Eddie Glayzer will present:

Consuming the West

The focus of this lecture will be on how I became interested in pursuing an advanced degree in anthropology. I first became attracted to the study of consumer behavior after attending the anti-consumer event Burning Man, held in the Nevada desert. However, my attentions soon shifted to Asian consumerism while also expanding to processes of globalization and cultural imperialism. After taking an in-depth look at China, and the spread of the McDonald’s franchise in particular, I hope to problematize some of the assumptions that are often made about globalization and the resulting cultural homogeneity. Afterwards, I will talk briefly about my experiences of living and traveling in Asia over the last three years to provide "ground level" data to my previous discussion.