

The Great Takeover.

How materialism, the media and markets now dominate our lives

Carol Craig has created over 200 annotated references for her book.

They are included in the Kindle edition but, to keep the book short, they have been omitted in the printed version.

To read online or print and then use as a reference with the printed copy of the book.

Footnotes

Introduction

Page 6 **The remoter areas of rural Scotland...**

Rural areas of Scotland were shown to have the highest subjective well-being in the UK in the Office of National Statistics' 'First Annual Experimental Well-being Results', published in July 2012. Retrieved from:

http://www.ons.gov.uk/ons/dcp171766_272294.pdf

Page 7 **"Give me liberty, or give me...**

John Kay, 'Give me liberty or give me £500 is no rallying cry', *Financial Times*, 10 April, 2012. Retrieved from: <http://www.ft.com/cms/s/0/59f6f88c-82f6-11e1-ab78-00144feab49a.html#axzz278G40dyP>

Chapter One

Page 11 **Tim Kasser is an American psychologist ...**

Tim Kasser, *The High Price of Materialism*, 2002, Cambridge, M.I.T. Press

Page 11 **The findings largely corroborated those ...**

Kasser, 2002, p. 11.

Page 12 **For example, one study of mental disorders ...**

Quoted in Kasser, 2002, p. 17.

Page 13 **The question is one of balance ...**

Kasser, 2002, p. 4.

Page 13 **Kasser defines needs in terms of ...**

For more on Self-Determination Theory visit <http://selfdeterminationtheory.org/> where you can access publications and read a summary of key ideas and research.

Page 15 **Lots of studies have shown ...**

The Centre for Confidence and Well-being has summarised some of the research on the importance of contact with nature and the green environment for well-being. It also has a booklist and links. Go to:

<http://www.centreforconfidence.co.uk/flourishing-lives.php?pid=168>

Page 16 **They also use the term 'the hedonistic treadmill' ...**

For a summary of some of the main theories in 'happiness economics' see Luigino Bruni and Pier Luigi Porta (eds.), *Economics and Happiness*, 2005, Oxford, Oxford University Press

Page 16 **As Professor David Myres, an expert on happiness, said ...**

You can listen to a recording of this event and view David Myers' PowerPoint by going to: <http://www.centreforconfidence.co.uk/events.php?p=cGikPTI1Nw==>

Page 16 **In the first book in this series**

Professor Phil Hanlon was the main adviser to the Independent Enquiry into Drugs and Alcohol in Scotland which gathered evidence of the extent of the problem in Scotland. You can download their report if you go to:

<http://www.centreforconfidence.co.uk/events.php?p=cGikPTM0MSZpZD0xMzEz>

Page 17 **Mental health is the focus of Oliver James's ...**

Oliver James, *Affluenza*, 2007, London, Vermillion.

Page 17 **James presents evidence to support ...**

James, 2007, p. xviii.

Page 17 **He tells us: 'the more like America' ..**

James, 2007, p. 17.

Chapter Two

Page 19 **And like any fever it undermines**

Robert H. Frank, *Luxury Fever*, 1999, New Jersey, Princeton University Press, p.6.

Page 19 **Her recent book *The Selfish Society***

Sue Gerhardt, *The Selfish Society: How we all forgot to love one another and made money instead*, 2010, London, Simon & Schuster.

