifting agendas in social learning*, (Routledge 2002) and, with Anoop Nayak, *Gender, Youth and Culture, young masculinities and femininities* (Palgrave 2008).

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Professor Sonia Livingstone - Professor of Social Psychology in the Department of Media and Communications, LSE, is author of twelve books, and has published widely on the subject of media audiences, social contexts of new media use, methods of researching media and children, and the opportunities and risks associated with children and young people's use of the internet. She advises Ofcom on media literacy, serves on the Executive Board of the UK Council for Child Internet Safety and on the Home Access Advisory Board of DCSF.

Mary MacLeod OBE - The CEO of the Family and Parenting Institute. She has worked in children and family services, ChildLine, and the Universities of Edinburgh and North London. She has published widely on children and families, including studies of bullying, children and racism, and child protection. She is a member of government and non-government research and policy advisory groups on children and families, chair of the DCSF advisory group on private fostering, an Executive Board Member of the UK Council for Child Internet Safety, a Trustee of NCB, and a non-executive director of the Great Ormond Street Hospital for Children NHS Trust. She has been awarded an honorary doctorate by the Open University.

Dr Lydia Martens – A Senior Lecturer in Sociology at Keele University. She convened the British Sociological Association's consumption study group and co-convenes the European Sociological Association's consumption network, bringing an international focus on the sociology of consumption to the assessment. She has published and spoken widely on her research, which is uniquely positioned at the intersection between consumption and domestic life. She is currently leading an ESRC seminar series on *Motherhoods, Markets and Consumption* and her most recent book is an edited collection, with Emma Casey, called *Gender and Consumption: Domestic Cultures and the Commercialisation of everyday Life* (Ashgate 2007).

Dr Virginia Morrow - A reader in Childhood Studies, Institute of Education, University of London. She sits on several advisory committees including: Young People's Research Ethics Committees, Advisory Group, Wellcome Trust funded; International Expert advisory group, Norwegian Centre for Child Research, University of Trondheim project 'Social capital among young citizens: children's and young people's networks and involvement in contemporary democracy'. She is also Course Leader of MA Sociology of Childhood and Children's Rights. She has published widely on methods and ethics of social research with children; sociology of childhood and children's rights; social capital in relation to children and young people; child labour and children's work; children's understandings of family and other social environments. She is an editor of *Childhood: a global journal of child research*.

Dr Agnes Nairn – Professor of Marketing at EM-Lyon Business School in France and RSM Erasmus University in Holland, and Research Fellow at Centre for Business Organisations and Society at University of Bath in UK. She works internationally as a consultant for businesses, charities, regulators and other organisations on issues related to responsible marketing to

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children. She has written a number of policy reports on marketing to children and a range of papers in international journals. Her co-authored book *Consumer Kids* was published 2009. Her research draws on psychology, sociology, culture studies, marketing and, most recently, neuroscience and includes: the first empirical work in the UK to explore the links between commercialism, family conflict and child mental health; a review of commercialism on children's favourite websites; an analysis of how celebrities can be used in moral education; and implicit processing models.

Dr Brian Young - Honorary University Fellow in the School of Psychology, University of Exeter. Has acted as an adviser to the television watchdog the Independent Television Commission, is the current Editor of *Young Consumers* and a Member of the Editorial Board of the *International Journal of Advertising*. His book publications include *Television Advertising and Children*, *The Economic Psychology of Everyday Life*, and *The Faces of Televisual Media: Teaching, Violence, Selling to Children*.