The **UCSC Sociology Colloquium Series** presents:

Seeing Like a Market

Marion Fourcade

Thurs, February 4, 2016

12:00-1:30 p.m.

301 College 8, UCSC

What do markets see when they look at people? Information dragnets increasingly mine huge quantities of individual-level data, which is analyzed to sort and slot individuals on the basis of taste, riskiness, or worth, with the goal of improving customer experiences and increasing the profits of firms. This talk presents a new theoretical framework for understanding these changes developed by Fourcade and collaborator Kieran Healy. They argue, first, that modern organizations follow an institutional *data imperative* to collect as much data as possible; second, that as a result of the analysis and use of this data individuals accrue *übercapital*, a form of capital flowing from their positions as measured by various digital scoring and ranking methods; and, third, that the facticity of these scoring methods make them organizational devices with powerfully performative effects. For organizations they create new opportunities to structure and price offerings to their consumers, and for individuals they create *classification situations* that identify shared life-chances in various product and service markets. Fourcade will discuss the empirical implications of these processes and argue that they tend to give rise to a new *economy of moral judgment*, where stratified outcomes are experienced as morally deserved positions, based on one's prior good actions and good tastes, as measured and classified by this new infrastructure of data collection and analysis.

Marion Fourcade is Professor of Sociology at UC Berkeley. She received her PhD from Harvard University and is alumna of l'Ecole Normale Supérieure in Paris, France. A comparative sociologist by training and taste, she has investigated national variations in neoliberal transitions, political mores, valuation cultures, and economic knowledge (*Economists and Societies*, Princeton University Press 2009). With Kieran Healy she is now investigating the rise and consolidation of a new classificatory regime powered by digital data and scoring technologies, a project upon which her talk is based. Her work has appeared in *American Journal of Sociology*, *American Sociological Review*, *Journal of Economic Perspectives*, *Socio-Economic Review, Theory & Society*, and other outlets. *For more information, see: marionfourcade.org*

Co-Sponsored by the **Center for Science & Justice**
and the **Center for Collaborative Research for an Equitable California**.
For **Information about access**, please contact Barbara Laurence at balauren@ucsc.edu.
For the **Sociology Colloquium Series**, see http://sociology.ucsc.edu/colloquium/index.html