- Page 20 **Gerhardt's thesis is indeed backed by ...**
Evidence for this is set out in Tim Kasser, *The High Price of Materialism*
- Page 21 **Thorstein Veblen wrote one of the most enduring ...**
Thorstein Veblen, *The Theory of the Leisure Class*, 1994, London, Constable & Company.
- Page 21 **So 'invidious distinction' means ...**
Veblin, p. 22.
- Page 22 **Veblen calls this pattern of consumption ...**
Veblin, p. 60.
- Page 22 **This means that as the economy expanded ...**
Veblin, p. 68.
- Page 22 **In recent times they have been ...**
This is often referred to as 'the Easterlin Paradox' after the economist who first wrote about the lack of a link between countries' economic progress and happiness. His first paper on the topic can be retrieved from:
<http://graphics8.nytimes.com/images/2008/04/16/business/Easterlin1974.pdf>
- Page 22 **In effect, people are on a 'social treadmill' ...**
These and other examples are set out in Robert H. Frank, *Luxury Fever*.
- Page 23 **As the American essayist H L Mencken ...**
Quoted in Frank, p. 10.
- Page 23 **Frank argues: 'If I buy a custom-tailored suit ...**
Frank, p.9.
- Page 23 **Since these things mostly involve money ...**
Frank, p. 9.
- Page 23 **One of the first thinkers to link ...**
Stuart Ewen, *Captains of Consciousness: Advertising and the social roots of the consumer culture*, 2001, Basic Books, New York, Kindle edition.
- Page 24 **'The notion of the individual as the object ...**
Ewen, section 318.
- Page 25 **As the industrial machinery produced ...**
Joseph Heath and Andrew Potter *The Rebel Sell*, 2005, Chichester, Capstone Publishing Limited, p. 110.
- Page 25 **He wrote: 'if we understand the mechanism ...**
Quoted in Ewen, section 716.

- Page 25 **However, by the time the 60s dawned ...**
Vance Packard, *The Hidden Persuaders*, 1980, New York, Pocket Books.
- Page 26 **In *One Dimensional Man* (1964) ...**
Herbert Marcuse, One Dimensional Man, 1991, Boston, Beacon Press.
- Page 26 **Indeed the cultural critic Thomas Frank ...**
Thomas Frank *The Conquest of Cool*, 1997, Chicago, University Of Chicago Press.
- Page 26 **This term comes from the historian Theodore Roszak's ...**
Theodore Roszak, *The Making of a Counterculture*, 1995, Berkeley, University of California Press.
- Page 27 **Charles Rich added another dimension ...**
Charles Rich, *The Greening of America*, 1971, London, Bantam Press.
- Page 27 **Indeed in the late 1960s one senior advertising ...**
Quoted in Frank *The Conquest of Cool*, p. 153.
- Page 28 **The first challenge to the 'co-optation' thesis ...**
Frank, already cited.
- Page 29 **What happened in the sixties ...**
Frank, p. 26.
- Page 29 **Frank's compelling argument was taken much further ...**
Heath and Potter, *The Rebel Sell*, 2005, Chichester, Capstone Publishing.
- Page 29 **Heath and Potter argue that the counter-culture ...**
Heath and Potter, p. 201.
- Page 29 **Bourgeois values may prize materialism ...**
Heath and Potter p. 203.
- Page 30 **But they add: 'it subverts everything ...**
Heath and Potter, p. 209.
- Page 30 **After all, in the words of Joseph Schumpeter ...**
Joseph A. Schumpeter, [*Capitalism, Socialism and Democracy*](#), London Routledge, 1994, pp. 82–83.
- Page 30 **Some of the words he associated ...**
Quoted in Heath and Potter pp. 197-8.

Page 30 **Heath and Potter write, 'The superficialities of fashion ...**
Heath and Potter, p. 198.

Chapter Three

Page 33 **As I argue in my book on Glasgow ...**
Carol Craig, *The Tears that Made the Clyde: Well-being in Glasgow*, 2010, Glendaruel, Argyll Publishing.

Page 36 **I am won over by the argument ...**
This argument is laid out cogently in Allan V. Horowitz, Jerome C. Wakefield & Robert L. Spitzer, *The Loss of Sadness: How Psychiatry Transformed Normal Sorrow Into Depressive Disorder*, 2007, USA, Oxford University Press.

Page 36 **Seligman considers various explanations such as memory ...**
Quoted in Oliver James, *Britain on the Couch*, 1998, London, Vermillion.

Page 37 **Looking at the story of the older generation ...**
For a good introduction to resilience see Karen Reivich, *The Resilience Factor: 7 Essential Skills for Overcoming Life's Inevitable Obstacles*, 2003, New York, Three Rivers Press.

