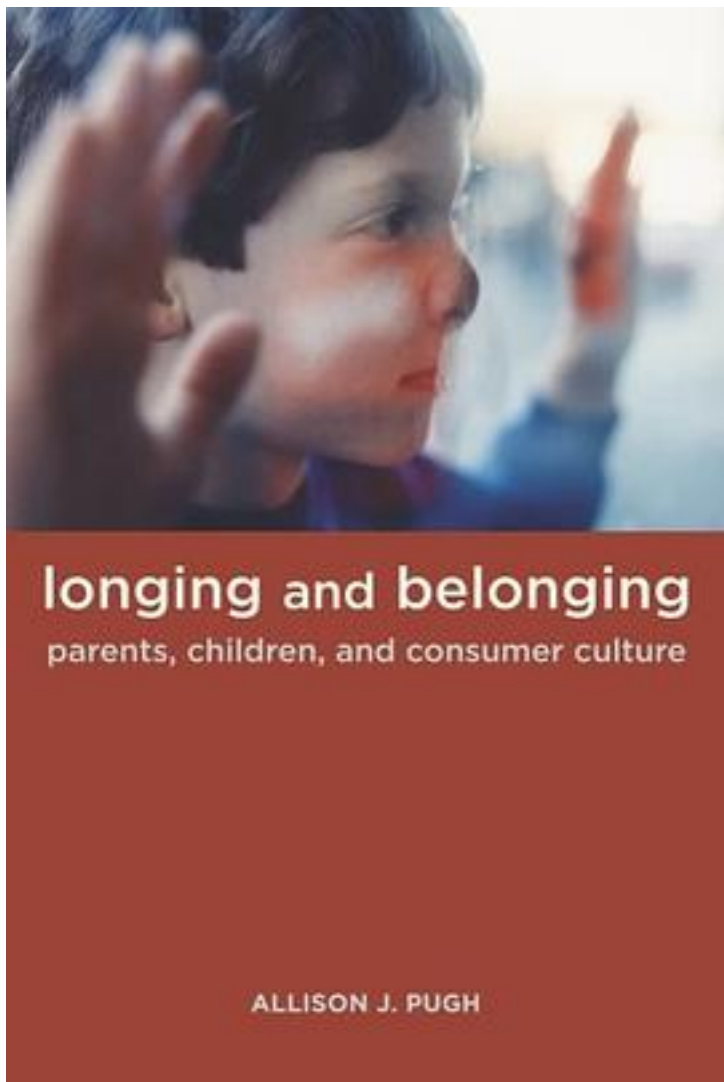


Longing and Belonging



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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.

作者介绍:

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标签

社会学

教育学

育儿

美国

童年社会学

Ethnography

评论

这本书还算是有趣，在学术书籍中算是比较有可读性的了。

社会问题因为日常性和高参与度所以比科学问题更难研究，作者做到了。心思不细腻的我，看完了洋洋200页只感觉到在美国做家长真累。

Final list for Mills Award

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书评

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