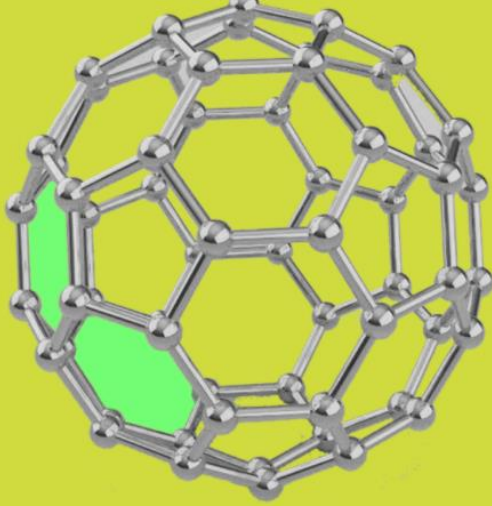


Counter-Framing the 'New Economy'

Design & Economics Unconference, April '21



**COUNTER
FRAMING
DESIGN**



Dr Sharon Prendeville,
Dr Pandora Syperek
@counter_frames
www.counter-frames.org



Loughborough
University
London



Arts and
Humanities
Research Council

Funded by the Arts and Humanities Research Council

"The *Free Market*"

"Tax *Relief*"

"Law and *Order*"

"Climate *Change*"

simple



complex



A frame is a statement,
a 'take'.



Frames are "surface
effects" rooted in
ideological value systems



Frames and counter-
frames are relational,
dialogic and
contestable concepts
that are the 'surface
effects' of our beliefs
and ideologies,
enacted/determined by
socio-material relations
and practices

BIASED COGNITION

IDEOLOGICAL

DE-LEGITIMISING

'SURFACE EFFECT'

LEGITIMISING

HEGEMONIC EPISTEMOLOGIES

A LEVEL ABOVE MATERIAL & SOCIAL RELATIONS

COERCIVE

A SEMIOTIC FRONT

PRODUCE WORLD POLITIES



"The *Free Market*"

‘social construction’

"Tax *Relief*"

[affliction]

"Climate *Change*"

‘Climate Emergency’

"Law and *Order*"

‘Defund the Police’

