

Consumers and Consumption Sessions

ASA Conference, August 20-23, 2011

Caesar's Palace, Las Vegas NV

Regular Session: Consumers and Consumption.

Session Organizer: Jennifer Smith Maguire, University of Leicester

Consumers and Consumption I: Food Matters

All of the papers in the session make a strong, empirically-grounded case for food (food products, food preparation and food shopping discourses) as a lens through which to examine dominant values in contemporary society.

Papers & Presenters:

Organic, Artisanal, Fancy, Salty: The Romance of Balinese Foods in American Markets.

Amy Elisabeth Singer, Knox College.

The Commodification of Tatonka (Buffalo): Americans' Consumption of Native American Community and Spirituality. Anastacia Schulhoff, University of South Florida.

Consumption and Production: Seeking Meaning in Home Birth and Home Cooking. Barbara Katz Rothman, City University of New York.

Shopping our way to change: Food, health and the social organization of grocery shopping. Shelley L. Koch, Emory & Henry College.

Discussant: Stefan Bargheer, University of Chicago.

Presider: Jennifer Smith Maguire, University of Leicester.

Consumers and Consumption II: Ethical and Anti-Consumption

All of the papers focus on forms of 'alternative' consumption—e.g. fair trade, anti-consumption activism, localism. Three of the papers draw on qualitative and ethnographic research to provide insight into individuals' motivations and how such forms of consumption feature in their construction of identity. The final paper provides a meta-analysis of the field of research, its challenges and opportunities.

Papers & Presenters:

Lifestyle Politics: Practices, Motivations, and Potential Effects of Activist Anti-Consumption.

Laura Portwood-Stacer, University of Southern California.

Categorizing Consumers of Ethical Products. Michael A. Long, Oklahoma State University.

Homo Economicus and the Consumer Activist: Anti-Capitalist Activism Through Alternative Trade. Julie A. Rice, Washington State University.

Research on Fair Trade Consumption – A Review. Veronika A. Andorfer, University of Kassel; Ulf Liebe, University of Göttingen and University of Kassel.

Discussant: Sam Binkley, Emerson College.

Presider: Jennifer Smith Maguire, University of Leicester.

Consumers and Consumption III: Class and Consuming Identities

All of the papers in the session are concerned with how consumption features in the production of identities: middle class food and fashion shoppers in the US and postsocialist Russia, and fashion brands and low income African American youth.

Papers & Presenters:

Brands in Action: Brand Consumption and Branding Amongst Teenagers in Harlem Street Teams. Jeffrey Lane, Princeton University.

Shopping at Whole Foods Market: Sustainable Consumption in a Postmodern Society.

Heather Elizabeth Marsh, University of Maryland.

Outlet Mall Shopping and the Transformation of Thrift. Joyce Robbins, Touro College.

Shopping for Fashion and Consumer Subjectivities in Postsocialist Russia. Olga Gurova,

State U - Higher School of Economics; Helsinki Collegium for Advanced Studies.

Discussant: Nicole Marie Brown, University of Illinois at Urbana-Champaign.

Presider: John T. Lang, Occidental College.