

# New Directions in Economic Sociology: *Networks of Cognition in Markets and Teams*

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Seminar meeting, Thurs. 2:10-4:00pm  
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Soc 8201

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Columbia University  
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**Rationale:** This is an advanced graduate seminar in Economic Sociology looking at new developments in the field. The theme of this iteration is *Networks of Cognition in Markets and Teams*.

**Organization:** We will discuss the organization of the course at the first meeting of the seminar.

**Requirements:** Informed participation in each weekly seminar is expected of every student in the course. To prepare for the discussions, write a short essay (2 pages) on the readings for each week and bring it to the seminar. The major requirement for the course is a research paper. You should begin working on your paper already during the first weeks of the course. You'll be asked to make a brief presentation about your research. The topic and the format of the final paper are your choice, in consultation with the instructor. Our mutual goal is to find a topic and means of presentation that best meets your needs.

\* required readings

## Part I. Distributed Cognition

### Sept 9<sup>th</sup>      **Dissonance for Discovery**

\* David Stark, *The Sense of Dissonance: Accounts of Worth in Economic Life*. Princeton University Press, 2009. Chapters 1 and 5, and choose one from Chapters 2, 3, or 4.

### Sept 16<sup>th</sup>      **From studying human beings to studying being human.**

\* Bruno Latour, "Technology is Society Made Durable," and in John Law, ed., *A Sociology of Monsters: Essays on Power, Technology, and Domination*. Routledge, 1991, pp.103-131.

\* Then select something from this list of suggested readings:

Edwin Hutchins, *Cognition in the Wild*, MIT, 1995.

Edwin Hutchins and T. Klausen, "Distributed Cognition in an Airline Cockpit." In Y. Engeström & D. Middleton (Eds.), *Cognition and Communication at Work*, (pp. 15-34). New York: Cambridge University Press.

Michel Callon and Fabian Muniesa. "[Economic markets as calculative collective devices.](#)" *Organization Studies* (2005) 26(8): 1229-1250.

Liliana Doganova and M. Eyquem-Renault, "What Do Business Models Do? Narratives, Calculation and Market Exploration." *Research Policy*.

Fabian Muniesa, *The Provoked Economy: Economic Reality and the Performative Turn*. London: Routledge, 2016.

Lucy Suchman, 2007. *Human-Machine Reconfigurations: Plans and situated actions*, 2nd Edition. Cambridge and New York: Cambridge University Press.

Sheena Iyengar and Mark Lepper, "When choice is demotivating: Can one desire too much of a good thing?" *Journal of Personality and Social Psychology* 2000 79(6): 995-1006.

Bruno Latour, *The Pasteurization of France*. Harvard University Press 1988.

Beth Bechky, "Sharing Meaning Across Occupational Communities: The transformation of understanding on a production floor." *Organization Science* May/June 14(3):312-320.

Preda, Alex. 2006. Socio-technical agency in financial markets: the case of the stock ticker. *Social Studies of Science* 36(5):753-782.

Michel Callon, Yuval Millo, and Fabian Muiesa. eds. 2007. *Market Devices*. Blackwell.

### **Sept 23<sup>rd</sup>      Disrupting the Smooth Flow of Communication**

\* Daniel Beunza and David Stark, "From Dissonance to Resonance: Cognitive Interdependence in Quantitative Finance." *Economy and Society*, 2012, 41(3):1-35.

\* Sheen S. Levine, Evan P. Apfelbaum, Mark Bernard, Valerie L. Bartelt, Edward J. Zajac and David Stark, "Ethnic Diversity Deflates Price Bubbles." *Proceedings of the National Academy of Sciences*, 111(52): 185240-18529, December 30, 2014.

### **Sept 30<sup>th</sup>      Collaboration Networks**

\* Miuriel Niederle, "Gender." In *The Handbook of Experimental Economics*, H.H. Kagel & A.E. Roth, eds. Princeton University Press.

\* Sheen Levine, Charlotte Reypens, and David Stark, "Paying to Cross the Gender Gap." Unpublished manuscript.

Brian Uzzi and Jarrett Spiro, "Collaboration and Creativity: The Small World Problem," *AJS*, Sept 2005, 111:447-504.

Mathijs de Vaan, Balazs Vedres, and David Stark, "Game Changer: The Topology of Creativity." *AJS*. 120(4):1144-1194, January 2015.

Brooke Harrington, 2008. *Pop Finance: Investment Clubs and Stock Market Populism*. Princeton University Press.

Ruef, M. 2014. *The Entrepreneurial Group: Social Identities, Relations, and Collective Action*. Princeton University Press.