Page 37 **The project called Lessons from the past (2011) ...**
'Lessons from the Past magazine' retrieved from:
<http://lessonsfromthepast.co.uk/explore-the-project.html>

Page 38 **It was once the case that we were happy ...**
Quoted in Karen Kay, 'Elderly struck by 'epidemic' of body image and eating disorders', *The Observer*, 10 June 2012. Retrieved from:
<http://www.guardian.co.uk/society/2012/jun/10/body-image-elderly-hidden-illness>

Page 39 **This message came over so loudly to two MPs ...**
For more information on the campaign go to:
<http://campaignforbodyconfidence.wordpress.com/>

Page 39 **Research published in the *British Journal of ...***
The figures for plastic surgery and wanting to be thin are quoted in Ed Mayo and Agnes Nairn, *Consumer Kids: How Big Business is Grooming our Children for Profit*, 2009, London, Constable, p. 229.

Page 39 **Another study found that half of girls ...**
Quoted in Mayo and Nairn, p. 68.

Page 40 **Rightly or wrongly, the coroner blamed ...**
For more information see <http://www.itv.com/news/2012-06-20/coroner-blames-fashion-industry-for-bulimic-schoolgirls-death/>

Page 40 **Girls as young as six go to ...**

For more information see Olivia Gordon, 'Salons boom as girls yearn to grow up fast', *The Observer*, 15 June, 2008. Retrieved from:

<http://www.guardian.co.uk/lifeandstyle/2008/jun/15/healthandwellbeing.uk>

Page 40 **It's worth pointing out that some researchers ...**

For an outline of this argument see Ronald Inglehart, 'Post-Materialism in an Age of Insecurity', *The American Political Science Review*, Vol 75, No.4, Dec., 1981, pp. 880-900. For an extensive paper setting out Inglehart's thesis and various critiques see Paul R. Abramson, 'Critiques and Counter-Critiques of the Postmaterialism Thesis: Thirty Four Years of Debate.' Retrieved from: www.democracy.uci.edu/files/democracy/docs/.../Abramson.doc

Page 41 **Indeed, as many commentators have pointed out ...**

See, for example, Max Haller, 'Theory and Method in the Comparative Study of Values', *European Sociological Review*, Vol. 18, No. 2, pp. 139-158.

Page 42 **I don't accept this viewpoint ...**

This theory was first set out in Robert L. Trivers, 'The Evolution of Reciprocal Altruism', *The Quarterly Review of Biology*, Vol. 46, No. 1, March 1971, pp. 35-77.

Page 44 **Indeed their message is akin to saying ...**

For a summary of the rise of the self-esteem movement in the USA and its negative effects see Carol Craig, *Creating Confidence: A Handbook for Professionals Working with Young People*, (2007). This can be downloaded for free if you go to:

<http://www.centreforconfidence.co.uk/projects.php?p=cGkPTYzJmlkPTQ2Nw==>

Page 44 **And it appears that they were right ...**

For a good overview of some of the arguments and data see Jean M. Twenge and W. Keith Campbell, *The Narcissism Epidemic: Living in the Age of Entitlement*, 2009, New York, Free Press.

Page 44 **It's hardly surprising that Jean Twenge ...**

Jean M. Twenge, *Generation Me*, 2006, New York, Free Press.

Page 44 **Professor Martin Seligman, one of the world's ...**

Martin E. P. Seligman, *The Optimistic Child*, 1996, London, Harper.

Page 44 **But he also argues that modern culture ...**

Martin E. P. Seligman, *Authentic Happiness: Using The New Positive Psychology To Realize Your Lasting Potential For Lasting Fulfilment*, 2002, New York, Free Press.

Page 45 **This is why even non-religious experiences ...**
A good introduction to non-religious spirituality can be found in André Comte Sponville, *The Book of Atheist Spirituality*, 2008, London, Bantam Press.

Page 45 **Over thirty years ago an American historian ...**
Christopher Lasch, *The Culture of Narcissism: American Life in an Age of Diminishing Expectations*, 1991, New York, W.W. Norton & Company.

Chapter Four

Page 46 **People on average watch four hours per day ...**
Viewing figures are contained in Ofcom's 2011 report retrieved from:
<http://stakeholders.ofcom.org.uk/market-data-research/market-data/communications-market-reports/cmr11/tv-audio-visual/2.45>

Page 46 **Viewing figures are even higher in Scotland ...**
Viewing figures for Scotland are included in the report retrieved from:
http://stakeholders.ofcom.org.uk/binaries/research/cmr/cmr12/Scotland_CM12_12_final.pdf

Page 47 **'Television addiction is no mere metaphor' ...**
Robert Kubey and Mihaly Csikszentmihalyi, 'Television addiction is no mere metaphor', *Scientific American*, February 2002, pp. 74-80.

