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I Want It Now: Navigating Childhood in a Materialistic Wo

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Bee-Gates, Donna. **I want it now: navigating childhood in a materialistic world.** Palgrave Macmillan, 2006. 245p bibl index ISBN 1403973261, \$24.95: ISBN 97814039732619, \$24.95

Like Juliet Schor's *Born to Buy* (CH, Nov'05, 43-1898), this book examines the impact of consumerism and materialism on children and adolescents. Taking a less sensational approach than some others have, Bee-Gates (adjunct, child development, San Jose State Univ.) also interviewed parents, and she scatters their views throughout the book. As a way of organizing her discussion, she defines five "forces" that drive materialism in children: the mimic, the comparer, the lonely one, "you complete me," and the humdrum. Some of these interact, and some are more powerful at different developmental stages, but all reveal that consumerism preys on children's insecurities. These forces also affect parents as they try to meet their children's needs in a stressful society that demands much of them at work and at home. At the end of some chapters, Bee-Gates provides useful discussion questions to help parents and children talk together. She looks at spirituality as a counterbalance to materialism, focusing not on a particular religion but on the individual's need to experience something beyond self and the everyday world. She advocates downshifting that requires moderate changes in consumerism. Bee-Gates supports this balanced, thoughtful discussion with solid research. **Summing Up:** Highly recommended. Lower-/upper-division undergraduates; professionals; general readers.—*S. Sugarman, emerita, Bennington College*