

## Materiality, meaning, power

ESA NETWORK OF THE SOCIOLOGY OF CONSUMPTION: INTERIM MEETING 2008  
27-30 August 2008, Helsinki

Venue: Hotel Vuoranta

Vilsandinkuja 4

FIN-00980 Helsinki

Tel. +358 9 341 940

[http://www.sodexho.fi/en-GB/hotel\\_vuoranta/](http://www.sodexho.fi/en-GB/hotel_vuoranta/)

### Wednesday 27 August 2008

Arrival and registration

19:00–22:00 Welcoming reception, light dinner

### Thursday 28 August 2008

08:00–09:00 Breakfast

Morning Session	
09:00–10:30 Kallahti Chair: Pekka Sulkunen University of Helsinki, Finland	
Pekka Sulkunen University of Helsinki, Finland	<i>Opening of the Conference</i>
Per Otnes University of Oslo, Norway	<i>'We're Leaving Tomorrow' Time and Space in Everyday life</i>
Sue Scott Keele University, UK	<i>From an Interactionist Approach to Sexuality towards an Interactionist Sociology of Consumption</i>

Parallel Sessions			
11:00–12:30			
<b>Sustainable Consumption 1</b>  Kallahti  Chair: Alan Warde	Presenter	Title of Presentation	Discussant
	Berg, Annukka  University of Helsinki, Finland	Discursive Dimensions of Sustainable Consumption and Production – Defending Finnish Welfare State, Arguing for Eco- economy and promoting for Better Lives With Less Consumption	Arne Dulsrud
	Gram-Hansen, Kirsten  Aalborg University, Denmark	A Practice Theory Approach to Household Energy Savings – Standby Consumption as Example	

<b>Consumer Society 1</b>  Rastila  Chair: Lotte Holm	Southerton, Dale  University of Manchester, UK	Time and Consumption: towards a coherent conceptual framework	Per Otnes
	Hellmann, Kai-Uwe  Technical University Berlin, Germany	The Code of the Anti-Christmas Movement. A System-Theoretical Analysis	

12:30–13:30 Lunch

<b>Parallel Sessions</b>			
13:30–15:00			
	Presenter	Title of Presentation	Discussant
<b>Sustainable Consumption 2</b>  Kallahti  Chair: Unni Kjaerness	Armstrong, Alison  University of Surrey, UK	Tied up in 'Nots': An Exploration of the Link between Consumption and Spirituality	Zerrin Arslan
	Bartiaux, Francoise  University of Louvain, Belgium	"World Socialisation Scheme" and Euphemistic Behaviours in Everyday Consumption	
<b>Body 1</b>  Rastila  Chair: Tally Katz-Gerro	Ergin, Murat  Koc University, Turkey	Whiteness, Bodies, and Consumption in Contemporary Turkey	Carlos Fernandez Rodrigues
	Kahma, Nina  University of Helsinki, Finland	Social Class and Sport: The Case of Finland	

15:00–16:00 Coffee and tea

<b>Parallel Sessions</b>			
16:00–17:30			
	Presenter	Title of Presentation	Discussant
<b>Sustainable Consumption 3</b>  Kallahti  Chair: Eivind Stø	Lange, Hellmut  University of Bremen, Germany	Consumerist Predators? Emerging Lifestyles between McDonaldization and Social and Environmental Concern The Case of IT - Professionals in Bangalore/India	David Evans
	Moussaoui, Isabelle  EDF, department of Research and Development, France	Is Energy a Power Issue in the French Families?	

<b>Body 2</b> Rastila Chair: Johanna Mäkelä	Nielsen, Annemette & Holm, Lotte  Copenhagen University, Denmark	Food Shopping and Weight Concern: How to Balance Freedom against Control	Katariina Warpenius
	Egerer, Michael  University of Helsinki, Finland	Alcoholism and Bulimia in the German Soap opera "Unter uns"	
<b>Material Culture 1</b>  Aurinkolahti Chair: Keijo Rahkonen	Cruz, Isabel  University of Porto, Portugal	Between Structures and Agents. Patterns and Consumption Practices in Portugal: A Methodological Approach for Empirical Analysis	Semi Purhonen
	Kononenko, Rostislav  Moscow Higher School of Economics, Russia	The Meaning of Used Cars: Consumption of Symbolic Power	
	Arslan, Zerrin  Middle East Technical University Turkey	Distinction via Household Furniture in the Turkish Middle Class: A Case of Ankara, Turkey	

