

Select Consumers and Consumption Sessions and Events for ASA 2010 in Atlanta

*For additional sessions that have listed “consumers/consumption” as one of their topic areas, search the ASA schedule by topic: <http://convention3.allacademic.com/one/asa/asa10/>

Saturday, August 14, 8:30 am-10:10 am

Hilton Atlanta

Special Session. Markets as Social Imaginaries: Cultural Practice and Economic Action

Session Organizer:

Daniel Thomas Cook, Rutgers University

Presider:

Keith Brown, St. Joseph’s University

Papers:

Figurations, Fabrications and Performances in and of Markets

Daniel Thomas Cook, Rutgers University

Social Interaction as Market Device: The Re-personalization of Banking

Zsuzsanna Vargha, Max Planck Institute

The Culture and the Characters of the Market: Ethnographic and Historical Accounts of Interactional Dynamics

Frederick F. Wherry, University of Michigan

How to Read the Future: The Yield Curve, Affect, and Financial Prediction

Caitlin Zaloom, New York University

Abstract:

A long-standing truism in economic sociology is that markets are embedded in social life, but the presumption often remains that there is something essential about markets and market behavior that are prior to and untouched by social action. This session brings together scholars whose work address how markets themselves are fabricated through social action and discourse. Markets here are conceptualized as “social imaginaries,” in the spirit of Benedict Anderson (Imagined Communities), that are forged as much through myth and language as they are through material production and exchange. Participants understand socially-imaginatively constructed markets as being “real” because, to paraphrase W. I. Thomas, they are real in their consequences.

Sunday, August 15, 12:30-210

Hilton Atlanta

Regular Session. Consumers and Consumption across Changing Social Landscapes

Session Organizer:

Amy L. Best, George Mason University

Presider:

Amy L. Best, George Mason University

Culture of Consumption in Contemporary Russia: Between Socialist Past and Global Future

Olga Gurova, State University-Higher School of Economics

Exploring "Sharability": Prospects for Temporarily Reallocating Durable Household Goods

Alexander Brian Goldman, University of Florida

Fellow Travelers on The Road to Consumer Society

Marketa Rulikova, Williams College

Individualized Politics and Political Consumerism: Opiate of the Masses, Gateway Drug, or Neither?

Tim Bartley, Indiana University

Kevin Doran, Indiana University-Bloomington

The Aesthetics of Middle Class Home Interiors in Neoliberal Chile

Joel P. Stillerman, (Grand Valley State University and University of Diego Portales)

Discussant:

Amy L. Best, George Mason University

Monday Aug 16, 4:30-6:10

Hilton Atlanta

Section on Sociology of Culture Refereed Roundtable Session

Table 14 Consumer Studies Research Network

Session Organizer:

Mary Ann Clawson, Wesleyan University

Table Presider:

Daniel Thomas Cook, Rutgers University

Papers

Customer Service: The etiquette of buying and selling

Rachel A. Schwartz, Cornell University

Non-Participation in Consumption Rituals – A Christmas Story

Michelle F Weinberger, Northwestern University

Theorizing feminism in the age of consumption

Nicki Lisa Cole, University of California, Santa Barbara

Alison Crossley, University of California, Santa Barbara

Toward a Systematic Theory of Consumer Choice and the Internet

Grant Blank, Oxford Internet Institute

Monday Aug 16, 6:30-7:30

Hilton Atlanta, Room 208

Business Meeting of the Consumer Studies Research Network