

English abstracts

Beneath the surface! Fishing contest practice and encounters in the water environment

Vesa Markuksela

My research focuses on fishing contest practice involving the material encounter of human and non-human entities in the water environment above and below the surface. I contribute to the discourses of consumption, leisure, and tourism research by examining the sensory embodiment of an activity taking place in the water environment and the associated non-human agency. Through practice theory and the sensory ethnographic approach, I introduce a novel concept, the water assemblage, and its constituent elements. A fishing contest is a conglomeration of the practices of water assemblage elements – the waterbody, fish, weather, and anglers. A deeper examination of the practices of the elements reveals that the waterbody, fish, and weather are not merely passive objects or activity platforms for human activity. Human agency is in fact often subordinate to non-human elements. However, none of the elements is dominant; instead the parties situationally affect one another's being through their practices. The consumption of the water environment is characterised by movement and the associated material encounters and events of coming together. During the encounters, anglers can identify themselves with the watery waves and the water may also be pulled into becoming a man. The conglomeration of the water assemblage enables one to reach an understanding of the waterbody activity and the connections between authority exerted and actions performed in multispecies encounters. The water environment is neither staged nor is it merely a stage – it is also the cowriter of a play.

The ways of reducing consumption as a form of sustainable consumption

Roosa Luukkonen

Reducing consumption is a key form of sustainable consumption. This article examines Finnish consumers' ways of reducing consumption. Empirical data was collected through interviews. Altogether seventy ways of reducing consumption were identified from the data. These practices related to everyday consumption items such as food, clothes, transportation, and home goods. The identified ways of reducing consumption were categorized based on previous research and it was recognized that consumers rarely reduce consumption through rejection. More often they reduce consumption through restriction and reclamation. In this article, reclamation is recognized to have three subcategories: supporting circular economy, utilization of sustainable products and services, and proactive consumption. Especially the practices of reclamation illustrate how consumers approach all the stages of consumption in a new way when reducing consumption.

Colour as a material? – Consumer views on the origin, safety and nature of textile dyes

**Eveliina Yli-Heikkilä, Minna Autio, Riikka Räisänen,
Sanna Sekki and Eliisa Kylkilahti**

Colours are an everyday experience for consumers. We are surrounded by colours when eating and wearing items. The meanings of colours, in consumers' everyday lives, have mainly been studied from a visual perspective of a variety of products and brand images. In addition, trend colours have gained interest. On the other hand, consumers' views on colours as raw material and as a part of a consumer product have not gained scholarly attention in the same way as food colourants. Our qualitative study focuses on the views of consumers (n = 15) on synthetic and natural dyes in textiles. The study indicates that understanding colour as a material itself and understanding the origin of the colour in a consumer product is unfamiliar to consumers. However, consumers connect the colour as raw material with safety and naturalness issues as well as ecological aspects of products. Consumers are concerned about whether the dyes used in textiles may be harmful to human health. Consumers connect synthetic dyes with the chemical industry, harmfulness, toxicity as well as the artificiality and brightness of the colour. Consumers perceive biocolourants as more natural, ecological and safe than synthetic colourants. From the point of view of ethics and safety, consumers find plant-based dye sources more acceptable than insect-based. The results are preliminary and the first ones to shed light on consumers' aspects of using bio-based colourants in products. Because the topic is new to consumers more research is needed to obtain more profound understanding about the phenomenon.

Definitions of food waste problem in online discussion

Ville Virsu and Paula Sjöblom

This article examines how food waste problem is defined in online discussion. The article combines sociological problem definition theory with discourse analytic approach. The empirical data consists of readers' online comments on food waste related articles on websites of Finnish broadcasting company Yle and newspaper Helsingin Sanomat during year 2019. The analysis shows that food waste is nearly without exception considered a serious problem. Participants in online discussion describe widely their household food waste reducing practices. However, the idea of distributed responsibility is brought out very rarely. Recent academic study has emphasized the role and meaning of all actors in food supply chain but online commentators focus mainly on the actions of the consumer. The climate aspect to food waste that media and academic studies often bring out is mainly rejected or considered irrelevant. Instead, lack of manners, practical ineptitude and taking high standard of living for granted are pointed as the core of the problem. In online discussion, food is valued without exception, although also comparing divisions occur: not all food is of the same value but wasting food is always wrong.

Turning points of food/waste: Tracing actors, relations and practice-networks in a retail setting

Lotta Alhonnoro

A third of the world's food is thrown away. It is environmentally, economically and socially unsustainable. Food waste needs to be reduced. Instead of blaming once more the consumer, my research has its focus on bread waste in grocery stores. The research increases the understanding of how food waste is formed in the relations between human and non-human actors. Based on my research, I encourage grocery stores to reduce potential food waste by making the most of technology, marketing methods and staff engagement.