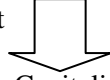


Florida on social change

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

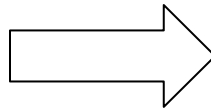
-Durkheimian?

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

(Economic)

Rise of class

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



(Social)

“Social” change

- family -sex
- level of informality
- dress

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.