Sociology of consumption

Course Syllabus

Abstract

This course is designed to cover topics in the analysis of consumption. It would be based on online course ‘Market research and Consumer Behavior’ https://www.coursera.org/learn/market-research#syllabus with seminars where students can deepen their knowledge in the studies of consumption by designing of their own projects. Online part of this course has introductory aim, the main discussion and project work would be organized during five seminars. We will focus on theoretical and methodological aspects in the analysis of consumption. The seminars are designed to discuss classical sociological models for the explanation of consumer behavior as well as to provide insights into the current methodological debate in the analysis of consumption practices.

Learning Objectives

- To learn the sociological perspective on the consumption studies

- To acquire the skills in methodology to create the own research in the sphere of consumption studies

Expected Learning Outcomes

-be able to critically evaluate and discuss current researches in the sphere of consumption

-be able to use acquired skills for the analysis of consumption practices in Russia

Course Contents

-Introduction to the sociology of consumption

Course overview, central debate in the sociological studies of consumption, key concepts, consumption in historical perspective

- Theoretical approaches to the analysis of consumption: part1

Culture and consumption, making distinction, consumption and identity

- Theoretical approaches to the analysis of consumption: part2

Material culture, consumerism, Frankfurt school and culture industry, mass culture theory

- Cultural consumption

Main sociological models for the explanation of consumption practices, current debate in the studies of consumption, highbrow and lowbrow taste

-Methodology in the studies of consumption

The main questions for survey construction (example, gss), interview ethic, focus group

Assessment Elements

Seminar participation

Homework projects (in team)

Final empirical project

Interim Assessment

Interim assessment

0,4 \* final empirical project + 0,4 \* homework projects + 0,2 \* seminar participation

Bibliography

Recommended Core Bibliography

Corrigan, P. (1997). The sociology of consumption: An introduction. Sage.

Recommended Additional Bibliography

Stearns, P. N. (2006). Consumerism in world history: The global transformation of desire. Routledge.

Goodman, D. J., & Cohen, M. (2004). Consumer culture: A reference handbook. ABC-CLIO.