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Class: Thursday 2-4 in Barrows 402

Office Hours: Wednesday 4-6 in Barrows 474

SOC 280Q
ECONOMY AND SOCIETY:
 MORAL VIEWS OF MARKET SOCIETY.

Course Description and Objectives

This course is an introduction to economic sociology. Sociologists have always studied economic processes, though perhaps never as militantly and self-consciously as they do today. The last twenty years have indeed seen a rather extraordinary flourishing of sociological scholarship in this area, which seeks both to critique the analytical assumptions and research procedures commonly used in mainstream economics, and also to offer sociologically grounded accounts of economic phenomena. This movement culminates in the formulation of alternative claims regarding economic behavior and economic processes, and in the institutionalization of a specific subfield known as economic sociology.

This course will approach the field of economic sociology from the particular angle of the relationship between market structures, technologies, and moral categories. We will start from the observation that moral judgments that justify or vilify the market on the basis of some final value are extremely common in the social sciences. We will then move progressively toward more constructivist arguments that show, in many different ways, how markets, through their own operation, create the very moral categories we act upon. This will allow us to engage with important foundational work in economics, sociology and political science, as well as with some of the most exciting and newest literature dealing with social classification through markets, the performative role of economic technologies, and subjectivity and control in a neo-liberal economy.

General information:

The following two books have been ordered at the Cal Student Bookstore:

Pierre Bourdieu. 2005. *The Social Structures of the Economy*. Polity Press.

Kimberly Hoang. *Dealing in Desire*. UC Press.

Late addition: please also buy:

Natasha Schüll. 2014. *Addiction by Design*. Princeton University Press.

There is a course website for Sociology 280Q on bCourse. All journal articles and book excerpts are available in PDF format. You can access the papers directly by clicking the hyperlinks in the syllabus or by going to the 'Files' page on bCourse.

Course Requirements:

- Active participation of all seminar members to class discussions.
- Two in class presentations. One presentation will cover the readings for one week. It should be supported by a written memo briefly summarizing the main arguments and raising a number of themes / questions for further discussion in class. The memo should be posted on the course web site no later than midnight, on the day before class, so that people have enough time to read it. I will not grade the memos. The second presentation will take place at the end of the semester and will involve a discussion of the proposed research paper. (See below)
- One three-to-five pages final paper proposal, due on October 19. (My mailbox or email is fine). The proposal should outline the research question, the research strategy, and explain the sociological motivation behind the problem studied (a critical review of the scholarly literature is an acceptable motivation). You are welcome to come discuss your proposal in office hours.
- One final research paper (15-20 double-spaced pages), due on December 11. (No later than 5pm in my mailbox please!) The only imperatives for this requirement are: (i) The paper must address an **economic** topic of your choice (ii) It must use some of the **readings** in this class. The paper may be empirical (e.g., a pilot study) or consist in a research proposal. More guidelines to come.

PART I. MORAL VIEWS

Week 1. Aug 27. INTRODUCTION. MORAL VIEWS.

Albert O. Hirschman. Rival Interpretations of Market Society: Civilizing, Destructive of Feeble? *Journal of Economic Literature* 1982. 20:1463-1484. [Here](#).

Marion Fourcade and Kieran Healy. 2007. Moral Views of Market Society. *Annual Review of Sociology* 33: 285-311. [Here](#).

Week 2. Sept 3. GOOD MARKETS.

Friedrich von Hayek. 1945. The Use of Knowledge in Society. *American Economic Review* 35(4): 519-530. [Here](#).

Milton Friedman. 1982 (1962) Chapters 1, 2, 10 in *Capitalism and Freedom*. The University of Chicago Press.

Ronald Coase. 1960. The Problem of Social Cost. *Journal of Law and Economics* 3(1): 1-44. [Here](#).

Gary Becker. 1993. Nobel Lecture: The Economic Way of Looking at Behavior. *Journal of Political Economy* 101(3): 385-409. [Here](#).

Michel Foucault. 2010. *The Birth of Biopolitics: Lectures at the College De France, 1978-1979*. Palgrave MacMillan. Chapters 5, 9.

Further reading

Bruno Amable. 2011. Morals and Politics in the Ideology of Neoliberalism. *Socioeconomic Review* 9(1): 3-30.

