

## **An STS Analysis of Getting to “Yes” in the Apple Store**

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Nicki Lisa Cole, Ph.D.

Research Fellow, IAS-STS

How do Apple Store employees get customers to say “yes” to purchasing products on-site? To answer this question—among others about what happens in the Apple Store to make it one of the world’s most lucrative retail spaces—I conducted dozens of hours of participant observation in twenty-six Apple Stores in Southern California between 2013 and 2014, six in Europe between 2014 and 2015, and at several certified Apple dealers in Graz during 2016.

I compiled field notes based on these observations, and coded these data through a process of open coding, and then focused coding with qualitative analysis software QDA Miner Lite. I use an STS approach to inform my analysis of interactions between customers and employees, and between employees and myself, and look for whether and how these interactions are framed by values and discourses of technological innovation and scientific progress. I combine the preliminary results of this analysis with a sociology of consumption approach to draw conclusions about how such values and discourses interact with consumer values, practices of consumption, and consumer identities. By way of conclusion, I situate this discussion within the greater global context of the environmental and human costs of producing, consuming, and discarding smart electronics.