

УЧЕБНЫЕ ПРОГРАММЫ

B. Carruthers

Economic Sociology

Department of Sociology, Northwestern University, Spring 2006.



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This course provides an introduction to economic sociology. It poses the key idea of embeddedness and develops it by exploring various connections between economic behavior and social processes and relations. The course is organized topically, and people are expected to read all the required material. The recommended material is optional (but weekly presenters may wish to consult it).

Students will lead discussion of the required readings on at least one occasion (depending on class size), and write a paper (20 pp., or so) on the topic of their choice (subject to my approval). A paper proposal (1 p. plus bibliography) will be due April 30.

The required course books are available at Norris bookstore and include:

Granovetter M., Swedberg R. (eds.). 2001. *The Sociology of Economic Life*. Boulder, CO: Westview Press, 2nd ed.

Massey D., Denton N. 1993. *American Apartheid: Segregation and the Making of the Underclass*. Cambridge, Mass.: Harvard University Press.

Thelen K. 2004. *How Institutions Evolve: The Political Economy of Skills in Germany, Britain, the United States, and Japan*. Cambridge: Cambridge University Press.

Schmidt L. E. 1995. *Consumer Rites: The Buying and Selling of American Holidays*. Princeton: Princeton University Press.

Cohen L. 2003. *A Consumers' Republic: The Politics of Mass Consumption in Postwar America*. New York: Knopf; Distributed by Random House.

Watson J. (ed.). 1997. *Golden Arches East: McDonald's in East Asia*. Stanford, CA: Stanford University Press.

Hacker J. S. 2002. *The Divided Welfare State: The Battle over Public and Private Social Benefits in the United States*. Cambridge: Cambridge University Press.

Required articles will be made available for copying (many are available on JSTOR or electronically). For recommended readings, you are on your own.

I: Economic Action in Markets

1. *Embeddedness*

Granovetter M., Swedberg R. Introduction. 2001. In: Granovetter M., Swedberg R. (eds.). *The Sociology of Economic Life*. Boulder, CO: Westview Press, 2nd ed.

Granovetter M. 2001. Economic Action and Social Structure. In: Granovetter M., Swedberg R. (eds.). *The Sociology of Economic Life*. Boulder, CO: Westview Press, 2nd ed.

Polanyi K. 2001. The Economy as Instituted Process. In: Granovetter M., Swedberg R. (eds.). *The Sociology of Economic Life*. Boulder, CO: Westview Press, 2nd ed.

Uzzi B. 2001. Social Structure and Competition in Interfirm Networks: The Paradox of Embeddedness. In: Granovetter M., Swedberg R. (eds.). *The Sociology of Economic Life*. Boulder, CO: Westview Press, 2nd ed.

Uzzi B. 1999. Social Relations and Networks in the Making of Financial Capital. *American Sociological Review*. 64: 481–505. On JSTOR.

Recommended:

Uzzi B. 1997. The Sources and Consequences of Embeddedness for the Economic Performance of Organizations: The Network Effect. *American Sociological Review*. 61: 674–698.

Beckert J. 1996. What is Sociological about Economic Sociology? *Theory and Society*. 25: 803–840.

Hodgson G. 1988. *Economics and Institutions*. Oxford: Polity Press.

Block F. 1990. *Postindustrial Possibilities: A Critique of Economic Discourse*. Berkeley: University of California Press.

Ingham G. 1996. Some Recent Changes in the Relationship Between Economics and Sociology. *Cambridge Journal of Economics*. 20: 243–275.

2. *Formal Creation of Markets*

Collins R. 2001. Weber's Last Theory of Capitalism. In: Granovetter M., Swedberg R. (eds.). *The Sociology of Economic Life*. Boulder, CO: Westview Press, 2nd ed.

Swedberg R. 2001. Max Weber's Vision of Economic Sociology. In: Granovetter M., Swedberg R. (eds.). *The Sociology of Economic Life*. Boulder, CO: Westview Press, 2nd ed.

Macaulay St. 2001. Non-Contractual Relations in Business. In: Granovetter M., Swedberg R. (eds.). *The Sociology of Economic Life*. Boulder, CO: Westview Press, 2nd ed.

Carruthers B. G., Stinchcombe A. L. 1999. The Social Structure of Liquidity: Flexibility, Markets, and States. *Theory and Society*. 28: 353–382. On JSTOR.

Dore R. 2001. Goodwill and the Spirit of Market Capitalism. In: Granovetter M., Swedberg R. (eds.). *The Sociology of Economic Life*. Boulder, CO: Westview Press, 2nd ed.