## **Oct 7<sup>th</sup>          Attention Networks**

Levine, Reypens, and Stark, "Racial Attention Deficit." *Science Advances*, in press.

Michèle Lamont, 2018. Addressing recognition gaps: Destigmatization and the reduction of inequality. *American Sociological Review*, 83(3), 419-444.

Karin Knorr Cetina, 2003. "From Pipes to Scopes: The Flow Architecture of Financial Markets." *Distinktion*, Nr. 7, 2003, 7–23.

Matteo Prato and David Stark, "Networks as Scopes: Observational Advantage under Uncertainty. Unpublished manuscript.

Purdie Greenaway V, Turetsky KM (2020) Socioecological Diversity and Inclusion: A Framework for Advancing Diversity Science. *Current Opinion in Psychology* 32:171-6.

Frank Dobbin and Alexandra Kalev. "Why Diversity Programs Fail and What Works Better" *Harvard Business Review* 2016 94:52-60.

Ronald Burt, "Structural holes and good ideas." *American Journal of Sociology* 110.2 (2004): 349-399.

Ezra Zuckerman, "The categorical imperative: Securities analysts and the illegitimacy discount." *AJS* 1999 104(5):1398-1438.

Ronald S. Burt, *Brokerage and Closure: An Introduction to Social Capital*. Oxford University Press, 2005.

Joel M. Podolny, "Networks as the pipes and prisms of the market." *American journal of sociology* 107.1 (2001): 33-60.

Matteo Prato and David Stark, "Observation Networks: Temporality and Intensity of Attention in Financial Markets." unpublished manuscript.

Karin Knorr Cetina, 2005. "How Are Global Markets Global? The Architecture of a Flow World." Pp. 38-45 of *The Sociology of Financial Markets*. K Knorr Cetina and A Preda (eds). Oxford University Press.

Karin Knorr Cetina, and U Bruegger. 2002. "Global Microstructures: The Virtual Societies of Financial Markets." *American Journal of Sociology* 107(4): 905-950.

Elena Esposito, "Economic circularities and second-order observation: the reality of ratings." *Sociologica* 2/2013

David Stark, "Observing Finance as a Network of Observations." *Sociologica* 2/2013:1-12.

### **Oct 14<sup>th</sup> Persona**

\* Jerolmack, C., & Tavory, I. (2014). Molds and Totems: Nonhumans and the Constitution of the Social Self. *Sociological Theory*, 32(1), 64–77.

\* Giovanni Formilan and David Stark. "Moments of Identity: The Dynamics of Artist, Persona, and Audience in Electronic Music. *Theory & Society*, in press.

Moeller, H.-G., & D'Ambrosio, P. J. (2021). *You and Your Profile: Identity after Authenticity*. New York: Columbia University Press.

Brubaker, R. (2020). Digital hyperconnectivity and the self. *Theory and Society*, 49, 771–801.

Erving Goffman, *The Presentation of Self in Everyday Life* (esp. chapter 1, "Performances").

David W. Lehman, Kieran O'Connor, Balázs Kovács, and George E. Newman. "Authenticity." *Academy of Management Annals* 13, no. 1 (2019): 1-42.

Alessandro Pizzorno. (2010). The mask: An essay. *International Political Anthropology*, 2010, 3(1): 5–28.

Roberta Sassatelli and Alessandro Pizzorno, "The Mask and Identity. A Conversation with Alessandro Pizzorno." *Sociologica* 2019 13(2): 45-53.

Roberta Sassatelli. "Recognition and reception. On Pizzorno, identity and the mask." *Sociologica* 13.2 (2019): 39-43.

Bernie Hogan. "The presentation of self in the age of social media: Distinguishing performances and exhibitions online." *Bulletin of Science Technology & Society*, 2010, 30: 377.

Hans-Georg Moeller. "On second-order observation and genuine pretending: Coming to terms with society." *Thesis Eleven*, 2017 43(1): 28-43.

Glenn Carroll et al. "The organizational construction of authenticity: An examination of contemporary food and dining in the U.S." *Research in Organizational Behavior*, 2019 29: 255-282.

### **Oct 21<sup>st</sup> Algorithmic Management**

\* Kornberger, M., Pflueger, D., & Mouritsen, J. (2017). Evaluative Infrastructures: Accounting for platform organization. *Accounting, Organizations and Society*, 60, 79–95. DOI: 10.1016/j.aos.2017.05.002

\* Rahman, Hatim A. "The Invisible Cage: Workers' Reactivity to Opaque Algorithmic Evaluations." *Administrative Science Quarterly* (2021): 00018392211010118.

