



# Economies of Contribution and 7 Ways to Corrupt Them

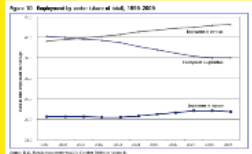
Jo Cognito

Boris Traue

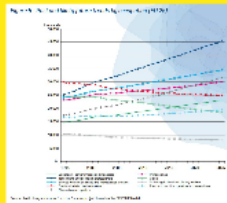


# The market situation

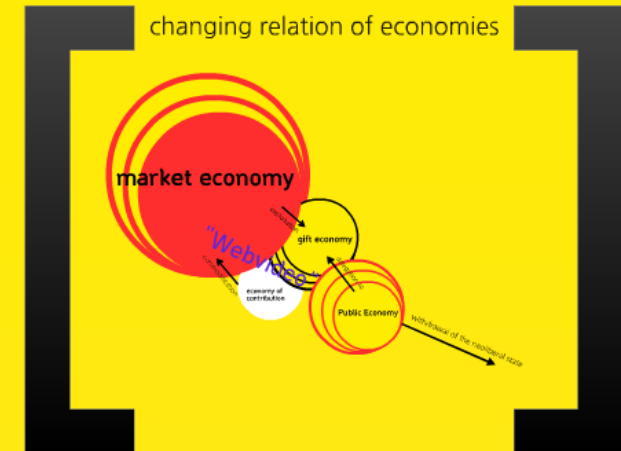
From fordist to post-fordist to cognitive capitalism



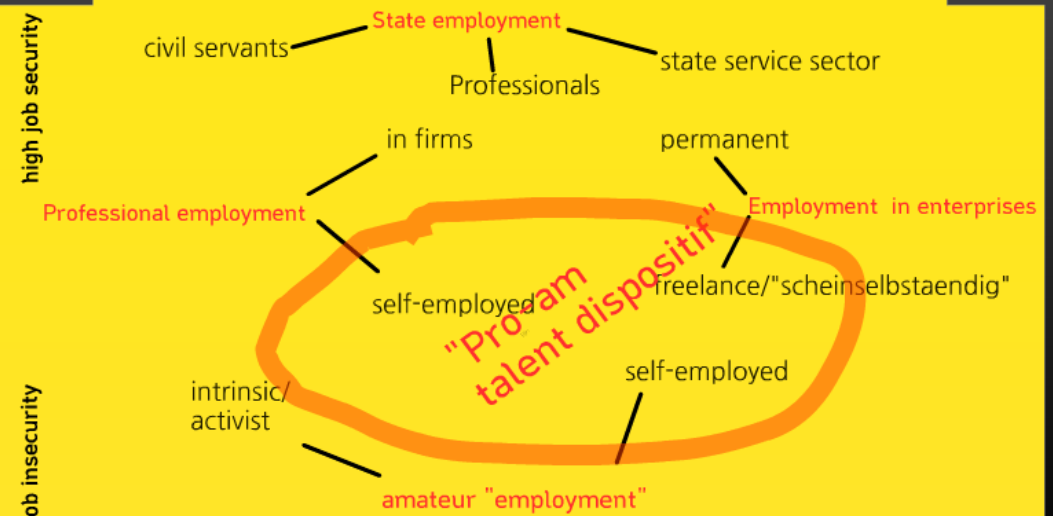
Competition in labour markets



Professionalism becomes a coveted occupational position.

