

1. Record Nr.	UNINA9910960353103321
Autore	Pugh Allison J
Titolo	Longing and belonging : parents, children, and consumer culture // Allison J. Pugh
Pubbl/distr/stampa	Berkeley, : University of California Press, c2009
ISBN	9786613422583 9781283422581 1283422581 9780520943391 0520943392
Edizione	[1st ed.]
Descrizione fisica	1 online resource (321 p.)
Disciplina	306.309794
Soggetti	Consumer behavior - Social aspects - California Consumption (Economics) - Social aspects - California Child consumers - California Parent and child - California
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Frontmatter -- Contents -- Preface -- Acknowledgments -- Chapter 1. Care and Belonging in the Market -- Chapter 2. Differences in Common: Studying Inequality -- Chapter 3. Making Do: Children and the Economy of Dignity -- Chapter 4. Ambivalence and Allowances: Affluent Parents Respond -- Chapter 5. The Alchemy of Desire into Need: Dilemmas of Low-Income Parenting -- Chapter 6. Saying No: Resisting Children's Consumer Desires -- Chapter 7. Consuming Contexts, Buying Hope: Shaping the Pathways of Children -- Chapter 8. Conclusion: Beyond the Tyranny of Sameness -- Notes -- Bibliography -- Index
Sommario/riassunto	Even as they see their wages go down and their buying power decrease, many parents are still putting their kids' material desires first. These parents struggle with how to handle children's consumer wants, which continue unabated despite the economic downturn. And, indeed, parents and other adults continue to spend billions of dollars on children every year. Why do children seem to desire so much, so often,

so soon, and why do parents capitulate so readily? To determine what forces lie behind the onslaught of Nintendo Wiis and Bratz dolls, Allison J. Pugh spent three years observing and interviewing children and their families. In *Longing and Belonging: Parents, Children, and Consumer Culture*, Pugh teases out the complex factors that contribute to how we buy, from lunchroom conversations about Game Boys to the stark inequalities facing American children. Pugh finds that children's desires stem less from striving for status or falling victim to advertising than from their yearning to join the conversation at school or in the neighborhood. Most parents respond to children's need to belong by buying the particular goods and experiences that act as passports in children's social worlds, because they sympathize with their children's fear of being different from their peers. Even under financial constraints, families prioritize children "feeling normal". Pugh masterfully illuminates the surprising similarities in the fears and hopes of parents and children from vastly different social contexts, showing that while corporate marketing and materialism play a part in the commodification of childhood, at the heart of the matter is the desire to belong.
