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Economies of Contribution and 7 Ways to Corrupt Them

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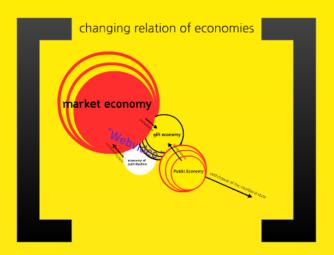


The market situation

From fordist to post-fordist to cognitive capitalism







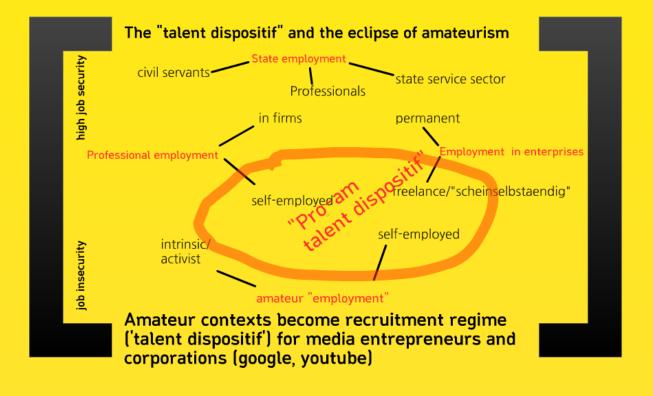
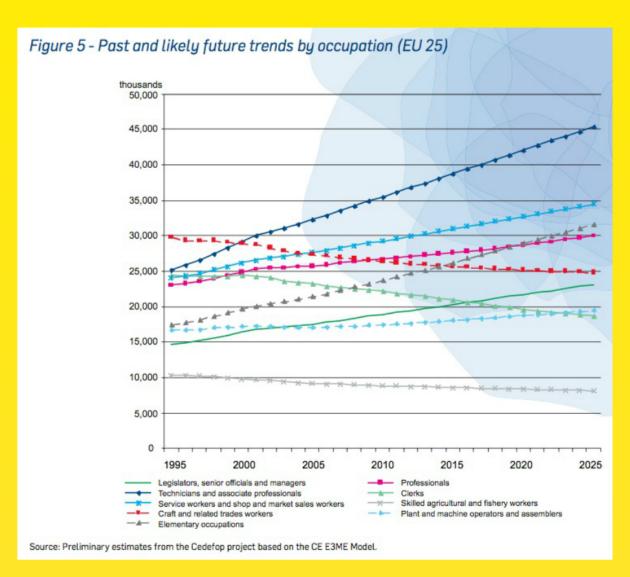


Figure 10 Employment by sector (share of total), 1999-2009 45.0 **Employment in services** 40.0 Share in total employment (percentage) 35.0 **Employment in agriculture** 30.0 25.0 **Employment in industry** 20.0 15.0 1999 2000 2001 2004 2006 2007 2002 2003 2005 2008 2009

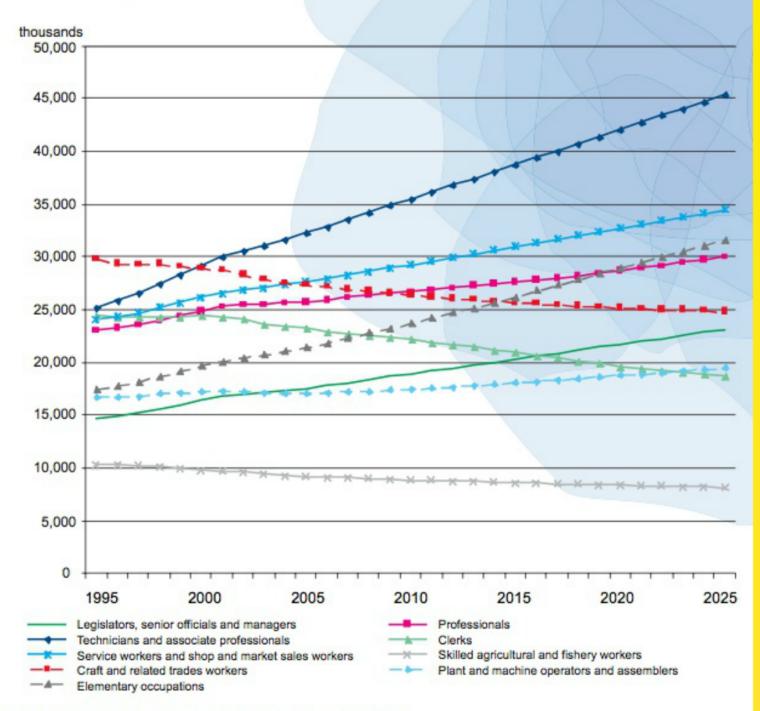
Source: ILO, Trends econometric models, October 2010 (see Annex 4).