Deirdre McCloskey. 2006. *The Bourgeois Virtues. Ethics for an Age of Commerce*. The University of Chicago Press.

Friedrich von Hayek. 1937. Economics and Knowledge. *Economica* 4(13): 33-54.

Friedrich von Hayek. 1972 (1944) *The Road to Serfdom*. The University of Chicago Press.

James Scott. 1998. *Seeing Like a State. How Certain Schemes to Improve the Human Condition Have Failed*. Yale University Press.

Jamie Peck. 2010. *Constructions of Neoliberal Reason*. (Oxford and New York: Oxford University Press).

Johanna Bockman and Gil Eyal. 2002. Eastern Europe as a Laboratory of Economic Knowledge: The Transnational Roots of Neoliberalism. *American Journal of Sociology* 108(2):310-352.

Philip Mirowski and Dietrich Plehwe. 2009. *The Road from Mont Pelerin: The Making of the Neoliberal Thought Collective* (Cambridge, MA: Harvard University Press).

Raghuram Rajan and Luigi Zingales. 2002. *Saving Capitalism from the Capitalists: Unleashing the Power of Financial Markets to Create Wealth and Spread Opportunity*. Crown Publishing Group.

Ronald Coase. 1992. The Institutional Structure of Production. *The American Economic Review* 82(4): 713-719.

Tyler Cowen. 2002. *Creative Destruction. How Globalization Is Changing the World's Cultures*. Princeton University Press.

Week 3. Sept 10. BAD MARKETS.

Karl Marx. 1867. The Fetishism of Commodities and The Secret Thereof. In *Capital* Volume I. Use Tucker (ed.) *The Marx-Engels Reader* from your Sociological Theory class or find it [Here](#).

Karl Polanyi. 1947. Our Obsolete Market Mentality. *Commentary* 3: 109-117. [Here](#).

Alexander Barnard. Forthcoming. A Brief History of the Tomato. In *Freegans*. University of Minnesota Press.

Andrew Leyshon and Nigel Thrift. 2007. The Capitalization of Almost Everything. *Theory, Culture, and Society* 24:97-115. [Here](#).

Ken-Hou Lin and Donald Tomaskovic-Devey. 2013. Financialization and U.S. Income Inequality, 1970–2008. *American Journal of Sociology* 118: 1284–1329. [Here](#).

Further reading

*Karl Polanyi. 1971 (1944). *The Great Transformation*. Beacon Press.

*Thorstein Veblen. 2008. *The Theory of the Leisure Class*. Oxford University Press.

Arlie Hochschild. 2003. *The Commercialization of Intimate Life*. University of California Press.

Arlie R. Hochschild. 2003 (1983). Exploring the Managed Heart. Pp3-23 in *The Managed Heart. Commercialization of Human Feeling*. University of California Press.

Frank Ackerman and Lisa Heizerling. 2005. *Priceless: On Knowing the Price of Everything and the Value of Nothing*. New York: New Press.

Fred Block and Margaret Somers. 2005. Ideas, Markets, and Institutions over 200 Years of Welfare Debate. *American Sociological Review* 70(2):260-287.

Igor Kopytoff. 1988. The Cultural Biography of Things: Commoditization as a Process. In Arjun Appadurai (ed.) *The Social Life of Things. Commodities in Cultural Perspective*. Cambridge University Press.

Lawrence Lessig. 2005. *Free Culture: The Nature and Future of Creativity*. Penguin.

Margaret Radin. 2001. *Contested Commodities*. Harvard University Press.

Max Horkheimer and Theodor Adorno. 1944. The Culture Industry: Enlightenment and Mass Deception In *Dialectic of Enlightenment*. New York Continuum 1972. Pp94-136.

Nigel Thrift. 2001. 'It's the Romance, not the Finance, that Makes the Business Worth Pursuing': Disclosing a New Market Culture. *Economy and Society*. 30(4):412-432.

PART II. SOCIAL STRUCTURES OF CAPITALISM

Week 4. September 17. THE DYNAMICS OF CAPITAL.

Jonathan Levy. 2014. Accounting for Profit and the History of Capital. *Critical Historical Studies* 1(2): pp. 171-214. [Here](#).

