

University of Toronto  
Department of Sociology  
SOCIOLOGY 486H1S – Summer 2019  
Advanced Topics in Urban Sociology: Gentrification and Consumption  
Tuesdays and Thursdays 6:00pm – 8:00pm  
Location: BF (Bancroft Building) 316; 4 Bancroft Avenue

## Instructor Information

Instructor: James Lannigan

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Office hours: Tuesdays and Thursdays 5:00pm-6:00pm

## Prerequisites, Exclusions,

Prerequisite: 1.0 SOC FCE at the 300+ level (Students without this requirement will be removed without notice).

Recommended Preparation: SOC312H1 or SOC336H1 or SOC364H1 or SOC384H1

Distribution Requirement: Social Science

Breadth Requirement: Society and its Institutions (3)

## Course Description

This course offers real world observation and abundant examples that speak to the strengths and limitations of particular theory, data, and methods for studying urban problems. Students undertake a supervised research project that involves identifying, observing and reflecting on real phenomena in the urban environment. Restricted to 4th-year sociology specialists and majors.

## Reading Materials

All of the readings are listed on the course schedule below. They can be accessed through Canvas/Quercus. It is essential for you to complete and make careful notes on the articles assigned for that week prior to seminars since it is expected that you will be able to contribute to seminar discussions.

## Course Expectations

Attendance and participation are mandatory. You are responsible for all material presented in class. Students who are unable to attend class are responsible for obtaining information about any announcements that may have been made in class as well as notes on the material covered from their classmates. Attendance and participation are worth 10% of your final grade. In other words, each class (except for the final presentations) is worth 1 % toward your final grade. This course is unique in the sense that each meeting will have both a seminar and workshop component to it. This means that you should prepare for each lecture by completing the readings and communicating regularly with your group members.

## Course work and assignments

### 1. Choose a neighbourhood (5%)

During our first class, you will break off into small groups of 3 or 4. You will pick a neighbourhood to study for the rest of the semester. I highly encourage you to choose where you live, where you have lived, or somewhere that you enjoy going. In other words, you should choose a place in which you see yourself spending a day or two per week. For this assignment, you will submit a minimum 1 page, double-spaced, maximum 2-pages, paper outlining which neighbourhood you have chosen, which retail spaces are within it, why you have chosen it, and give a rough hypothesis (or hypotheses) of what you think you will find.

### 2. First Impression (5%)

Describe your area and give your overall first impression of the neighbourhood. What is the neighbourhood like? What kind of retail spaces are here? Which retail spaces did you visit? What was the atmosphere like? What products did you order? How was your interaction with the cashier/barista/attendant? You will need to submit a minimum of a 2-page double-spaced paper, maximum 3 pages, outlining your initial impressions.

### 3. Literature Review (10%)

Throughout the term, you will be introduced to a variety of academic articles with a narrow focus – exploring the relationship between gentrification and consumption. These articles should inform your thinking about your project, and consequently, your project should help extend, or challenge, the ideas found in these articles. In this assignment, your task is to convey the current state of research in this academic area (gentrification and consumption) by reviewing the theories, methods, and findings of relevant articles (at least four from our syllabus, and four more from your own research). This is not an annotated bibliography, nor a summary. Instead, you are tasked with synthesizing information from articles and weaving them together to form a coherent statement on where research currently is heading, and how these debates will inform your research (and vice versa). This paper will have a minimum of 3 pages double-spaced and a maximum of 5 pages double-spaced (not including references).

### 4. Data collection and preliminary analysis (10%)

Throughout the term you will learn about a variety of non-intrusive methods for getting insights into the social world. In particular, you will be asked to use both ethnographic non-participant observation and content analysis to analyze your site. Data collection and analysis techniques will be discussed in class. This assignment tasks you with collating your data and offering a preliminary analysis of what you have found to date. Ensure that in your write-up, you make reference to both of the articles from class (Geertz 1973; Hsieh and Shannon 2005), and find four more articles that incorporate these methods. This paper will be a minimum of 3 pages double-spaced and a maximum of 5 pages double-spaced (not including references).

