



Digital Platform  
21 and 22 October 2020

# X ENEC 2020

10th National Meeting of Consumption Studies  
6th Luso-Brazilian meeting of Consumption Studies  
4th Latinamerican Meeting of Consumption Studies

**CONSUMPTION  
AND AGEING**

Registration is free



## 10<sup>0</sup> National Meeting on Consumption Studies

### **Date**

21 and 22 October 2020

### **Times**

1pm / 8pm London Time

### **Digital Platform**

The X Enec will have four conferences in digital format using *Zoom* with public participation via oral or written questions/comments

### **Registration**

Registration is free.

Those interested in participating should register beforehand: [LINK](#)

### **Theme**

CONSUMPTION AND AGEING

## **CONSUMPTION AND AGEING**

According to analyses of global demographic evolution, the proportion of the population over sixty has increased at faster rates than that of the young, (up to 14), leading to an important shift in the global population pyramid by age group. If the current trends hold, by 2050 the proportion of the population over 60 will have passed that of the young, up to 14. This means that the world as a whole will be predominantly old. It is calculated that Brazil will reach this level by 2030, completing its transition from a country of the young to one of the elderly.

This ageing of the population is as much a consequence of the increased expectation of life as it is of a decline in the rates of birth. The diffusion of family planning techniques, the feminist movement, the increase in scientific and medical knowledge, urbanization, the increase in educational levels and greater access to health service are just some of the variables which have led to the current situation. We are living longer and better.

This new demographic profile of the population brings with it transformations of great impact for sociological analysis, involving changes in the meaning of old-age and the processes of ageing, in the appearance of being old, in the sign of ageing, in inter-generational relations, and in the definition of the social roles associated with this phase in life. Often lightheartedly we now speak of the “new old”, which causes surprise, and provokes the approval or otherwise of people who carry out certain activities, practice certain sports and participate in social and political activities until recently reserved for other age groups. Prejudice and discrimination based on age has become more visible, now called “ageism”. These changes, however, occur in different forms depending on different expressions of class, gender and race. Social transformations of this magnitude have a fundamental impact on the material basis of societies, creating or modifying social practices, markets, products, services and forms of commercial and political communication.

This tenth edition of ENEC is dedicated to an analysis of these and other questions related to the theme of consumption and ageing

## **Target Public**

Researchers interested in understanding contemporary consumer culture and related social practices, in addition to their transformations and their interfaces with political, economic, technological and environmental spheres; undergraduate and graduate students interested in the themes discussed in the event as also professionals in the public sector, in the market, and in civil society

## **Program**

**Day One - 21/10/2020**

**09:00 – 09:30 – Opening**

**Study Group on Consumption and the Organizing Committee of the 10th ENEC**

Livia Barbosa (PUC-Rio)

Fátima Portilho (CPDA/UFRRJ)

Flávia Galindo (PPGE/UFRRJ)

Sílvia Borges Corrêa (MPGEC/ESPM-Rio)

Marta Vilar Rosales (ICS /UL – Portugal)

**Coordinator of ESPM-Rio**

Eduardo Ariel de Souza Teixeira

**09:30 – 11:30 – Conference** (1pm /3pm - London Time)

**Golden girls and silver surfers: The discovery of the senior consumer in the twentieth century**

**Prof. Frank Trentmann**

**Resumo:** Seniors and pensioners have emerged as a major segment of consumer societies. How can we explain this phenomenon? Hundred years ago, older people were expected to sit in a rocking chair and await their death. Today, seniors are expected to have fun, spend and stay fit. In this presentation, I will look at historical factors that have transformed the image and reality of old age in relation to consumption. The presentation will discuss developments in the United States, Europe and Japan across the twentieth century. We will follow changes in leisure, residential housing, spending, travel, and mobility, relating these to changes in pension regimes, social policy, gerontology, and public funding for well-being. The rise of the old-age consumer and private

consumption in old age, I argue, needs to be understood in relation to public policy and public spending.

Frank Trentmann is a Professor of History in the School of History, Classics, and Archaeology at Birkbeck College, in the University of London/UK, and an Associate at the Centre for Consumer Society Research, Helsinki/Finland. He was educated at Hamburg University, the London School of Economics and Political Science, and at Harvard University, where he received his PhD. He has also taught at Princeton University (USA) and at Bielefeld University (Germany). He was director of the *Cultures of Consumption* Research Programme, authored several books and articles among which we have “Free Trade Nation”; “Time, Consumption and Everyday Life”, with Richard Wilks; “The Oxford Handbook History of Consumption”; and “The Empire of Things”, none of them unfortunately translated into Portuguese. Prof. Trentmann has been in Brazil on other occasions, including an invitation to the V ENEC, in 2010. He also likes Brazilian music!

**Session Coordinators:** Livia Barbosa (PUC-Rio) e Fátima Portilho (CPDA/UFRRJ)

**14:00 – 16:00 – Conference** (6pm / 8pm - London Time)

**Prof. Ana Amélia Camarano**

**Ageing and Consumption. What has changed with the Pandemic?**

**Summary:** This conference will discuss the effects of the pandemic on the consumption of the elderly. Has there been a reversion in concerns with anti-ageing? Has prejudice in relation to the elderly increased or decreased? What is the role of care services in this new context?

