

Newsletter



Issue 3
December 2018

Welcome to the third edition of the ESA RN5 newsletter. In this newsletter we would like to point out recent and upcoming events, share a fair amount of recent publications by our prolific network members, as well as news on projects and teaching related to the sociology of consumption.

Upcoming events

ESA 2019 – EUROPE AND BEYOND: BOUNDARIES, BARRIERS AND BELONGING

14th Conference of the European Sociological Association
20-23 August 2019, Manchester / UK

General call: RN05 Sociology of Consumption (Deadline 1 February 2019)

The Sociology of Consumption network invites contributions to the programme that explore consumption from different perspectives, reflect on their ambiguities and trouble its boundaries. As political anxieties over borders and migration have recently intensified, questions of cultural difference, participation and consumption have become freighted. Yet sociological research suggests many of these frustrations arise from inequality, problems accessing the goods and services which allow full participation in society, and crisis and transformation in the provisioning of collective consumption – housing, transportation, energy, care and education. Consumption is concerned with a broad range of these contemporary challenges, from the patterns of cultural difference, distinction and identity to the politics of alternative forms of provisioning goods and services such as cooperatives and the ‘sharing economy’. In reconfiguring capitalism in the wake of the crisis, new ways of organising the economy call require the careful consideration of consumption and the needs of citizens, imagination in meeting these needs, and a sober re-evaluation of the ideological project of consumer choice. The Sociology of Consumption network draws on a theoretically plural and empirically diverse tradition of research. We invite papers that address various aspects of the sociology of consumption.



For more information, please visit:

https://www.europeansociology.org/sites/default/files/public/Coordinator/ESA_2019_CFP_Manchester_v1.pdf

Joint session with RN12 (Environment and Society) **Sustainable consumption and wellbeing**

Contributors to this session will explore the links between consumption, environmental constraints, and notions of “the good life” – ranging from a needs-based to a capabilities approach. Links will be made to the growing literature on sufficiency, sustainable wellbeing (Gough 2017), and consumption corridors (Giulio and Fuchs 2014), relating social practice and social change theories to consumption minima and maxima.

Joint session with RN09 (Economic Sociology)

The other side of sustainability: exploring unsustainable consumption

In this session, we seek to explore unsustainable consumption as an important barrier to sustainable development. While the gap between environmental attitudes and sustainable consumption is well-established, little is known about unsustainable lifestyles. We expect abstracts focusing on the meaning and conceptualization of unsustainable consumption, the roots, drivers and explanations of such consumption patterns as well as potential solutions.

Joint session with RN09 (Economic Sociology)

Financialisation and its impacts on everyday life

This session focuses on financialisation as an institutional condition for consumption and its wider impacts on everyday practices, made up by nexuses of habits, competencies, practical considerations and discourses that vary across social divisions. We encourage submission of abstracts that explore the relationship between the financialisation of the household economy and its implications for everyday practice.

Joint session with RN24 (Science and Technology)

Digitization, data and everyday life

A diverse set of data, communication and networks are configured through technological phenomena such as the Internet of things, smart cities, drones, surveillance, credit scoring, self-tracking and precision agriculture. This session will take up a series of critical issues related to digitization, such as digital consumption, platform economy, data citizenship, data driven surveillance, and social and ethical issues of big data.



Submit your abstract via ConfTool 2019: <https://www.conftool.pro/esa2019/>

Need more information?

- The Call for Papers as well as the 1-page PDF telling you "10 Things You Need to Know About ConfTool" can be opened via the login interface of ConfTool 2019.
- Check the "[CONFTOOL](#)" section on the conference website (incl. General Information, Abstract Submission...).
- Read the "[Frequently Asked Questions](#)" on the conference website (especially "2. Abstract Submission").

Don't forget that the deadline is 1 February 2019.

European Society for Rural Sociology Conference (ESRS 2019)

Trondheim, Norway. June 25-28, 2019

Panel “Benefits, challenges, social learning and controversies around Local Food Systems”. Organized by Rachel Reckinger, Gusztáv Nemes & Veronika Lajos

For more information, please visit: <https://esrs2019.no/calls/call-for-abstracts/wg31-benefits-challenges-social-learning-and-controversies-around-local-food-systems/>

The deadline for Call for Abstracts submissions is January 10th, 2019

Fifth International Convention on Food History and Food Studies, IEHCA

Université François Rabelais, Tours. 6-7th June 2019

Panel “Networks and Governance of Local Food Systems. The case of Food Policy Councils” (moderator and speakers to be confirmed). Organized by Rachel Reckinger.