\* Curchod, C., Patriotta, G., Cohen, L., & Neysen, N. (2020). Working for an algorithm: Power asymmetries and agency in online work settings. *Administrative Science Quarterly*, 65(3), 644–676. <https://doi.org/10.1177%2F0001839219867024>

Prey, R. (2020a). Locating Power in Platformization: Music Streaming Playlists and Curatorial Power. *Social Media + Society*, 6(3). <https://doi.org/10.1177/2056305120933291>

Vallas, S.P. & Schor, J.B. (2020). What Do Platforms Do? Understanding the Gig Economy. *Annual Review of Sociology*, 46, 273–294. <https://doi.org/10.1146/annurev-soc-121919-054857>

Robert Prey, "Nothing personal: algorithmic individuation on music streaming platforms." *Media, Culture & Society*. 2017.

## **Oct 28<sup>th</sup>      When the other is a Bot**

Balazs Vedres, Orsolya Vasarhelyi, Taha Yasseri, and David Stark. Wikibot project.

Barrett, Michael, Eivor Oborn, Wanda J. Orlikowski, and JoAnne Yates. 2012. "Reconfiguring Boundary Relations: Robotic Innovations in Pharmacy Work." *Organization Science* 23(5):1448–66. doi: [10.1287/orsc.1100.0639](https://doi.org/10.1287/orsc.1100.0639).

Beane, Matt, and Wanda J. Orlikowski. 2015. "What Difference Does a Robot Make? The Material Enactment of Distributed Coordination." *Organization Science* 26(6):1553–73. doi: [10.1287/orsc.2015.1004](https://doi.org/10.1287/orsc.2015.1004).

Beane, Matthew. 2019. "Shadow Learning: Building Robotic Surgical Skill When Approved Means Fail." *Administrative Science Quarterly* 64(1):87–123. doi: [10.1177/0001839217751692](https://doi.org/10.1177/0001839217751692).

Intermission

## **Nov 4<sup>th</sup>      Revise and Resubmit**

A session on how to revise a paper for publication.

Balazs Vedres and David Stark, "[Structural Folds: Generative Disruption in Overlapping Groups](#)," *American Journal of Sociology*, January 2010 15(4). In addition to the paper (and its prior versions), you will read the complete correspondence between the authors and the editor and reviewers as the paper went through the process of revise and resubmit at the *American Journal of Sociology*.

### Part III. Selected Topics

Nov 11<sup>th</sup> }

We will choose among these or other topics (see illustrative list below) -- depending on participants' interests.

Nov 18<sup>th</sup> }

Nov 25<sup>th</sup>      **Thanksgiving holiday. No seminar.**

Dec 2<sup>nd</sup>        **Student Presentations**

Dec 9<sup>th</sup>        **Student Presentations**

Dec 20<sup>th</sup>      **Deadline for final paper.**

Indicative topics

#### **Valuation**

Michèle Lamont, "Toward a comparative sociology of valuation and evaluation." *Annual review of sociology* 38 (2012): 201-221.

David Stark, ed. *The Performance Complex: Competition and Competitions in Social Life*. Oxford University Press.

Luc Boltanski and Laurent Thévenot. "The sociology of critical capacity." *European journal of social theory* 2.3 (1999): 359-377.

John Dewey, *Theory of Valuation*. University of Chicago Press, 1939.

#### **Diversity and Performance**

Michèle Lamont, 2018. Addressing recognition gaps: Destigmatization and the reduction of inequality. *American Sociological Review*, 83(3), 419-444.

Bas Hofstra, Vivek V. Kulkarni, Sebastian Munoz-Najar Galvez, Bryan He, Dan Jurafsky, and Daniel A. McFarland. "The Diversity–Innovation Paradox in Science." *Proceedings of the National Academy of Sciences* 117, no. 17 (2020): 9284-9291.

Kohler-Hausmann I (2018) Eddie Murphy and the Dangers of Counterfactual Causal Thinking About Detecting Racial Discrimination. *Northwestern University Law Review* 113(5):1163-227.

Robin Ely, Padavic I, Thomas DA (2012) Racial Diversity, Racial Asymmetries, and Team Learning Environment: Effects on Performance. *Organ Stud* 33(3):341-62.

Purdie-Vaughns V, Steele CM, Davies PG, Dittmann R, Crosby JR (2008) Social Identity Contingencies: How Diversity Cues Signal Threat or Safety for African Americans in Mainstream Institutions. *J Pers Soc Psychol* 94(4):615-30.