Page 47 **When interviewed, heavy television viewers ...**
Studies quoted by Kubey and Csikszentmihalyi, p. 76.

Page 47 **The definition of substance abuse used by ...**
Kubey and Csikszentmihalyi, p. 76.

Page 48 **Indeed one researcher into television's effects ...**
Quoted in Ron Kaufman, 'Television Addiction Identification and Self-help Guide', p. 7. Article retrieved from:
<http://www.turnoffyourtv.com/healtheducation/addiction/addiction.html>

Page 48 **Research has also shown that TV viewers ...**
Kubey and Csikszentmihalyi, p. 79.

Page 48 **Heavy users are more likely to be obese ...**
See, for example, L. A. Tucker and M. Bagwell, 'Television viewing and obesity in adult females', *American Journal of Public Health*, July 1991 (7), pp. 908-11.

Page 49 **people watched *Friends* rather than ...**
Interview with Robert Putnam retrieved from:
<http://www.religion-online.org/showarticle.asp?title=29>

Page 49 **'Advertisers have programmed many ...**

Quoted by Karen Dill, *How Fantasy Becomes Realit: Seeing through media influence*, 2009, Oxford University Press, New York, p. 144.

Page 49 **The UK and other Anglo-American countries ...**

See Anver Offer, *The Challenge of Affluence*, 2006, Oxford, Oxford University Press.

Page 50 **Even though these imperceptibly small changes ...**

Max Sutherland and Alice K. Sylvester, *Advertising and the Mind of the Consumer*, 2009, London, Allen & Unwin.

Page 50 **By the age of 10 the average child ...**

Riots Panel Report, p. 82.

Page 50 **This is due to rising viewing figures ...**

Daily Mail Online, 12 August, 2011. Retrieved from:

http://www.google.co.uk/search?client=safari&rls=en&q=Mail+Online+viewers+watch+47+television+ads&ie=UTF-8&oe=UTF-8&redir_esc=&ei=F21fULOzCeel0QX82YDQBw

Page 50 **'We found that television is indeed ...**

Quoted in Ron Kaufman, 'Television Addiction Identification and Self-help Guide', p. 3.

Page 51 **...presents evidence that advertising increases ...**

Public Interest Research Centre, 'Think of me as evil?: Opening the ethical debates on advertising', p. 15. Retrieved from:

http://www.wwf.org.uk/wwf_articles.cfm?unewsid=5374

Page 51 **One of the differences between old-fashioned ...**

Stuart Ewen, *Captains of Consciousness: Advertising and the social roots of the consumer culture*, 2001, Basic Books, New York, Kindle edition, location 357.

Page 52 **For example, writing in the advertisers' ...**

Ewen, location 366.

Page 52 **Indeed some people make a practice of basing ...**

Ewen, location 359.

Page 52 **A study undertaken in the USA ...**

K. M. Hennigan et al., 'Impact of the introduction of television on crime in the United States: empirical findings and theoretical implications', *Journal of Personality and Social Psychology*, Vol. 42 (3), 1982, pp. 461-477.

Page 53 **In *Britain on the Couch* (1998) Oliver James attributes ...**
Oliver James, *Britain on the Couch*, 1998, London, Vermillion

Page 54 **In his first experiment ...**
Douglas T. Kenrick and Sara E. Gutierrez, 'Contrast Effects and Judgments of Physical Attractiveness: When Beauty Becomes a Social Problem', *Journal of Personality and Social Psychology*, 1980, Vol. 38, No. 1, pp. 131-140.

Page 54 **The men looking at the girlie magazines ...**
Douglas T. Kenrick and Sara E. Gutierrez, 'Influence of popular erotica on judgments of strangers and mates', *Journal of Experimental Psychology*, 1989, Vol. 25, Issue 2, March, pp. 159-167.

Page 55 **Kenrick and other researchers have also shown ...**
Douglas T. Kenrick et al., 'Effects of physical attractiveness on affect and perceptual judgments: when social comparison overrides social reinforcement', *Personality and Social Psychology Bulletin*, 19, 1993, pp. 195-9.

