

УЧЕБНЫЕ ПРОГРАММЫ

P. Aspers

Markets as Social Formations

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Objectives

This course addresses markets from a broad social science perspective. It analyses the construction of markets, ethics in relation to markets, as well as their consequences. The course aims to give participants knowledge and tools for understanding markets as social formations. The course will show, by analyzing markets in detail, that the different kinds of markets can be seen as instances of more generally existing social formations. This enables us to discuss the border between what the economy is, and what it is not. Markets are located in what we call the economy. It is one of the three ways to organize social life, in addition to hierarchy and networks. Markets are embedded in each other, which means that we can talk of market systems, and in the wider social context. Today, markets have become the most central institution in the economy. It is the largest area within economic sociology, and the interest for markets is also growing among anthropologists.

The course gives a historical overview of markets, though the focus is on contemporary markets. During this course central and often classical theoretical and empirical works, drawing on sociology, anthropology as well as economics, will be presented. Global markets, for example in the garment industry, markets in cultural industries, such as markets for fashion, financial markets, labor markets, auctions, as well as bazaars, are examples of concrete empirical cases that will be discussed.

What will course participants learn? After the course, participants will have knowledge of the existing literature on markets, including the central questions and debates. Students will be able to:

- define and understand markets;
- separate markets from other forms of social organization;
- understand the logic of markets;
- identify kinds of markets;
- understand and analyze social, economic and ethical consequences of markets.

Essential Book to Purchase and Read

Swedberg R. 2003. *Principles of Economic Sociology*. Princeton: Princeton University Press (An overview of economic sociology that includes an introduction to the field of markets).

Fligstein N. 2001. *The Architecture of Markets: An Economic Sociology for the Twenty-First Century Capitalist Societies*. Princeton: Princeton University Press (A book that puts markets in their social contexts).

Lecture outline

Lecture 1: Introduction and Overview

The aim of this lecture is to position the course in the landscape of contemporary social science. Markets are discussed in relation to other social sciences and of course in relation to contemporary societies. This also means to situate the notion of market in economic sociology. A tentative definition is introduced.

Reading:

Aspers P. 2006. Markets, Sociology of. In: Beckert J., Zafirovski M. (eds.) *International Encyclopedia of Economic Sociology*. L.: Routledge; 427–432.

Fligstein N. 2001. *The Architecture of Markets: An Economic Sociology for the Twenty-First Century Capitalist Societies*. Princeton: Princeton University Press (Chapter 1, 22 p.).

Fligstein N., Dauter L. 2007. The Sociology of Markets. *Annual Review of Sociology*. 35: 105–128.

Swedberg R. 2003. *Principles of Economic Sociology*. Princeton: Princeton University Press (Chapters 1, 2, 5).

Lecture 2: Identifying Social Units among Hierarchies, Networks and Markets

The aim of this lecture is to address the question of the units of analysis in the social sciences, and to position markets in relation to other forms of social organization. This lecture discusses central coordination problems that market solve, and how this is done.

Reading:

Thompson G., Frances J., Levacic R., Mitchell J. 1991. *Markets, Hierarchies and Networks*. L.: Sage (Introduction).

Gereffi G., Humphrey J., Sturgeon T. 2005. The Governance of Global Value Chains. *Review of International Political Economy*. 12: 78–104. Free download at: http://web.mit.edu/ipc/sloan05/GVC_Governance.pdf

Lecture 3: Markets in Society over Time

The aim of this lecture is to discuss the emergence and history of markets.

Reading:

Braudel F. 1992. Civilization and Capitalism 15th–18th Century. Vol. II. *The Wheels of Commerce*. L.: Fontana Press.

Geertz C. 1978. The Bazaar Economy: Information and Search in Peasant Marketing. *Supplement to the American Economic Review*. 68: 28–32.

Malinowski B. 1920. Kula; the Circulating Exchange of Valuables in the Archipelagoes of Eastern New Guinea. *Man*. 20: 97–105.

Swedberg R. 2003. *Principles of Economic Sociology*. Princeton: Princeton University Press (Chapter 6).

Lecture 4: Markets as Contested Social Formations

The aim of this lecture is to analyze the social and ethical arguments of market in society. Labor markets will be discussed.

Reading:

Fevre R. 2003. *The New Sociology of Economic Behaviour*. L.: Sage (Chapter 1).

Hayek F. von. 1976. Law, Legislation and Liberty, A New Statement of the Liberal Principles of Justice and Political Economy. Vol. 2. *The Mirage of Social Justice*. Chicago: The University of Chicago Press (Chapter 10).

Hirschman A. 1986. *Rival Views of Market Society and Other Essays*. N.Y.: Elisabeth Sifton Books (Chapter 5).

Smith A. 1981. *An Inquiry into the Nature and Causes of the Wealth of Nations*. Indianapolis: Liberty Press (Introduction and Chapter 1–3). Free download at: http://olldownload.libertyfund.org/Texts/LFBooks/Smith0232/GlasgowEdition/WealthOfNations/0141-02_Bk.pdf

Lecture 5: Market Components and Kinds of Markets

The aim of this lecture is to discuss components of markets and how they are interrelated.

Reading:

Marshall A. 1961. *Principles of Economics*. L.: Macmillan and Co (Book V, Chapter I).

Lecture 6: Switch Role Markets

The aim of this lecture is to study the most classical form of market, which is represented in economics textbooks, and mapped on the stock exchange. Sociologists' studies in this kind of market in which actors switch roles between being buyers and sellers is discussed. The idea of performativity of markets is covered.

Reading:

Knight F. 1921. *Risk, Uncertainty and Profit*. Boston: Houghton Mifflin Company (Chapter 3).

