



PROGRAM ARBETSGRUPP 5 EKONOMISK SOCIOLOGI

SESSION 1 TORSDAG 17 MARS 11:00 – 12:30

Tid: 11:00-11:30
Mayya Schmidt
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A look into the field of sharing economy in Sweden

I denna artikel presenteras preliminära resultat från ett pågående avhandlingsprojekt. I denna studie undersöks det organisatoriska landskapet för delningsekonomi, vilken är ett ekonomiskt system där tillgångar eller tjänster delas mellan privatpersoner, antingen gratis eller mot en avgift, vanligtvis med hjälp av Internet-plattformar. Exempel på sådana plattformar, där privatpersoner kan komma i kontakt med varandra får att samutnyttja resurserna är Airbnb eller Couchsurfing, som via sina web-baserad plattformar förmedlar korttidsboende mellan privatpersoner i flera länder. Denna etnografiska studie syftar till att kartlägga fältet för delningseconomiska organisationer i Sverige och analysera de olika intressenters roller i fältet. Därmed studeras organisering av icke-kommersiella delningstjänster i fyra svenska städer (Stockholm, Göteborg, Malmö, Umeå) samt deltagarnas upplevelser och erfarenheter av delningspraktiker. Projektet innehåller två delar: etnografisk deltagande observation i olika delningsorganisationer samt intervjuer med dess deltagare, organisatorer, experter.

Det saknades för närvarande en del forskning inom icke-kommersiella delningsekonomier, främst i Sverige. Denna studie utforskar icke-kommersiella verksamheter inom delningsekonomin, vilka är organisationer som inte har ekonomisk vinning som sitt främsta mål. Ideella organisationer i fyra olika svenska städer: Göteborg, Malmö, Stockholm och Umeå funderar som fallstudier i denna undersökning. Studiens primära syfte är att undersöka organisering av delningsekonomi i Sverige i ideell sektor och analysera intressenters roller i den. Därmed studeras delningsekonomin framväxt i globaliserad, urbaniserad, digitaliserad kontext och dess organisering.



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Mer specifikt syftar projektet till att förklara framväxten av delningsekonomiska organisationer som ett fält i Sverige i förhållande till andra länder.

Projektet fokuserar dessutom på deltagarnas perspektiv och upplevelser på gräsrotsnivå. Ett delsyfte är att undersöka vilka deltar i lokala delningsekonomiska organisationer, och varför samt förklara vilka meningsskapande aspekter finns bland konsumenter som är involverade i delningspraktiker. Studien avgränsas till att omfatta icke-kommersiella organisationer och dess deltagare – privatpersoner som delar med sig av tillgångar, resurser tid och/ eller kompetens. Kommersiella verksamheter samt arbete via digitala plattformar exkluderas från studien.

Studien avser att besvara följande forskningsfrågor:

1. Vilka meningsskapande aspekter finns bland konsumenter som är involverade i delningspraktiker? Vad

betyder "delning" för de involverade och hur sysslar konsumenter med delningsekonomi?

2. Vilka intressenter är det typiska aktörer i det organisatoriska landskapet av delningsekonomi i den ideella sektoren? Vad är deras roll i att styra, reglera och forma delningsekonomi?

Medan den första frågan kommer att besvaras med hjälp av intervjudata, kommer den andra frågan att bygga på en analys av både etnografiskt material och intervjuer.

Tid: 11:30-12:00

Tom Chabosseau

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Creating a local order in a global industry: the case of container shipping

Neo-institutional theories insist on the necessity for companies to shape shared understandings about their industry in order to mitigate the potential adverse effects of behavioral uncertainty. Little is however known on how this process plays out in global industries. How do companies operating on a global scale go about collectively making sense of their environment in a context of political, cultural, and strategical disparity? Drawing on qualitative evidence on container shipping, I identify three key features of collective meaning-making processes in global industries. 1) The process takes place in a dense but incomplete network of industry gatherings and publications,



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wherein operations and operators of translation are of the utmost importance. 2) Companies rely on a variety of strategies to make innovative or alternative meanings flow through this global network, with the aim of reaching its different margins. 3) The ability to be heard and to convince is not a linear function of market power, but also deeply constrained by the state of international relations. The paper – which will be a chapter in my upcoming dissertation – aims to contribute to a better understanding of how global industries are made possible besides mere competition.