Thomas Piketty. 2013. *Capital in the 21st Century*. Introduction, Chapter 3, The Metamorphoses of Capital, Chapter 11, Merit and Inheritance in the Long Run. Harvard University Press.

Annelise Riles. 2010. Collateral Expertise: Legal Knowledge in the Global Financial Markets. *Current Anthropology* 51(6). [Here](#).

Greta Krippner. 2010. The Political Economy of Financial Exuberance. Pp 443-475 in Michael Lounsbury and Paul M. Hirsch (eds.) *Markets on Trial: The Economic Sociology of the U.S. Financial Crisis. Research in the Sociology of Organizations* 30.

Further Reading

Thomas Piketty. 2013. *Capital in the 21st Century*. Harvard University Press. (rest of the book)

Erik Brynjolfsson and Andrew McAfee. 2014. *The Second Machine Age. Work, Press and Prosperity in a Time of Brilliant Technologies*. WW Norton.

Week 5. Sept 24. MARKETS AND POLITICS.

Frank Dobbin. 2001. Why the Economy Reflects the Polity: Early Rail Policy in Britain, France and the United States. In Mark Granovetter and Richard Swedberg (eds.) *The Sociology of Economic Life*. Boulder, CO: Westview Press.

Neil Fligstein. 1996. Markets as Politics: a Political-Cultural Approach to Market Institutions. *American Sociological Review*, pp. 656-73. [Here](#).

Timothy Mitchell. 2009. Carbon Democracy. *Economy and Society* 38(3): 399-432. [Here](#).

Douglas Holmes. 2014. Markets are a Function of Language. Pp21-38 in *Economy of Words. Communicative Imperatives in Central Banks*. University of Chicago Press.

Frédéric Lebaron. 2008. Central Bankers in the Contemporary Global Field of Power: a 'Social Space' Approach. *Sociological Review* 56: 121-144. [Here](#).

Further Reading

*Greta Krippner. 2007. The Making of US Monetary Policy: Central Bank Transparency and the Neoliberal Dilemma. *Theory and Society* 36(6): 477-513. [Here](#).

*Greta Krippner. 2012. *Capitalizing on Crisis*. Harvard University Press.

*James Ferguson. 1994. Pp1-73 in *The Anti-Politics Machine. Development, Depoliticization and Bureaucratic Power in Lesotho*. University of Minnesota Press.

*Monica Prasad. 2014. *The Land of Too Much*. Harvard University Press.

*Nicholas Rose and Peter Miller. 1992. Political Power beyond the State: Problematics of Government. *The British Journal of Sociology*. 43(2):173-205. [Here](#).

*Timothy Mitchell. 1999. State, Economy and the State Effect. Pp76-97 in *State/Culture: State Formation After the Cultural Turn*. Cornell University Press.

Week 6. October 1. Book Focus.

Pierre Bourdieu. 2005. *The Social Structures of the Economy*. The House Market. Polity Press.

Watch: *Mondovino*.

Further Reading.