Recommended:

- Baron J., Hannan M. 1994. The Impact of Economics on Contemporary Sociology. *Journal of Economic Literature*. XXXII: 1111–1146.
- Bernstein L. 1992. Opting Out of the Legal System: Extralegal Contractual Relations in the Diamond Industry. *Journal of Legal Studies*. 21: 115–157.
- Abolafia M. Y. 1996. *Making Markets: Opportunism and Restraint on Wall Street*. Cambridge: Harvard University Press.
- Carr J., Landa J. 1983. The Economics of Symbols, Clan Names, and Religion. *Journal of Legal Studies*. 12: 135–156.
- Fanselow F. S. 1990. The Bazaar Economy or How Bizarre is the Bazaar Really? *Man*. 25 (2): 250–265.

II: Social Processes in Markets**I. Discrimination in Markets**

- Ayres I., Siegelman P. 1995. Race and Gender Discrimination in Bargaining for a New Car. *American Economic Review*. 85 (3): 304–321. On JSTOR.
- Becker G. 1968. Discrimination, Economic. In: Sills D. L. (ed.). *International Encyclopedia of the Social Sciences*. N. Y.: Macmillan.
- Gerber D. 1982. Cutting Out Shylock: Elite Anti-Semitism and the Quest for Moral Order in the Mid-Nineteenth-Century American Market Place. *Journal of American History*. 69 (3): 615–637. On JSTOR.
- Massey D., Denton N. 1993. *American Apartheid: Segregation and the Making of the Underclass*. Cambridge, Mass.: Harvard University Press.
- Bridges W., Nelson R. 2001. Economic and Sociological Approaches to Gender Inequality in Pay. In: Granovetter M., Swedberg R. (eds.) *The Sociology of Economic Life*. Boulder, CO: Westview Press, 2nd ed.
- Munnell A. H., Tootell G. M. B., Browne L. E., McEneaney J. 1996. Mortgage Lending in Boston: Interpreting HMDA Data. *American Economic Review*. 86 (1): 25–53. On JSTOR.
- Rice R. 1968. Residential Segregation by Law, 1910–1917. *Journal of Southern History*. 34: 179–199. On JSTOR.
- Sunstein C. R. 1991. Why Markets Don't Stop Discrimination. *Social Philosophy and Policy*. 8: 22–37. Available from me to copy.

Recommended:

- Yinger J. 1995. *Closed Doors, Opportunities Lost: The Continuing Costs of Housing Discrimination*. N. Y.: Russell Sage Foundation.
- Ladd H. F. 1998. Evidence on Discrimination in Mortgage Lending. *Journal of Economic Perspectives*. 12: 41–62.

Caskey J. P. 1994. *Fringe Banking: Check-Cashing Outlets, Pawnshops, and the Poor*. N. Y.: Russell Sage Foundation.

Munnell A., et al. 1992. *Mortgage Lending in Boston: Interpreting HMDA Data*. Federal Reserve Bank of Boston Working Paper Series; 92–97.

2. Politics, Political Economy and Markets

Hacker J. S. 2002. *The Divided Welfare State: The Battle over Public and Private Social Benefits in the United States*. Cambridge: Cambridge University Press.

Thelen K. 2004. *How Institutions Evolve: The Political Economy of Skills in Germany, Britain, the United States, and Japan*. Cambridge: Cambridge University Press.

3. Social Emulation and Status in Markets

Han Sh.-K. 1994. Mimetic Isomorphism and Its Effect on the Audit Services Market. *Social Forces*. 73 (2): 637–663. On JSTOR.

Hirsch P. 1986. From Ambushes to Golden Parachutes: Corporate Takeovers as an Instance of Cultural Framing and Institutional Integration. *American Journal of Sociology*. 91 (4): 800–837. On JSTOR.

Podolny J. 1993. A Status-based Model of Market Competition. *American Journal of Sociology*. 98 (4): 829–872. On JSTOR.

Stearns L. B., Allan K. 1996. Economic Behavior in Institutional Environments: The Corporate Merger Wave of the 1980s. *American Sociological Review*. 61 (4): 699–718. On JSTOR.

Recommended:

Podolny J. M., Scott Morton F. M. 1999. Social Status, Entry and Predation: The Case of British Shipping Cartels 1879–1929. *Journal of Industrial Economics*. 47: 41–67.

III: The Performance of Economic Knowledge

MacKenzie D. 2003. An Equation and its Worlds: Bricolage, Exemplars, Disunity and Performativity in Financial Economics. *Social Studies of Science*. 33 (6): 831–868.

MacKenzie D., Millo Y. 2003. Constructing a Market, Performing Theory: The Historical Sociology of a Financial Derivatives Exchange. *American Journal of Sociology*. 109 (1): 107–145.

