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TITLE: Envy in Late Modernity

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The sociology of emotions offers insight into how emotions are experienced, presented and managed in social circumstances, in accordance with rules of social structure, interaction, and face-work. However, there is only a piecemeal literature identifying the patterns by which these experiences and rules have *changed* in contemporary times reflecting broader social changes. There has been no systematic attempt to examine how emotions have been shaped by – and have come to define much of – globalized late modernity. Building on Giddens’ notion of contemporary society as individualized and reflexive in the late 20th and early 21st centuries, we identify four themes by which these changes are intimately connected with emotions. First, emotions are complex in late modernity, with new emotion rules – such as those surrounding ‘pure relationship’ – and new emotions – such as ambivalence – emerging. Second, emotions are increasingly managed in late modernity, in line with Giddens’ reflexive modernity thesis, and more recent work on emotional reflexivity (e.g., Holmes). Third, emotions are mediated, with triggers, rules and representation emerging in online environments and via globalized networks. Fourth, emotions are increasingly used to understand and categorise late modernity. We exemplify these points with reference to changing notions of ‘envy’ in late modernity.