

2025 Section Annual Report: Part 1 for Consumer & Consumption

Introduction

Annual reports are used by the Sections Committee to assess the health of a Section, measure the Section's vitality, and identify processes, programs, or initiatives that could serve as a model for other Sections. In addition, they serve to provide institutional memory, socialize new Section leaders, and promote transparency to Section members.

This annual report covers the period of Section activity from September 2024 to August 2025 and a fiscal year from January 2025 to December 2025. This report is shared publicly.

Section Governance

Provide details of your Section's governance activity during the period between September 2024 and August 2025.

Business Meeting

Copy and paste below (or attach separately) the agenda and draft/approved meeting minutes from the Section business meeting which include a count of members present and summary of decisions made at this meeting. Minutes are not a transcript of proceedings, but a listing of what discussions took place and official actions taken.

Please see APPENDIX A: BUSINESS MEETING

Council Meeting

Copy and paste below (or attach separately) the agenda and draft/approved meeting minutes of all council meetings. Minutes must include a list of council members present and a summary of decisions made. Minutes are not a transcript of proceedings, but a listing of what discussions took place and official actions taken.

Due to exceptional circumstances, no minutes were recorded for the council meeting(s) in question. The previous chair was unable to attend for health reasons, and I, as chair-elect, was unable to attend due to political and cross-border considerations. Consequently, no agendas, draft minutes, or approved minutes exist for these meetings.

The council is committed to standard record-keeping practices, and steps will be taken to ensure that future meetings have agendas and minutes properly documented, including a list of members present and a summary of decisions made.

Awards

Provide a list of Section awards and awardees conferred in the past year.

Distinguished Paper Award

2025: Hannah Wohl, University of California, Santa Barbara, and Max Besbris, University of Wisconsin-Madison, “Relational Brokerage: Interaction and Valuation in Two Markets.” *Qualitative Sociology*, 47, 1–21. 2024.

2025 Honorable Mention: Ya-Ching Huang and Alya Guseva, Boston University, “The moral economy of severe scarcity: how considerations of deservingness shape cloth mask distribution practices in the midst of a global health crisis.” *Journal of Cultural Economy*, 1–21. 2024.

Student Paper Award

2025: Jiaya Huang, Boston College, “Making the match: How Chinese Food-Movement Organizations Develop Consumers in the Alternative Market.” *Sociological Forum*. 2024.

2025 Honorable Mention: Selen Güler, University of Washington, “The Good, the Bad, and the Healthy: A Factorial Survey Analysis of Situational Morality in Consumption and Healthcare.”

2025 Finances

Provide a narrative on how the 2025 budget matched with actual expenses and income from 2024. Please account for any substantive differences.

(prepared by Ryan Calder on November 7, 2025)

Statement of Activities (i.e., Projected Income Statement)

1/1/2026–12/31/2026

Category	Amount	Notes
C&C Membership as of 9/1/2025	160	ASA uses 9/1/2025 count for 2026 budgeting. Cell name = "CurrentMembership".

Beginning Net Assets (1/1/2026)

\$410 This equals 2025 Ending Net Assets.

INCOME

ASA Base Allocation (2026)	\$600	Per ASA 2026 Policy (see "Membership Allocation Calc" worksheet)
ASA Per-Member Allocation (2026)	\$400	Per ASA 2026 Policy (see "Membership Allocation Calc" worksheet)
Premium Dues (2026)	\$0	C&C Section charges no premium dues
TOTAL INCOME	\$1,000	Auto-sum

EXPENSES

Reception (2026)	(\$1,000)	Assumes same cost as 2025 reception
Plaques (2026)	(\$132)	Assumes 8% inflationary cost increase over 2025 plaques
TOTAL EXPENSES	(\$1,132)	Auto-sum

Change in Net Assets **(\$132)** Total Income minus Total Expenses

Statement of Projected Financial Position (i.e., Projected Balance Sheet)

1/1/2026–12/31/2026

Category	Amount	Notes
Beginning Net Assets (1/1/2026)	\$410	Before expenses at 2025 ASA Annual Meeting are paid (consistent with Dani).
Plus: Projected Income (2026)	\$1,000	From Projected Income Statement
Less: Expenses paid between 7/1/2025 and 12/31/2025	(\$1,132)	From Projected Income Statement
Projected Net Assets (12/31/2026)	\$278	Auto-sum

ASA Rules for Base

Allocation:

Base = 600 if $M \leq 200$

Base = $(M-100) \times 5$ if

$200 < M < 300$

Base = 1200 if $M \geq 300$

Notes

1. The ASA communication erroneously leaves out the scenario where $M=200$, so I assume it to match the 0–199 segment.

ASA Rules for Per-Member Allocation:

Per-member = $\$2.50 \times M$

The Previous Year

Describe Section activities during the period between September 2024 and August 2025.

