

Global Consumption Conference, July 9 version

**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 Lindsay Auditorium (281)
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 Groszlik, 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 Cappelliez, 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