- *Alan Kirman. 2001. Market Organization and Individual Behavior. A Study of the Marseilles Fish Market. Pp155-195 in James E. Rauch and Alessandra Casella (eds.) *Networks and Markets*. Russell Sage Foundation.
- *Marie-France Garcia-Papet. 2008. The Social Construction of a Perfect Market: The Strawberry Auction at Fontaines en Sologne. Pp20-53 in Donald MacKenzie, Fabian Muniesa, Lucia Siu. *Do Economists Make Markets? On the Performativity of Economics*. Princeton University Press.
- *Marion Fourcade. 2007. Theories of Markets, Theories of Society. *American Behavioral Scientist*. 50(8):1015-1034. [Here](#).
- *Mark Granovetter. 2005. The Impact of Social Structures on Economic Outcomes. *Journal of Economic Perspectives*. 19(1):33-50. [Here](#).
- *Harrison White. 1981. Where do Markets Come from? *American Journal of Sociology*.
- *Neil Fligstein and Luke Dauter. 2007. The Sociology of Markets. *Annual Review of Sociology* 33: 105-128. [Here](#).
- *Neil Fligstein. 2001. *The Architecture of Markets*. Princeton University Press.
- *Pierre Bourdieu. 2000. Making the Economic Habitus. Algerian Workers Revisited. *Ethnography*. 1(1):17-41. [Here](#).
- Alex Preda. 2001. The Rise of the Popular Investor: Financial Knowledge and Investing in England and France, 1840-1880. *Sociological Quarterly* 42(2):205-232. [Here](#).
- Clifford Geertz. 1978. The Bazaar Economy: Information and Search in Peasant Marketing. *American Economic Review*. 68(2): 28-32.
- Dick Hebdige. 2000. Object as Image: The Italian Scooter Cycle. Pp117-154 in Juliet Schor and Douglas Holt (eds.) *The Consumer Society Reader*. The New Press.
- Eric Leifer. 1985. Markets as Mechanisms: Using a Role Structure. *Social Forces* 64(2):442-472.
- Franck Cochoy. 2005. A Brief History of Consumers or the Gradual Standardization of Markets and Organizations. *Sociologie du Travail* 47: 36-56. [Here](#).
- Harrison White. 2001. *Markets from Networks. Socioeconomic Models of Production*. Princeton University Press.
- Mark Granovetter. 1985. Economic action and social structure: the problem of embeddedness. *American Journal of Sociology*, pp. 481-510
- Theodor C. Bestor. 2004. *Tsukiji: The Fish Market at the Center of the World*. University of California Press.
- Trevor Pinch & Colin Clark. 1986. The Hard Sell: 'Pattern Merchanting' and the Strategic (Re)Production and Local Management of Economic Reasoning in the Sales Routines of Market Pitchers. *Sociology* 20(2): 169-191.
- Walter Powell. 1990. Neither Market nor Hierarchy. Networks Forms of Organization. *Research in Organizational Behavior* 12: 295-336. [Here](#).

PART III. MORALITY

Week 7. Oct 8. DEBT AND CREDIT.

Friedrich Nietzsche. 2013. Guilt, Bad Conscience, and Related Matters. Pp43-82 In *On the Genealogy of Morals*. Penguin.

David Graeber. 2011. The Moral Grounds of Economic Relations. Pp. 89-126 in *Debt: The First 5000 Years*. Melville House.

Gunnar Trumbull. 2012. Credit Access and Social Welfare. The Rise of Consumer Lending in the United States and France. *Politics & Society* 40(1): 9-34. [Here](#).

Roi Livne. 2015. Performing neoliberal governmentality: an ethnography of financialized sovereign debt management practices. *Socio-Economic Review* (forthcoming)

Lainer-Vos, Dan. 2012. Manufacturing National Attachments: Gift-Giving, Market Exchange and the Construction of Irish and Zionist Diaspora Bonds. *Theory and Society* 41(1): 73-106. [Here](#).

Further Reading

*Marcel Mauss. 2000. *The Gift. The Form and Reason for Exchange in Archaic Societies*. WW Norton.

Alexis Harris, Heather Evans and Katherine Beckett. 2010. "Drawing Blood from Stones: Legal Debt and Social Inequality in the Contemporary United States." *American Journal of Sociology* 115(6): 1753-99.

Louis Hyman. 2012. *Borrow. The American Way of Debt*. Vintage.

Louis Hyman. 2011. *Debtor Nation. The History of America in Red Ink*. Princeton University Press.

Marion Fourcade. forthcoming. State Metrology. The Rating of Sovereigns and the Judgment of Nations. In

Kimberly Morgan and Ann Orloff. *The Many Hands of the State*. Cambridge University Press.

Michael Lewis. 2012. *Boomerang. Travels in the New Third World*. WW Norton.

Wolfgang Streeck. 2015. The Politics of Public Debt: Neoliberalism, Capitalist Development and the Restructuring of the State. *German Economic Review* 15(1): 143-165. [Here](#).

Week 8. Oct 15. TABOO MARKETS: DEALING WITH DEATH

Viviana Zelizer. 1979. *Morals and Markets. The Development of Life Insurance in the United States*. Selections.

Sarah Quinn. 2008. The Transformation of Morals and Markets. Death, Benefits, and the Exchange of Life Insurance Policies. *American Journal of Sociology* 114 (3): 738–80. [Here](#).