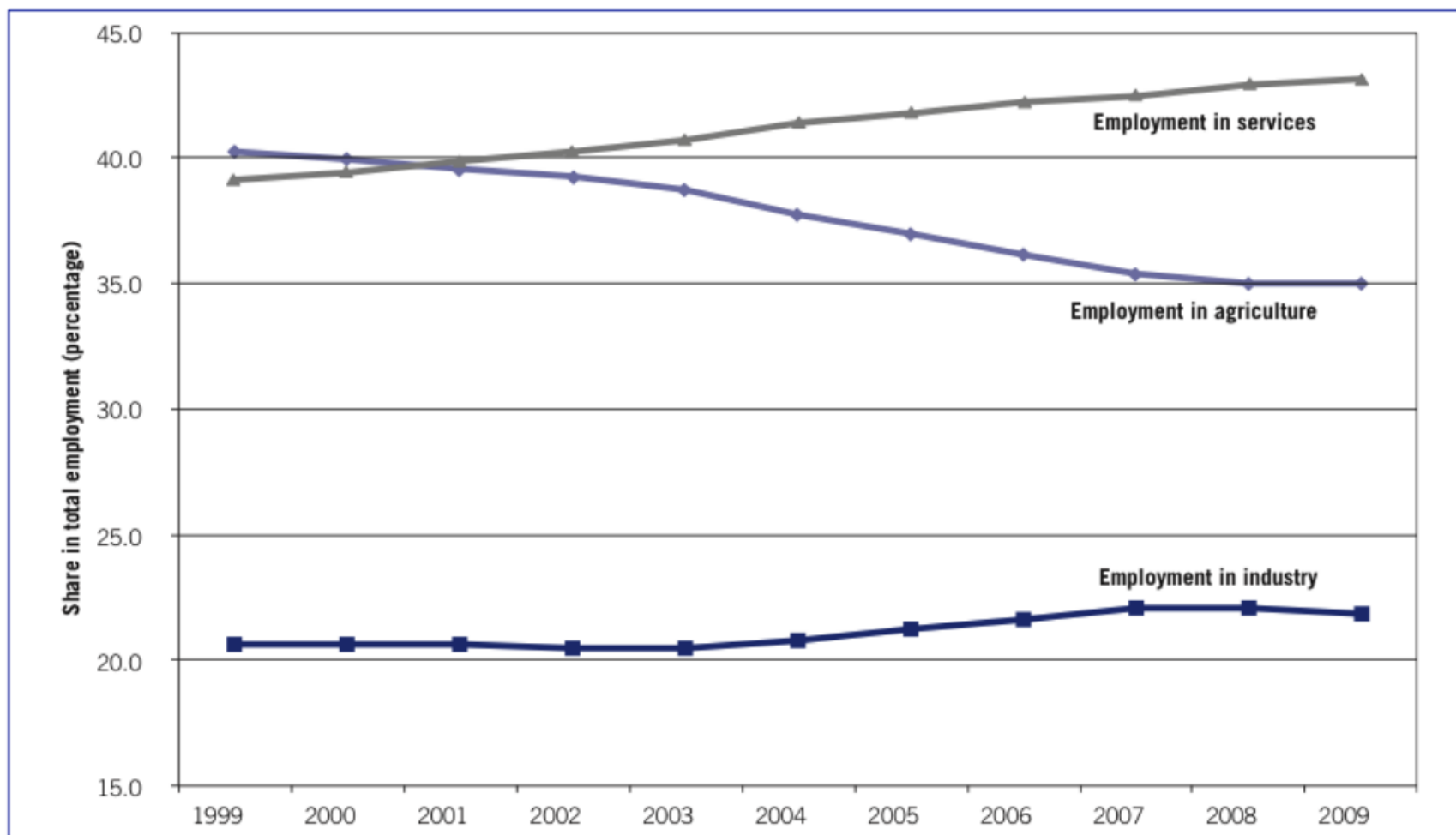


## The "talent dispositif" and the eclipse of amateurism



Amateur contexts become recruitment regime ('talent dispositif') for media entrepreneurs and corporations (google, youtube)