For more information, please visit: <http://iehca.eu/en/research-training/international-convention>

Call for papers

Special issue “The Coexistence of Agricultural and Food Models” Review of Agricultural, Food and Environmental Studies

Coordination: Gasselin P., Hostiou N., Petit S.

For more information, please visit:

<https://www.springer.com/economics/agricultural+economics/journal/41130?detailsPage=press>

The deadline for submission is February 1st, 2019

Special Issue “Digital Transformations in Gaming and Gambling Consumption” Journal of Consumer Culture

Digital Transformations in Gaming and Gambling Consumption

Guest Editors: Tom Brock (Manchester Metropolitan University) and Mark R Johnson (University of Alberta)

For more information, please visit: <http://www.digra.org/call-for-papers-special-issue-of-journal-of-consumer-culture/>

Journal of Consumer Ethics

The Journal of Consumer Ethics is an open access, peer-reviewed, interdisciplinary journal addressing issues of consumption ethics, sustainable, ethical, political and responsible consumption and related areas. Published online by the Ethical Consumer Research Association, the JCE was founded last year and is now on its fourth issue. The JCE's inaugural issue included contributions from world leading scholars in consumption scholarship such as Clive Barnett, Ian Cook, Michele Micheletti and Deidre Shaw.

The JCE invites full journal papers and shorter discussion pieces.

Papers are published fully open access with no publication charges to authors. Decisions on submitted manuscripts are made in a timely manner. <https://journal.ethicalconsumer.org>

Recent workshop

Special session at the last RN5 conference in Copenhagen: Innovations in teaching the sociology of consumption



This dynamic session on teaching, organized by Marlyne Sahakian and inspired by the SCORAI conference teaching sessions, provided inspiration just in time for the start of the semester. The session kicked off with short presentations (speed dating format, 5m each) on innovative teaching methods: with Thomas Thurnell-Read: Using object elicitation towards student narratives on social life; Alvise Mattozzi: A short ethnography of domestication, towards the redesign of artifacts by students; Nina

Denisova: In the academic shoes of Zs and Millennials; Margarita Komninou: Testing the personal diary with students; Stefan Wahlen: Teaching theory in an interdisciplinary context; Piergiorgio Degli Esposti: Microsoft teams in the classroom; and Marlyne Sahakian: Adapting theoretical theatre: personifying conceptual frameworks. We then broke into groups to talk themes we wanted to explore in more depth, specifically: workshop techniques, teaching around an object, and the use of journals and photo elicitation. Some of the fun ideas that were shared: human statistics, or ways of visualizing statistics by having students move around a room to represent different figures; or inviting students to comment on “weird” objects, or objects from before their time, in relation to theories in the sociology of consumption. We ended with an agreement to organize these sessions every two years at the RN5 Midterm, keeping a very informal format. There was general enthusiasm around the opportunity to share experiences and challenges from the classroom, something we so rarely get to do.

Recent Publications

Articles and Book Chapters

Chessel, M-E. & Dubuisson-Quellier S. (2018). The making of the consumer: historical and sociological perspectives. In Kravets Olga, Maclaran Pauline, Miles Steven and Venkatesh Alladi (Eds), *The Sage Handbook of Consumer Culture*, London, Sage, pp. 43-60.

Cicchelli, V., Octobre, S. Riegel, V., Katz-Gerro, T. & Handy, F. (forthcoming). A Tale of Three Cities: Aesthetico-Cultural Cosmopolitanism as a New Capital among Youth in Paris, São Paulo and Seoul. *Journal of Consumer Culture*. Accepted for publication.

Daenekindt S. (2018). High Culture. In: *Wiley-Blackwell's Encyclopedia of Sociology*, 2nd Edition (George Ritzer and Chris Rojek, Eds.). In press.

Daenekindt S. (2019). Out of Tune. How People Understand Social Exclusion at Concerts. *Poetics*. <https://doi.org/10.1016/j.poetic.2018.12.002>

Dubuisson-Quellier S. (2018). From moral concerns to market values: how political consumerism shapes markets. In Boström M., Micheletti M. and Oosterveer P. (Eds.) *The Oxford Handbook of Political Consumerism*, Oxford, Oxford University Press. DOI: 10.1093/oxfordhb/9780190629038.013.36

Dyen, M., Sirieix, L. Costa, S., Depezay, L. & Castagna, E. (2018). Exploring the dynamics of food routines: a practice-based study to understand households' daily life. *European Journal of Marketing*. <https://doi.org/10.1108/EJM-10-2017-0775>

