
International Workshop at the University of Siegen (Germany)

23-24 September 2014

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

24th 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 p.m.)

Participants of Panel Discussion:

Ingolfur Blühdorn (University of Bath)
Jörg Lamla (University of Kassel)
Michelle Micheletti (University of Stockholm)
David Salomon (University of Siegen)

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