Digital scholarship on Materialism
Hello!

I am Kara Chan

You can find me at karachan@hkbu.edu.hk
A materialist girl in kindergarten
“I have never worn any unbranded clothes. They are cheap.”
14 studies

10x Surveys
117x Drawings; Interviews

Children; adolescents

Hong Kong; China; Singapore; Macau/Macao
Possessions are related to happiness.
Project objectives
Share data;
Data visualization;
Consumer advocacy;
Target audience

scholars;
educators;
parents;
Materialistic value orientations

- Centrality
- Happiness
- Success
Factors influencing materialism

Parents/teachers;
Peers;
media
imagination

The library team is the visualizer
Process

Data consolidation  Web site design  Web site promo
<table>
<thead>
<tr>
<th>SURVEY</th>
<th>task</th>
<th>check</th>
<th>status</th>
</tr>
</thead>
<tbody>
<tr>
<td>update the Questions combined file C and E</td>
<td>A/L</td>
<td>K</td>
<td>completed</td>
</tr>
<tr>
<td>all questionnaire edited with C, E, Simp C versions</td>
<td>A</td>
<td>K</td>
<td>completed</td>
</tr>
<tr>
<td>all data sets with full labels for variables and values</td>
<td>A</td>
<td>L</td>
<td>completed</td>
</tr>
<tr>
<td>all data sets with new compiled variables; and selected items reversed</td>
<td>A</td>
<td>K</td>
<td>completed</td>
</tr>
<tr>
<td>all data sets with new identifiers: year, location, urban/rural</td>
<td>A</td>
<td>K</td>
<td>completed</td>
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<tr>
<td>special topics materialism by age group for Macau data</td>
<td>AN, Tim</td>
<td>K</td>
<td>completed</td>
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<tr>
<td>special topics money usage by materialism visualization</td>
<td>AN, Tim</td>
<td>K</td>
<td>completed</td>
</tr>
<tr>
<td>special topics educator’s corner</td>
<td>AN, Tim</td>
<td>K</td>
<td>completed</td>
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<tr>
<td>texts for concept</td>
<td>L</td>
<td>K</td>
<td>completed</td>
</tr>
<tr>
<td>texts for methods</td>
<td>L</td>
<td>K</td>
<td>completed</td>
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<tr>
<td>final publication files</td>
<td>A</td>
<td>K</td>
<td>completed</td>
</tr>
<tr>
<td>data structure development masterfile</td>
<td>A</td>
<td>K</td>
<td>completed</td>
</tr>
<tr>
<td>web site dummy development</td>
<td>R</td>
<td>K</td>
<td>completed</td>
</tr>
</tbody>
</table>

A=Alvis, K=Kara, L=Laying, R=Rebahak AN=Annie Lo, T=Timothy
<table>
<thead>
<tr>
<th>DRAWINGS</th>
<th>task</th>
<th>check/ed</th>
<th>status</th>
</tr>
</thead>
<tbody>
<tr>
<td>scan and upload drawings</td>
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<td>K</td>
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<td>prepare thumbnails</td>
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<td>K</td>
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<tr>
<td>prepare index files</td>
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<td>K</td>
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<tr>
<td>type out transcripts and translated to Eng</td>
<td>A</td>
<td>K</td>
<td>completed</td>
</tr>
<tr>
<td>translated editing</td>
<td>A</td>
<td>K</td>
<td>completed</td>
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<td>Marketing of website</td>
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<tr>
<td>develop dbase of first authors citing Kara papers</td>
<td>AN</td>
<td>K</td>
<td>completed</td>
</tr>
<tr>
<td>look for cases of materialistic youths</td>
<td>AN</td>
<td>K</td>
<td>completed</td>
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</tbody>
</table>
Materialism Among Children and Youth in China, Hong Kong, Macau, and Singapore

Introduction

How we see materialistic goods and possessions affect many of our life decisions, such as choice of career paths, or selection of a life partner. Hong Kong is a consumer society. Many people, including children and youth, are exposed to
Introduction to the Data Sets

We define children and youth loosely. By children, we mean respondents who were elementary school students. By youth, we mean respondents who were high school or university students.

The studies were not meant to be longitudinal, so a question might have minor variations in wording when it was used in different studies. Also, not every survey used the same sets of variables. We provide a table which contains labels of the variables used in all the studies and the questions corresponding to them to facilitate researchers’ model building or meta-analysis.

Download Questionnaire Data Sets Masterfile

The following two files show all the variables contained in the survey data sets.
Respondents rated each question in a 5-point Likert scale, ranging from 1 to 5 (from strongly disagree to strongly agree). The higher the mean score, the more susceptible to advertising the respondents are.
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Drawings with Transcripts

058
059
060
061
062
063
064
065
066
067
Q: Are these two children happy?
A: Child A is happy because her toy is new, pretty and expensive. Child B is unhappy (only has one toy).

Q: Do they have friends?
A: Child B has more friends because she will share (the toys) with her friends. Child A is greedy, (and so has fewer friends), she is afraid that others might break her toys. She does not allow others to play with them.

Q: Do they feel good about themselves?
A: Child A feels good about herself. Child B does not feel good about herself.

Q: If you have a choice, which one do you want to be?
A: I want to be Child A, because she has many toys, but I will share the toys with...
For parents and educators
The mean allocation of $100 was as follows:

- **Highly Materialistic**
  - $n = 199$

- **Moderately Materialistic**
  - $n = 1088$

- **Lowly Materialistic**
  - $n = 272$

Legend:
- Orange: Spending
- Yellow: Saving
- Green: Donating
Promote

Email marketing

Google adword search

FB posts on dept; individuals
<table>
<thead>
<tr>
<th>Users</th>
<th>Sessions</th>
<th>Bounce Rate</th>
<th>Session Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>614</td>
<td>772</td>
<td>53.5%</td>
<td>3m 35s</td>
</tr>
</tbody>
</table>

- Users increased by 1,515.8%.
- Sessions increased by 943.2%.
- Bounce rate decreased by 5.7%.
- Session duration increased by 67.5%.

Chart showing trends from Sep 1, 2017 to Oct 19, 2017.
Thanks!

Any questions?

karachan@hkbu.edu.hk