

Kyroglou, G., & Henn, M. (2017). Political Consumerism as a Neoliberal Response to Youth Political Disengagement. *Societies*, 7(4), 34. MDPI AG. Retrieved from <http://dx.doi.org/10.3390/soc7040034> July 15, 2020

Georgios Kyroglou and Matt Henn's article, "Political Consumerism as a Neoliberal Response to Youth Political Disengagement" appeared in the scholarly journal, *Societies* in December of 2017. Kyroglou and Henn are both academics from Nottingham Trent University in the UK. The audience for their article is fellow sociologists and other academics interested in youth culture. The authors cite multiple sources as they report on recent trends reflecting increased youth disenfranchisement with the political process. They argue that this disenfranchisement coincides with a growing interest among young people in political consumerism. The article explores the roots of this trend, citing such forces as "neoliberalism". Kyroglou and Henn provide background on the origins of neoliberalism and individualism, and ultimately conclude that consumer activism is in fact an effective tool in driving societal change.

I was particularly interested in this article because it provided a perspective I'd not yet gotten in my research. The majority of the sources I'd been reviewing had American or Canadian authors. Kyroglou and Henn's article focused on youth in Europe. This helped underscore the breadth of the societal changes taking place over the past several decades not just in the US or Canada, but in Western society as a whole. Voter apathy and a loss of faith in the political process isn't just an American problem. The solution people across the West seem to be utilizing with increasing frequency is consumer activism because it works.