Godin, L. and M. Sahakian (2018). Cutting Through Conflicting Prescriptions: How Guidelines Inform "Healthy and Sustainable" Diets in Switzerland. *Appetite* 130: 123-133. <https://doi.org/10.1016/j.appet.2018.08.004>

Gojard, S., & Véron, B. (2018). Shifts in provisioning routines: do holidays favour more local and seasonal food purchases?. *Environmental Sociology*. <https://doi.org/10.1080/23251042.2018.1546805>

Holm, L., Nielsen, A. L., & Lund, T. B. (2018). Adapting to financial pressure on household food budgets in Denmark: Associations with life satisfaction and dietary health. *Acta Sociologica*. <https://doi.org/10.1177/0001699318810095>

Mihelj, S., Leguina, A. & Downey, J. (forthcoming). Culture is Digital: Cultural Participation, Diversity and the Digital Divide. *New Media and Society*. Accepted for publication.

Miles A. & Leguina, A. (2018). Socio-spatial mobilities and narratives of class identity in Britain. *British Journal of Sociology* 69(4): 1063-1095. <https://doi.org/10.1111/1468-4446.12624>

Laamanen, M. Wahlen, S. & Lorek, S. (2018). A moral householding perspective on the sharing economy. *Journal of Cleaner Production* 202: 1220-1227. <https://doi.org/10.1016/j.jclepro.2018.08.224>

Nuccio, M., Guerzoni, M. & Katz-Gerro, T. (2018). Before class stratification: The rise of the eclectic music consumer in the modern age. *Cultural Sociology* 12(3): 343-367. <https://doi.org/10.1177/1749975518786039>

Roose, H., Roose, W., & Daenekindt, S. (2018). Trends in Contemporary Art Discourse: Using Topic Models to Analyze 25 years of Professional Art Criticism. *Cultural Sociology*, 12(3), 303-324. <https://doi.org/10.1177/1749975518764861>

Sahakian, M (2018), Cool by design: Social practices around air-conditioned microclimates in Metro Manila, in Roesler, Sascha, and Madlen Kobi (Eds). *The Urban Microclimate as Artifact. Towards an Architectural Theory of Thermal Diversity*. Basel: Birkhäuser

Southerton, D. & Welch, D. (2018). *Transitions for Sustainable Consumption After the Paris Agreement*. Policy Analysis Brief. Muscatine, The Stanley Foundation. Available at <https://www.stanleyfoundation.org/resources.cfm?ID=1663>

Wahn, I-Liang (forthcoming) Instituting the self-regulating consumer: Fake Fighters, Netizens, and rights' defenders in China. *The Sociological Quarterly*. Accepted for publication.

Welch, D. and Yates, I. (2018). The practices of collective action: Practice theory, sustainability transitions and social change. *Journal for the Theory of Social Behaviour*. <https://onlinelibrary.wiley.com/doi/abs/10.1111/jtsb.12168>

Welch, D., Swaffield, J. and Evans, D. (2018). Who's Responsible for Food Waste? Consumers, Retailers and the Food Waste Discourse Coalition in the UK. *The Journal of Consumer Culture*. <https://doi.org/10.1177/1469540518773801>

Welch, D. (2017). Consumption and Teleoaffective Formations: Consumer Culture and Commercial Communications. *Journal of Consumer Culture*. Online ahead of print.

<http://journals.sagepub.com/doi/10.1177/1469540517729008><http://journals.sagepub.com/doi/10.1177/1469540517729008>

Welch, D. and Warde, A. (2017). How should we understand general understandings?. In A. Hui, T. Schatzki, and E. Shove (eds.) *The nexus of practice: connections, constellation*. London, Routledge.

Monograph

Enter Culture, Exit Arts? The Transformation of Cultural Hierarchies in European Newspaper Culture Sections, 1960–2010

By Semi Purhonen, Riie Heikkilä, Irmak Karademir-Hazir, Tina Lauronen, Fernández Carlos J. Rodríguez & Jukka Gronow



Key debates of contemporary cultural sociology – the rise of the ‘cultural omnivore’, the fate of classical ‘highbrow’ culture, the popularization, commercialization and globalization of culture – deal with temporal changes. Yet, systematic research about these processes is scarce due to the lack of suitable longitudinal data. This book explores these questions through the lens of a crucial institution of cultural mediation – the culture sections in quality European newspapers – from 1960 to 2010.