Page 56 **However, there is evidence that the computer...**
See 'Tweeting with the telly on', retrieved from:
<http://www.bbc.co.uk/news/technology-12809388>

Page 56 **This may be true but there's still a hefty price ...**
Aric Sigman, 'Well Connected? The biological implications of 'social networking'', *Biologist*, Vol. 56, No. 1, February 1999, pp. 14- 20. Retrieved from:
http://www.aricsigman.com/IMAGES/Sigman_lo.pdf

Page 57 **Lots of research now shows ...**
For a summary of evidence see Aric Sigman, 'Well connected?'

Page 57 **'It's fun to have people paying attention to you.'** ...
Interview with Mark Crispin Miller in *Frontline*, retrieved from:
<http://www.pbs.org/wgbh/pages/frontline/shows/persuaders/interviews/miller.html>

Page 58 **Indeed it's important to understand ...**
The figures for children and young people's use of the media keeps changing in line with trends in the use of technology. The following have useful information:
BBC News: 'Children's screen habits revealed', 1 February, 2011.
<http://www.bbc.co.uk/news/education-12334962>

Page 58 **If we consider that children aged 9 to 11 ...**
Mayo and Nairn, *Consumer Kids*, p. 24.

Page 58 **If anything this is an underestimate ...**

See Mail Online, 3 August 2011: Retrieved from

<http://www.dailymail.co.uk/sciencetech/article-2021722/Health-fears-children-watch-TV-using-iPads-phones-laptops.html>

Page 59 **Of course it does: ...**

Most of these bullet points are covered in the following two sources:

Aric Sigman, 'The Impact of Screen Media on Children: A Eurovision for Parliament', a presentation given to the Quality of Childhood Group in the European Parliament, August 2010. Retrieved from:

http://www.whywaldorfworks.org/06_Global/documents/EURO-ScreenMedia.pdf

University of Michigan Health System – Your Child: Television and Children Internet resource retrieved from:

<http://www.med.umich.edu/yourchild/topics/tv.htm#know>

It is also worth looking at Karen Dill, How Fantasy Becomes Reality for information on the effects of violence in the media on children and young people.

Chapter Five

Page 62 **These words were not uttered...**

Quoted in *Daily Telegraph* 10 May, 2012. Retrieved from:

<http://www.telegraph.co.uk/education/educationnews/9257078/Privately-educated-MPs-actors-and-sports-stars-dominate-society-says-Gove.html>

Page 62 **A report published by the OIECD...**

OECD, 'Divided we stand: why inequality keeps rising', 2011. Retrieved from:

<http://www.oecd.org/els/socialpoliciesanddata/dividedwestandwhyinequalitykeepsrising.htm>

Page 63 **The Sutton Trust reports that...**

See the following:

Sutton Trust, 'Social mobility and education in four major Anglophone countries', Research findings for the Social Mobility Summit, London, May 2012. Retrieved from: <http://www.suttontrust.com/research/social-mobility-summit-research-findings/social-mobility-summit2012.pdf>

Jo Blandin and Steve Machin, 'Recent changes in intergenerational mobility in Britain', a report for Sutton Trust by the LSE. Retrieved from:

<http://www2.lse.ac.uk/intranet/LSEServices/ERD/pressAndInformationOffice/PDF/Recent%20Changes%20in%20Intergenerational%20Mobility%20in%20Britain.pdf>

Danny Dorling, *Injustice*, 2010, Bristol, The Policy Press

Page 63 **For every one person from the...**
'Social mobility: the charts that shame Britain', Guardian datablog, 22 May 2012.
Retrieved from: <http://www.guardian.co.uk/news/datablog/2012/may/22/social-mobility-data-charts>

Page 63 **Even a growing number of rock bands...**
As above.