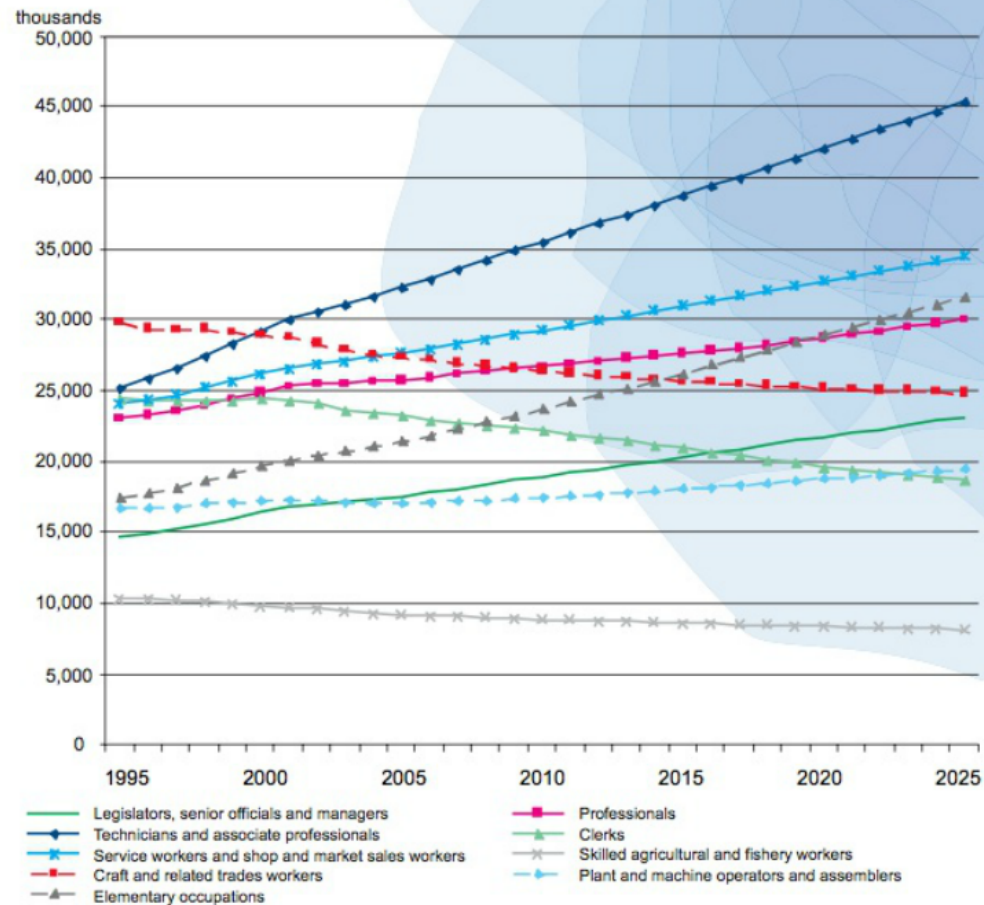
**Figure 10** Employment by sector (share of total), 1999–2009



Source: ILO, *Trends econometric models*, October 2010 (see Annex 4).

# Competition in labour markets

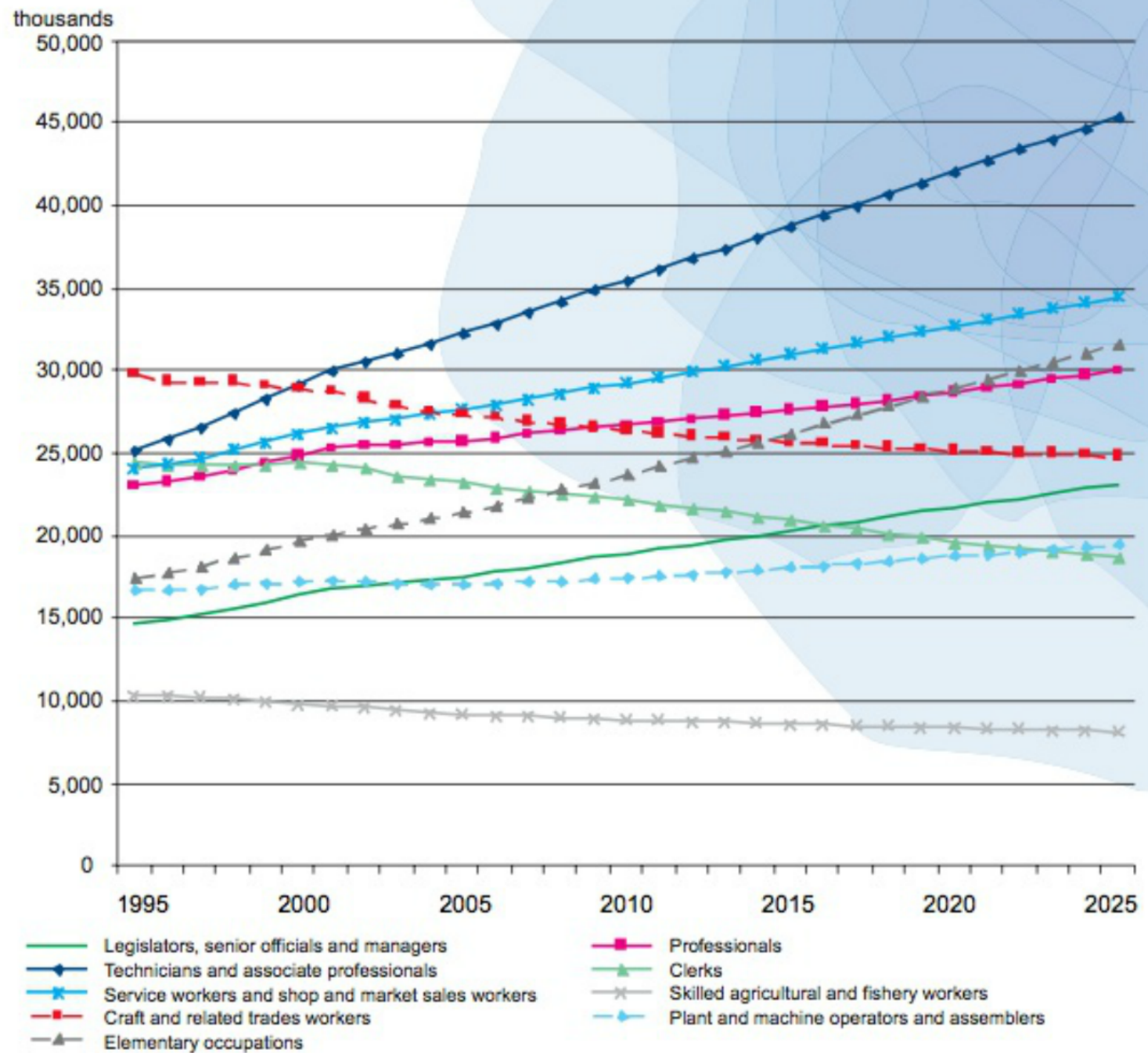
Figure 5 - Past and likely future trends by occupation (EU 25)



