



Royal Irish Academy Grants Report

Title:	Dr.
First Name:	Mary
Surname:	Greene
Discipline:	Humanities and Social Sciences
Year of Award:	2018
Project Title	Exploring complex social drivers of (un)sustainable consumption

1. Research background:

Building on my doctoral research involved the collection of novel data in New Zealand to facilitate a comparative case study of the intersections of social change and daily consumption practice between Ireland and New Zealand. Replicating my PhD methodology with a sample of older aged New Zealanders, an in-depth, ethnographic account of their changing relation with consumption over the lifecourse has been conducted. The data collected through this research is comparable to that produced during my Irish-based PhD research thus enabling a comparative case study between Ireland and New Zealand to be conducted. In advancing understanding of the intersection of different developmental trajectories with patterns of resource use in everyday life, the findings generated from this comparative investigation are of central utility to sustainable development policy.

This research trip offered the early scholarship awardee, Mary Greene, an important platform for continuing professional development and progression. These included opportunities to broaden her international network, demonstrating initiative and driving independent postdoctoral research.

2. Please outline the findings of your research and/or milestones achieved (did you achieve the primary objectives - if not, what did you learn from the process)?

The opportunity to conduct new field-based research in New Zealand has presented a timely opportunity for me to extend my doctoral research to a case study outside of Ireland. Currently there is gap in cross cultural comparative case studies of consumption. This research is thus progressing new theoretical and methodological developments in the field of sustainable consumption scholarship to which the application of my doctoral research methodology to a novel context outside of Ireland is contributing to the advancement of cross cultural understandings of contextual factors shaping environmentally significant consumption behaviour. Extending this study through a comparative case study comparing Ireland's development experience with that of New Zealand's will help to shed further light on the vital role of context in shaping and delimiting individuals' action over time. The New Zealand case, as an Anglophone nation outside the European Union, provides an interesting context against which to compare the Irish case. The goals of the research in terms of advancing scholarship, developing international networks and dissemination of research were achieved.