Page 63 **From 1964 until Fettes-educated...**
Andrew Neil, 'Does a narrow social elite run the country?', BBC News Magazine, 26th January 2011. Retrieved from: <http://www.bbc.co.uk/news/magazine-12282505>

Page 64 **Professor Robert Putnam argues that...**
Mark Colvin, 'Class still rules education and income prospects' – an interview with Robert Putnam. Retrieved from: <http://www.abc.net.au/pm/content/2011/s3181969.htm>

Page 64 **Scotland was a marginally fairer place...**
See Brian Ashcroft's blog 'Inequality and constitutional change'.
<http://www.scottisheconomywatch.com/brian-ashcrofts-scottish/2012/05/inequality-and-constitutional-change.html>

Page 64 **Edinburgh and Aberdeen universities' figures...**
See Alan Robertson, 'Former first minister calls for unit to tackle social inequality' in *Holyrood*, June 11, 2012. Retrieved from: <http://www.holyrood.com/articles/2012/06/11/henry-mcleish-social-mobility-scottish-government-nus-scotland/>

Page 64 **In short, there is a pronounced difference....**
See OECD, 'Review of the quality and equity of education outcomes in Scotland', 2007. Retrieved from: <http://www.oecd.org/edu/preschoolandschool/reviewsofnationalpoliciesforeducation-qualityandequityofschoolinginscotland.htm>

Page 65 **Various surveys also showed...**
See James, *Britain on the Couch*, 1998, London, Vermillion, p. 152.

Page 65 **Women can get to the top of any single job...**
See *Daily Mail*, 31 May 2009. Retrieved from: <http://www.dailymail.co.uk/news/article-1189856/M-S-boss-Stuart-Rose-Glass-ceiling-Women-good-workplace.html>

Page 66 **However, as Oliver James documents...**
See James, *Britain on the Couch*, 1998, London, Vermillion

Page 67 **James writes: 'If more of us are making...**
James, *Britain on the Couch*, p. 155.

Page 67 **As the Australian psychologist Gavin Hamilton points out...**
Clive Hamilton, *The Growth Fetish*, 2004, London, Pluto Press, p. 163.

Page 68 **Indeed a major study by Robert Taylor...**
Robert Taylor, 'Britain's world of work – myths and realities', ESRC. Retrieved from: http://www.esrc.ac.uk/images/Britains_world_of_work_tcm8-13550.pdf

Page 68 **Bronnie Ware, who worked for years...**
See Susie Steiner, 'Top five regrets of the dying', *The Guardian*, 1 February, 2012. Retrieved from: <http://www.guardian.co.uk/lifeandstyle/2012/feb/01/top-five-regrets-of-the-dying>

Page 68 **It's interesting that as women's lives have changed...**
See Betsey Stevenson and Justin Wolfers, 'The paradox of declining female happiness', *American Economic Journal: Economic Policy*, Vol. 1(2), August, 2009, pp. 190-225. Retrieved from: <http://ideas.repec.org/p/nbr/nberwo/14969.html>

Page 68 **One of his earlier books is called...**
Richard Sennett and Jonathan Cobb, *The Hidden Injuries of Class*, 1972, New York, W.W. Norton & Co.

Page 69 **The idea that we need to feel respected...**
Richard Wilkinson and Kate Pickett, *The Spirit Level*, 2009, London, Allen Lane.

Page 70 **A middle ranking male gets trounced...**
Quoted by Wilkinson and Pickett, p. 225.

Page 71 **But in the present times,...**
Adam Smith, *An Inquiry into the Nature and Causes of the Wealth of Nations*, <http://www.econlib.org/library/Smith/smWN.html>, V.2.148

Page 71 **Dr Kathy Hamilton from Strathclyde University...**
Kathy Hamilton, 'Low-income families and coping through brands: Inclusion or stigma?', *Sociology*, February 2012, Vol. 48 no.1 pp. 74-90.

See also K. L. Hamilton, 'Those left behind: inequality in consumer culture', (2009) *Irish Marketing Review*, 20 (2). pp.40-54.

Page 73 **No time to talk...**
Quoted in Phil Hanlon and Sandra Carlisle, *AfterNow: What's next for the health of Scottish society?*, Glendaruel, Argyll Publishing, pp 49-50.

Page 73 **But 'in the UK inequality is firmly related...**
Agnes Nairn, UNICEF report, 2011,
<http://www.unicef.org.uk/Latest/Publications/Ipsos-MORI-child-well-being/>, p. 72.

