**English 80**

***Consuming Kids* Film Questions**

1. According to the film, how much money do children spend per year?

2. How much money do children influence their parents to spend each year?

3. How does nagging influence parent purchasing?

4. How does child multitasking influence their exposure to marketing?

5. How has the marketing to children evolved over time?

6. At what age are children unable to understand the persuasive intent of marketing?

7. How do marketers exploit children’s emotional attachments to get them to buy things?

8. What is product placement and how does it attempt to influence consumers?

9. How effective do you think media education in schools could be to help children understand the manipulations of advertising?

10. What is your reaction to marketing in schools and field trips to retail stores?

11. How has psychology helped marketers market to children? What examples did the documentary give of how psychology has impacted marketing to children?

12. What is symbolic advertising and how does it sell products to kids? How does this tie to Klein’s discussion of branding or Barher’s arguments about infantilization?

13. How have the costs of products for kids increased over time? What examples did the film give?

14. How has marketing to children changed typical childhood values?

15. How are boys and girls marketed to differently and how does this influence the shaping of children?

16. How has deregulation influenced how children are marketed to and to what they are exposed?

17. What is the concept of “cradle to grave” and how do marketers accomplish this?

18. What is the problem with educational media for young children and how do companies market these to parents?

19. Why is creative play so important and why don’t children get enough of it?

20. What negative health trends have emerged because of childhood media use and consumption?

21. What is wrong with the argument that it is solely a parent’s responsibility to keep children away from dangerous media and marketing?

22. The film was made in 2008. How do you think marketing to children has changed or evolved since the film was made?