

## Ian Woodward

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Research within the Department of Marketing & Management is organised in five research units and is anchored in an understanding of the cooperation between markets, organisations and individuals. It encompasses a variety of areas from evolutionary models of organisation to new exotic forms of consumption. It is the ambition of the Department to be in the international frontline in these areas and to seek synergy between research, teaching and knowledge dissemination.



Inaugural Lecture of

## Ian Woodward

at the Department of Marketing & Management,  
University of Southern Denmark

How we understand differences.  
Judgement, valuation and boundaries.

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# How we understand differences. Judgement, valuation and boundaries

How do we make assessments of the value of people and things? How do people and things themselves make value? Judgement is at the very heart of everyday life. The evaluation of things that are perceived to satisfy, give pleasure, or be judged as good is a basic human pursuit. Good things satisfy and give pleasure. Bad things generate anxiety, contaminate and offend. Deciding what is poor, polluted, bad, or somehow inferior and hence to be avoided, and alternately, what is safe, pleasurable, good, optimising or enhancing is a universal trait, but also a source of capital. Though we like to think of ourselves as rational, when we look closely we see that judgement often proceeds along messy, contradictory and conflicting criteria that require unique strands of narration. Within the scope of two research fields, notably consumption and material culture studies and also cosmopolitanism studies, and using a range of empirical examples taken from previous research, practices and modes of boundary work are explained as ways of making judgements about various dimensions of value and worthiness. Judgement creates possibilities for civil association and inclusion, but other times uses fine lines to draw exclusionary boundaries. Future research pathways are outlined which elaborate the connections between judgement, economic value, culture, and even more broadly, civil society.

Ian Woodward

## Biographical note

Ian Woodward joined the Department of Marketing and Management in May 2015, from Griffith University, Australia. Professor Woodward gained a BA in Sociology with Honours 1<sup>st</sup> Class from The University of Queensland, Australia. He completed his PhD in sociology, graduating from The University of Queensland in 2002 by writing a dissertation about material culture, consumption and the home.

A cultural sociologist, he is an expert in two overlapping areas of research. The first relates to the sociological aspects of consumption, consumer practices and identities, and various materialities of consumption. Woodward's research brings cultural sociological and anthropological theory to bear on a range of empirical problems in consumption theory from wayfinding in shopping malls, to iconic dimensions of the vinyl record and wine brands, to consumer desire and home decoration. He has also written extensively with colleagues on the empirical dimensions of cosmopolitanism, most notably around practices of hospitality, the material and spatial dimensions of global infrastructures, encounters with cultural difference, as well as a range of cultural and consumptive dimensions of cosmopolitanism as they relate to cultural openness and boundary work.

Woodward is the author of 5 books, 2 edited collections, as well as 50 refereed journal papers and published book chapters. His books include *Understanding Material Culture* (2007, Sage), *The Sociology of Cosmopolitanism* (Palgrave, 2011), and *Vinyl* (Bloomsbury, 2015). His original works have been reprinted in key collections and handbooks, and his work translated into Spanish, Portuguese, German and Persian.

His co-edited collection *Cosmopolitanism, Markets and Consumption* will soon be published by Palgrave Macmillan, and he is the co-editor of the forthcoming *Oxford Handbook of Consumption*. Working with around 50 small record companies, he is currently researching the business and cultural-economic practices of independent record labels, to be published in a co-written book with Bloomsbury Publishing in 2018, called *Labels, Making Independent Music*. Woodward's research has been funded by the Australian Research Council, the Academy of Social Sciences in Australia, and OZPAC, a coalition of major performing arts centres in Australia and New Zealand. He is a Faculty Fellow at Yale University's Center for Cultural Sociology and an Adjunct at Griffith University's Centre for Social and Cultural Research. Woodward is a former Editor of the *Journal of Sociology*, and has held visiting positions at the Yale University Center for Cultural Sociology, and the Excellenzcluster, Kulturwissenschaftliche Kolleg, University of Konstanz.

## Consumption, Culture and Commerce

The **Consumption, Culture and Commerce** group aims to be a global hub for state-of-the-art knowledge on market dynamics. We develop a cultural approach to studying market transformations of relevance to managerial and social sciences, as well as key industry and societal decision makers. We study changes in consumption and commercial practices, techno-material networks and meaning systems, and representational and ideological facets of marketing and consumption.

While broad in disciplinary foundation and contribution, and international in its composition, the CCC group is primarily known for its contribution to the growing domain of Consumer Culture Theory.

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