



INTERNATIONAL WORKSHOP

**at the University of Siegen
23-24 September 2014**

Prof. Dr. Sigrid Baringhorst



23rd September 2014

Session I: Changing Civic Engagement 2 p.m. – 3.45 p.m.

Introduction:

SIGRID BARINGHORST, University of Siegen:
**Consumer Participation – Changing Patterns
of Political Engagement Online/Offline**

Keynote:

MICHELE MICHELETTI, University of Stockholm:
**Political Consumerism. Global Responsibility
in Action**

Session II: Online Activism and the Market 4 p.m. – 6 p.m.

MUNDO YANG, University of Siegen:
Types of Consumer Netizens

KATHRIN VOSS, Hamburg:
**Web Based Campaigns as New Forms of
Participation**

**ALEXANDRA SEGERBERG, University of
Stockholm:**
**Digitally Mediated Collective Action and the
New Logic of Communication**



24rd September 2014

Session III: Consumer Participation – International Case Studies 9 a.m. – 11.45 a.m.

FRANCESCA FORNO, University of Bergamo:
Solidarity Purchasing Groups. How the Consumer Becomes Collective

NINA LANGEN, University of Bonn:
Success Factors for Grassroots Movements. The Example of Carrotmobs

LAUREN COPELAND, University of California, Santa Barbara:
Social Media, Civic Values, and Political Consumerism

TODD GRAHAM, University of Groningen:
Third Spaces and Political Talk

**Session IV: Political Consumerism and (Post)Democracy – a Debate
11.45 a.m. -13.15 a.m.**

Participants of Panel Discussion:

INGOLFUR BLÜHDORN, University of Bath

JÖRN LAMLA, University of Kassel

MICHELLE MICHELETTI, University of Stockholm

DAVID SALOMON, University of Siegen

CONTACT INFORMATION / HOW TO FIND US



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www.oska.phil.uni-siegen.de
[http://blogs.uni-siegen.de/
consumer-participation/](http://blogs.uni-siegen.de/consumer-participation/)

by bus and train:

From the railway stations **Siegen Central** or **Siegen Weidenau** bus route **C111** or **C106** direction **Universität/ Haardter Berg**. Get off at **Am Eichenhang**.

by car:

Motorway (B54/B62), exit **Siegen-Weidenau**, direction Netphen. At the second light, turn left into **Am Eichenhang**. Artur-Woll-Haus and car parks on the left after approximately 300 m.