Cheris Shun-Ching Chan. 2009. Creating a Market in the Presence of Cultural Resistance: The Case of Life Insurance in China. *Theory and Society* 38(3): 271-305. [Here](#).

Kieran Healy. 2006. *Last Best Gifts. Altruism and the Market for Human Blood and Organs*. University of Chicago Press. Selections.

Roi Livne. 2014. Economies of Dying: The Moralization of Economic Scarcity in U.S. Hospice Care. *American Sociological Review* 79(5): 888-911. [Here](#).

Further Reading:

Michael Sandel. 2012. *What Money Can't Buy: The Moral Limits of Markets*. New York: Farrar, Straus, and Giroux.

Michel Anteby. 2010. Market, Morals and Practices of Trade: Jurisdictional Dispute in the U.S. Commerce in Cadavers. *Administrative Science Quarterly* 55: 606-638.

Rene Almeling. 2007. Selling Genes, Selling Gender: Egg Agencies, Sperm Banks, and the Medical Market in Genetic Material. *American Sociological Review* 72(3): 319-340. [Here](#).

Week 9. Oct 22. Book focus. DEALS AND DESIRES.

Kimberly Hoang. 2014. *Dealing in Desire*. UC Press.

Week 10. Oct 29. WORTH, VALUE, PRICE.

Bruce Carruthers and Arthur Stinchcombe. 1999. The Social Structure of Liquidity. Flexibility, Markets and States. *Theory and Society*. 28(3):353-382. [Here](#).

Richard Biernacki. 2001. Labor as an Imagined Commodity. *Politics and Society* 29(2): 173-206. [Here](#).

Marion Fourcade. 2011. Cents and Sensibility: Economic Valuation and the Nature of 'Nature.' *American Journal of Sociology* 116(6): 1721-1777. [Here](#).

Ashley Mears. 2011. Economics of the Catwalk. Pp27-70 in *Pricing Beauty. The Making of a Fashion model*. University of California Press.

Horacio Ortiz. 2013. Financial value: Economic, moral, political, global. *Journal of Ethnographic Theory* 3(1): 64-79. [Here](#).

Further Reading

*Luc Boltanski and Laurent Thévenot. 2006. *On Justification: Economies of Worth*. Princeton University Press.

*David Stark. 2009. *The Sense of Dissonance. Accounts of Worth in Economic Life*. Princeton University Press.

Claes-Fredrik Helgesson and Fabian Muniesa. 2013. For What It's Worth: An Introduction to Valuation Studies. *Valuation Studies* 1(1) : 1–10.

Fabian Muniesa. 2007. Market Technologies and the Pragmatics of Prices. *Economy and Society* 36(3): 377-395. [Here](#).

Jens Beckert and Patrik Aspers. 2011. *The Worth of Goods. Valuation and Pricing in the Economy*. Oxford University Press.

Fabian Muniesa. 2011. A Flank Movement in the Understanding of Valuation. *The Sociological Review* 59(s2): 24-38.

Harold James. 2009. *The Creation and Destruction of Value. The Globalization Cycle*. Harvard University Press.

Lucien Karpik. 2010. *Valuing the Unique. The Economics of Singularities*. Princeton University Press.

Charles W. Smith. 1989. *Auctions. The Social Construction of Value*. University of California Press.

Olav Velthuis. 2003. Symbolic Meanings of Prices: Constructing the Value of Contemporary Art in Amsterdam and New York Galleries. *Theory and Society* 32(2):181-215. [Here](#).

Brian Steensland. 2006. Cultural Categories of Worth and the American Welfare State: the Case of Guaranteed Income Policy. *American Journal of Sociology* 111(5): 1273-1326. [Here](#).

Charles Smith. 1989. *Auctions. The Social Construction of Value*. University of California Press.

PART IV. DESIGNS.

Week 11. Nov 5. RISK, SPECULATION

John Maynard Keynes. 1936. The State of Long Term Expectations. Chapter 12 in *The General Theory of Employment, Interest and Money*. [Here](#).

Martha Poon. 2009. From New Deal institutions to Capital Markets: Commercial Consumer Risk Scores and the Making of Subprime Mortgage Finance. *Accounting, Organizations and Society* 34(5): 654-674. [Here](#).

