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RESEARCH ARTICLE

The Commodification of Children as Endorsements on Instagram Social Media

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Abstract: The commodification of children on social media platforms often appears in endorsement activities that aimed at commercialization. Previous studies that have discussed this context only focus on the existence of individuals as objects, therefore lacking comprehensive discussion regarding the commodification of individuals as subjects in endorsement activities. This study focuses on the question “How is the commodification of children as endorsements on Instagram social media?”. In order to answer this question, this study uses a descriptive-qualitative approach to analyze the trends, practices, and forms of commodification of children as endorsements on Instagram social media. The findings in this study show that children’s involvement in economic activities not only shows a form of objectification, but also indicates that practices of commodification of children as endorsements on Instagram social media has occured massively. Additionaly, this study also reccomends the importance of further research to explain the motivations of parents who involve their children in endorsement activities through in-depth interviews, in order to obtain a more comprehensive and empirical understanding.

Keywords: Commodification, children, endorsements, social media, and Instagram

Abstrak*: Komodifikasi anak dalam media sosial Instagram tidak jarang muncul dalam aktivitas endorsement yang berorientasi pada kepentingan komersialisasi. Studi-studi yang pernah membahas konteks tersebut hanya fokus pada eksistensi individu sebagai objek, sehingga pembahasan mengenai komodifikasi individu sebagai subyek dalam aktivitas endorsement belum dilakukan secara komprehensif. Studi ini fokus pada pertanyaan “Bagaimana komodifikasi anak sebagai endorsement dalam media sosial Instagram?” Untuk menjawab pertanyaan tersebut studi ini menggunakan pendekatan deskriptif-kualitatif dalam menganalisis tren, praktik, dan bentuk komodifikasi anak sebagai endorsement dalam media sosial Instagram. Temuan dalam studi ini memperlihatkan bahwa keterlibatan anak dalam aktivitas ekonomi tidak hanya memperlihatkan sebuah bentuk objektivikasi, tetapi juga menandakan bahwa praktik komodifikasi terhadap anak sebagai endorsement dalam media sosial Instagram telah terjadi secara masif. Studi ini juga merekomendasikan pentingnya studi yang menjelaskan motivasi orang tua yang melibatkan anak nya dalam aktivitas endorsement melalui wawancara secara mendalam, guna memperoleh pemahaman yang komprehensif dan lebih empiris lagi.*
Kata kunci*: Komodifikasi, anak, endorsement, media sosial, dan Instagram*

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1. Introduction

Commodification of children on Instagram social media often appears in endorsement activities that aimed at commercialization. In Indonesia, Instagram social media users have reached 89.15 million users or 60.4% of the total population, placing Indonesia as the fourth largest Instagram user in 2023 (Sadya and Bayu, 2023; Annur, 2023). The high number of Instagram social media users in Indonesia is frequently used by its users as a forum for commercialization-oriented activities or commonly known as endorsement (Li, 2022). However, many of these endorsement activities involve children as talents in promoting commercial products on Instagram social media. According to Fleischer (2017) this context represents a transformation of individual's value into a commodity or an object within the trade of goods and services in the new media era. In other words, the involvement of children in commercial product endorsement activities is a form of commodification of children on Instagram social media.

The children's involvement in economic activities has positioned them as individuals who are vulnerable to commodification on Instagram media social. However, existing studies that discussed children's involvement in economic activities only focused on three context: First, studies that discussing the influence of children's figures in economic activities (Cheney and Ucembe, 2019; Waight, 2019; Krzyżanowska, 2020). Second, studies that discussing the image of children in advertising displays (Cirklová, 2020; Harkin et al., 2020; Smith et al., 2019). Third, studies that discussing child talent in economic activities (Huws, 2019; Izci et al., 2019; D'Cruz et al., 2022). Generally, studies that discuss children's involvement in economic activities only focus on three contexts, such as children's influence, their image, and their direct involvement in promoting commercial products, therefore the explanation of children's involvement in economic activities has not been achieved comprehensively (Bergkvist and Zhou, 2016), particularly those that reflect the commodification of children as endorsements on Instagram social media.

