

BACHELOR THESIS REVIEW

Type of review: *thesis supervisor*

Author: Kongyang Ji

Title: *Invisible Poverty: Understanding of Consumption Strategies among Chinese Migrants in Europe.*

Name of the reviewer: Martin Hájek

Please explain the reasons for your evaluation (especially reservations and criticisms) according to the criteria listed below.

1. Is the aim of the thesis (research question) clearly stated and do the conclusions correspond to it? Is the thesis appropriately structured?

Comments: *The aim of the thesis is to explore the invisible poverty of Chinese migrants in Europe by examining their consumption strategies. The findings are in line with the research problem, although not as rich as one would expect from the theoretical part of the thesis.*

2. Is the thesis based on relevant research and literature and does it accurately summarize and integrate the information?

Comments: *The literature review is satisfactory. The author explains the theories of cultural capital, impression management and consumption using the classic works of Goffman and Bourdieu, supplemented by more recent specialised literature.*

3. What is the quality of the data or the other sources? Are the sample method, data collection and data analysis appropriate?

Comments: *The qualitative methodology is clearly described and it is appropriate for the chosen research problem. The sample consisted of five respondents. This number is relatively small, especially when the length of the interview was 10-30 minutes. The open coding could have been supplemented with theoretically based codes and categories.*

4. Are the findings relevant to the research question? Are the conclusions of the thesis based on strong arguments?

Comments: *The results section is rather unstructured, but contains some interesting findings. In particular, the contrast between prestige-driven consumption in China and more modest consumption abroad. This could be interpreted as a legacy from the past, when frugal living was a standard in China, so respondents use these strategies in situations where they have few resources. Another valuable finding concerns the perceived differences in achieving happiness through consumption in China and Europe.*

On the other hand, in my opinion the data could be examined in more detail and that the presentation could be more structured.

5. Are the author's thoughts distinguished unambiguously from the borrowed ideas?

Comments: *Yes, I see no problem in this matter.*

6. What is the quality of style and other formal requirements?

Comments: *The text reads well. Formal requirements are satisfactory. On page 3, there are repeated sentences.*

7. Are there any other strengths and weaknesses of the thesis, which are not included in the previous questions? Please list them if any.

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8. What topic do you suggest for the discussion in the thesis defence?

I have a methodological question and a substantive question:

- *In the methodology section, you do not discuss how easy or difficult it was for your respondents to talk about their economic situation. Given the need to protect their face, do you think they would disclose any consumption strategy that would put their face at risk, such as buying fake brands?*
- *It is not clear from your findings how perceptions of poverty have changed over the life course in Europe. You write about the evolution of attitudes, but it is not clear how this relates to poverty.*

9. (For supervisors only) I declare that I have checked the result of the originality check of the thesis:

Theses Turnitin Ouriginal (Urkund)

Comment on the result of the check: *No plagiarism detected.*

Overall evaluation of the thesis:

Kongyang Ji's bachelor's thesis is based on sound qualitative research and is written to a good standard. I have specified my partial criticism in my review. The thesis therefore meets all the requirements for a bachelor thesis and I recommend it for defence.

Proposed grade: C

Date: 25 August 2024

Signature: