

ORIGINAL ARTICLE

Social Psychology, Consumer Culture and Neoliberal Political Economy¹

Matthew McDonald¹ | Brendan Gough² | Stephen Wearing³ | Adrian Deville⁴

¹Asia Graduate Centre, RMIT University Vietnam, Ho Chi Minh City, Vietnam

²Psychology, Leeds Beckett University Faculty of Health and Social Sciences, Leeds, West Yorkshire, UK

³Business and Law, University of Newcastle, Callaghan, New South Wales, Australia

⁴Management Discipline Group, University of Technology Sydney, New South Wales, Australia

Correspondence

Matthew McDonald, Asia Graduate Centre, RMIT University Vietnam, Ho Chi Minh City, Vietnam.
Email: matthew.mcdonald@rmit.edu.vn

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

Stanley L. Winer, Hirofumi Shibata



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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 **The Political Economy of Social Inequalities** Vincente Navarro, 2020-11-25 In the last two decades of the 20th century we witnessed a dramatic growth in social inequalities within and among countries This has had a most negative impact on the health and quality of life of large sectors of the populations in the developed and underdeveloped world This volume analyzes the reasons for this increase in inequalities and its consequences for the well being of populations Scholars from a variety of disciplines and countries analyze the different dimensions of this topic Social Psychology and Politics Joseph P. Forgas, Klaus Fiedler, William D. Crano, 2015-04-17 Social psychology and politics are intricately related and understanding how humans manage power and govern themselves is one of the key issues in psychology This volume surveys the latest theoretical and empirical work on the social psychology of politics featuring cutting edge research from a stellar group of international researchers It is organized into four main sections that deal with political attitudes and values political communication and perceptions social cognitive processes in political decisions and the politics of intergroup behavior and social identity The contributions address such exciting questions as how do political attitudes and values develop and change What role do emotions and moral values play in political behavior How do political messages and the media influence

political perceptions What are the psychological 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

The Economics of Economists Alessandro Lanteri, Jack Vromen, 2014-06-05 Leading scholars investigate the profession of academic economics with a focus on the intellectual

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Announcement of courses *Host Bibliographic Record for Boundwith Item Barcode 30112075860889 and Others , 1916*

Political Economy and Public Finance Stanley L. Winer, Hirofumi Shibata, 2002-01-01 There is a long standing difference amongst public economists between those who think that collective choice must be formally acknowledged and those who derive their policy recommendations from a social planning framework in which politics plays no role The purpose of this book is to contribute to a meaningful dialogue between these two groups in the belief that the future of both political economy and of normative public finance lies somewhere between the two approaches Some of the specific questions addressed in the book include does public finance need political economy Should collective choice play a role in the standard of reference used in normative public finance What is a failure in a non market or policy process And what have we learned about the theory and practice of public finance from three decades of empirical research on public choice The book also provides a practitioner s view of the political economy of redistribution *The Political Economy of the Service Transition*
Anne Wren, 2013-01-24 Over the past four decades the wealthiest OECD economies in Europe North America and Australasia have faced massive structural change Industrial sectors which were once considered the economic backbone of these societies have shrunk inexorably in terms of size and economic significance while service sectors have taken over as the primary engines of output and employment expansion The impact on labor markets has been profound in many OECD countries more than three quarters of employment is now in services while industrial sectors on average account for less than one fifth This sectoral shift in the locus of economic activity has potentially radical implications for politics and society However these implications are only beginning to be understood This path breaking book is a systematic attempt to understand the distinct political economy of service societies It examines how different types of socio economic regimes manage the service transition with a central focus on job creation and destruction and the changing characteristics of labor markets and shows that the economic distributional and political outcomes with which it is associated vary across countries depending on their political institutional structures *Conceptual Economics: The Liaising Role In Politics And Social Sciences* Kui-wai Li, 2021-01-18 Given that there is no shortage of economic theories while economic problems are growing periodically *Conceptual Economics* boldly attempts to initiate a new approach by employing conceptual and intuitive tools to examine the intra relationship between microeconomics and macroeconomics as well as the inter relationship between economic analysis and other social science studies especially the relationship with political science The few intuitive ideas include the separation between ex ante situations and ex post outcomes the difference between endowment differences and unequal outcomes and the role of economics as a vehicle in the delivery of numerous social and political activities The discussion extends to cover an analysis on human values and concludes with a recommendation on the functionality of civic capitalism With intuition and analytical reasoning within economics and with other social sciences *Conceptual Economics* can

become a new branch in economic study where scholars analysts and intellectuals could think outside the box by liaising a 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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