The commodification of children as endorsement on Instagram social media is a phenomenon that is very important to explain and reflect upon. Fleischer (2017) argues that children involvement in economic activities is not only a transformation of an individual's value, but also a form of commodification of children in the new media era. Similarly, McMullan (2020) also argues that the commodification of children in social media is a very important context to explain and reflect upon. However, existing studies have yet to comprehensively address children's involvement in economic activities, particularly those that reflect on the commodification of children as endorsements on Instagram social media. Given the lack of discussion on the commodification of children as endorsements in Instagram social media, this study aims to not only respond to the shortcomings of the studies that have been carried out but also explains and reflects on the trends, factors, and forms of commodification of children as endorsements on Instagram social media.

Children's involvement in economic activities has positioned them as individuals who are vulnerable to commodification on Instagram social media. This context is a very important phenomenon to explain in order to reflect on the trends, factors, and forms of commodification of children as endorsements on Instagram social media. Therefore, in order to explain and reflect on this phenomenon, this study also focuses on three questions, including; First, what are the trends of children becoming endorsements on Instagram social media? Second, how are the involvement of children as endorsements on Instagram social media?; Third, what forms of commodification of children as endorsements on Instagram social media? In line with these questions, this study is also based on the argument that children's involvement in economic activities on social media spaces not only shows a form of objectification, but also positions them as individuals who are vulnerable to commodification on Instagram social media.

2. Literature review

2.1. Commodification

In Fleischer's view (2017), commodification is a transformation of an individual's value into a commodity or object within the practice of trading goods and services. Commodification refers to the objectification of individuals into commodities oriented towards economic interests (Appadurai, 1990). Appadurai (1990) further divides commodification into four dimensions, namely; First, commodification in the dimensions of exchange value and use value. Second, commodification in the dimension of service value. Third, commodification in the dimension of desire or ownership value. Fourth, commodification in the dimension of transactional needs. Similarly, Batubara (2014) also states that commodification is a transactional process that aims to obtain economic benefits in every action. Therefore, commodification emphasizes the process of transforming the value of products based on three dimensional frameworks, such as use value, exchange value, and price alligning with economic interests by objectifying a subject (Young and Markham, 2020).

Commodification has had a dominant impact on changing invidual relational dynamics between individuals, shifting from emphasizing social values to more transactional one (Ni'am et al., 2021; Widari et al., 2023). This shift occurs due to the process of objectifying the authentic values of the subjects that are manipulated through transactional relationships in order to gain economic benefits (Fernando et al., 2023; Norman et al., 2016). Accordingly, commodification can transform values that are initially communal into more commercial ones (Woods and Böhme, 2022). In other words, commodification is not only caused by changing in relationship patterns that are no longer oriented towards subject values (Young and Markham, 2020), but also caused by communication patterns that are oriented towards economic interests. Commodification emphasizes economic interests rather than social interests (Smessaert et al., 2020). Therefore, commodification is a form of commercialization of services and products through objectification of the identity and figure of an individual in order to obtain economic benefits (Amna, 2019).

2.2. Children

In the view of global society, conception of children is in range under the age of 18 (Edge, 2011). As the result, children's lives are not only governed by regulations, but also controlled by their surrounding environment (Adriany et al., 2021). Therefore, children are often under the supervision and control of their parents, since they are perceived to still have difficulties in developing their intellectual, affective, and emotional capacities (Larasati & Abdullah, 2023; Wolak et al., 2018). Durkheim (1982) explains in his conception that all children's behaviour from birth to adulthood are always subject to external control from outside themselves, and when children do actions that are not in accordance with those set by the family and society, they may face certain sanctions from the family and society. This view is also in line with Linde-Krieger et al. (2021) who assert that children under the legal age must be understood as individuals who lack the capacity to make decisions and provide consent. Therefore, their development and attitudes are more influenced and dependent on the decisions of those around them.

Discussions regarding the conception of minors also appear in the form of risk, where children are considered as not fully grasping long-term consequences, particularly concerning their well-being during their growth and development in their environment (Larasati, 2024). In line with this context, Grimes (2015) views children as individuals who are vulnerable to exploitation in the form of commodification of subjects in the new media era in producing and commercializing their services. The commodification of children in the new media era occurs due to the process of determining their well-being future is still influenced by their social environment (Lee, 2017). Therefore, Makuch et al. (2019) argue that children should have opportunities to realize their choices. This context, as emphasized by Huntington and Scott (2015), can be achieved through the collective role of parents and society, ensuring children's future well-being by minimizing the practices of commodification of children in the new media era.