FRAMING THEORY

Design Frames

Static/fixed

Project-based / timebound

Quick & dirty

Consensual

Constructed / intentional

SOCIAL MOVEMENT STUDIES

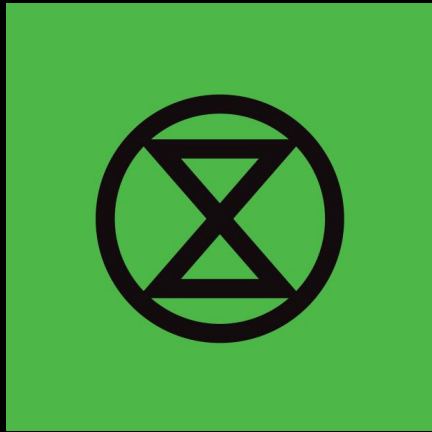
MUTABLE

CHANGE THROUGH/WITH SOCIETY

PROCESSUAL

DISSENSUAL

New Economics



Housing / land stewardship



Decarbonisation



Universal Basic Income



Sustainable art&culture



Solidarity economy /
transitions movements







WAGE LABOR
PRODUCE FOR
A MARKET
IN A CAPITALIST FIRM

IN SCHOOLS

ON THE STREET

in neighborhoods

WITHIN FAMILIES

UNPAID

gifts

in church / temple

the retired

BETWEEN FRIENDS

SELF-EMPLOYMENT

volunteer

BARTER

moonlighting

ILLEGAL

children

informal lending

NOT MONETIZED

NOT FOR MARKET

Self Provisioning

UNDER-THE-TABLE

producer cooperatives

non-capitalist
firms

CONSUMER COOPERATIVES



WAGE LABOR
PRODUCE FOR
A MARKET
IN A CAPITALIST FIRM

NORMS

IN SCHOOLS

ON THE STREET

in neighborhoods

WITHIN FAMILIES

UNPAID

gifts

in church / temple

the retired

BETWEEN FRIENDS

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informal lending

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Self Provisioning

UNDER-THE-TABLE

producer cooperatives

non-capitalist
firms

