The ASA Section on the Sociology of Consumers and Consumption presents

Global Consumption: Politics, Culture, Practice

August 16, 2012

University of Denver
Sturm Hall

Preliminary Program (July 9 version)

8:00    Registration/Refreshments    Room 287

8:30-8:45 Welcome
Dan Cook, Rutgers University

8:45-10:25 (concurrent sessions)
Session 1
Room: Sturm 186

Shaping Class

Presider:
Emilie Dubois, Boston College
Papers:
How the Global Elite Party: Transnational Circuits of Wealth Destruction and Conspicuous Leisure
Ashley Mears, Boston University

“A Local Shopping Street as Cosmopolitan Habitus: Constructing Upscale Identity in Amsterdam”
Sharon Zukin, Brooklyn College and City University Graduate Center

Imagining the Good Life: Class and the Meanings of Consumption in Post-Soviet Russia
Tatiana Tatarchevskiy, Sacred Heart University

The Allure and Power of Apple: Interpellating Creative Cosmopolitan Consumers in a Global World
Nicki Lisa Cole, Pomona College

8:45-10:25 (concurrent sessions)
Session 2
Room: Sturm 187

Tensions in/with the Local

Presider:
Murray Milner, University of Virginia

Papers:
Pints, Pubs, and Paddies: Localized Consumptions of the Irish Diaspora
Diane Nititham, University of Illinois at Chicago
Juan Martinez

Consuming the Homeland: A Comparative Look at Diasporic Homeland Tourism
Jillian Powers, Washington University in St. Louis

Eventful Consumption: Consumers, Crisis and the Foreign-Domestic Divide
Amy Hanser, University of British Columbia

“Born in Japan, Raised in America”: Yuri and the Transnational Formation of a Genre of Lesbian Comics
Casey Brienza, University of Cambridge

10:25-10:45 Break
10:45-12:15 (concurrent sessions)
Session 3
Room: Sturm 186

Cultural Communication

Presider:
Weiwei Zhang, Boston University

Papers:
Global Connections and Cultured Disposition: Framing Culture for Brazilian Elites
Danielle Hedegard, Boston College

“Can I Just Get a Regular Cup of Coffee?” Crafting a Moral Reputation through Fair Trade
Keith Brown, Saint Joseph's University

Healthy and Globally: Organic Food Consumption in Israel as a Field of Cultural Cosmopolitanism
Rafi Grosglrik, Ben-Gurion University of the Negev

10:45-12:15 (concurrent sessions)
Session 4
Room: Sturm 187

Globalization ‘Effects’

Presider:
Thomas Burr, Illinois State University

Papers:
Globalization, Schools and Consumption: Variations in the Patterns of Consumption in Indian Secondary Schools
Murray Milner, University of Virginia

Navigating Greenwashing: The Art & Science of Evaluating Corporate Social Responsibility
Ellis Jones, Holy Cross College

Glocommodification, Consumption Culture, and Poverty in India: Redirecting the Structural-Symbolic
Jennifer Parker Talwar, Pennsylvania State University
Commercialization or Re-enchantment? Inventing Christmas Markets
Fang Xu, Graduate Center, CUNY

12:15-1:15  Lunch (provided)

1:15-2:30  Doctoral Workshops (concurrent sessions)
Organized by Josée Johnston, University of Toronto

Doctoral Workshop I: Tastes, Brands, and Lifestyle
Room: Sturm 281 (Lindsay)

Presiders and Discussants:
Laura Miller, Brandeis University
Joel Stillerman, Grand Valley State University

Papers:
Lifestyle, Consumer Branding, and the Challenge of Self-expression in the Social Performance of the Funeral
Nathan Driskill, University of Missouri – Kansas City

Performing the 1%: Classed Rules in Lifestyle Brand Production and Consumption
Emilie Dubois, Boston College

Prosumer Motivation: A Case Study of an Online Fansubbing Community
Penn Pantumsinchai, University of Hawai’i at Manoa

The Difference in Consumption Patterns Between Multi-ethnic Couples and Traditional Couples
Denise Gochenoeuer, South Dakota State University

Doctoral Workshop II: Consuming for Change: Local, Fair, and Eco-chic
Room: Sturm 186

Presider and Discussant:
Keith Brown, St. Joseph’s University

Papers:
The Fair Trade Shopping Experience: The Creation of a Sacred Market
Mary Beth Finch, Northwestern University
"Recycling Community or Reinforcing Hegemony? Green Consumption and Citizenship among the New Middle Classes of India"
Manisha Anantharaman, University of California, Berkeley

Social Capital and the U.S. Fair Trade Coffee Consumer
Ellie Smith, Virginia Tech

**Doctoral Workshop III: Consuming Authenticity**
Room: Sturm 187

**Presider and Discussant:**
Sharon Zukin, Brooklyn College and City University Graduate Center

**Papers:**
Cultivating Localism: Authenticity and Transparency in the Local Organic Food Market
Zachary Schrank, University of Arizona

“Pawn is not a dirty word”: Class, Consumption and Authenticity in New York’s Pawnshops
Martha Coe, New York University

Doing Terroir: A Comparative Case Study
Sarah Cappeliez, University of Toronto

**2:30-2:50 Break**

**2:50-4:10 (concurrent sessions)**
**Session 5**
Room: Sturm 186

**Tastes and Distinctions**

**Presider:**
Ellie Smith, Virginia Tech

**Papers:**
Hipsters in Enclaves of Ethical Consumption: A Study in the New Logics of Gentrification
Lauren Alfrey, University of California, Santa Barbara
Nicki Lisa Cole, Pomona College
Varieties of Capitalist Consumption: National Taste Regimes
*Thomas Burr, Illinois State University*

Bourdieu’s Theory of Taste Revisited in Chinese Society
*Weiwei Zhang, Boston University*

Consuming Chineseness in the Art World
*Laura Fantone, University of California Berkeley*

**2:50-4:10** (concurrent sessions)

*Session 6*

*Room: Sturm 187*

**Theoretical Considerations**

**Presider:**
*Amy Hanser, University of British Columbia*

**Papers:**
Reassembling Civil Society in Contemporary Urban China: Actor-Network Theory of Chinese Independent Film Consumption
*Seio Nakajima, University of Hawai‘i at Mānoa*

Cultivating Commons versus Consuming Spaces – The Spatial Economy of Artists’ Quarters
*Volker Kirchberg, University of Lueneburg*

Glocalization through Value Co-creation: Translating Practices and (Re)Contextualizing Markets
*Angeline Nariswari, University of Hawai‘i at Manoa*
*Melissa Archpru Akaka, University of Denver*
*Stephen L. Vargo, University of Hawai‘i at Manoa*

**4:10-4:30 Break**

**4:30-5:50 Spotlight Panel**

*Room: Lindsay Auditorium (281)*

**Moderator:** Dan Cook, Rutgers University
Panelists:
Juliet Schor, Boston College
Tuba Üstüner, Colorado State University
Sharon Zukin, Brooklyn College and CUNY Graduate Center

5:50-6:00 Conference Closing: Future Paths
Dan Cook, Rutgers University