



European
Sociological
Association



FAKULTA
HUMANITNÍCH STUDIÍ
Univerzita Karlova

The Sociology of Consumption: Bonding beyond boundaries

ESA RN5 Mini Midterm Meetings in Multiple Locations – August 28, 2023

Prague

Programme and Abstracts

The Sociology of Consumption: Bonding beyond boundaries

ESA RN5 Mini Midterm Meetings in Multiple Locations – August 28, 2023

Berlin, Bologna, Gijón, Helsingborg, Manchester, Paris, Prague



Blok 1 12:00 - 13:30	Marie Heřmanová (SOÚ AV ČR)	Authentic Cult: Media Representations of Cultural Consumption and Legitimization of Cultural Hierarchies
	Zuzana Chytkova (FPH VŠE) a Dannie Kjeldgaard (Syddansk Uni)	Dominated Cosmopolitanism: Consumer Habitus Dynamics among Low-Resource Migrants
	Ondřej Špaček a Michal Lehečka (FHS UK)	Cultural entrepreneurs and place: Production of cultural value at Prague urban venues
	Coffee Break	
Blok 2 14:00 - 15:00	Ludmila Władyniak (FHS UK)	What's love got to do with it. From romantic myth to morality of capitalism in the Czech film fairy tales
	Jiří Šafr, Martin Vávra (SOÚ AV ČR) A Ivan Charvát (FF UMB)	Children's cultural consumption in fields of reading, watching and cultural participation and its transmission by parents
	Coffee Break	
Blok 3 15:30 - 17:00	Vojtěch Pelikán a Lucie Galčanová (FSS MUNI)	Czech voluntary simplifiers from 1992 to the present: Discussing the fourth wave of longitudinal research of "the Colourful"
	Tomáš Hoření Samec, Anja Decker a Lucie Trlifajová (SOÚ AV ČR)	Consumption Loans Consuming Homes: Reflecting Intersections of Personal Debt and Housing Insecurity in the Czech Republic
	Marta Kolářová (SOÚ AV ČR)	Community energy in Czechia: prosumption of renewables and sustainable energy transition
	Coffee Break	
ONLINE KEYNOTE 17:30	Emily Huddart Kennedy (University of British Columbia)	Eco-Types: Five Ways of Caring about the Environment

Local working language: Czech
Bez konferenčního poplatku

Místo konání:
Fakulta humanitních studií UK,
Pátkova 5, Praha 8
místnost 2.42

Authentic Cult: Media Representations of Cultural Consumption and Legitimization of Cultural Hierarchies

Marie Heřmanová (SOÚ AV ČR)

The paper explores legitimization strategies related to cultural consumption in the Czech media space by comparing the representations of cultural products in influencer communication on social media and in legacy (print and online) media outlets. Departing from the theoretical debate on the intersection of cultural omnivorousness (de Vries and Reeves, 2022) and the emergence of algorithmic culture (Hallinan and Striphos, 2016), the paper poses the question: what strategies do influencers on social media and journalists in legacy media outlets employ to present consumption of cultural products as legitimate, interesting and cool? Based on qualitative content analysis of 10 Instagram profiles of prominent Czech influencers and culture sections of 10 Czech legacy media, it discusses two main discursive legitimization strategies: 1) the notion of authenticity, used by social media influencers and 2) the notion of cult, used by legacy media in two distinctive ways – as a) legendary, part of the pop cultural canon and b) new, contemporary, part of up-to-date cultural savviness.

Dominated Cosmopolitanism: Consumer Habitus Dynamics among Low-Resource Migrants

Zuzana Chytkova (FPH VŠE) a Dannie Kjeldgaard (Syddansk Uni)

Cosmopolitanism is often cast as an elite cultural orientation and as a privileged disposition to an increasingly globalized marketplace, instigated by, and lived through, mobility. But how does cosmopolitanism evolve among consumers at intersectional subordinate positions of power? We analyze the emergence of cosmopolitanism through a 9 year longitudinal extended case study of female migrants with low levels of resources. Through the deployment of a Bourdieusian framework, cosmopolitanism is theorized to evolve through processes set in motion by the experience of mismatch and subsequent alignment between new social contexts and existing socialized dispositions (hysteresis). The experience of hysteresis caused by mobility can lead to a habitus with traits of cosmopolitanism. The emergence of a cosmopolitan habitus can result in a sense of emancipation, but it also engenders new subordinate positions within intersectional systems of power. The outcome of this process is labeled dominated cosmopolitanism, representing a more nuanced version of cosmopolitanism that incorporates various systems of power. The analysis has implications for acculturation studies in consumption contexts characterized by low-resource endowments and provides new insights into the processual nature of the constitution of social systems of power.

Cultural entrepreneurs and place: Production of cultural value at Prague urban venues

Ondřej Špaček a Michal Lehečka (FHS UK)

(bude doplněno)

What's love got to do with it. From romantic myth to morality of capitalism in the Czech film fairy tales

Ludmila Wladyniak (FHS UK)

(bude doplněno)

Children's cultural consumption in fields of reading, watching and cultural participation and its transmission by parents

Jiří Šafr, Martin Vávra (SOÚ AV ČR) a Ivan Charvát (FF UMB)

In our paper we ask the following questions. Are different fields of children's cultural consumption constituted by the principle of cultural taste as it is with adults? Is this children's taste influenced by the cultural consumption and social class of their parents? We study the formation of children's taste in three fields of consumption: reading (different genres) of both paper books and digital texts on the Internet, watching videos on the Internet, and cultural participation in leisure time. To answer these questions, we use data from a survey of second grade pupils (12 and 15 years old) and their parents conducted recently in selected regions of the Czech Republic.