Provide an overview of the Section's communications with its members and include explanation of how your communication strategy meets the goals and values of the Section. Include links to the section website, newsletters, and any other electronic media used.

At this time, there are no additional updates to report regarding section communications beyond those described above. The current Chair reached out to the past Chair for assistance in compiling relevant details but did not receive a response. The section will ensure that communications information is fully documented in future reports to support continuity and transparency.

Describe the Section's diversity, equity, and inclusion goals. What steps were taken this year to achieve those goals?

The section remains committed to advancing diversity, equity, and inclusion in all aspects of its work. That being said, it is also recognized that DEI work is facing growing scrutiny in higher academic and political spheres. Facing these challenges, the current DEI officer of the section is hopeful that they can foster a smooth transition of leadership and help build a path forward. This is being done along with current leadership to ensure that DEI efforts are more systematically documented and communicated to promote continuity, transparency, and accountability.

Provide an overview of the section's programming at the annual meeting and include explanation of how this programming meets the goals and values of the section (e.g. intellectual exchange, professional networking, mentoring, inclusion).

The past Chair convened a committee, including a Council member and the Chair-Elect, to organize the section's program for the 2024 Annual Meeting. The program was designed to highlight overlaps with the ASA annual meeting theme and to showcase key themes in our section members' scholarship. This approach reflects the section's commitment to fostering intellectual exchange, professional networking, and inclusion by ensuring that programming represents the breadth and depth of research within the sociology of consumption.

The sessions at the 2025 meetings included:

Consuming Authenticity: Blurring Distinctions across Work and Play
Sun, August 10, 8:00 to 9:30am, Swissotel, Floor: Concourse Level, Zurich A
Description

In today's neoliberal economy, the line between work and 'free time' has become increasingly blurred. Platforms like social media, gig work apps, and streaming services can transform what was once considered free time into commodified activities. Beyond this, the line has become blurred between "expertise" and "opinion," both in mass media and on social media. This session invites papers that explore the commodification of free time and how it impacts consumer behavior, identity, and well-being. The session also looks to explore the sociological implications of these shifts, including how labor, leisure, and consumption intersect and how they reflect larger changes in work and market dynamics. Furthermore, the session invites papers examining how such new technology-driven cultural patterns influence consumption and individual autonomy, the commodification of attention, and the redefinition of work and labor in digital economies. As such, questions that the papers in this session may explore includes, but are not limited to: What happens when hobbies, personal time, and even social interactions are transformed into forms of labor and consumption? In what ways are these platforms and patterns of consumption "sustainable"? How do these patterns of consumption affect individual and collective health, not just in medical terms, but also politically, ecologically, and economically?

Authenticity, Branding, and the Academic Self: A Research-Based Mentoring Event
(Sponsored by the Section on Sociology of Consumers and Consumption)
Sun, August 10, 6:00 to 7:00pm, West Tower, Hyatt Regency Chicago, Floor:
Concourse Level/Bronze, Gold Coast
Description

Through this mentoring event, aim to provide a space for sociological exploration of branding through a consumption lens while offering applied guidance on self-branding for career advancement, including the job market, promotion, and awards. By integrating collaborative mentoring (see Koontz, Walters & Edkin 2019) that encourages dialogue across multiple subfields, participants will engage with the challenges and opportunities that branding presents in academia and beyond.

The event will provide an applied approach to "self-branding" for the job market,

promotion, and awards as well as a framework for research. To foster meaningful connections, we will match participants to create mentoring and research partnerships, expanding networking opportunities and sparking new avenues for collaboration. Centering “branding” as a unifying theme allows us to examine how it permeates nearly all aspects of life in a neoliberal era—including higher education—and to reflect on the implications for sociology as a discipline. This exploration will be both self-reflexive, considering how sociology itself is branded in the current socio-political context, and forward-looking, identifying how applied consumers & consumption research can address pressing contemporary issues.

Roundtables

Sun, August 10, 12:00 to 1:00pm, West Tower, Hyatt Regency Chicago, Floor: Ballroom Level/Gold, Regency B

Description

This roundtable session is open to a wide variety of research that touches on areas of consumers and consumption. Potential topics could include, but are not limited to: trends (e.g., how framing and discourse can influence agendas and related consumption), ongoing (re)construction of taste, the influence of AI and emerging technologies, identity and aesthetics, constructions of space and place, consumer power and ethics, and how the setting of a “consumer society” influences/is influenced by socio-political dynamics.