Source: Preliminary estimates from the Cedefop project based on the CE E3ME Model.

**Professionalism becomes a coveted occupational position.**

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## Economies of contribution: What they are (not)

**not** market economy: surplus generation e.g. motion pictures industry

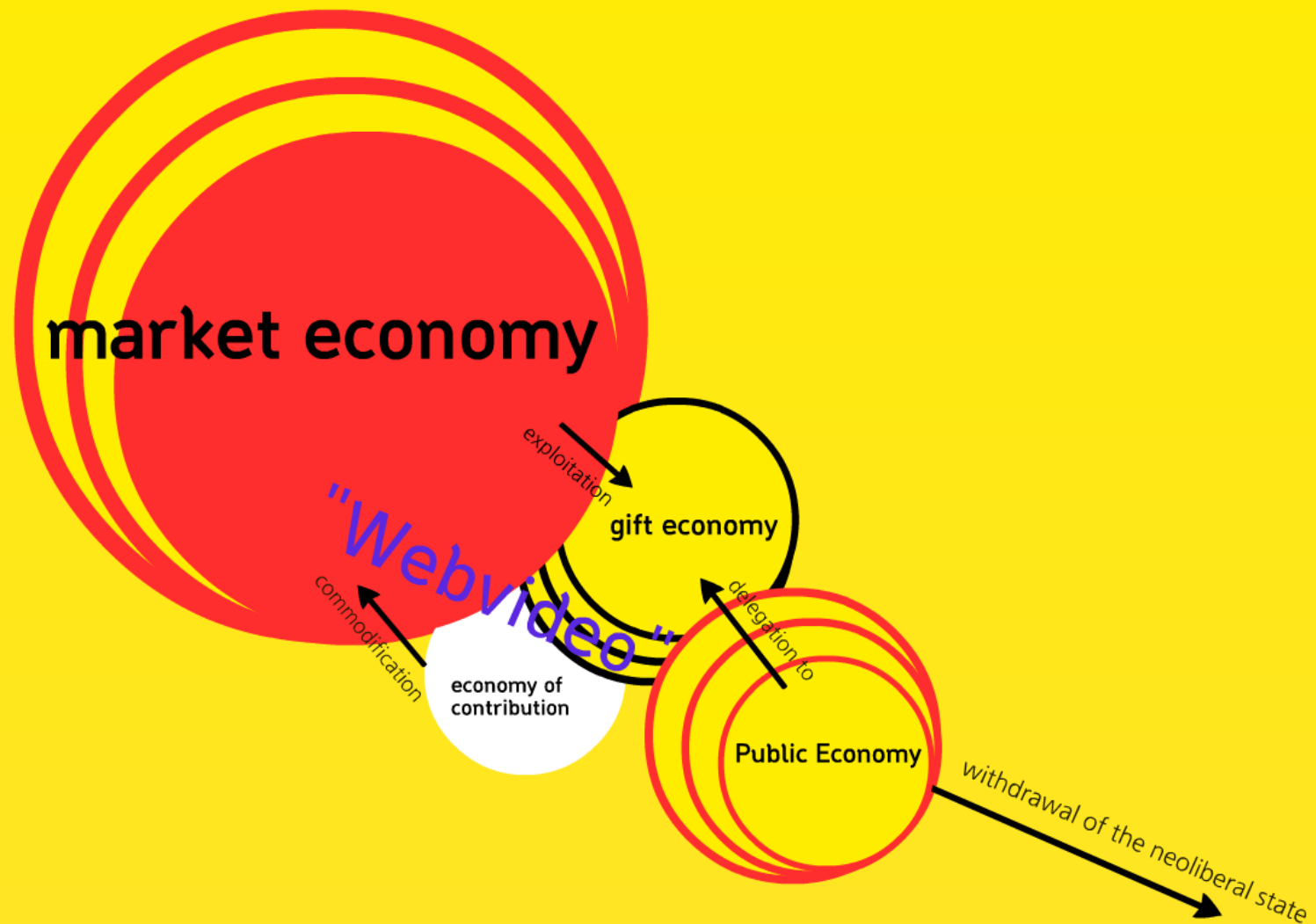
**not** public economy: state services & biopolitical paradigm e.g. public television

