

Publications – Carolina Martinez

Doctoral thesis

Martínez, Carolina (2017). *Targeting children online: Young internet users and producers in the commercial media environment*. Lund: Media-Tryck.

Articles in international journals

Martínez, Carolina; Jarlbro, Gunilla & Sandberg, Helena (2013). Children's Views and Practices Regarding Online Advertising: An Interview Study With Swedish Nine-Year-Olds. *Nordicom Review*, 34(2): 107–122. (http://www.nordicom.gu.se/sites/default/files/kapitel-pdf/10331-volume34_issue2_08_paper.pdf)

Martínez, Carolina (2014) 'This One's for VIP Users!': Participation and Commercial Strategies in Children's Virtual Worlds. *Culture Unbound – Journal of Current Cultural Research*, 6: 698–721. (<http://www.cultureunbound.ep.liu.se/v6/a38/cu14v6a38.pdf>)

Martínez, Carolina (2016). 'They Are Totally Unfiltered': Constructions of the Child Audience among Swedish Advertising Producers. *Television & New Media*, 17(7), 612–628. (<http://journals.sagepub.com.proxy.mah.se/doi/abs/10.1177/1527476416637676>)

Martínez, Carolina (2017). The struggles of everyday life: How children view and engage with advertising in mobile games. *Convergence – The International Journal of Research into New Media Technologies, Online First*, 1-20. (<http://journals.sagepub.com/doi/full/10.1177/1354856517743665>)

Book chapters

Martínez, Carolina & Sandberg, Helena (2017). Sociala medier som affärsmodeller – Kritiska perspektiv (Social media as business models – Critical perspectives). In: Tobias Olsson (ed.) *Sociala medier – Vetenskapliga perspektiv* (Social media – Scholarly perspectives). Malmö: Gleerups, 67-81.

Martínez, Carolina & Sandberg, Helena (2017). Två perspektiv på den kommersiella delningskulturen – barns och producenters tankar om dold reklam (Two perspectives on the commercial culture of sharing – the views of children and producers on hidden advertising). In: Ulf Dahlquist & Ingela Wadbring (eds.) *Marknadsmässig kurragömmalek? Barn, unga och dold reklam* (Hide-and-go-seek in the market? Children, youth and hidden advertising). Nordicom, Statens medieråd, 45-51. Available at: <https://statensmedierad.se/publikationer/rapport/marknadsmassigkurragommalekbarnungaochdoldreklam.2492.html>

Sandberg, Helena & Martínez, Carolina (2017). Från långa vita handskar till advergaming: Forskningen om dold reklam från 1900-talet till idag (From long white gloves to advergaming: Research on hidden advertising, 1900 and today). In: Ulf Dahlquist & Ingela Wadbring (eds.) *Marknadsmässig kurragömmalek? Barn, unga och dold reklam* (Hide-and-go-seek in the market? Children, youth and hidden advertising). Nordicom, Statens medieråd, 21-27. Available at:

<https://statensmedierad.se/publikationer/rapport/marknadsmassigkurragommalekbarnungaochdoldreklam.2492.html>

Presentations at international conferences

2012 Children and online media. *Media and Participation Conference*. Lund, Lund University.

2012 Social Media Representations: A Critical Analysis of the Representation of Social Media as a Many-to-Many Structure”. *4th European Communication Conference*, Istanbul.

2015 Navigating the commercialized online landscape: How nine- and twelve-year-old children engage with advertising on the internet. *Comparing children’s media around the world: polices texts and audiences*. University of Westminster, London.

2016 Between resistance and resignation: Children’s experiences of advertising in mobile games. *6th European Communication Conference*, Prague.