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**ON THE HOPEFUL FIELDS: PRODUCTIVE CONSUMPTION IN URBAN
VILLAGES AND ITS SOCIAL FORMATION**

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Amidst the wave of the “post-productivism” era driven by industrialization, urbanization, and digitalization, rural social transformation in China reflects a shift from productive to non-productive functions, with the consumption function of villages gradually emerging. Compared to pure consumers, the emergence of “prosumers” remains underexplored in existing rural sociological studies. Why do urban consumers engage in paid farming characterized by high costs, low convenience, and uncertain outcomes? This article focuses on the case of urban adoptive farming in the suburbs of Shanghai to examine productive consumption in urban villages and its social formation. From a sociological perspective, the article introduces the key concept of “hope” and establishes an analytical framework of the “performance of hope” to understand the social mechanisms of urban adoptive farming. The performance of hope refers to the process through which “hope” is shaped, shared, materialized, and transformed into social practice. Through three essential components—the community-based

remodeling of hope, the material realization of hope, and the open-ended practice of hope—the “land” is socio-economically reconstructed as an object of positive affection within the context of urban-rural integration.

Palavras-chave: urban villages; productive consumption; hope; social formation.