

Weaver, R Henry (2019). *Is Consumer Activism Economic Democracy?* Retrieved from <https://scholarship.law.upenn.edu/cgi/viewcontent.cgi?article=1236&context=jlasc>. July 15, 2020

In his 2019 paper “*Is Consumer Activism Economic Democracy?*”, R. Henry Weaver, a 2018 law graduate at Yale University, provides a deep analysis of consumer activism over the past sixty years. The paper weighs the pros and cons of such activism and includes perspectives from both progressive and conservative advocates and critics alike. Weaver identifies two forms of consumer activism: “organized buying” and “ethical consumption” and provides definitions and detailed examples for each. Weaver ultimately comes to the conclusion that organized buying, which he defines as “a targeted effort to use consumer power to achieve a discrete goal” is the more effective means of driving change.

Much like Caroline Heldman in her book, *Protest Politics in the Marketplace*, Weaver recognizes the societal shift away from engagement in the political process toward consumer activism. Also, like Heldman, he argues that consumer activism does work. In fact, Heldman is cited several times throughout the paper. What I appreciated about “*Is Consumer Activism Economic Democracy?*” specifically was the exploration of the pros and cons of protest politics from multiple perspectives and the case study featuring the United Farm Workers, Cesar Chavez and Dolores Huerta, and how social movements driven by consumer behavior can bring about positive change.