CONSUMER COOPERATIVES

PRACTICES

STRUCTURES

MENTAL
MODELS



WAGE LABOR
PRODUCE FOR
A MARKET
IN A CAPITALIST FIRM

IN SCHOOLS

ON THE STREET

in neighborhoods

WITHIN FAMILIES

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BETWEEN FRIENDS

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informal lending

NOT MONETIZED

NOT FOR MARKET

Self Provisioning

UNDER-THE-TABLE

producer cooperatives

non-capitalist
firms

CONSUMER COOPERATIVES

FOOLISHNESS

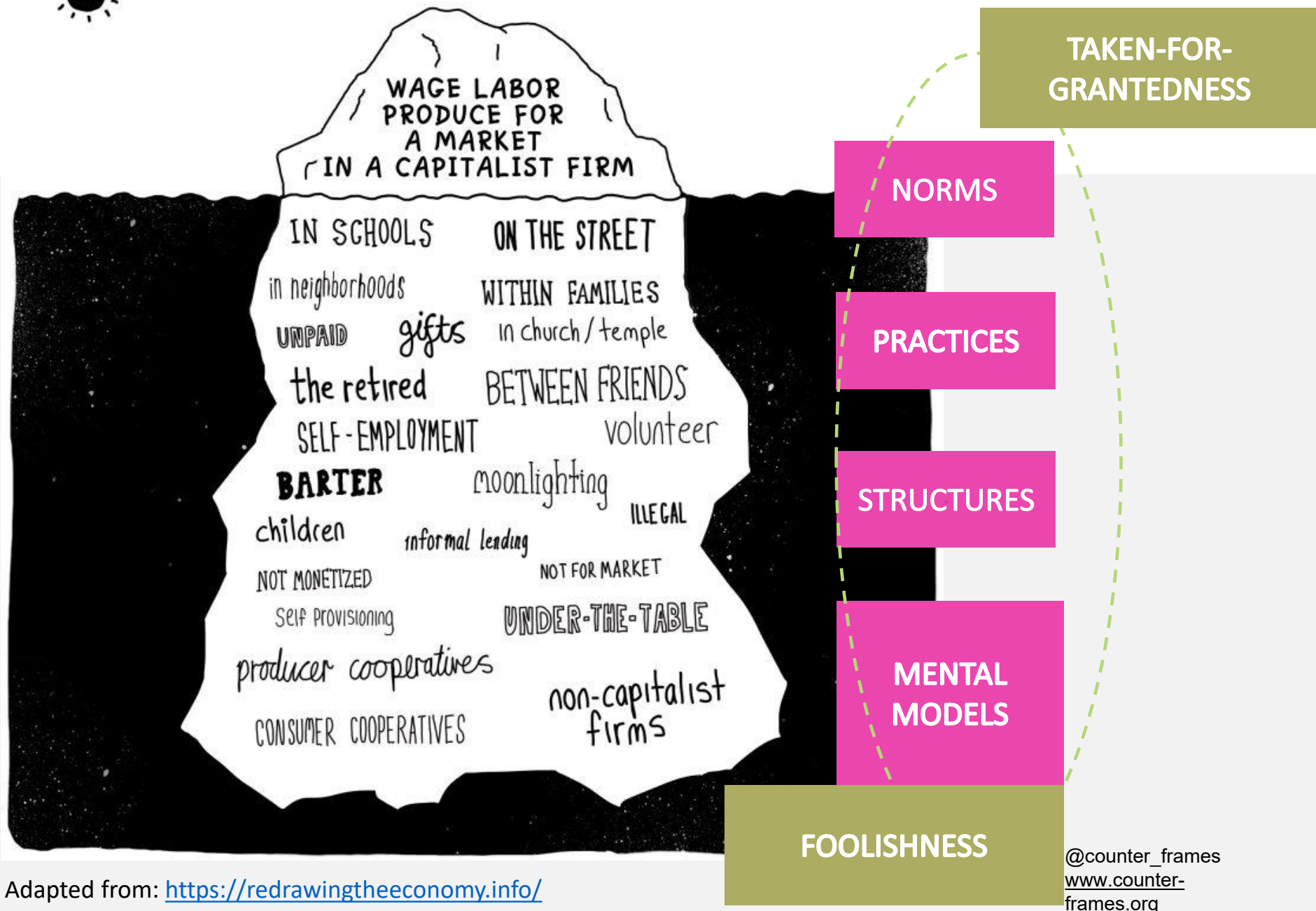
NORMS

PRACTICES

STRUCTURES

MENTAL
MODELS

TAKEN-FOR-
GRANTEDNESS



Market-Society
-Ecology

dualisms

Trialsims

People-Pla

LIMITS

Society-Nature

Crises

Crises

People-Planet

Nature-Society

Crises

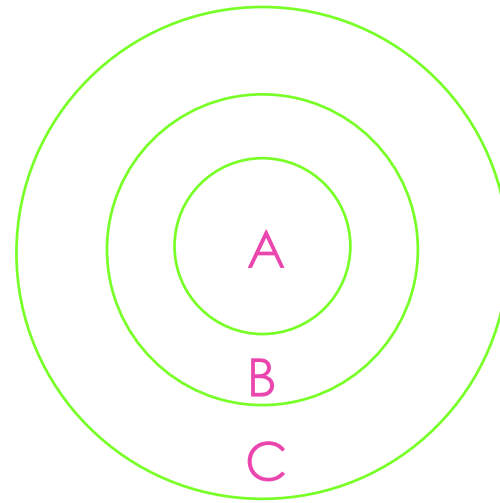
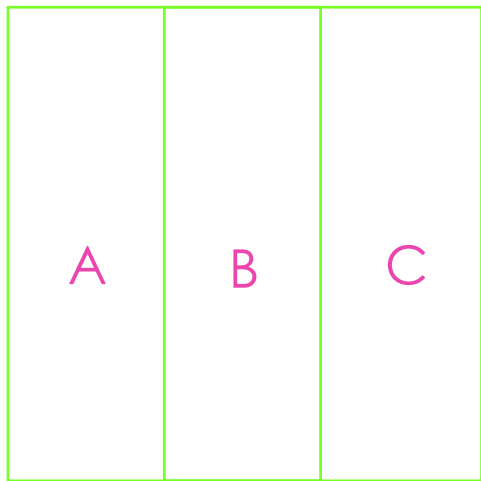
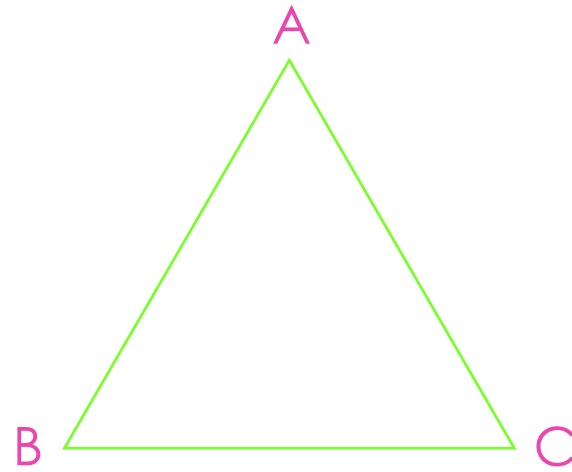
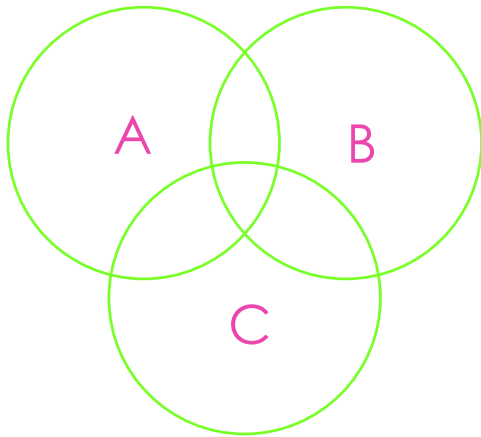
limits

CRISES

LIMITS

DUALISMS

People-Planet



Adapted from: 'Variable geometrics of the trio'. Miller, E. (2015). Beyond economy, society, and environment: toward a politics of ecological livelihood in Maine, USA.

Un-embedded

Embedded



Based on: Polanyi, K. (2001, 1944). The Great Transformation – The Political and Economic Origins of Our Times.