Ferraro F., Pfeffer J., Sutton R. I. 2005. Economics Language and Assumptions: How Theories Can Become Self-Fulfilling. *Academy of Management Review*. 30 (1): 8–24.

Breslau D. 2003. Economics invents the economy: Mathematics, statistics, and models in the work of Irving Fisher and Wesley Mitchell. *Theory and Society*. 32: 379–411.

Baldwin C., Clark K. 1994. Capital-Budgeting Systems and Capabilities Investments in U. S. Companies after the Second World War. *Business History Review*. 68: 73–109.

Yakubovich V., Granovetter M., McGuire P. 2005. Electric Charges: The Social Construction of Rate Systems. *Theory and Society*. 34: 579–612.

Recommended:

MacKenzie D. 2004. The big, bad wolf and the rational market: portfolio insurance, the 1987 crash and performativity of economics. *Economy and Society*. 33 (3): 303–334.

IV: Money and the Market Framework

Zelizer V. 2001. Human Values and the Market. In: Granovetter M., Swedberg R. (eds.). *The Sociology of Economic Life*. Boulder, CO: Westview Press, 2nd ed.

Zelizer V. 1989. The Social Meaning of Money. *American Journal of Sociology*. 95 (2): 342–377. On JSTOR.

Carruthers B., Babb S. 1996. The Color of Money and the Nature of Value. *American Journal of Sociology*. 101 (6): 1556–1591. On JSTOR.

Carruthers B. 2005. The Sociology of Money and Credit. In: Smelser N., Swedberg R. (eds.). *The Handbook of Economic Sociology*. 2nd ed. Princeton: Princeton University Press. Available from me.

Recommended:

Zelizer V. 1993. *The Social Meaning of Money*. N. Y.: Basic Books.

Ritter G. 1996. *Goldbugs and Greenbacks: The Antimonopoly Tradition and the Politics of Finance in America, 1865–1896*. Cambridge: Cambridge University Press.

Ingham G. 1998. On the Underdevelopment of the Sociology of Money. *Acta Sociologica*. 41: 3–18.

V: The Social Construction of Demand**1. The Source of Preferences**

Stigler G., Becker G. S. 1977. De Gustibus Non Est Disputandum. *American Economic Review*. 67: 76–90. On JSTOR.

Cohen L. 2003. *A Consumers' Republic: The Politics of Mass Consumption in Postwar America*. New York: Knopf; Distributed by Random House.

Bourdieu P. 2001. The Forms of Capital. In: Granovetter M., Swedberg R. (eds.). *The Sociology of Economic Life*. Boulder, CO: Westview Press, 2nd ed.

Recommended:

Durkheim E., Mauss M. 1963. *Primitive Classification*. Chicago: University of Chicago Press.

Thaler R. 1992. Preference Reversals. In: Thaler R. *The Winner's Curse: Paradoxes and Anomalies of Economic Life*. Princeton: Princeton University Press.

2. The Commercial Manipulation of Social Meanings

Schmidt L. E. 1995. *Consumer Rites: The Buying and Selling of American Holidays*. Princeton: Princeton University Press.

Watson J. L. (ed.). 1997. *Golden Arches East: McDonald's in East Asia*. Stanford: Stanford University Press.

Offer A. 1997. Between the gift and the market: the economy of regard. *Economic History Review*. 50: 450–476. On JSTOR.

Recommended:

DiMaggio P. 1994. Culture and Economy. In: Smelser N., Swedberg R. (eds.). *The Handbook of Economic Sociology*. Princeton: Princeton University Press

McCracken G. 1988. *Culture and Consumption: New Approaches to the Symbolic Character of Consumer Goods and Activities*. Bloomington IN: Indiana University Press.

Williamson J. 1978. *Decoding Advertisements*. L.: Marion Boyars.

Goldman R. 1992. *Reading Ads Socially*. L.: Routledge.

Goldman R., Papson St. 1996. *Sign Wars: The Cluttered Landscape of Advertising*. N. Y.: Guilford Press.

Appadurai A. 1986. Introduction: Commodities and the Politics of Value. In: Appadurai A. (ed.). *The Social Life of Things*. Cambridge: Cambridge University Press.

Carrier J. 1990. Gifts in a World of Commodities. *Social Analysis*. 29: 19–37.

Cheal D. 1988. *The Gift Economy*. L.: Routledge.

Davis J. 1992. *Exchange*. Minneapolis: University of Minnesota Press.

Sahlins M. 1976. *Culture and Practical Reason*. Chicago: University of Chicago Press.

Schwartz B. 1967. The Social Psychology of the Gift. *American Journal of Sociology*. 73 (1): 1–11.