2.3. Instagram Social Media

Social media platforms such as Instagram has changed the pattern of interaction, communication, and transaction, becoming dynamically increasing. Jia Li (2022) argued that social media such as Instagram has formed a new culture of society in the process of consumption and production relations. This context occurs due to the nature of social media is able encourage the acceleration of information dissemination (Rauf and Tajibu, 2020), making it easier for users to obtain and disseminate information in commercializing economic products (Munasaroh, 2021). Instagram social media usage in the commercialization of economic products often appears in the form of endorsements or advertisements uploaded by figures and celebrities (Upadhyaya and Salim, 2022). Endorsement is a form of support to promote commercial products by using the services of well-known figures or celebrities on Instagram social media (Bergkvist and Zhou, 2016). In the era of new media, social media platforms such as Instagram is not only a forum for communication and interaction (Darmawan et al., 2019), but also a platform for promoting commercially valuable products through endorsement activities.

The shift in interaction patterns, communication, and even transactions in new media era (McMullan, 2020), has significantly influenced production and consumption patterns in society. Therefore, the use of social media such as Instagram in economic transactions has raised various kinds of polemics regarding the potential and exploitation in the digital economy sector (Stavropoulos et al., 2022). According to Fitriana et al. (2021) these polemics often highlight the negative impact of using social media such as Instagram in economic activities that have the potential to commodify the existence of individuals. The potential for commodification, as viewed by Martin and Runyon (2012), is strongly anticipated in today's era of new media, where social media platforms such as Instagram, is not only used as a forum for communication and interaction, but also used as a means of production and distribution by utilizing individuals' existence as users.

3. Method

This study is carried out in admist in the proliferation of endorsement activities by utilizing Instagram social media platform that oriented towards commercial interests. Larasati & Fernando (2023) also argue that social media platforms, apart from being a forum for communication, have also become a means of economic transactions. However, this study specifically focuses on explaining and reflecting the commodification of children as endorsements on Instagram social media. In line with this, the study is also based on three contexts, namely; First, the commodification of children as endorsements in Instagram social media is a contemporary phenomenon that has not been comprehensively considered in previous studies. Second, it is a complex phenomenon that is very important for thorough explanation. Third, it contains contextual ideas that is important to necessite reflection. These three contexts become the basis for this study to examine and reflect on the commodification of children as endorsements on Instagram social media as the central focus of its discussion.

This is a descriptive qualitative study that based on both primary and secondary data. The primary data used in this study were obtained through the observation process on children's Instagram accounts that are verrified with blue checkmark and contain information related to endorsement activities. These selected accounts were not only popular children's accounts that display the identity of a commercial product identities on their profiles, but also focused on children's activities related to the process of promotion, sales, and reviews of economic products that they carried out on their Instagram social media. The process of searching and reading the data were conducted online by using the capture feature or screenshots via mobile phones starting from December 2nd, 2022 to January 4th, 2023. Therefore, the data obtained are in the form of simplified thematic document image formats that allign with the focus of the discussion of this study. Secondary data in this study were obtained through reading books, websites, and journal articles that are relevant to the focus of this study.

The data analysis in this study was carried out and follows the approach used Fernando et al. (2023) which focused on three stages, including; First, the data reduction stage involves the process of reorganizinf data into a systematic form based on trends,

forms, and practices of commodification of children as endorsements on Instagram social media. Second, the data verification stage entaills summarizing data based on the classification derived from the reduction process inductively. Third, the data display stage describes the acquired data and present it in tables containing images that are relevant to the focus of discussion in this study. From these stages, the immersion analysis is later conducted as the basis for interpretation. Interpretation is conducted by restating the data to find ideas, patterns, and conditions represented by the data (Fernando, 2019). These stages and analytical techniques used allow for a conclusion regarding the commodification of children as endorsements on Instagram social media as an important finding in this study.