19:00–22:00 Sauna and evening buffet

## Friday 29 August 2008

08:00–09:00 Breakfast

<b>Morning Session</b>	
09:15–10:30 Kallahti      Chair: Jukka Gronow Uppsala University, Sweden	
Lotte Holm Copenhagen University, Denmark	<i>The Perpetual Concept of Choice: Reflections on a Dominant Theoretical Construct in the Field of Food Consumption</i>
Alan Warde University of Manchester, UK	<i>Promoting Qualities: Restaurant Guides and Cultural Intermediation</i>

<b>Parallel Sessions</b>			
11:00–12:30			
	Presenter	Title of Presentation	Discussant
<b>Sociology of Taste 1</b>  Kallahti  Chair: Bente Halkier	Mortara, Ariela  University of IULM, Italy	Consumer or Consumers? An Exploratory Analysis on Consumption's Choices of Young University Students	Katz-Gerro, Tally
	Gronow, Jukka; Purhonen, Semi; Rahkonen, Keijo  Uppsala University, Sweden University of Helsinki, Finland	Cultural Capital and Social Differentiation in Contemporary Finland: Preliminary Results from a National Survey	
<b>Consumer Society 2</b>  Rastila  Chair: Lydia Martens	Fernandez Rodriguez, Carlos J.  Universidad Autónoma de Madrid, Spain	Bad Jobs, Expensive Houses and New Forms of Consumption: The Spanish Case	Sue Scott
	Katainen, Anu  University of Helsinki, Finland	Social Class and Meanings of Smoking – Struggling over Distinction?	

12:30–13:30 Lunch

<b>Parallel Sessions</b>			
13:30–15:00			
	Presenter	Title of Presentation	Discussant
<b>Sociology of Taste 2</b>  Kallahti  Chair: Margit Keller	Chorvat, Ivan  The Matej Bel University, Slovakia	Lifestyle and Leisure in Slovakia at the Beginning of the Millennium	Lydia Martens
	Heikkilä, Riie  University of Helsinki, Finland	Matters of Taste? Conceptions of Good and Bad Taste in the Light of Finnish Focus Groups	
<b>Consumer Society 3</b>  Rastila  Chair: Sue Scott	Zerva, Konstantina  Universitat Autònoma de Barcelona, Spain	Accessing to Music: a Theory of a Social Practice	Luis Campos
	Stø, Eivind  National Institute for Consumer Research, Norway	Deliberative Processes on Nanotechnology in the European Consumer Market – Presentation of an ongoing project within the 7FP of the EU	

15:00–16:00 Coffee and tea

<b>Parallel Sessions</b>			
16:00–17:30			
<b>Sustainable Consumption 4</b>  Kallahti  Chair: Dale Southerton	Presenter	Title of Presentation	Discussant
	Evans, David  University of Surrey, UK	From One Oxymoron to Another: The Moral Economy of 'Sustainable Consumption'	Annukka Berg
Kjaernes, Unni; Dulsrud, Arne  The National Institute for Consumer Research, Norway	Consumer Choice as a Mode of Governance. The Case of Farm Animal Welfare in Europe		
<b>Material Culture 2</b>  Rastila  Chair: Per Otnes	Martens, Lydia  Keele University, UK	Connecting the Ontology and Epistemology of Practices	Johanna Mäkelä
	Halkier, Bente; Jensen, Iben  Roskilde University, Denmark	Food Performances and Intercultural Nutritional Communication	

19:30–22:00 Dinner

## **Saturday 30 August 2008**

08:00–09:00 Breakfast

<b>Morning Session</b>	
09:15–10:30 Kallahti      Chair: Keijo Rahkonen University of Helsinki, Finland	
Tally Katz-Gerro University of Haifa, Israel	<i>The Rise of the Cultural Omnivore 1964-2004</i>
Pekka Sulkunen University of Helsinki, Finland	<i>The Consumer Society and Its Critics</i>

<b>Parallel Sessions</b>			
11:00–12:00			
<b>Sociology of Taste 3</b>  Kallahti  Chair: Tally Katz-Gerro	Presenter	Title of Presentation	Discussant
	Keller, Margit  University of Tartu, Estonia	What Makes Me Cool? Consumerism and Tweens in Post- Socialist Estonia	Anu Katainen
Campos, Luis  Iscte, Higher Institute of Labour, Portugal	Modes of Relating to Music		

<b>Consumer Society 4</b>	Rabbiosi, Chiara	The Socio-Spatial Complexities of Shopping. Factory Outlet Malls and the Controversial Reorganisation of the Experience of Consumption	Lotte Holm
	University of Milano-Bicocca, Italy		
Rastila	Segalovičius, Andrius	Consumer Society: The Ideological Dimension	
Chair: Alison Armstrong	Kaunas Technology University, Lithuania		

12:00–12:30 Business meeting Kallahti	Chair: Bente Halkier
Website, next ESA conference, next Interim meeting, publication of conference papers, other business	

Closing

12:30–13:30 Lunch

Departure