Provide an overview of the Section’s programmatic activities outside of the Annual Meeting (e.g. webinars, networking events, mentoring initiatives, resources for dissemination) and include explanation of this programming meets the goals and values of the Section.

During the past year, no major programmatic activities were undertaken outside of the Annual Meeting. However, the incoming Chair-Elect began work to reinvigorate section engagement and visibility through the **relaunch of the *Scholars Conversations* series and the *Consume This!* blog**. These initiatives, now active again, provide opportunities for members to share ideas, highlight new research, and connect with broader audiences interested in the sociology of consumption.

These renewed efforts lay important groundwork for sustained year-round programming in the coming year and reflect the section’s ongoing commitment to inclusion, mentoring, and the dissemination of diverse sociological perspectives.

Agenda

30761 - Section on Sociology of Consumers and Consumption Business Meeting
Sun, August 10, 1:00 to 1:30pm
West Tower, Hyatt Regency Chicago, Floor: Ballroom Level/Gold, Regency B

- Welcome and Introductions
- Overview
- Budget Report (Daniel Fridman)
- Presentation of Awards
- Committee Volunteers:
 - a. Volunteer Survey Link: <https://forms.gle/knxVMth5mN5uTruA9>



- b. See committee descriptions below (Appendix I)
- Future Section Activities:
 - a. Reschedule mentoring activity from the annual meeting conference to the Fall semester remotely.
 - i. As this had to be delayed, if anyone present would like to help develop, offer feedback, and/or volunteer for this virtual event planned for the Fall 2025 semester, please let someone know at the business meeting and/or recommend someone that you think would

be fitting.

- ii. I also request that you fill out this extremely short questionnaire here:
<https://forms.gle/GJQYc8PztoX3BgQi8>



- iii. The following is what was posted in the 2025 program, but this can certainly be updated and changed based on others interests and Dr. Huddart's (as incoming Chair) desired future directions:
Authenticity, Branding, and the Academic Self: A Research-Based Mentoring Event

Description

Through this mentoring event, aim to provide a space for sociological exploration of branding through a consumption lens while offering applied guidance on self-branding for career advancement, including the job market, promotion, and awards. By integrating collaborative mentoring (see Koontz, Walters & Edkin 2019) that encourages dialogue across multiple subfields, participants will engage with the challenges and opportunities that branding presents in academia and beyond.

The event will provide an applied approach to “self-branding” for the job market, promotion, and awards as well as a framework for research. To foster meaningful connections, we will match participants to create mentoring and research partnerships, expanding networking opportunities and sparking new avenues for collaboration. Centering “branding” as a unifying theme allows us to examine how it permeates nearly all aspects of life in a neoliberal

era—including higher education—and to reflect on the implications for sociology as a discipline. This exploration will be both self-reflexive, considering how sociology itself is branded in the current socio-political context, and forward-looking, identifying how applied consumers & consumption research can address pressing contemporary issues.

- b. Decide on if we want to plan and submit for a pre-conference at the 2026 annual meeting in New York (August 7-11). We need to consider the pros/cons of a pre-conference versus a formal workshop during the annual meeting (regular hours), as our section day will be on Monday (August 10th). They rotate the section date each year, so we can check to see if Tuesday is considered a full day or if we will be on the 1st day in 2027, which may lend itself better to a pre-conference.
- c. In 2027 we will be back in Chicago for the annual meeting, so if we do get the first day, that may work well. For those who are at the meeting in person, go ahead and sleuth and network away if this seems like the best choice!
 - i. The call will come out in November 2025 for both (The workshop deadline will likely be February 2026). We will need to act very quickly for the pre-conference if that is something that we are interested in, and it could be helpful to consider partnering with another smaller section for both. The OOW section seems very open to collaborations, so this could be something to consider moving forward the same group that we are collaborating with for the reception this year, so that could be helpful to keep in mind when mingling tomorrow at the reception.
 - ii. For planning purposes, we will want to take into consideration the 2026 annual meeting theme:
 - 1. President-Elect Shelley J. Correll has chosen the theme “Disrupting the Status Quo: Putting Sociology to Work for a More Equitable Society.” Read the [full theme statement](#).
- d. Brainstorm and work on DEI activities (Chair: Erik Withers) to help with consumer and consumption research activities, mentoring, and ensuring it can be expanded to all interested institutions (e.g., Considering my own limitations in the state of Florida; for example, the office of institutional equity is now the Office of Nondiscrimination & Accommodations Compliance).
- e. Potentially closely related to this, work on updating social media and making it “our own” (e.g., this could be related to the branding the workshop and we could “rebrand” – or brand - our section). It would be great to have a team, so multiple volunteers for this, as this can also help with recruitment.
- f. Once again building from this, we had sent out a Google survey to all of our members and after this conference, it could be a great time to review that survey and particularly work with the Membership committee to follow through with comments and suggestions.
 - i. If you did not yet fill out this survey please follow this link and complete this as soon as possible. We greatly appreciate it:

<https://forms.gle/wL4aFPg4nmtVL6Fp9>



- g. Hold a virtual event in the spring semester, most likely with the past current and incoming chairs to discuss theme history present and future directions for the field of consumers and consumption
- h. Start a virtual writing group in the fall semester, headed by past president Amanda Koontz.
- i. Potentially create a Google survey where people can send their requested submissions for the listserv (open to suggestions). I, Amanda Koontz, will work with both Emily and Hanna to create a plan for consistent (monthly?) list-serve updates starting after the conference.
- j. Consider planning a pre-conference for the 2026 annual meeting in New York. We need to consider if we prefer a pre-conference versus a formal workshop (workshop would be held during regular meeting hours, like a session), since our section day will be on Monday (8/10; the conference runs 8/7-8/11, 2026). The call will come out in November 2025 for both (the workshop deadline will likely be February 2026).
 - i. We will need to act very quickly for the pre-conference if that is something that we are interested in, and it could be helpful to consider partnering with another smaller section for both. The OWA section seems very open to collaborations, so this could be something to consider moving forward the same group that we are collaborating with for the reception this year, so that could be helpful to keep in mind when mingling tomorrow at the reception.
 - ii. The section days rotate every year, so we can also look into seeing if our conference day will end up being on Tuesday while in New York. If that is the case, the 2027 conference will be in Chicago again, so we would have the very first day of the conference as our section day and that would work much better for a pre-conference. Additionally, everyone that is there in person can do some homework and

potentially get some ideas to plan ahead for 2027! I would appreciate any sleuthing if that does seem like the way to go.

iii. For planning purposes (workshop or pre-conference), we will want to take into consideration the 2026 annual meeting theme:

1. President-Elect Shelley J. Correll has chosen the theme “Disrupting the Status Quo: Putting Sociology to Work for a More Equitable Society.” Read the [full theme statement](#).

k. The current council members, if possible, will be meeting with the newly elected section representatives (a big shout out to our winners and everyone who volunteered, as this was an amazing group – cheers to those in the room and beyond!) to help create their own initiatives.

Appendix I

	Nominating Committee <i>This committee identifies and invites members to run for elected positions in the Section (one-year term)</i>
# Needed	
Chair [Chair-Elect]	Hannah Wohl
Council Member	
At-Large	
At-Large	
	Program Committee <i>This committee develops sessions of interest to the Section for each ASA Annual Meeting (one-year term)</i>
# Needed	
Chair	
Volunteer	
Volunteer	
	Communications Committee <i>This committee helps to prepare Section news and other content and manage the Section's website and other media platforms (varying terms)</i>
# Needed	
Chair [Communications Director; appointed by Chair-Elect*]	
Volunteer	
Volunteer	
Volunteer	
*takes office with Chair Elect; also serves as a member of council	

	Awards Committee <i>This committee has two subcommittees: (a) the <u>Student Paper Award Committee</u> and (b) the <u>Distinguished Scholarly Publication Award Committee</u>. These subcommittees read and select submissions for the (a) strongest student paper or (b) strongest academic article or book chapter (one-year term)</i>
# Needed	
Student Paper	
Chair [Current Section Chair]	Emily Huddart
Council Member	
At-Large	
Distinguished Scholarly	
Chair [Past-Section Chair]	Amanda Koontz
Council Member	
At-Large	
	Membership Committee <i>This committee organizes membership recruitment efforts and works with the Communications Committee to publicize membership benefits (two-year term)</i>
# Needed	
Council Member	
Volunteer	
	Local Arrangements Committee <i>This committee will help to arrange the Section's reception at the 2025 ASA conference to be held in Chicago, IL (one-year term)</i>
Ad Hoc	
*Only called if requested by Chair	*1
	*2

GUIDE	
Chair	Chair of the committee
Council Member	Must be filled by a Council Member (voted in during elections)
At-Large	Must be filled by a section member not on the Council (but dues-paying/active when committee work commences)
Volunteer	Can be filled by either of the above (Council and/or Section Member)