Page 74 **The latter species of expense, therefore,...**
Adam Smith, *An Inquiry into the Nature and Causes of the Wealth of Nations*,
1904, Menthuen @ Co, London, Book V, Chapter 11. Retrieved from:
<http://www.econlib.org/library/Smith/smWNCover.html>

Chapter Six

Page 76 **As much poorer countries had a higher placing ...**
UNICEF, Innocenti Report Card 7: An Overview of child well-being in rich
countries. Retrieved from:
<http://www.unicef.org.uk/Latest/Publications/Ipsos-MORI-child-well-being/>.

Page 76 **For the sake of brevity here are seven measures ...**
See, for example, the following publications and those in notes 126-8:
Richard Layard and Judy Dunn, *A Good Childhood*, 2009, London, Penguin
Books.

Danny Dorling, 'The age of anxiety: living in fear of our children's mental health',
Journal of Public Mental Health, Vol. 8 Issue 4, pp. 4-10.

Richard Eckersley, 'A new narrative of young people's health and wellbeing',
Journal of Youth Studies, April 2011. Retrieved from:
http://richardeckersley.com.au/attachments/JYS_new_narrative_.pdf

Page 77 **Academics frequently cite research on samples ...**
H. Sweeting et al., 'GHQ increases among Scottish 15 year olds 1987-2006',
Social Psychiatry and Psychiatric Epidemiology 2009, 44, pp. 579-586.

Page 77 **A later analysis of why this might be ...**
H. Sweeting et al., 'Can we explain increases in young people's psychological
distress over time?' *Social Sciences and Medicine*, 2010 November, 71 (10), pp.
1819-1830.

Page 77 **This echoes another in-depth influential study ...**
M. Rutter et al., 'Towards causal explanations of time trends in psychosocial
disorders of young people' in M. Rutter and D. J. Smith (eds), *Psychosocial
Disorders in Young People: Time trends and their causes*, John Wiley,
Chichester, 1995, pp. 782-808.

Page 77 **Anver Offer is an Oxford professor ...**
Anver Offer, *The Challenge of Affluence*, 2006, Oxford, Oxford University Press

- Page 77 **Drawing on a wide variety of sources ...**
Offer, p. 347.
- Page 78 **Ever the economist, he writes ...**
Offer, p. 345.
- Page 79 **Driven by materialism, the cycle of discontent ...**
Offer, p. 355.
- Page 79 **The psychotherapist Sue Gerhardt agrees ...**
Sue Gerhardt, *The Selfish Society: How we all forgot to love one another and made money instead*, 2010, London, Simon & Schuster.
- Page 80 **It was carried out by Dr Agnes Nairn ...**
IPSOS Mori and Agnes Nairn, 'Child Well-being in the UK, Spain and Sweden: the role of inequality and materialism', UNICEF, 2011.
- Page 80 **This involved 'time with those they love ...**
IPSOS Mori and Agnes Nairn, p. 26.
- Page 81 **She adds, 'This stands in stark comparison ...**
IPSOS Mori and Agnes Nairn, p. 72.
- Page 81 **Negotiating the commercial world ...**
IPSOS Mori and Agnes Nairn, p. 72.
- Page 82 **This is what Agnes Nairn and her co-author ...**
Ed Mayo and Agnes Nairn, *Consumer Kids*, p. 25.
- Page 82 **As the economist Juliet Schor says ...**
Juliet Schor, *Born To Buy: The Commercialized Child And The New Consumer Culture*, 2004, New York, Scribner, p. 42.
- Page 82 **Here a few of the techniques ...**
These techniques are outlined in both *Consumer Kids* and *Born to Buy*.
- Page 83 **In Schor's words ...**
Schor, p. 42.
- Page 84 **They are the epicentre of the corporate ...**
For some background information see the "Truthout" internet report 'How Disney Magic and the Corporate Media Shape Youth Identity in the Digital Age'. Retrieved from <http://truth-out.org/opinion/item/2808:how-disney-magic-and-the-corporate-media-shape-youth-identity-in-the-digital-age>

Page 84 **The corporation markets its products ...**

See an interview with Andy Mooney, a Scot who masterminded Disney's Princess range: Sam Philips, 'Andy Mooney – face to face'.

