George Ritzer Discusses Consumption
http://sk.sagepub.com/video/george-ritzer-discusses-consumption

In this Interview video, Dr. George Ritzer, Distinguished Professor of Sociology at the University of Maryland at College Park, discusses consumption and why it is important to study the impact of consumption at both the macro and micro levels of society.

Suggested Courses or Topics
This Interview video can be used in any subject where students study how the economy organizes society. Course examples might include:
- business and marketing,
- social problems,
- social stratification,
- economics,
- psychology, and more.

Classroom Clips
Listed below are a few examples of clips that focus on key concepts:
- This clip defines consumption at the macro-level. Clip 15 – 1:23.
- This clip examines consumption at the micro-level. Clip 1:35 – 2:56.
- This clip discusses the combination of production and consumption which Dr. Ritzer coined as “prosumption.” Clip 2:59 – 4:46.

Research Assignment
See below for example assignments which you might use for students.

1. Dr. Ritzer discusses the exploitive and irrational nature of self-service culture. Students can conduct qualitative research on companies with self-service policies to examine its impact on the consumer.

2. Students could also conduct research on patterns in the U.S. labor market over the last 50 years to identify the social shift from a producer culture to a consumer culture.

Classroom Discussion
Here is an example question which might be used for in-class discussion.

Dr. Ritzer discussed “shadow work” as work for which one does not get paid to do. What types of shadow work have you participated in, and do you feel differently after seeing this video?

How did you let yourself become a prosumer? How important is consumption to you? Is a “do-it-yourself” mentality actually exploitive?