

***Canadian Partnership for Public Policy-Oriented
Consumer Interest Research (PPOCIR)***



Workshop

Friday, December 5, 2014

9:30 – 16:30

Hosted at

Ted Rogers School of Management (Ryerson University)

Room TRS 3-119 (on the ninth floor)

55 Dundas West

Toronto, Ontario

With support of the Social Sciences and Humanities Research Council

The PPOCIR Partnership Workshop aims to provide insights into work on public policy-oriented consumer interest research (PPOCIR) and to enhance Partnership development opportunities. The expected outcome is that participants will:

- Obtain information and provide feedback on current PPOCIR research projects;
- Gain a better understanding of the PPOCIR Partnership's objectives and how they can further participate in the Partnership's next steps;
- Ask if there are research areas that deserve PPOCIR attention;
- Meet other researchers and practitioners interested in PPOCIR, to identify potential partners for their research needs.

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Welcome over Coffee and Muffins	9:30-10:00
1. <u>Co-organizers' Introduction to the CIR Partnership</u>	10:00-10:15
<p>Robert Kerton University of Waterloo</p> <p>Kernaghan Webb Ryerson University</p>	
2. <u>Research Session on Financial Consumers</u>	10:15-11:15
<p>“Context-Setting: Canadian Consumer Finances”</p> <p>Étienne Boucher Université Laval, graduate student</p> <p>“FCAC analyses of the impact of financial literacy on consumer behaviour—Preliminary data from an outcome evaluation of FCAC’s Financial Basics Workshop and from the 2014 Canadian Financial Capability Survey”</p> <p>Steve Trites and Rebecca Kong Financial Consumer Agency of Canada</p> <p>“Consumer Credit: What Do Newcomers Know About It?”</p> <p>Maryse Guénette Option consommateurs</p> <p>Commentator</p> <p>Karen Duncan University of Manitoba, Co-organizer of the 2012 Financial Forum 4</p>	
3. <u>Updates on Graduate Student Research Projects</u>	11:15-12:15
<p>“Comparing the Public Policy Frameworks for Mobile Communication Devices in Canada, Australia, the United Kingdom and the United States: Convergence or Divergence”</p> <p>Paul Goodrick Ryerson University, Masters student</p> <p>“Food Labelling for Children”</p> <p>Shannon Allen University of Alberta, PhD Candidate</p>	

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<p>“The Intermittent Consumer of Organic Foods” Camille Massey Université Laval, Masters student</p> <p>“Younger Consumers’ Attitudes toward Counterfeit Goods” Amy Faria University of Guelph, M.Sc.</p>	
Networking lunch	12:15-13:25
4. International Insights for Consumer Interest Research	13:25-14:00
<p>“Emerging Global Consumer Policy Issues” Michael Jenkin Chair of the OECD Committee on Consumer Policy</p>	
5. <u>Disciplinary Surveys: Discussion of Most Promising Interdisciplinary Avenues for PPOCIR in Canada</u>	14:00-14:45
<p>“An Overview of the Behavioural Sciences” Dilip Soman University of Toronto</p> <p>“An Overview of Technology Law from the Perspective of PPOCIR” Michael Geist University of Ottawa</p> <p>“Survey of Business Management Literature on the Intersection of new Internet-based Business Models and Consumer Protection: A Progress Report” Kernaghan Webb Ryerson University</p> <p>Commentator Diane J. Brisebois Retail Council of Canada</p>	
Health Break	14:45-15:00

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6. Addressing Consumer Problems Through Research: A Focus on Best Practices	15:00-15:45
<p>“Where do Canadian Consumers Look for Information and Help” David Clerk Éditions Protégez-Vous</p> <p>“Ontario’s Consumer Marketplace and Business Intelligence” David Sobel Ontario Ministry of Government and Consumer Services</p> <p>“Using PPOCIR in Regulatory Proceedings to Advance the Consumer Interest” Jonathan Bishop Public Interest Advocacy Centre</p> <p>Commentator Kernaghan Webb Ryerson University</p>	
7. <u>Forward-Planning of Partnership Activities: A Call for Input</u>	15:45-16:15
<p>Robert Kerton University of Waterloo</p>	
8. <u>Conclusion</u>	16:15-16:30
<p>Robert Kerton University of Waterloo</p> <p>Kernaghan Webb Ryerson University</p>	