

## ORIGINAL ARTICLE

# Social Psychology, Consumer Culture and Neoliberal Political Economy<sup>1</sup>

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**Abstract**

Consumer culture and neoliberal political economy are often viewed by social psychologists as topics reserved for anthropologists, economists, political scientists and sociologists. This paper takes an alternative view arguing that social psychology needs to better understand these two intertwined institutions as they can both challenge and provide a number of important insights into social psychological theories of self-identity and their related concepts. These include personality traits, self-esteem, social comparisons, self-enhancement, impression management, self-regulation and social identity. To illustrate, we examine how elements of consumer culture and neoliberal political economy intersect with social psychological concepts of self-identity through three main topics: 'the commodification of self-identity', 'social categories, culture and power relations' and the 'governing of self-regulating consumers'. In conclusion, we recommend a decommodified approach to research with the aim of producing social psychological knowledge that avoids becoming enmeshed with consumer culture and neoliberalism.

**KEYWORDS**

consumer culture, decommodification, neoliberalism, political economy, self-identity

## 1 | INTRODUCTION

Consumer culture has become a significant phenomenon in Western societies. Consumer items are viewed as "important and valuable in their own right" so that many people's lives revolve around the consumption of products, services and experiences that are mediated by the market (Ritzer, 2007, p. 164). As societal institutions, consumer culture and neoliberalism set many of the rules that

# Social Psychology As Political Economy

**Kui-wai Li**



## **Social Psychology As Political Economy:**

*Social Psychology as Political Economy* William Peter Archibald, 1978      From Social Psychology to Political Economy R. R. Dholakia, N. Dholakia, F. Firat, 1982      Social Psychology and Theories of Consumer Culture Matthew McDonald, Stephen Wearing, 2013-04-02

Social Psychology and Theories of Consumer Culture A Political Economy Perspective presents a critical analysis of the leading positions in social psychology from the perspective of classical and contemporary theories of consumer culture The analysis seeks to expand social psychological theory by focusing on the interface between modern western culture consumer culture and social behaviour McDonald and Wearing argue that if social psychology is to play a meaningful role in solving some of society's most pressing problems e.g. global warming obesity addiction alienation and exclusion then it needs to incorporate a more comprehensive understanding and analysis of consumer culture Wide ranging and challenging the book offers a fresh insight into critical social psychology appropriate for upper undergraduate and postgraduate courses in personality social psychology critical and applied psychology It will also appeal to those working in clinical counselling abnormal and environmental psychology and anyone with an interest in the integration of social psychology and theories of consumer culture

**Social Psychology of Political and Economic Cognition** Glynis Marie Breakwell, 1992 Social Psychology of Political and Economic Cognition presents a broad range of discussion on current issues and thinking within the field examining such questions as In what way has Soviet youth responded to perestroika How does economic understanding develop in children What are the social psychological processes in party identification This first volume in the Surrey Seminars in Social Psychology Series includes contributions from international experts It covers political and economic attitudes in terms of their social psychological framework

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requirements of effective democratic decision making and why do democracies sometimes fail How can intergroup harmony be developed and what is the role of social identity in political processes As such this volume integrates the role of cognitive affective social and cultural influences on political perception and behavior offering an overview of the psychological mechanisms underlying political processes It provides essential reading for teachers students researchers and practitioners in areas related to power social influence and political behavior

**James M. Buchanan and Liberal Political Economy**

Richard E. Wagner, 2017-05-23 James M Buchanan and Liberal Political Economy A Rational Reconstruction examines the contemporary meaning and significance of James M Buchanan s body of work The book uses Buchanan s past contributions to explore the present and future relevance of his scholarly contributions and insights It seeks mainly to explain what insight for their work contemporary scholars might acquire by becoming familiar with some of Buchanan s formulations Buchanan was one of the most creative and prolific scholars of political economy during the post war period Not only was his body of work so immense that it could not be contained within 20 volumes of Collected Works but also Buchanan s scholarship made such strong contact with law ethics and political science that he could easily have served as a poster child for the programs in Politics Philosophy and Economics which have been gaining momentum in recent years Buchanan spoke for a style of economics that made wide and firm contact with the full range of the humane studies This book emphasizes those features of Buchanan s thought that seem relevant for contemporary scholarship within the broadly liberal tradition of political economy

Social Evolution, Political Psychology, and the Media in Democracy Peter Beattie, 2018-12-13 This book analyzes why we believe what we believe about politics and how the answer affects the way democracy functions It does so by applying social evolution theory to the relationship between the news media and politics using the United States as its primary example This includes a critical review and integration of the insights of a broad array of research from evolutionary theory and political psychology to the political economy of media The result is an empirically driven political theory on the media s role in democracy what role it currently plays what role it should play and how it can be reshaped to be more appropriate for its structural role in democracy

The Journal of Political Economy, 1895 Deals with research and scholarship in economic theory Presents analytical interpretive and empirical studies in the areas of monetary theory fiscal policy labor economics planning and development micro and macroeconomic theory international trade and finance and industrial organization Also covers interdisciplinary fields such as history of economic thought and social economics

The Oxford Handbook of Political Economy Barry R. Weingast, Donald Wittman, 2008-06-19 Over its lifetime political economy has had different meanings This handbook views political economy as a synthesis of the various strands of social science treating it as the methodology of economics applied to the analysis of political behaviour and institutions

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wider economic perspective and or amalgamating non economic aspects into their analysis This shall provide a new dimension to solving human economic problems and possibly area of intellectuality Institutions and Norms in Economic Development Mark Gradstein,Kai Andreas Konrad,2006 Experts address the development puzzle unprecedented growth coupled with unequal distribution of that growth across different countries and focus on the importance of institutional arrangements and norms and culture **GLOBAL SECURITY AND INTERNATIONAL POLITICAL ECONOMY - Volume II** P.Bilgin, P.D. Williams, M. Sekiguchi, J. K. Galbraith, S. T. Inayatullah, J. Wiener, R. A. Schrire, I.L. Murphy,2010-09-19 Global Security and International Political Economy is a component of Encyclopedia of Social Sciences and Humanities in the global Encyclopedia of Life Support Systems EOLSS which is an integrated compendium of twenty one Encyclopedias This 6 volume set contains several chapters each of size 5000 30000 words with perspectives issues of great relevance to our world such as Global Security Global Security and the International System The Regional Dimension of Global Security The National Dimension Of Global Security The Societal Dimension Of Global Security The Human Security Agenda In World Politics History Of Empires And Conflicts The Myth Of The Clash Of Civilizations In Dialogical Historical Context Causes And Prevention Of Armed Conflict International Development Policies And Global Security Environment And Global Security Political Economy Of International Security Political Issues In Human Resource Development Globalization And The Consumer Society These volumes are aimed at the following five major target audiences University and College students Educators Professional practitioners Research personnel and Policy analysts managers and **Political Economy** Christian A. Conrad,2020-11-26 This textbook takes a new approach to political economy it combines the well known non quantitative theories with the findings of behavioral science and other disciplines such as psychology and sociology The question of how people behave and how such behavior can be guided towards moral welfare for everyone is the focus of this book The knowledge is first derived scientifically then the results are presented in summaries and conclusions Case studies provide a link to practice By means of exercises and behavioral games readers can apply and deepen their acquired knowledge

Social Economics Joan Costa-Font,Mario Macis,2017-01-27 A rich collection of current research in the growing field of social economics covering such issues as culture gender ethics and philanthropic behavior The growing field of social economics explores how individual behavior is affected by group level influences extending the approach of mainstream economics to include broader social motivations and incentives This book offers a rich and rigorous selection of current work in the field focusing on some of the most active research areas Topics covered include culture gender ethics and philanthropic behavior Social economics grows out of dissatisfaction with a purely individualistic model of human behavior This book shows how mainstream economics is expanding its domain beyond market and price mechanisms to recognize a role for cultural and social factors Some chapters in the tradition of Gary Becker attempt to extend the economics paradigm to explain other social phenomena others following George Akerlof s approach incorporate sociological and psychological

assumptions to explain economic behavior Loosely organized by theme Social Preferences Culture Values and Norms and Networks and Social Interactions the chapters address a range of subjects including gender differences in political decisions moral repugnance as a constraint on markets charitable giving by the super rich value diversity within a country and the influence of children on their parents social networks Contributors Mireia Borrell Porta Sjoerd Beugelsdijk Joan Costa Font Elwyn Davies Julio Jorge Elias Marcel Fafchamps Luigi Guiso Odelia Heizler Ayal Kimhi Mariko J Klasing Martin Ljunge Mario Macis Mark Ottoni Wilhelm Abigail Payne Kelly Ragan Jana Sadeh Azusa Sato Kimberley Scharf Sarah Smith Mirco Tonin Michael Vlassopoulos Evguenia Winschel Philipp Zahn

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