

Credentials – Carol Affleck

Youth Focus

Carol completed her MA and internship in Psychology at the University of Port Elizabeth in 1991 after six years of study specialising in child psychology and research. She then registered as a Research Psychologist with the SA Medical and Dental Council. Her thesis focused on child development, information processing and cognitive development in children.

On entering the workforce, she spent a number of years in marketing research, during which time she worked in the Development and Innovations Department. Following that introductory period, she pioneered and headed up specialist children's qualitative research divisions at two leading marketing research companies. She also spent some years on the client side in research, advertising and marketing at a major SA financial institution.

For the past twenty years she has run her own consultancy and qualitative research agency with a focus on strategic research (qualitative). Clients have included the majority of local and international clients in the youth market industry as well as the major television media brands.

Carol has also moderated extensively in the field of children's research for Research agencies on behalf of their clients. She has also facilitated adult research focus groups for the past 25 years.

Carol has presented papers on research and marketing at numerous conferences and has authored and co-authored papers on child psychology at a national and international level. Her work in the children's market is listed below:

- Co-author of a paper presented in Brussels at the 25th International Congress for Psychology (19-24 July 1992) entitled "Temperament, Family Stability, and Cognitive Factors as predictors of Scholastic At-Risk Pre-schoolers: The Development of a Multivariate Scale"

- Presentation at SAMRA convention (1994) entitled "Through the eyes of a child: A developmental perspective"
- Presentation at SAMRA convention (1995) regarding children's cognitive processing of advertising
- Presentation at Consumer Kids Conferences in 1994 & 1995 on developmental levels from a marketing perspective
- Presentation at Market Niches Conference (1995) on child development and children's research
- Article published in South African Journal of Psychology (1996) entitled "Cognitive Maturity and Questioning Strategies Used by Learning Disabled and Normal Subjects: A Comparative Study"
- Presentation at Consumer Kids Conference in 1998 regarding pester power and purchase influence behaviour
- Chairperson's Address – Consumer Kids 1999 – the "immediate gratification" culture of today's youth
- Article in Your Baby magazine (2000) concerning the effect of television on children – pros and cons
- Article quotes in Sunday Times regarding marketing to children and pester power (2001)
- Article in MFSA Journal of Marketing regarding reduction in cognitive attention spans in the pre-teen market (2002)
- Presentation at the Marketing to Kids, Tweens and Teens Conference on Cognitive Developmental Levels (2003)
- Article in MFSA Journal of Marketing (Vol. 10 no 5) regarding the time-pressured and sensory overloaded youth market (2004)
- Article quotes in parenting magazine, "Child" regarding the culture of Super Heroes and influence on childhood behaviour (2005)
- Paper presented at SAMRA Convention (2005) entitled "I kid you not – The influence of sensory overload and time pressure on qualitative research with children and teens"
- Article quotes in parenting magazine "Child" regarding "The pushy parent – whose life is it anyway" (2006)
- Paper presented at Maria Montessori House on the effects of media on the modern 21st Century Child. (2006)
- Paper presented at Kid Republic conference regarding current and contemporary research practices with the youth market (2007)
- Article published in the Sunday Times regarding the effect of technology on SA children (2008)

- Paper presented at Kid and Teen Republic conference regarding Bridging gaps in one's marketing strategy by understanding developmental levels. (2008).
- Article published in the SA Journal of Marketing (Oct/Nov 08) entitled "Staring into the void that is the digital divide" (2008)
- Paper presented at 30th annual SAMRA Convention entitled "Effective methods for researching the youth market through an understanding of developmental levels" (2009)
- Paper Presented at the Wired Parenting Workshop entitled Parenting the Wired Generation (2009)
- Radio (702) and Television (Great Expectations etv) interviews regarding effects of digital media on the youth market (2009)
- Paper Presented at the Kid Republic Conference entitled "Plugged in: Understanding the Influence of Technology on the Wired Generation" (2010)
- Paper presented at The Kid and Teen Republic conference (2011) on The Digital Generation and how to bridge gaps for marketing strategy
- Workshop presented at the Marketing to Tweens and Teens Conference on the Digital Youth, child development and researching the youth market (2012)
- Presentation to SAMRA Qualitative Special Interest Group on Keeping the finger on the pulse of South Africa's youth market (2012)
- Presentation at SAMRA Convention (2013) on The Rewired Generation: Stepping into the gap that is the digital divide
- Television Interview (21 May 2013) on etv Great Expectations on 21st Century Baby
- Social research project involving drug and alcohol awareness campaign for learners – The Training Room Online (TTRO) (2016)
- Attendance and Continuing Professional Development (CPD) psychology modules in Specific Learning Disabilities, ADD and ADHD and child play therapy and modern brain educative needs (2014 to 2018)

On the academic front, she has lectured the final year Marketing Research module of the IMM diploma course at two business schools.

She is a full SAMRA (South African Market Research Association) member and is registered with the Health Professionals Council of SA as a Psychologist and with the Board of Healthcare Funders.