Jonathan Simon. 1988. The Ideological Effects of Actuarial Practices. *Law and Society Review* 22(4): 771-800. [Here](#).

Jonathan Simon. 2003. Risking Rescue: High Altitude Rescue as Moral Risk and Moral Opportunity. Pp375-406 in Richard V. Ericson and Aaron Doyle (eds) *Risk and Morality*. University of Toronto Press.

Leslie Salzinger. Manuscript TBA.

Further Reading

*Jacob Hacker. 2008. *The Great Risk Shift. The New Economic Insecurity and the Decline of the American Dream*. Oxford University Press.

*Mary Douglas and Aaron Wildavsky. 1982. *Risk and Culture*. University of California Press

François Ewald. 1991. Insurance and Risk. In Colin Gordon, Graham Burchell and Peter Miller. *The Foucault Effect. Studies in Governmentality*. University of Chicago Press.

Gillian Tett. 2010. *Fool's Gold. The Inside Story of J.P. Morgan and How Wall St. Greed Corrupted Its Bold Dream and Created a Financial Catastrophe*. The Free Press.

Jonathan Levy. 2014. *Freaks of Fortune. The Emerging World of Capitalism and Risk in America*. Harvard University Press.

Michael Lewis. 2011. *The Big Short. Inside the Doomsday Machine*. WW Norton.

Week 12. Nov 12. No class. Professor Fourcade out of town.

Week 13. Nov 19. MACHINES.

Michel Callon. 1998. The Embeddedness of Economic Markets in Economics. In Michel Callon (ed.) *The Laws of the Markets*. Blackwell.

Frank Pasquale. 2015. The Algorithmic Self. *Hedgehog Review*. 17(1) [Here](#).

Jenna Burrell. 2015. How the Machine Thinks. Understanding Opacity in Machine Learning Algorithms. Working paper.

Donald MacKenzie. 2014. A Sociology of Algorithms. Working Paper. [Here](#).

Juan Pablo Pardo-Guerra. 2010. Creating Flows of Interpersonal Bits: the Automation of the London Stock Exchange, c. 1955-1990. *Economy & Society* 38(1): 84-109. [Here](#).

Further Reading

*Daniel Breslau. 2013. Designing a market-like entity: Economics in the politics of market formation, *Social Studies of Science* 43: 829.

*Danielle Keats Citron and Frank Pasquale. 2014. The Scored Society. Due Process for Automated Predictions. *Washington Law Review* 89(1): 1-33.

*Donald MacKenzie. 2011. The Credit Crisis as a Problem in the Sociology of Knowledge. *American Journal of Sociology* 116(6): 1778-1841.

*Frank Pasquale. 2015. *The Black Box Society. The Secret Algorithms that Control Money and Information*. Harvard University Press.

*Marion Fourcade and Kieran Healy. 2013. Classification situations: life chances in the neoliberal era. *Accounting, Organizations, and Society* 38:559-572.

Fabrizio Ferraro, Jeffrey Pfeffer, Robert Sutton. 2005. "Economics Language and Assumptions: How Theories Can Become Self-Fulfilling," *Academy of Management Review* 30: 8-24

Michael Lewis. *Flash Boys*.

Important debates about the performativity approach:

Daniel Miller. 2002. Turning Callon the right way up. *Economy and Society* 31(2): 218 – 233.

Note: You might also want to see the rest of the debate:

2002 reply by Callon in Economic Sociology. European Electronic Newsletter

2005 reply by Miller in Economic Sociology. European Electronic Newsletter 6(3).

2007 reply by Holm ("Which Way is Up Callon?" in MacKenzie, Muniesa, Siu)

Philip Mirowski and Edward Nik-Kah. 2007. Markets Made Flesh: Performativity, and a Problem in Science Studies, Augmented with Consideration of the FCC Auctions. Pp190-224 in Donald MacKenzie, Fabian Muniesa, Lucia Siu. *Do Economists Make Markets? On the Performativity of Economics*. Princeton University Press.

Week 14. Nov 26. Thanksgiving holiday

Week 15. Dec 3. Book Focus.

Natasha Schüll. 2014. *Addiction by Design*. Princeton University Press.

Week 16. Dec 10. Student presentations [4 HOURS CLASS]

--FINAL PAPER DUE DEC 11--