4. Result

The commodification of children as endorsements on Instagram social media has positioned children as objects within an activity oriented towards commercial interests. Rinehart (2016) also says that children's involvement in social media activities often alligns with economic interests, beyond the interests and well-being of children as subjects. This context is also in line with three important findings in this study regarding the trends, forms, and practices of commodification of children as endorsements on Instagram social media. The three findings are detailed in the following explanation below.

4.1. The Trends of Children Becoming Brand Ambassadors on Instagram

The trend of children becoming brand ambassasors has positioned them as objects of activities toward commercial interests on media social Instagram. In other words, these endorsement activities positioned children as individuals who are potentially subject to commodification on Instagram social media. According to Ni'am et al. (2021), the commodification of children as endorsements that occurs on Instagram social media can be observed through the trend of identity promotion displayed through the biodata description of a child's Instagram social media account as a Brand Ambassador of a commercial product. This context can be seen through the display in figure 1.

Figure 1. Children becoming brand ambassadors on Instagram



Picture 1



Picture 2



Picture 3



Picture r 4



Picture 5



Picture 6

Sumber. Instagram Social Media

Figure 1 shows the trend of children becoming Brand Ambassadors, as described through the identities or biodata on their Instagram social media accounts. In line with this, Figure 1 also shows three tendencies within the trends of children becoming Brand Ambassador of commercial products on Instagram social media, which include:

The first is the trend of children becoming brand ambassadors of commercial products on Instagram social media involves bith boys (see Picture 6) and girls (see Picture1). The trend of boys and girls becoming brand ambassadors can be observed through the description of identity or biodata on their Instagram social media accounts which includes the account name of the commercial product they endorse. This context can also be observed through the description of identity or biodata on the children's social media accounts in picture 1 and picture 6.

The second is the trend of children becoming brand ambassadors of commercial products on Instagram social media often involves accounts with more than 5,000 followers (see Picture 2 and Picture 5). The involvement of children with more than 5,000 followers as brand ambassadors can be observed through the number of followers on their Instagram social media accounts, which have been verrified with a blue checkmark by Instagram. The context can also be observed through the number of followers on children's Instagram social media accounts in Picture 2 and Picture 5.

The third is the trend of children becoming brand ambassadors for economic products on Instagram social media that frequently related to health products (see Picture 3) and clothing products (see Picture 4). The trend of children becoming brand ambassadors of health products and clothing products can be observed through the description of identity or biodata on the children's Instagram social media accounts that include the account names of the products they endorse. The context can also be observed through the description of identity or biodata on their Instagram social media accounts in Picture 3 and Picture 4.

The trends of children becoming brand ambassadors of commercial products on Instagram social media indicate that children as individuals have the potential to experience commodification. This context can be reflected through the three trends in the display of figure 1, which shows that the trend of children becoming brand ambassadors is a form of commodification of children in Instagram social media. The trend of children becoming brand ambassadors not only positions children as objects of economic activity, but also indicates that the potential for commodification of children in Instagram social media is also increasingly massive.

4.2. Children's Involvement as Endorsements on Instagram

The invo;vement of children as endorsements has positioned them as individuals who are vulnerable to commodification on Instagram social media. The commodification of children can also be observed through commercial product endorsement activities carried out by children through posts on their Instagram social media pages. According to Appadurai's view (1990), the commodification of children as endorsements in Instagram social media can be observed through the activity or promotion of a product carried out or involving children in social media for commercial purposes. This context can be viewed through the display in figure 2.

Figure 2. Children becoming endorsement on Instagram



Picture 7



Picture 8



Picture 9



Picture 10



Picture 11



Picture 12

Sumber. Instagram Social Media

Figure 2 portrays the commercial product endorsement activities involving children on Instagram social media. In line with that, figure 2 also shows three trends in children's involvement as commercial product endorsements on Instagram, including:

The first is that the involvement of children as endorsers for commercial products on Instagram social media involves both boys (see Picture 8) and girls (see Picture 10). The involvement of boys and girls in commercial product endorsement activities indicates that the commodification of children carried out on Instagram social media has occurred massively in all genders. This context can also be observed through the commercial product endorsement activities carried out by boys and girls in Picture 8 and Picture 10.

The second is that children's involvement as endorsers for commercila products on Instagram social media is often conducted with their parents (see Picture 11 and Picture 12). The involvement of parents and children in the process of endorsing commercial products on Instagram social media often illustrates a family harmony by wearing the products they endorse. This context can also be observed through the involvement of children and parents as endorsing family clothing on the Instagram social media accounts in Picture 11 and Picture 12.