Callon M. (ed.) 1998. *The Laws of the Market*. Oxford: Blackwell Publishers (Introduction).

Lecture 7: Producer Markets

The aim of this lecture is to discuss the most common form of markets based on Harrison White's market model. Most labor markets fall under this category of market.

Reading:

Aspers P. 2001. A Market in Vogue, Fashion Photography in Sweden. *European Societies*. 3: 1–22.

Podolny J. 1993. A Status-based Model of Market Competition. *American Journal of Sociology*. 98: 829–872.

White H. 1993. Markets in Production Networks. In: Swedberg R. (ed.) *Explorations in Economic Sociology*. N.Y.: Russel Sage Foundation; 161–175.

Lecture 8: The Embedddness of Markets

The aim of this lecture is to analyze how markets are embedded in society.

Reading:

Bourdieu P. 2005. *The Social Structures of the Economy*. Cambridge: Polity Press (Part II. Principles of an Economic Anthropology).

Fligstein N. 2001. *The Architecture of Markets: An Economic Sociology for the Twenty-First Century Capitalist Societies*. Princeton: Princeton University Press (Chapter 9–10).

Granovetter M. 1985. Economic Action and Social Structure: The Problem of Embeddedness. *American Journal of Sociology*. 91: 481–510.

Lecture 9: Emergence of Markets

The aim of this lecture is to discuss emergence of markets. Though all markets of course have a history, it is less clear how this happen, and both organized and non-organized market emergence is discussed.

Reading:

Aspers P. *Making and Shaping Markets: Principles of their Coordination*. Forthcoming.

Fligstein N. 2001. *The Architecture of Markets: An Economic Sociology for the Twenty-First Century Capitalist Societies*. Princeton: Princeton University Press (Chapter 2–4).

Lecture 10: Markets as Social Formations

The aim of this combined lecture and general discussion is to sum up the course, and together with course participants identify areas of future research.

Reading:

Swedberg R. 2003. *Principles of Economic Sociology*. Princeton: Princeton University Press (Chapter 12).

Complete Syllabus Reading List (903 pages)

- Aspers P. 2001. A Market in Vogue, Fashion Photography in Sweden. *European Societies*. 3: 1–22.
- Aspers P. 2006. Markets, Sociology of. In: Beckert J., Zafirovski M. *International Encyclopedia of Economic Sociology*. L.: Routledge. 427–432.
- Braudel F. 1992. Civilization and Capitalism 15th–18th Century. Vol. II. *The Wheels of Commerce*. London: Fontana Press.
- Bourdieu P. 2005. *The Social Structures of the Economy*. Cambridge: Polity Press.
- Callon M. (ed.). 1998. *The Laws of the Market*. Oxford: Blackwell Publishers.
- Fevre R. 2003. *The New Sociology of Economic Behaviour*. L.: Sage.
- Fligstein N. 2001. *The Architecture of Markets: An Economic Sociology for the Twenty-First Century Capitalist Societies*. Princeton: Princeton University Press.
- Fligstein N., Dauter L. 2007. The Sociology of Markets. *Annual Review of Sociology*. 35: 105–128.
- Geertz C. 1978. The Bazaar Economy: Information and Search in Peasant Marketing. *Supplement to the American Economic Review*. 68: 28–32.
- Gereffi G., Humphrey J., Sturgeon T. 2005. The Governance of Global Value Chains. *Review of International Political Economy*. 12: 78–104.
- Granovetter M. 1985. Economic Action and Social Structure: The Problem of Embeddedness. *American Journal of Sociology*. 91: 481–510.
- Hayek F. von. 1976. Law, Legislation and Liberty: A New Statement of the Liberal Principles of Justice and Political Economy. Vol. 2. *The Mirage of Social Justice*. Chicago: The University of Chicago Press.
- Hirschman A. 1986. *Rival Views of Market Society and Other Essays*. N.Y.: Elisabeth Sifton Books.
- Knight F. 1921. *Risk, Uncertainty and Profit*. Boston: Houghton Mifflin Company.
- Marshall A. 1961. *Principles of Economics*. L.: Macmillan and Co.
- Malinowski B. 1920. Kula; the Circulating Exchange of Valuables in the Archipelagoes of Eastern New Guinea. *Man*. 20: 97–105.
- Podolny J. 1993. A Status-based Model of Market Competition. *American Journal of Sociology*. 98: 829–872.
- Smith A. 1981. *An Inquiry into the Nature and Causes of the Wealth of Nations*. Indianapolis: Liberty Press.
- Swedberg R. 2003. *Principles of Economic Sociology*. Princeton: Princeton University Press
- Thompson G., Frances J., Levacic R., Mitchell J. 1991. *Markets, Hierarchies and Networks*. L.: Sage.
- White H. 1993. Markets in Production Networks. In: Swedberg R. (ed.) *Explorations in Economic Sociology*. N.Y.: Russel Sage Foundation; 161–175.

Additional Readings

An extended reading list containing texts on markets and economic sociology: <http://econsoc.mpifg.de/readinglist.asp>

For general information on economic sociology: <http://econsoc.mpifg.de/>

The Lecturer

Patrik Aspers is Researcher at Max Planck Institute for the Study of Societies in Cologne, Germany. He also works at Department of Sociology, Stockholm University, from where he has a Ph.D. (2001). He has been visiting scholar at, for example, London School of Economics, Harvard University and Columbia University. He has published on economic sociology, especially markets, sociological theory and different thinkers such as Friedrich Nietzsche and Alfred Marshall.

For further information: <http://www.mpi-fg-koeln.mpg.de/people/pa/>