### 5. Presentation (10%)

In our final meeting, you and your group members will present your project to the class. This presentation will include the creation of an executive summary (2 page document briefly summarizing your research question, literature review, methods, and findings). The presentation will last approximately 10-15 minutes, and there will be a 5 minute Q&A period, where the instructor and your peers will ask questions about your research. This presentation is intended to model an academic conference, so you should be very familiar with your material and anticipate questions from the audience.

### 6. Final Paper (30%):

Your final paper will combine all of the work you have done in the course. The main text will model a sociological article, with an abstract, introduction, historical context on your neighbourhood, literature review, methods, findings, and discussion section. On the whole, the paper should be developed to contribute to sociological understandings of gentrification and consumption. The final paper will be a minimum of 14 pages double-spaced and a maximum of 20 pages double-spaced (including references). You will also submit additional pictures, tables, and charts, as appendices.

### 7. Individual reflection (20%)

This assignment is a chance for you to reflect on your experience of both the central project of the course and being a member of your group. Since this is an individual reflection, the content of this assignment will be kept confidential from your other group members, also meaning that the grade and comments will not be shared with your other members.

## Communication

All communication will be conducted either in-person or by official University of Toronto e-mail. In-person communication will take place in class during seminar time, or during office hours. E-mail correspondence will be conducted only from official University of Toronto's e-mails. In other words, do not send me an e-mail from your @hotmail, @gmail, @live account – it will be auto-filtered to my spam folder and will remain unanswered. All successful correspondence will be answered within 48 business hours from time of reception barring any complications of which you will have due notice. Please indicate the course code (SOC486H1S) in the subject line.

## Deadlines and Make-up work

Work should be submitted online to Canvas/Quercus prior to the beginning of class (Tuesdays and Thursdays at 2:00pm unless otherwise noted). Late work will never be accepted without proper documentation from a student's physician or college registrar. Students who do not submit a paper on time will receive a mark of zero; UNLESS it is submitted within 48 hours accompanied by proper documentation from a physician or college registrar (see below).

- If you miss a paper deadline, do not contact the instructor unless you have followed the steps described here. Telling the professor why you missed a deadline will not be considered.
- In case of illness, you must supply a duly completed Verification of Student Illness or Injury form (available at [www.illnessverification.utoronto.ca](http://www.illnessverification.utoronto.ca)). A doctor's note is also acceptable but MUST contain the start date and anticipated end date of the illness. The form must be placed in a sealed envelope, addressed to the instructor, and submitted with your work at class or to the instructor during their office hours.
- If a personal or family crisis prevents you from meeting a deadline, you must get a letter from your college registrar (it is a good idea anyway to advise your college registrar if a crisis is interfering with your studies). The letter must be placed in a sealed envelope, addressed to the instructor, and submitted with your work at class or to your instructor during their office hours.

## Accessibility

If you require accommodations or have any accessibility concerns, please visit <http://studentlife.utoronto.ca/accessibility> as soon as possible.

## Plagiarism and Academic Integrity

Cheating and misrepresentation will not be tolerated. Students who commit an academic offence face serious penalties. Avoid plagiarism by citing properly: practices acceptable in high school may prove unacceptable in university. Know where you stand by reading the "Code of Behaviour on Academic Matters" in the Calendar of the Faculty of Arts and Science.

Academic integrity is fundamental to learning and scholarship at the University of Toronto. Participating honestly, respectfully, responsibly, and fairly in this academic community ensures that the U of T degree that you earn will be valued as a true indication of your individual academic achievement, and will continue to receive the respect and recognition it deserves.

Familiarize yourself with the University of Toronto's *Code of Behaviour on Academic Matters* (<http://www.governingcouncil.utoronto.ca/policies/behaveac.htm>). It is the rule book for academic behaviour at the U of T, and you are expected to know the rules. Potential offences include, but are not limited to:

In papers and assignments:

- Using someone else's ideas or words without appropriate acknowledgement.
- Copying material word-for-word from a source (including lecture and study group notes) and not placing the words within quotation marks.
- Submitting your own work in more than one course without the permission of the instructor.
- Making up sources or facts.
- Including references to sources that you did not use.

- Obtaining or providing unauthorized assistance on any assignment including:
  - working in groups on assignments that are supposed to be individual work;
  - having someone rewrite or add material to your work while “editing”.
- Lending your work to a classmate who submits it as his/her own without your permission.