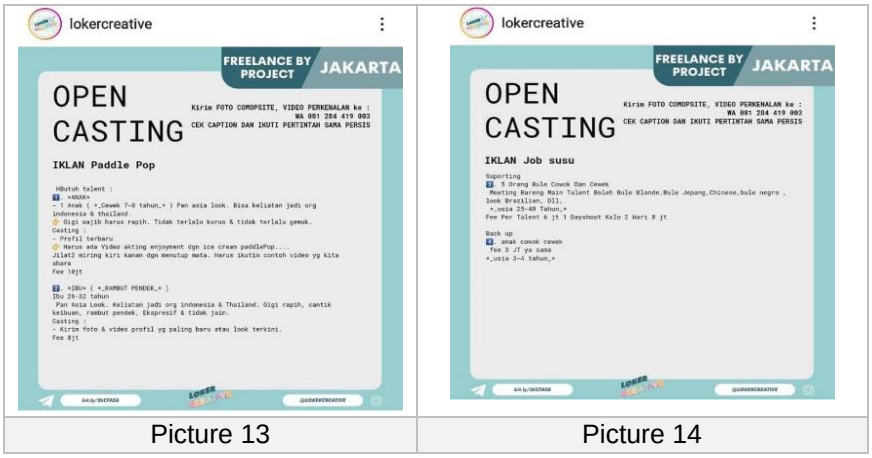
The third is that children's involvement as endorsers for commercial products on Instgram social media is mostly related to food products (see Picture 7) and beauty products (see Picture 9). The involvement of children as endorsements of food products and beauty products can be observed through content uploads involving children on their Instagram social media accounts. The context can also be observed through posts on the their Instagram social media accounts in Picture 7 and Picture 9.

The children's involvement as endorsers for commercila products on Instagram social media indicates that the practice of commodification of children has occured massively. This context can be reflected through the three trends in the display of figure 2, which shows that the involvement of children as endorsement of commercial products on Instagram social media has taken place massively. The involvement of children not only shows a commodification practice, but also positions them as individuals that potentially used as transactionl tools within Instagram social media.

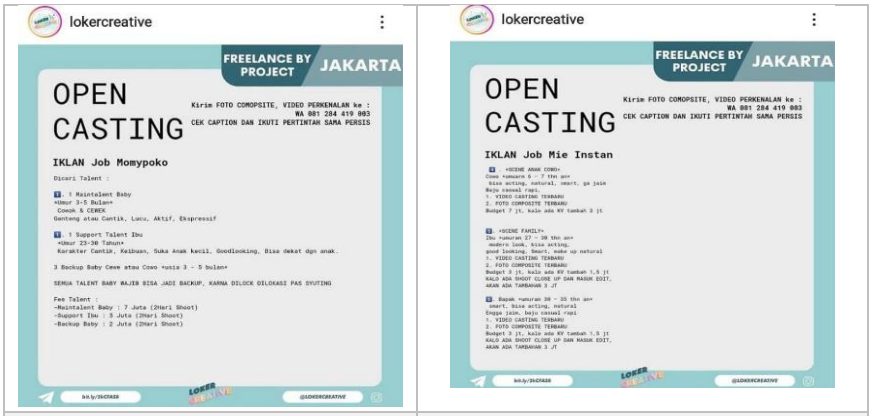
4.3. Children Endorsements Rate on Instagram

The commodification of children as endorsements has positioned them as objects of economic activity on Instagram social media. This practice of commodification can be observed through the endorsement rates set for children on Instagram social media. According to Fleischer (2017), the commodification of children as endorsements on Instagram social media can be viewed through the pricing of talent services or as endorsements of commercial products on children's Instagram social media accounts. This context can be observed through the display in figure 3.