Czech voluntary simplifiers from 1992 to the present: Discussing the fourth wave of longitudinal research of "the Colourful"

Vojtěch Pelikán a Lucie Galčanová (FSS MUNI)

In 1992, Hana Librová conducted in-depth interviews with Czech households that were typical for environment-friendly patterns in their consumption. They – she called them "the Colourful" – shared some features with the Western "voluntary simplifiers"; however, they did not identify with either the simplicity or the environmental movements. What makes Librová's research exceptional in an international context is that she developed it into a longitudinal one with two other stages in 2002 and 2015. In 2015, we joined her effort and broadened the scope of the research. We decided to deal with the social reproduction of lifestyles in those families and compare her sample with new forms of similar pro-environmental lifestyles that have emerged since the 1990s. Now the time has come to think through the design of the fourth wave of Librová's research. In our paper, we would like to present our findings, share thoughts on potential ways to use the opportunities posed by this unique three-decades-long study and discuss which problems would be worth focusing on this time. How did the lifestyle of "the Colourful" and their children further evolve? How is it affected by ageing and how is it passed on? How does it relate to existing research on Czech and European pro-environmental lifestyles and trends in sustainable consumption?

Consumption Loans Consuming Homes: Reflecting Intersections of Personal Debt and Housing Insecurity in the Czech Republic

Tomáš Hoření Samec, Anja Decker a Lucie Trlifajová (SOÚ AV ČR)

Personal debt in the form of a mortgage serves as a device to reach for homeownership possibly securing a socially and financially stable position. However, the evidence from the various contexts such as the United States or Spain where the (subprime) mortgage crises have affected a large number of households provides a contradicting account and shows the inherent ambivalence of (personal) debt as an enabling and disabling device. In this paper, we aim to reflect how the personal debt often resulting from subprime or fringe consumption loans intersect with the housing insecurity/insecurities in the case of the Czech Republic. Specifically, we draw onto narratives of 30 people who have struggled with their debts experiencing debt enforcement and/or personal bankruptcy and 20 interviews with institutional actors who are related to the issue of personal debt (debt counselors, social workers, public officials etc.). The aim of the article is to show the variety of

insecurities and precarities, which are linked to various social and legal arrangements which prevent the over-indebted people from consuming secure, affordable and decent housing and relate the research on consumption of housing with the research on the power asymmetries related to variegated forms of personal debt.

Community energy in Czechia: prosumption of renewables and sustainable energy transition

Marta Kolářová (SOÚ AV ČR)

The paper focuses on community energy as a way to sustainable energy transition in Czechia. Community energy links consumption and production of energy in new forms of prosumption (Perera, et al 2019) and includes citizen participation and community engagement on a local level which leads to decentralization of energy system.

Until 2022 there had been a slow development of energy communities with few examples of best practices (e.g. rural villages Hostětín, Kněžice) due to lack of legal framework and administrative barriers. However, the current crises (energy crisis since 2021 and war in Ukraine since 2022) have changed the situation.

Community energy initiatives will be interpreted as „practice-based movements“ focused on sustainable ways of dealing collectively with everyday practices by developing alternative systems of provision, that have been studied as sustainable materialist politics (Schlosberg 2019), grassroots community-led initiatives for sustainability (Seyfang, 2011; Middlemiss 2018) or sustainable community movement organisations (Forno, Graziano 2014). The paper draws on ethnography and discourse analysis of mass media in 2021 and 2022.

The findings from the study reveals that public acceptance and legislative support of community energy based on sustainable energy resources has been influenced by the recent change of public discourse on energy systems in Czechia. The energy crisis and war in Ukraine led to a greater public acceptance of renewable energy sources. Both the Czech aversion of Russian expansion influenced the decrease in public support of importing Russian fossil fuels, mostly gas, and rising of energy costs resulted in interest for prevention of energy poverty and new forms of energy self-sufficiency. There has been an increased interest in photovoltaic energy systems both by individual households and energy communities that include municipalities, tenement houses, public buildings, and business companies and new initiatives are being organized.

SHARED ONLINE keynote speaker

Eco-Types: Five Ways of Caring about the Environment

Emily Huddart Kennedy (University of British Columbia)

When we picture the ideal environmentalist, we likely have in mind someone who dedicates herself to reducing her own environmental footprint through individual choices about consumption—driving a fuel-efficient car, for example, or eating less meat, or refusing plastic straws. This is a benchmark that many aspire to—and many others reject. In *Eco-Types*, Emily Huddart Kennedy shows that there is more than one way to care about the environment, outlining a spectrum of eco-social relationships that range from engagement to indifference.

Drawing on three years of interviews and research, Kennedy describes five archetypal relationships with the environment: the Eco-Engaged, often politically liberal, who have an acute level of concern

about the environment, a moral commitment to protect it, and the conviction that an individual can make a difference; the Self-Effacing, who share the Eco-Engaged's concerns but not the belief in their own efficacy; the Optimists, often politically conservative, who are confident in their relationship with the environment, doubt the severity of environmental problems, and resent insinuations that they don't care; the Fatalists, who are pessimistic about environmental decline and feel little responsibility to adopt environment-friendly habits; and the Indifferent, who have no affinity for any part of the environmental movement.

Kennedy argues that when liberals feel they have a moral monopoly on environmental issues, polarization results. If we are serious about protecting the planet, we must acknowledge that we don't all need to care about the environment in the same way.