On tests and exams:

- Using or possessing any unauthorized aid, including a cell phone.
- Looking at someone else’s answers
- Letting someone else look at your answers.
- Misrepresenting your identity.
- Submitting an altered test for re-grading.

Misrepresentation:

- Falsifying or altering any documentation required by the University, including doctor’s notes.
- Falsifying institutional documents or grades.

To remind you of these expectations, and help you avoid accidental offences, I will ask you to include a signed Academic Integrity Checklist with every assignment. If you do not include the statement, your work will not be graded.

The University of Toronto treats cases of academic misconduct very seriously. All suspected cases of academic dishonesty will be investigated following the procedures outlined in the *Code*. The consequences for academic misconduct can be severe, including a failure in the course and a notation on your transcript. If you have any questions about what is or is not permitted in this course, please do not hesitate to contact me. If you have questions about appropriate research and citation methods, seek out additional information from me, or from other available campus resources like the U of T Writing Website. If you are experiencing personal challenges that are having an impact on your academic work, please speak to me or seek the advice of your college registrar.

# Class Schedule

Week and subject matter	Assignment due	Assigned readings
July 2 – Intro to the class (Objectives, assignments, expectations)		N/A
July 4 – Intro to gentrification and consumption	Choose a neighbourhood (5%)	Brown-Saracino, Japonica. 2017. "Explicating Divided Approaches to Gentrification and Growing Income Inequality." <i>Annual Review of Sociology</i> 43:515-539.  Warde, Alan. 2015. "The Sociology of Consumption: Its Recent Development." <i>Annual Review of Sociology</i> 41:117-134.
July 9 – Gentrification 1	First impression (5%)	Karsten, Lia. 2014. "From Yuppies to Yupps: Family Gentrifiers Consuming Spaces and Re-Inventing Cities." <i>Tijdschrift voor Economische en Sociale Geografie</i> 105(2):175-188.  Zukin, Sharon, Valerie Trujillo, Peter Frase, Danielle Jackson, Tim Recuber, and Abraham Walker. 2009. "New Retail Capital and Neighborhood Change: Boutiques and Gentrification in New York City." <i>City &amp; Community</i> 8(1):47-64.
July 11 – Gentrification 2		Markusen, Ann. 2006. "Urban development and the politics of a creative class: evidence from a study of artists." <i>Environment and Planning A</i> 38(10):1921-1940.  Peck, Jamie. 2005. "Struggling with the creative class." <i>International Journal of Urban and Regional Research</i> 29(4):740-70
July 16 – Consumption 1		Ocejo, R. E. 2017. <i>Masters of Craft: Old Jobs in the New Urban Economy</i> . Princeton University Press.
July 18 – Consumption 2		Mundel, Juan, Patricia Huddleston, and Michael Vodermeier. 2017. "An exploratory study of consumers' perceptions: What are affordable luxuries?" <i>Journal of Retailing and Consumer Services</i> 35:68-75.  Quintao, Ronan Torres and Eliane P. Zamith Brito. 2015. "Connoisseurship Taste Ritual." In <i>Consumer Culture Theory</i> Volume 17, pp. 255-273.
July 23 – Data collection and analysis (Ethnography)	Literature review (10%)	Geertz, Clifford. 1973. "Thick Description: Towards an Interpretive Theory of Culture." In <i>The Interpretation of Culture</i> , pp. 310-323. Basic Books, Inc. ( <a href="https://philpapers.org/archive/GEETTD.pdf">https://philpapers.org/archive/GEETTD.pdf</a> )
July 25 – Data collection and analysis (Content analysis)		Hsieh, Hsiu-Fang and Sarah E. Shannon. 2005. "Three Approaches to Qualitative Content Analysis." <i>Qualitative Health Research</i> 15(9):1277-1288.
July 30 – Project check-in and writing workshop 1	Data collection and preliminary analysis (10%)	N/A
August 1 – Project check-in and writing workshop 2		N/A
August 6 – Presentation prep	Final paper (30%)	N/A
August 8 - Presentations	Presentations (10%) and individual reflection (20%)	N/A