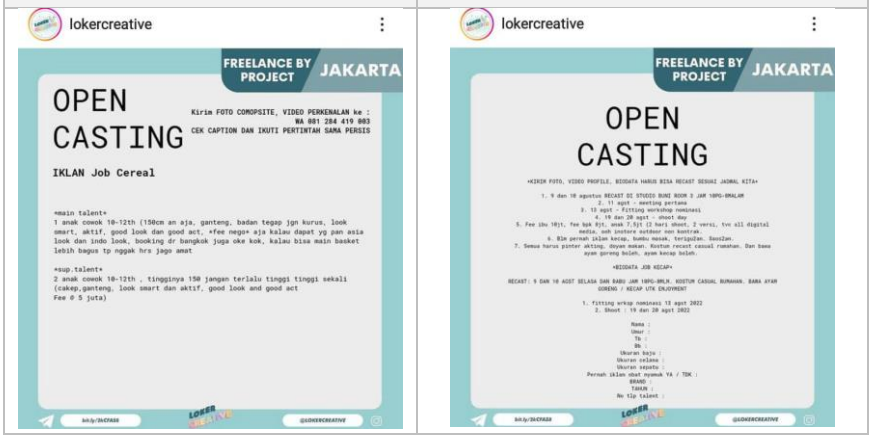
Figure 3. Commodification of Children on Instagram



Picture 13	Picture 14



Picture 15 | Picture 16



Picture 17 | Picture 18

Sumber. Instagram. Social Media

Figure 3 illustrates the rates or prices set for children as talents and in endorsing commercial products on Instagram social media. In line with that, figure 3 also shows three trends in the practice of commodification of children as endorsements of commercial products on Instagram social media, which include:

The first is that the practice of commodification of children as endorsements for commercial products on Instagram social media involves both boys (see Picture 15) and girls (see Picture 13). The involvement of boys and girls in the endorsement practice indicates that the practice of commodification of children on Instagram social media occurs and is carried out in all genders. This context can also be viewed through advertisements that offer children's services as product talents or as endorsements on Instagram social media in Picture 15 and Picture13.

The second is that the practice of commodification of children as endorsements for commercial products on Instagram social media involves children in food advertisements (see Picture 16) and milk advertisments (see Picture 14). The involvement of children in these advertisements indicates that the practice of commodification of children on Instagram social media is closely related to marketing products for commercial gain. This context can also be observed through advertisements that offer children's services as product talents or as endorsements on Instagram social media in Picture 16 and Picture 14.

The third is that the practice of commodification of children as endorsements for commercial products on Instagram social media can be viewed through setting of rate for children's endorsement services (see Picture 17 and Picture 18). Setting rates for children's services as talents or as endorsements for commercial products on Instagram social media is a commodification practice carried out against children. This context can be observed through posts related the rates for children's talent services or endorsements on their Instagram social media accounts in Picture 17 and Picture 18.

The practice of commodification of children as endorsements for commercila products on Instagram social media signifies that children are vulnerable to exploitation. This context can be reflected through the three trends shown in figure 3, illustrating that the practice of commodification of children as endorsements for economic products on Instagram social media has exploited them. In addition to exploiting children, this practice has also positioned them as individuals vulnerable to exploitation within Instagram social media.

5. Discussion

The involvement of children in the economic activities has positioned them as individuals vulnerable to commodification on Instagram social media. This context can be observed through three important findings in this study, which include; First, offering children's services as brand ambassadors for commercial products has become a trend on Instagram social media. This context indicates that the potential for children to experience commodification is very vulnerable. Second, the widespread involvement of children as commercial product endorsements on Instagram social media. This context indicates that the practice of commodification of children has taken place massively on Instagram social media. Third, the establishment of rates for children's services as endorsements of commercial products on Instagram social media. This context is the dominant factor that makes children as individuals who are vulnerable to commodification on Instagram social media. From these three findings, it can be concluded that children's involvement in economic activities not only demonstrates a form of objectification, but also indicates that the practice of commodification of children in Instagram social media has occurred massively.

This study reflects that children's involvement in economic activities not only shows a form of objectification, but also indicates that the practice of commodification of children in Instagram social media has occurred massively. In line with this, Fleischer (2017) suggests that the commodification of children is a form of transforming their personal's value into a commodity within the practice of trading goods and services. According to Appadurai's (1990), commodification refers to the objectification of individuals into commodities leading to interpersonal relations being primarily transactional interests, such as children's involvement in economic activities on Instagaram social media as endorsements for commercial products. In line with this, the active involvement of children's parents in practising and promoting their children's services as endorsements is a dominant factor in the massive practice of commodification of children on Instagram social media. This context reflects that the systemic commitment of parents in accommodating children's welfare remains weak in the new media era.