Ana Amélia Camarano carried out her post-doctoral research at *Nihon University* (Tokio/Japan - 2004/2005) on the ageing of the population and its effects on family arrangement. She gained her Doctorate in population studies at the *London School of Economics* (1995), her Masters in demography at the Federal University of Minas Gerais, (UFMG), where she also graduated in economics in 1973. She is a researcher in the Directorate of Studies and Social Policies, (DISOC) at the Institute of Applied Economic Research, (IPEA) and is also a part-time lecturer at the Getúlio Vargas Foundation. She is a member of the Technical Council of the IBGE, and an honorary member of the Brazilian Society of Geriatrics and Gerontology. Her research areas are: public policies, population studies, and family arrangements with a focus on population ageing. She edited and authored the book: *O Novo Regime Demográfico: uma Nova Relação entre População e Desenvolvimento Econômico* (2014) and has published widely in peer review journals such as *Revista de Saúde Pública*, *Cadernos de Saúde Coletiva* among others.

**Session Coordinators – Fátima Portilho (CPDA/UFRRJ), Silvia Borges (ESPM-Rio)**

## Day Two - 22/10/2020

**09:30 – 11:30 – Conference** (1pm /3pm - London Time)

**Prof. Daniel Miller**

### **Ageing with smartphones – A global comparative study**

**Abstract:** This paper will examine some of the results of the ASSA Project – The Anthropology of Smartphones and Smart Ageing, which was based on sixteen month ethnographies. In all these field sites older people are now using smartphones, but the main emphasis may be entirely different as can be seen, for example, by comparing the Brazilian study with the Irish.

Daniel Miller is a Professor at University College of London and currently directs a European Research Council funded project: [The Anthropology of Smartphones and Smart Ageing \(ASSA\)](#). The project employs ten anthropologists who are conducting simultaneous 16-month ethnographies around the world. His prior ERC-funded project, Why We Post, concluded in 2017, investigated the uses and consequences of social media. The project resulted in the publication of [12 open access volumes](#) with UCL Press, a free university-level course on [FutureLearn](#), and the [Why We Post](#) website with over 100 films and stories from the fieldsites and more the one million accesses. Prof. Miller was educated in the St. John's College, Cambridge/UK, and is a prolific author with more than 30 books, authored alone or with collaborators. His initial theoretical publication is Material Culture and Mass Consumption. He has two books published in Portuguese: "Teoria das Compras" (Editora Nobel, 2002) e "Trecos, troços e coisas" (Editora Zahar, 2013). <https://blogs.ucl.ac.uk/assa/>. [Prof Miller has been in Brazil on the occasion of the IV ENEC.](#)

**Session Coordinators:** Mônica Machado (Eco/UFRJ) and Flávia Galindo (PPGEN/UFRRJ)

**14:00 – 16:00 – Conference** (6pm /8pm - London Time)

**Prof. Guita Grin Debert**

### **Old Age, Publicity and Illusion**

**Resumo:** The media's view of old age will be presented, drawing attention to the illusion of the image created as a reference for the promotion of goods and services which imposes a reinvention of ageing. The central argument is that in this process youth loses its connection with a specific age group and becomes a value whose preservation is everyone's obligation at whatever age. At the same time, old age loses its connection with a specific age group and refers above all to bodily neglect, low self-esteem, and an inability to identify and follow changes which define the contemporary experience. The body is seen as pure plasticity, and the loss of physical and emotional control which characterizes the more advanced and hidden stages of ageing is presented as the consequence of the adoption of inadequate lifestyles.

Guita Grin Debert is Full Professor of the Department of Anthropology of UNICAMP. Graduated in Social Sciences in 1973, gained a Masters in Political Science in 1977 and a Doctorate also in Political Science in 1986, all at the University of São Paulo, and carried out post-doctoral studies in the *Department of Anthropology*, of the *University of California*, Berkeley/EUA in 1989-1990. She was Vice-President of Associação Brasileira de Antropologia (2000-2002); Member do Comitê Acadêmico de Ciências Sociais (Antropologia) do CNPq (2001 a 2003); Editor of Revista Brasileira de Ciências Sociais; Vice Secretary of ANPOCS - Associação Nacional de Pós-Graduação e Pesquisa em Ciências Sociais (1992-1996); Member of Coordenação de Ciências Humanas e Sociais da FAPESP - Fundação de Amparo à Pesquisa do Estado de São Paulo (2007-2014); Coordinator of PAGU - Núcleo de Estudos de Gênero da UNICAMP (2007-2009). Has given lectures and administered courses in a number of universities outside of Brazil among which *Columbia University* (EUA), *Ecole des Hautes Etudes en Sciences Sociales* (France) e *Universidade de Bologna* (Italy). Area of expertise: Urban Anthropology with emphasis on the following themes: old age, family, life cycle, gender and violence. She is the author of various books and articles on these themes.

**Session Coordinators:** Flávia Galindo (PPGEN/UFRRJ) and Silvia Borges (ESPM-Rio)

## **FURTHER INFORMATION**

grupoestudosdoconsumo@gmail.com

[www.estudosdoconsumo.com](http://www.estudosdoconsumo.com)

## **Organizing Commission and Scientific Committee**

Livia Barbosa (PUC-Rio)

Fátima Portilho (CPDA/UFRRJ)

Flávia Galindo (PPGE/UFRRJ)

Sílvia Borges Corrêa (MPGEC/ESPM-Rio)

Marta Vilar Rosales (ICS /UL – Portugal)

## **SUPPORT COMISSION**

Larissa Lacorte – Undergraduate Student in Administration – UFRRJ

## ORGANIZATION

### Consumption Studies Group



## PROMOTING INSTITUTIONS

### Federal Rural University of Rio de Janeiro (UFRRJ – Brazil)

CPDA – Graduate Program on Social Sciences in Development, Agriculture and Society

PPGE – Graduate Program on Management and Strategy



### ESPM Rio (Escola Superior de Propaganda e Marketing – Brazil)

MPGEC – Professional Master in Management and Creative Economy



## ORGANIZATION

