

Review of: "Ethical and political consumption: an integrated typology of practices"

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This is a timely and very well written theoretical article that approaches the topic via an interdisciplinary approach and provides for some useful insights to this topic. My main concern is related to two areas of the paper that I think could be improved.

Firstly, some additional clarifications and references could be added to enhance the main thrust of the paper (such as for example relevant recent papers by de Moor, Pickard and Copeland & Boulianne). In addition, some gaps in the presentation could be filled by acknowledging the substantial work on the field of civil society and especially the civic voluntarism model. Also, the concept of 'lifestyle politics' could be utilized to talk about political consumerism and relate that to ideology (who participates and why?) with some reference to Beck, Giddens and Inglehart, no to mention others.

My second area of concern is a bit more substantial, however. The article refers to new forms (i.e. digital) of consumption that take shape through platforms such as airbnb and others. However, this is not articulated further. These 'new' types exist in the digital space through, say, platforms that act as agents which mobilize individuals, groups and organizations for profit. Digital space generates possibilities for 'prosumers', content creators, and so on, and has to be discussed in depth as a re-organizing space connecting information, markets, consumers, as well as generating alternate types of politics and political (or indeed ethical) agendas. I think that a couple of clarifying paragraphs on those points would do the paper justice.

Overall, this is a well structured paper that hopefully will assist in generating future theoretical and/or research agendas regarding this particular topic.