Purdie Greenaway V, Turetsky KM (2020) Socioecological Diversity and Inclusion: A Framework for Advancing Diversity Science. *Current Opinion in Psychology* 32:171-6.

Ruef, M. 2014. *The Entrepreneurial Group: Social Identities, Relations, and Collective Action*. Princeton University Press.

## Models

Liliana Doganova and Fabian Muniesa, "Capitalization devices: business models and the renewal of markets." In *Making Things Valuable*. Oxford University Press, 2015.

Donald MacKenzie and Yuval Millo, "[Constructing a Market, Performing Theory](#): The Historical Sociology of a Financial Derivatives Exchange." *AJS* July 2003 109(1):107-145.

Elena Esposito, "Economic circularities and second-order observation: the reality of ratings." *Sociologica* 2/2013

David Stark, "Observing Finance as a Network of Observations." *Sociologica* 2/2013:1-12.

## Algorithms

Barbara Kiviat. 2019. "The Moral Limits of Predictive Practices: The Case of Credit-Based Insurance Scores." *American Sociological Review* 84(6):1134–1158.

Burrell, Jenna, and Marion Fourcade. "The Society of Algorithms." *Annual Review of Sociology* 47 (2020).

Cevolini, Alberto, and Elena Esposito. "From pool to profile: Social consequences of algorithmic prediction in insurance." *Big Data & Society* 7.2 (2020): 2053951720939228.

Elena Esposito, *Non-Understanding Media: How Algorithms Produce Social Intelligence*. MIT Press, 2021.

## Algorithms and online cultural markets

Robert Prey, 2018. "Nothing Personal: Algorithmic Individuation on music streaming platforms." *Media, Culture & Society*, 40(7):1086-1108.

Bonini, T., & Gandini, A. (2019). "First Week Is Editorial, Second Week Is Algorithmic": Platform gatekeepers and the platformization of music curation. *Social Media + Society*, 5(4), 1–11.

Robert Prey, 2020. "Locating Power in Platformization: Music Streaming Playlists and Curatorial Power." *Social Media + Society*. April-June 2020:1-11.

Antoine Hennion, "[Baroque and rock: Music, mediators and musical taste](#)." *Poetics* 24 (1997): 415-435.

## **Ratings and Rankings**

Wendy Nelson Espeland and Michael Sauder. 2007. "Rankings and Reactivity: How Public Measures Recreate Social Worlds." *American Journal of Sociology* 113(1): 1-40.

Elena Esposito and David Stark. "What's Observed in a Rating?" In *The Performance Complex: Competition and Competitions in Social Life*. Oxford U Press.

Antoine Hennion, "Paying Attention: What is Tasting Wine About?" in *Moments of Valuation: Exploring Sites of Dissonance*. Edited by Ariane Berthoiné Antal, Michael Hutter, and David Stark. Oxford and New York: Oxford University Press, 2015.

Wendy Nelson Espeland and Mitchell Stevens. 1998. "Commensuration as a Social Process." *Annual Review of Sociology* 24:312-43.

## **Experience Goods**

Jens Beckert, "The Transcending Power of Goods. In Jens Beckert and Patrik Aspers (eds.), *The Worth of Goods*. Oxford: Oxford University Press, 106–128.

Michael Hutter, "Infinite surprises. On the stabilization of value in the Creative Industries." In Beckert and Aspers, eds. *The Worth of Goods*.

Jens Beckert, "Imagined Futures: Fictionality in Economic Action." Working Papers, Max Planck Institute for the Study of Societies, Cologne. 11/8.

## **Critique and the Dynamics of Capitalism**

Luc Boltanski and Eve Chiapello, *The New Spirit of Capitalism*. London: Verso. Preface (p. ix-xvii); General Introduction (p. 3-55); Management discourse of the 1990s (p. 57-103 with special attention to p. 70-86 ("1990s: Towards a model of the firm as a network") and p. 93; skim Chapter 2 (The formation of the Projective City (p.103 to 163); skim Conclusions (p. 485-528).

## **Religion and Commerce**

Max Weber, *The Protestant Ethic and the Spirit of Capitalism*.

Max Weber, 1985 (1906). "'Churches' and 'Sects' in North America: An Ecclesiastical Socio-Political Sketch." *Sociological Theory* 3(1):7-13.

David Stark, "The Megachurch as an Experience Good." Pp. 29-37 in Dirk Baecker and Birger P. Priddat, eds., *Ökonomie der Werte*. Marburg: Metropolis-Verlag, 2013.

James B. Twitchell, *Branded Nation*. Chapter 2, "One Market Under God." Simon and Schuster, 2004, pp. 47-108.