Starting from the framework of cultural stratification and employing systematic content analysis both quantitative and qualitative of more than 13,000 newspaper articles, *Enter Culture, Exit Arts?* presents a synthetic yet empirically rich and detailed account of cultural transformation in Europe over the last five decades. It shows how classifications and

hierarchies of culture have changed in course of the process towards increased cultural heterogeneity. Furthermore, it conceptualizes the key trends of rising popular culture and declining highbrow arts as two simultaneous processes: the one of legitimization of popular culture and the other of popularization of traditional legitimate culture, both important for the loosening of the boundary between ‘highbrow’ and ‘popular’.

Through careful comparative analysis and illustrative snapshots into the specific socio-historical contexts in which the newspapers and their representations of culture are embedded – in Finland, France, Spain, Sweden, Turkey and the UK – the book reveals the key patterns and diversity of European variations in the transformation of cultural hierarchies since the 1960s. The book is a collective endeavour of a large-scale international research project active between 2013 and 2018.

Routledge 2018: <https://www.routledge.com/p/book/9781138740556>

Call for reviews

The *Journal of Consumer Ethics* aims to build a profile for quality book reviews and review essays. JCE maintains a short list of books that we are interested in having reviewed but are more than happy for prospective reviewers to suggest books. JCE invites colleagues interested in writing book reviews (c. 1000 words) and book review essays (of 2 or more related books, c.3000 words), as well as authors and editors of new books seeking review, to contact Dan Welch (Book Reviews Editor) - daniel.welch@manchester.ac.uk

Ph.D. defence

Tullia Jack (Lund University) Ph.D. public defence entitled 'Negotiating Conventions: cleanliness, sustainability and everyday life' will take place on December 19th. Tullia's dissertation is available for download at the following link:

[http://portal.research.lu.se/portal/sv/publications/negotiating-conventions\(1593a5e3-93a8-4938-afc5-2b899201b579\).html](http://portal.research.lu.se/portal/sv/publications/negotiating-conventions(1593a5e3-93a8-4938-afc5-2b899201b579).html)

New Sociology of Consumption Study Group: Calls for Expressions of Support – British Sociological Association

We are a group of scholars seeking expressions of support for a new BSA Sociology of Consumption Study Group, which will advance research on consumption from sociological perspectives. The Study Group will provide a productive and supportive network through which researchers working on matters relating to consumption, consumers and consumer culture can meet to present research findings and engage in dialogue and debate. The group will involve regional and national events from 2019 onwards.

Sociology of consumption is a diverse field and has, in recent years, included particular attention to inequalities, identity and diversity; ethical and sustainable consumption; and 'deviant' consumption, as well as theoretical and conceptual advances in understandings of consumer behaviour and consumption practices. The Study Group will provide a forum for addressing these substantive and theoretical issues and will aim to support the work of Postgraduate Researchers and Early Career Researchers as well as established academics working in this area.

Please contact any of the Co-Convenors to express interest in the Study Group by 4th January 2019. The Co-Convenors will be Dr Irmak Karademir-Hazir (ihazir@brookes.ac.uk; Oxford Brookes University), Dr Emma Casey (emma.h.casey@northumbria.ac.uk; Northumbria University) and Dr Thomas Thurnell-Read and Dr Adrian Leguina (a.leguina@lboro.ac.uk and t.thurnell-read@lboro.ac.uk; both Loughborough University).

About ESA RN5

The research network addresses consumption in its social, cultural, symbolic, economic, political and material dimensions. It welcomes theoretical, methodological and empirical contributions to the study of consumption in a large range of areas: sustainability, political consumption, fashion, food and eating, tourism, culture, bodies, technology etc. In doing so, it intersects with other sociological fields, such as economic sociology, sociology of health, the family, gender, age and generations, the study of space and cities, or social stratification. Thereby the research network contributes to societal debates on contested and challenged aspects of consumption and assists in advancing associated policy measures and societal developments.

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See you at our conference in Manchester next summer!

On behalf of the RN5 Board Members:

Terhi-Anna Wilska, Coordinator, Finland, University of Jyväskylä
 Arne Dulsrud, Co-coordinator, Norway, SIFO - Consumption Research Norway
 Stefan Wahlen, Co-coordinator, the Netherlands, Wageningen University
 Emma Casey, United Kingdom, Northumbria University
 Piergiorgio Degli Esposti, Italy, University of Bologna
 Adrian Leguina Ruzzi, United Kingdom, Loughborough University
 Marlyne Sahakian, Switzerland, University of Geneva
 Marie Plessz, France, French National Institute for Agricultural Research
 Luke Yates, United Kingdom, University of Manchester

<https://www.europeansociology.org/research-networks/rn05-sociology-consumption>