Florida on social change

Thesis: 1. Creativity creates value
   Weber: “Work Ethic” and “Creative Spirit”
   Idealist
   Capitalism and Creative economy

2. The “Creative Class” is the new dominant class
   - Not very Weberian – not market position
   - Not very Marxist - gradational rather than relational notion of class
   - Very Marxist - ownership of the means of production
     - exploitation issue
       1. Less exploited
       2. More Exploited

-Durkheimian?
   - Creativity is important
     - theatrically/functionally
     - empirical/occupational

(Rise of class)
Reorganization of “production”
(or adding value)
And round creativity

Florida is making a distinction:
Technology ➔ econ and social change
(forces of production)
social relationships of production ➔ social and cultural change
- Policy hasn’t caught up with the changes in Florida’s book

Florida vs. McCall
- Florida’s writing is written in a more popular style than McCall’s
- Florida identifies a important step to society
- Methodologically simplistic compared with McCall’s empirical approach

Inequality is ignored a great deal by Florida in this book
- Tries to stay away from inequality

For Next Time:
Email a draft of your group’s “methods and sources” section to Dr. Brush before class on Thursday the 16th of February. The reward of timeliness is feedback; Dr. Brush cannot help us meet the learning goals without something to work with.