Go to: <http://www.licensemag.com/licensemag/article/articleDetail.jsp?id=184238>

Also Peggy Orenstein, 'What's wrong with Cinderella?' The New York Times, December 24, 2006. Retrieved from:

<http://www.nytimes.com/2006/12/24/magazine/24princess.t.html?pagewanted=all>

Page 84 **There's the illusion of more choices ...**

Quoted in Ornstein, 2006.

Page 85 **It's hardly surprising that one frustrated mother ...**

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<http://www.nspcc.org.uk/news-and-views/media-centre/press-releases/2009/09-09-01-teen-girls-abused-by-boyfriends/09-09-01-teen-girls-abused-by-boyfriends-warns-NSPCC-wdn75755.html>

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Penny Marshall, already quoted.

Page 92 **Philip Zimbardo, however, thinks that ...**
Zimbardo and Duncan.

Page 92 **Gary Wilson, an American science teacher ...**
You can access Gary Wilson's TED X talk and other materials he has created by going to his website: <http://www.yourbrainonporn.com/>

Page 93 **Over time porn 'kills the male's arousal ...**
For an explanation see Gary Wilson's website and Zimbardo and Duncan ebook.

Page 93 **They also reported that this could be reversed ...**
See 'Scientists: Too much internet porn may cause impotence'
<http://www.foxnews.com/health/2011/02/25/scientists-internet-porn-cause-impotence/>

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Edward Luttwak, *Turbo-Capitalism: Winners and Losers in the Global Economy*, 2000, London, Harper Perennial

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To see the dominance of economics and business on education it is also worth looking at Gordon Brown's 2007 'Mansion House Speech' which you can retrieve from: <http://ukingermany.fco.gov.uk/en/news/?view=Speech&id=4616377>

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For a critique of New Age spirituality, and 'integral spirituality' see Joseph Gelfer, 'Lohas and the Indigo Dollar: Growing the spiritual economy', New Proposals: Journal of Marxism and Interdisciplinary Inquiry, Vol. 4 No.1 (October 2010), pp. 48-60. Retrieved from:

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Kevin McKenna, 'The NS Profile: Rangers FC', New Statesman, 13 June 2012.

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Page 110 **Those used to be the political questions ...**
Tony Judt, *Ill Fares the Land*, 2010, London, Penguin Books, pp. 1-2.

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The Guardian, 28 February 2012.

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Malcolm Gladwell, 'The Talent Myth' in Malcolm Gladwell, What the Dog Saw and Other Adventures, Little Brown and Company, New York.

Also look at Jim Collins research on how successful companies do better without charismatic leaders: Jim Collins, From Good to Great, 2001, London, Random House Business.

Page 113 **So if we're not able to buy ...**
This data continually changes in the light of new forecasts and what is happening in the economy. I compiled the figures in the text in August 2012. The following articles/websites have useful information which is relevant to the whole debt section:

<http://www.creditaction.org.uk/helpful-resources/debt-statistics.html>

<http://www.independent.co.uk/money/spend-save/britain-the-most-indebted-nation-on-earth-2299579.html>

<http://www.thisismoney.co.uk/money/news/article-2091113/1trillion-debt-How-big-Britains-debt-problem.html>

<http://www.economist.com/blogs/graphicdetail/2012/09/daily-chart-10>

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Page 115 **As the TUC points out, ...**
Stewart Lansley, 'Unfair to Middling: How middle income Britain's shrinking wages fuelled the crash and threaten recovery,' Touchstone Extras, TUC, p. 10.
Retrieved from: <http://www.tuc.org.uk/extras/unfairtomiddling.pdf>

Page 116 **Indeed only a few months before the crisis ...**
Gordon Brown's 'Mansion House Speech' 2007, retrieved from:
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Page 122 **This leads people to yearn for ...**

Yearning for balance, p. 1.

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<http://www.tai.org.au/documents/downloads/DP58.pdf>

Page 124 **As Clive Hamilton points out ...**

Clive Hamilton, *The Growth Fetish*, 2004, London, Pluto Press, p. x.

Page 124 **A national poll in 2010 found that 77 per cent ...**

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<http://www.compassonline.org.uk/news/item.asp?n=9093>

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Our Social Networks and How They Shape Our Lives, 2009, New York, Little,
Brown and Company