Competition in labour markets



Professionalism becomes a coveted occupational position.

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



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

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

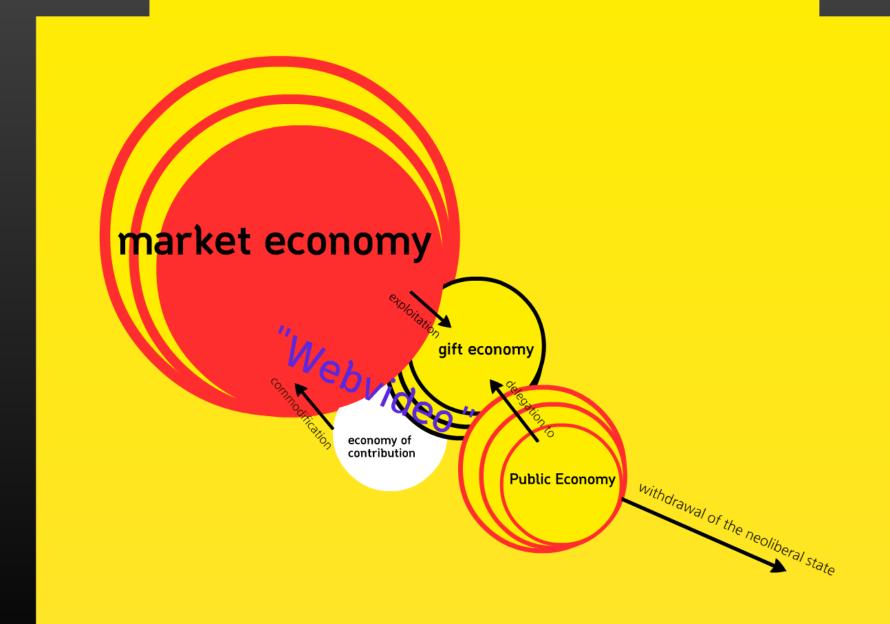
gift economy: reciprocal obligation and vulnerability (Mauss, Bataille, Derrida) e.g. home video, volunteering & reproductive labour, "traditional" webvideo

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.

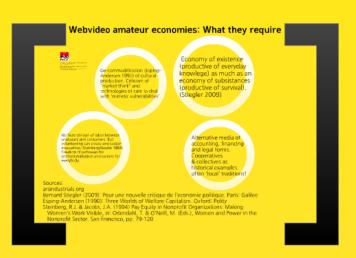
EoC are fragile and lack means of accounting, accountability and legal structures.

changing relation of economies



Economies of contribution and Webvideo





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



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 knowlege) as much as an economy of subsistances (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!

Sources:

arsindustrials.org

Bernard Stiegler (2009): Pour une nouvelle critique de l'economie politique. Paris: Galilee 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

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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

'Life course amateurs'

(young, older, reorientation)
e.g. webvideo 10-18 years
e.g. retirement volunteering
e.g. webvideo marketing as second career
(superior time budget)

organised 'recreational' amateurs

e.g. through sports, youtube and other biopolitical and psychopolitical agendas (politically passivised)

self-organised, 'big public' amateurs e.g. Vloggers, many bloggers, community

e.g. Vloggers, many bloggers, community activists, environmental activism (hidden or overt career strategies)

self-organised, 'small public' amateurs

e.g. specialist vlogs, tutorials (vulnerable to competition! 'Thin skin')

(pre-)career amateurs

use amateur arena as testing ground and for audience recruitment e.g. soccer players, webvideo comedians, many bloggers, vloggers (often recruit aggressive audiences, 'thick skin', upward mobility, tend to push web-tv agenda)

'faux' amateurs

failed professionals re-lauching careers in the web 2.0 economy e.g. television professionals in the webvideo arena (superior resources, generally push web-tv agenda)

non-amateur champions of amateurism

e.g. sports representatives, web 2.0 companies, media scholars (push or fight web-tv agenda)

hidden amateurs

e.g. pursuit of illegitimate pursuits, petty practices. (increasingly become visible, by their own powers or by being discovered)