The commodification of children as endorsements on Instagram social media highlights the importance of comprehensive knowledge from parents and society in treating and positioning children as subjects, in order to minimize the objectification and exploitation of children in the new media era. In Grimes' (2015) view, children are individuals who are vulnerable to objectification and exploitation in the new media era due to the lack of knowledge of parents and society in treating and positioning them as subjects. This context by Lee (2017) also indicates that children's welfare in the new media era is often dictated by parents, society, and rules formed by the market. In other words, the commodification of children on Instagram social media represents the actions and treatment of children from their social environment that are not based on the welfare of children as subjects in the new media era. At the same time, parents and society also have the responsibility to treat and position children as subjects to ensure the welfare of their lives in the new media era.

The findings in this study differ from previous studies. Many studies discussing on children's involvement in economic activities on Instagram social media focus on children's services in marketing commercial products as objects (Bergkvist & Zhou, 2016; Fernando & Larasati, 2024). However, the findings in this study show that children's involvement in economic activities as subjects on Instagram social media has led to massive commodification of children. This context, in Martin and Runyon's (2012) view, is a consequence of social media usage such as Instagram, which is not only a forum for communication, but also used as a means of production and distribution by utilizing the

existence of individuals as users. In line with this, Upadhyaya and Salim (2022) also state that the use of Instagram social media in the commercialization of economic products often appears in the form of endorsements by utilizing the identity and figure of the subject. This context has led to the massive commodification of children as endorsements on Instagram social media.

Considering the commodification of children as endorsements on Instagram social media has objectified children in a more exploitative direction. Therefore, the knowledge and role of parents and society is a very important context in preventing and minimizing the practice of commodification of children as endorsements on Instagram social media. Bergkvist and Zhou (2016) also state that the role of parents and society in accommodating children's interests in the new media era can not only change the perception of objects towards subjects, but will also have long implications for the relational dynamics between parents and children. In line with this, the important findings in this study can also be served as a lesson learned for parents and society in positioning and treating children in the new media era based on subjective and contextual interests. Therefore, in addition to accommodating the welfare of the subject, the knowledge and awareness of people and society in treating children on Instagram social media is also a very important context in minimizing the commodification of children.

6. Conclusion

The commodification of children as endorsements on Instagram social media has occured massively. This context can be viewed through three important findings in this study, which include; First, the massive promotion of children's services as brand ambassadors for commercial products has become a trend in Instagram social media. Second, the widespread involvement of children as commercial product endorsements on Instagram social media. Third, there is a setting of rates for children's services as commercial product endorsements on Instagram social media. From these three findings, it can be concluded that children's involvement in economic activities on Instagram social media not only shows a form of objectification, but also indicates that the practice of commodification of children on Instagram social media has occurred massively in the new media era.

In general, discussions regarding children's involvement in economic activities on social media often focus on the potential of children's identities and figures as objects in distributing or marketing commercial products. However, the findings in this study reveal a different reality that children's involvement in economic activities on social media is not only an objectification, but also a practice of commodification of children on Instagram social media. The findings in this study are not only expected to be a lesson learned for parents and society in positioning and treating their children, but also expected to provide a foundational basis for dialogues concerning the development of children and media culture studies.

This study also has limitations in the data collection process, which was only conducted through searching on Instagram social media platform using the keyword "child endorsements". Therefore, the data obtained and presented in this study only refer to image documents disseminated through several Instagram social media accounts. However, the limitations in this study are expected to be the basis or reference for further studies, particularly for studies seeking to explore the motivation of parents who involve their children in endorsement activities through in-depth interviews, in order to obtain a comprehensive and more empirical understanding.

Author Contribution Statement

Contributions of the authors in this article: Henky Fernando contributed as concepts and drafters of the article; Yuniar Galuh Larasati contributed as data analysers and interpreters; Julia Magdalena Wuysang as the drafter of the manuscript; Vincamira Tasha Florika and Leanne Morin contributed in collecting data and critically revising the article. All authors agree to take responsibility for all aspects of this work.

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We have no conflict of interest to declare

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