Tid: 12:00-12:30
Elias le Grand
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'This is wine, it should not taste like kombucha': Field struggles, generational contestations and the (de)legitimation of tastes for 'natural' wine

This article contributes to recent debates in research on cultural consumption about the legitimation of tastes in cultural fields and aesthetic markets by examining the role of generational struggles in the field of fine wine. Recent decades have seen a proliferation of 'alternative' food and drink markets. In the fine wine field this is reflected by the increasing influence of 'natural' wine. The present article explores how natural wine as an emerging category is represented by legitimating media institutions in the wine field, particularly as regards the symbolic properties of cultural taste. To this end, it analyzes representations of natural wine produced in two leading wine magazines: VinePair and Wine Spectator. The analysis shows that natural wine is represented as a trendy yet contested category associated with a young cosmopolitan generation of wine professionals and consumers. The sensory and aesthetic characteristics ascribed to natural wine frequently diverge from those dominant taste criteria in the fine wine field associated with conventional forms of fine wine. But whilst associated with 'wine flaws' and hipster snobbery, natural wines also frequently receive positive reviews and are recommended to readers in both magazines. In conclusion, the ambiguous status of natural wine implies that it has become a partially legitimated and institutionalized category in the fine wine field. Moreover, contestations over this wine category are indicative of symbolic struggles between generational groupings over cultural taste in the fine wine field. These struggles can be related to wider



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oppositions between two opposing logic of value, theorised in terms of traditional highbrow cultural capital and ‘emerging’ forms of cultural capital respectively.

SESSION 2 TORSDAG 17 MARS 15:00 – 16:30

Tid: 15:00-15:30
Reza Azarian
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Contextual Analysis of Firm Behavior

Normally, a firm creates and maintains a relatively durable constellation of relations that connect it to its main sources of supply and to its key customers. Whereas we do know much about the properties and function of the dyads that make up this constellation, we know very little about its overall effects as a relational context. Against this void, the article argues such a constellation is a relational context that is both enabling and constraining, making possible a certain menu of actions while making others implausible.

Tid: 15:30-16:00
Ingvill Stuvøy
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A baby in exchange for a house: Material and symbolic good(s) in transnational surrogacy

How may exchanges of unlike items between unequal participants make sense to people? Taking transnational surrogacy as my empirical case, I suggest that material and symbolic goods jointly enable exchange. Concretely, I draw attention to the significance of house, frequently emerging in the scholarly literature and in media portrayals of surrogacy. Following the house in my interviews with Norwegian commissioning parents, I show how the house provided the economic means to pay for a costly way of becoming parents, while also



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rendering the ‘risky’ exchanges of surrogacy morally viable. Thus, I argue, the house works to translate between the symbolic and the economic, allowing people to move between the market and the family as they strive to get the child – and the ‘good life’ – the desire.

Tid: 16:00-16:30
Elena Bogdanova
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Standard, quality, and valuation: renovation of municipal housing and rent setting in Gothenburg, Sweden

Despite its name, since the 1990s the public rental sector in Sweden has undergone growing marketisation, and according to the researchers in the fields of economics and politics, is highly neoliberalised today. In this context, municipal housing companies responsible for creating and supporting housing as the public good are obliged to act as profit-driven firms. In this paper I discuss how "quality" and "standard" are constructed in the negotiations around renovations and consequent rent increases employing "use value" model of rent-setting. Drawing theoretically on the literature on valuations and calculation in markets I analyse how companies justify rent increase by presenting increase in ‘standard’ as increase in ‘quality’. On the contrast, other stakeholders - tenants and the union of tenants - oppose those calculative strategies by appealing to the issues of accountability: who should be accountable for what in the process of renovation. The empirical data is taken from the case study of the process of public participation in a housing renovation project in Gothenburg, Sweden.