

Using the Sociological Imagination in the Classroom to Explore Green Consumerism

Steven Lang, *Social Science*

In the fall of 2009, students in my SSS100, Introduction to Sociology, class learned how to cultivate and apply the sociological imagination to issues and debates about sustainable or “green” consumption. The term “sociological imagination,” a core concept in most introduction to sociology texts, was coined by the late C. Wright Mills, who, in a 1959 book of the same name, defined it as a form of reflective and historically-grounded thinking that enables people to establish a link between their personal experiences and choices and the social factors that influence them (5–8). For Mills, the sociological imagination is especially important because people are “[s]eldom aware of the intricate connection between the patterns of their own lives” (3–4) and the larger structural forces that shape them.

Although social forces influence us, we are not totally determined by them. A key task of the sociological imagination is to lay bare the connection between the ways that society shapes us and the ways that we shape ourselves – to grasp the way our activities both structure the social world and at the same time are structured by it. For Mills, grasping the “interplay of man and society, of biography and history, of self and world” enables people to learn to “cope with their personal troubles in such ways as to control the structural transformation that usually lie behind them” (4).

Consumer Culture as a Way of Life

Understanding how cultural values and beliefs associated with consumerism have become an important feature of modern capitalist societies forms a key component in my Introduction to Sociology classes at LaGuardia Community College. The sociological imagination is a good theoretical lens to explore how our constantly growing culture of consumption impacts our daily lives and how we in turn influence

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