

**ADULTSPLAINING:
a tale of parents speaking for their kids & kids
fighting back**

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When parents talk for their children:



the jewel of the family, me, Maria

embarrassing as always



I like plasticine, jelly, dolls, my puffy white doggy, painting, toy babies

I don't like other kids being mean

child-minded

✓ athletic

✓ universal talent



✓ artistic mind

In my **spare time**, I color, paint & **create**

I like to swim, draw, sing, dance & climb in **specially designed places**

✓ responsible citizen

personality coach



minimum 2 after-school activities/child



peer pressure for kids & parents



prize-steria

The Champion Mothers ruled for a while



only purposeful activities make it
raising a child is constant hard labor
(for all sides)
excellence is the only benchmark
child is treated as a responsible mini-adult

mom

we're undecided if
we're gonna
continue dancing.
**I'm exhausted
by it!**



The invisible hand of parenting

*Children must be allowed to be
children
& enabled to pursue their own passions
and interests
in order to reach their uttermost
potential
while being closely guided*



Personal-development can never start too young



a marathon of activities to help children discover their authentic selves/true potential

any small action can be a clue of a hidden talent

all inclinations must be further cultivated

parent between a personal coach & an event organizer



tackle the paradox of FREE SPIRIT/SAFE SPIRIT

should be both liberating & cocooning

are applied to living space (gated communities), schools & free time

Fear of:



the city



child's play



technology



peers



technology levels the power between kids & parents

kids outsmart parents & brands in technology

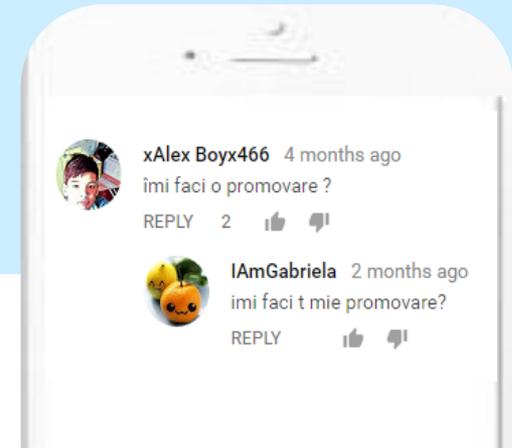
games are accepted as value-creators & skills-trainers (e.g. Minecraft, Animal Jam, musical.ly)



“shameless” self promoters & collectors of subscribers

connections/other online kids = audience (hierarchical structure, creator vs. fans)

3 step self-marketing: gain subscribers -> turn them into followers -> build fandom





the need for creating moments of group <mindfulness> appears: going out together rises

Family Research & Development bureau: parents invest work in finding, catering, organizing events that can engage all together

parents (re)learn to play after the rules of an imagined ideal childhood



**Little people,
big enterprise**

ESOMAR

WORLD RESEARCH

Q&A

