



***Rethinking Consumption:  
Launch Event of the British Sociological Association  
Consumption Study Group***

**BSA Meeting Room, London  
15<sup>th</sup> May 2020**

Confirmed Keynote Speaker:

Professor Lydia Martens, Keele University

***Event Programme***

**Rethinking Consumption Schedule**

**9.30-10.00 Arrival, Registration, Coffee and Tea available**

10.00-10.10 Welcome and outline of the new group and plans

10:10-11.00 **Keynote:** Prof Lydia Martens

11:00-12:00 **Panel A: Consumption and Personal Life**

Gender, food and family – some critical reflections (Stefan Wahlen, University of Giessen and Benedetta Cappellini, Durham University)

Intensive grandparenting? Consumption and relationships around the sacred child (Vicki Harman, University of Surrey, Benedetta Cappellini, University of Durham and Michelle Webster, Royal Holloway, University of London).

Lost and Found: Exploring the transformative potential of material loss (Helen Holmes, University of Manchester)

12.05-12.45 **Panel B Cultures and Communities of Consumption**

Thinking about Yourself: Tattoos, Agency and Body in students' representation (Geraldina Roberti, Sapienza University of Rome)

'We Could Hang': Negotiating (Un)cool in Music Consumption Research (Giuseppe Zevolli, King's College London)

12.45-13:30 Lunch

13.30-14:30 **Panel C Consumption and Sustainability**

Energy poverty and the energy market: a relational approach (Pepa Ambrosio Albala and Lucie Middlemiss, University of Leeds)

Social relations and sustainable consumption (Lucie Middlemiss and Tom Hargreaves, University of Leeds)

Being 'in between': Exploring young people's orientations to sustainability in everyday consumption (Kate Burningham and Susan Venn, University of Surrey)

- 14:30-15:00 Coffee, Tea and Biscuits
- 15:00-16:00 **Panel D Digital and Online Consumption**
- ‘It’s just people that post about clothes online’ - Consumption, class and identity within online menswear communities (Nathaniel Weiner, University of the Arts London)
- Videogaming as craft consumption (Tom Brock, Manchester Metropolitan University)
- “What I’m not gonna buy”: ‘anti-hauls’ and consumer resistance on beauty YouTube (Rachel Wood, University of Chester)
- 16:10-17:00 **Roundtable Discussion** chaired by BSA Consumption Study Group Convenors
- 17:00-17:15 Closing comments & future plans for the group
- 17:15 Close**
- 18:00 Informal social drinks and food @ Market Hall, 472 Fulham Rd, Fulham, London SW6 1BY (3 minutes walk from Fulham Broadway Station)

Further event details and registration: <https://www.britsoc.co.uk/events/key-bsa-events/bsa-rethinking-consumption-study-group/>

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