**not quite** gift economy: reciprocal obligation and vulnerability (Mauss, Bataille, Derrida)  
e.g. home video, volunteering & reproductive labour, "traditional" webvideo

**but** An economy of contribution can potentially be established and maintained alongside with market economy, public economy, and an economy of the gift. It requires material, educational, psychosocial and political support.

**EoC are fragile and lack means of accounting, accountability and legal structures.**

# changing relation of economies





# Economies of contribution and Webvideo

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## Corruption of contribution/amateur economies

Definition:  
Conversion and expropriation of technologies and social relations aiming at a monopolisation of advantages and an exploitation of labour with toxic consequences manifesting in conflict.

## Webvideo amateur economies: What they require



Sources:  
arandustrials.org  
Bernard Stiegler (2009): Pour une nouvelle critique de l'économie politique. Paris: Galilée  
Esping-Andersen (1990): Three Worlds of Welfare Capitalism. Oxford: Polity  
Steinberg, R.J. & Jacobs, J.A. (1994) Pay Equity in Nonprofit Organizations: Making Women's Work Visible. In: Odendahl, T. & O'Neill, M. (Eds.), Women and Power in the Nonprofit Sector. San Francisco, pp. 79-120

# Webvideo amateur economies: What they require



Original Center for Media Craft network, 22 featured channels, 750 million views per month.  
27 of these shared with YouTube (most as main channel), 15 of which are currently inactive.  
10 channel features videos on main channels. All of these have already had content removed.

De-commodification (Esping-Andersen 1990) of cultural production. Criticism of "market-think" and technologies of care to deal with 'mimetic vulnerabilities'.

Economy of existence (productive of everyday knowledge) as much as an economy of substances (productive of survival). (Stiegler 2009)

No fixed division of labor between producers and consumers. But: volunteering can create and sustain inequalities (Steinberg/Jacobs 1994). Creation of pathways for professionalisation and careers for everybody.

Alternative media of accounting, financing and legal forms. Cooperatives & collectives as historical examples. often 'local' traditions!

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biggest German webvideo network, 33 featured Channels,  
>100 million views per month,

27 of these channels feature men as main personae, 15 of  
which are comedy channels

5 channels feature women as main personae. ALL of these  
have lifestyle and cosmetics themes.

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# The spectrum of amateurism: Amateurism as a site of conflict

