ASA Sociology of Consumers and Consumption
Global Consumption: Politics, Culture, Practice

August 16, 2012
University of Denver, Sturm Hall

8:00 Registration/Refreshments Room 287
8:30-8:45 Welcome Dan Cook, Rutgers University, Conference Chair
Room 281

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 Grosoglik, 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) Room 287
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 J. Miller, Brandeis University; Joel Stillerman, Grand Valley State University

Papers:
Distinction in Death: An Analysis of Brand Consumption and Lifestyle Expression in the Contemporary American 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 Mānoa

The Difference in Consumption Patterns Between Multicultural 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 Discusant: 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 Discusant: Sharon Zukin, Brooklyn College, CUNY 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

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