

Nicki Lisa Cole, PhD is a sociologist with expertise in consumer culture and global supply chains, with a particular focus on the production and consumption of electronics, sustainable and ethical production and consumption, and fair trade systems. Her broader research portfolio focuses on the relationships between branding, consumer culture, and the social and environmental costs of outsourced production through global supply chains. Nicki's current research is focused on identifying social barriers to sustainability in the consumer electronics sector. She frames her research with global political economy, environmental sociology, race and gender theory, STS literature, and the sociology of consumption. Her methodological expertise includes interviews, focus groups, ethnography, content analysis and investigative research.

Nicki's research has been published in the journals *Race, Gender & Class* and *Contexts*, and in the edited volume, *Consumer Culture, Modernity and Identity*. Her writing on Apple has appeared in *Truthout, CounterPunch, Sociological Images*, and in the edited volumes *Media Education for a Digital Education* and *Censored 2014: Fearless Speech in Fateful Times*. A committed public sociologist, Nicki is a member of Good Electronics research network and a supporter of Electronics Watch, Students and Scholars Against Corporate Missbehaviour (SACOM) and China Labor Watch.

### Main fields of research

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Consumer culture and global supply chains, sustainable and ethical production and consumption of electronics