Digcon: Digitalizing consumer culture.

Digcon is an international interdisciplinary project that aims to study digital market devices through the lens of the shaping of product markets and consumption practices. Mobile smartphones, laptops and tablets are omnipresent gateways to cyber activity, at work and at home, in education and consumption. Among these fields, the latter deserves particular attention: digital devices are not only consumed, they are also used increasingly by consumers along their consumption practices (as payment tools, information providers and virtual shops). In so doing, these devices contribute to the shaping of new consumer identities, and address issues in terms of gender, ethics, class, abilities and exclusions.

The project aims to contribute to the emerging tradition of practice-based approaches to consumption and particularly the study of market devices and their use in everyday markets. We use a multi-methodology approach in five work packages targeted at revealing different aspects of digitalized consumption. With a combination of common ethnographic qualitative and virtual ethnography but also historical methods, we will study digital consumption in four work packages: The evolution and consequences of digital market devices by tracing their development over time; the gendered aspects of the digitalization of consumption; the changes in consumer commitment and forms of trust regarding ethical consumption; and the self-marketing aspects of digital devices.

The project is funded by the Swedish Research Council (Vetenskapsrådet, http://www.vr.se/inenglish.4.12ff4451215ebd83e4800015152.html) and is a four-year independent research project, running between 2013 and 2016. It will result in articles in scientific journals and a joint book which summarizes the project.

Participating researchers:

Professor Franck Cochoy, Université Toulouse II, France.
Doctor of Economics, Johan Hagberg, University of Gothenburg, Sweden.
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Selected publications:


Planned publications:

An academic book covering the different dimensions studied in the project will be published in 2016.