Un-embedded

Embedded

Market

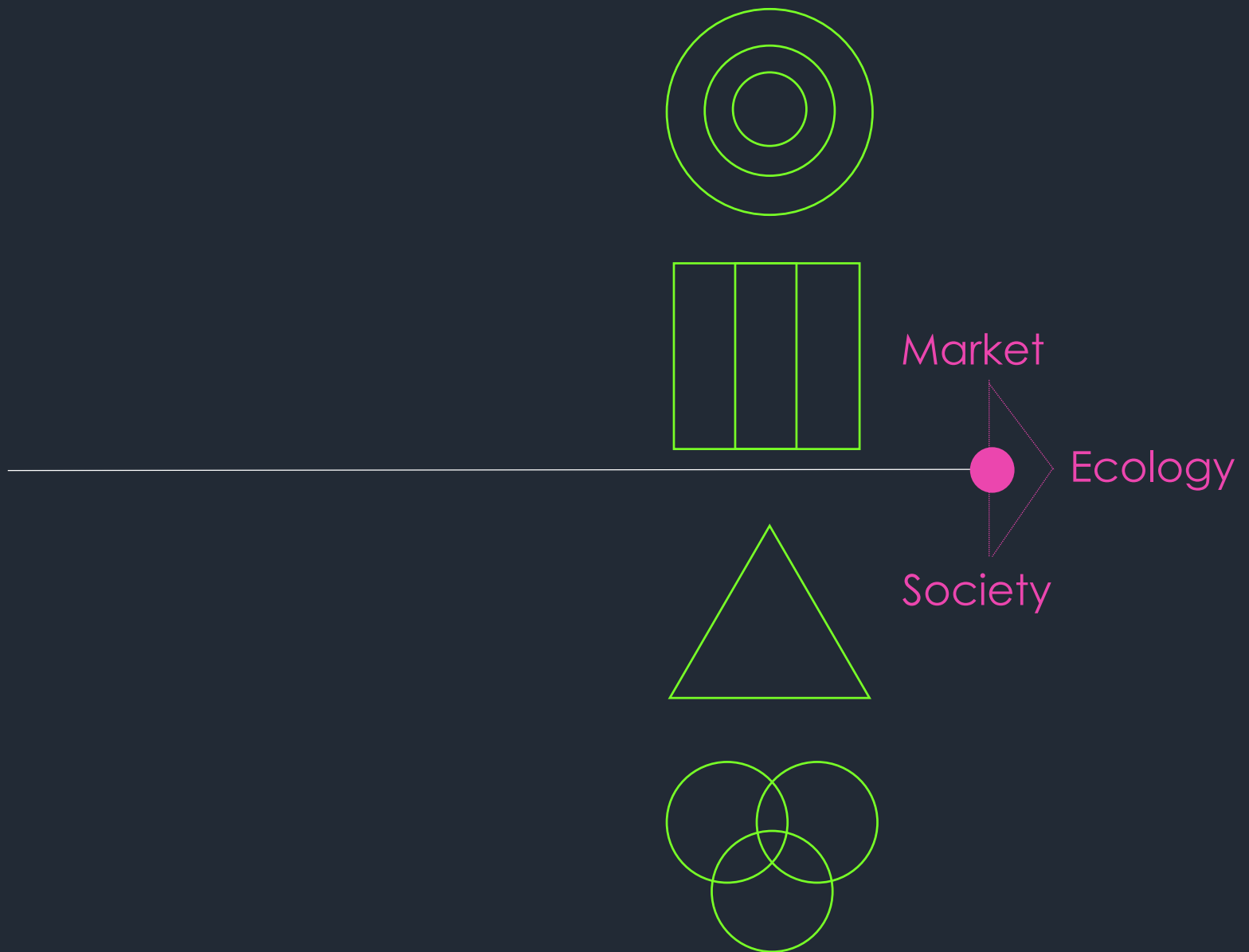


Society

Un-embedded

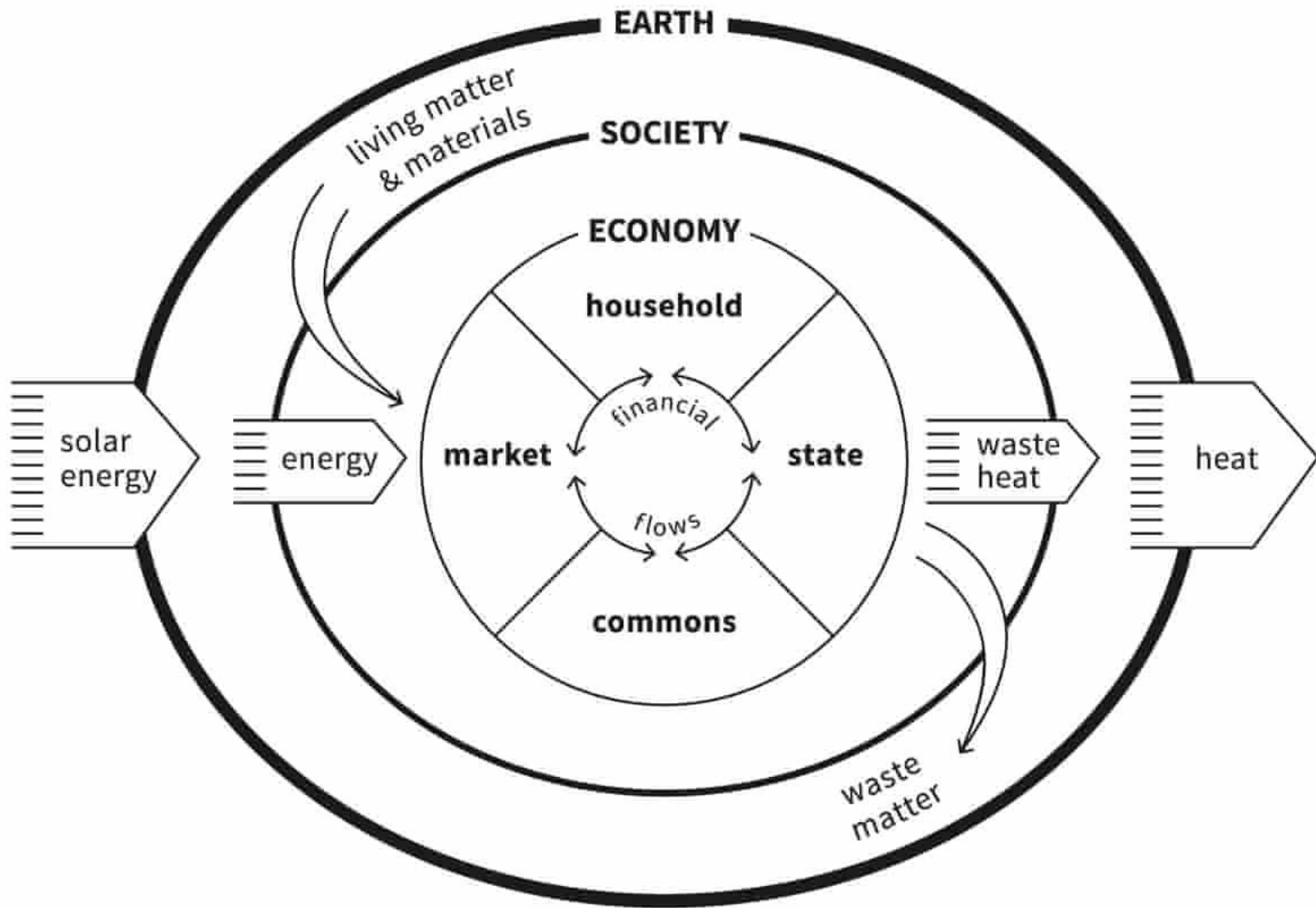
Embedded





Based on: Vidal, M., & Peck, J. (2012). Sociological Institutionalism and the Socially Constructed Economy. *The Wiley-Blackwell Companion to Economic Geography*, 594–611. <https://doi.org/10.1002/9781118384497.ch38>

Miller, E. (2015). *Beyond economy, society, and environment: toward a politics of ecological livelihood in Maine, USA*.



'The Embedded economy" Raworth, K. 2017. Doughnut Economics. Seven Ways to Think Like a 21st Century Economist. Pg. 71

“The COVID-19 pandemic has amplified the conversation about the need to rethink capitalism and its supporting economic structures. Much less attention has been directed to re-invent our social systems?”

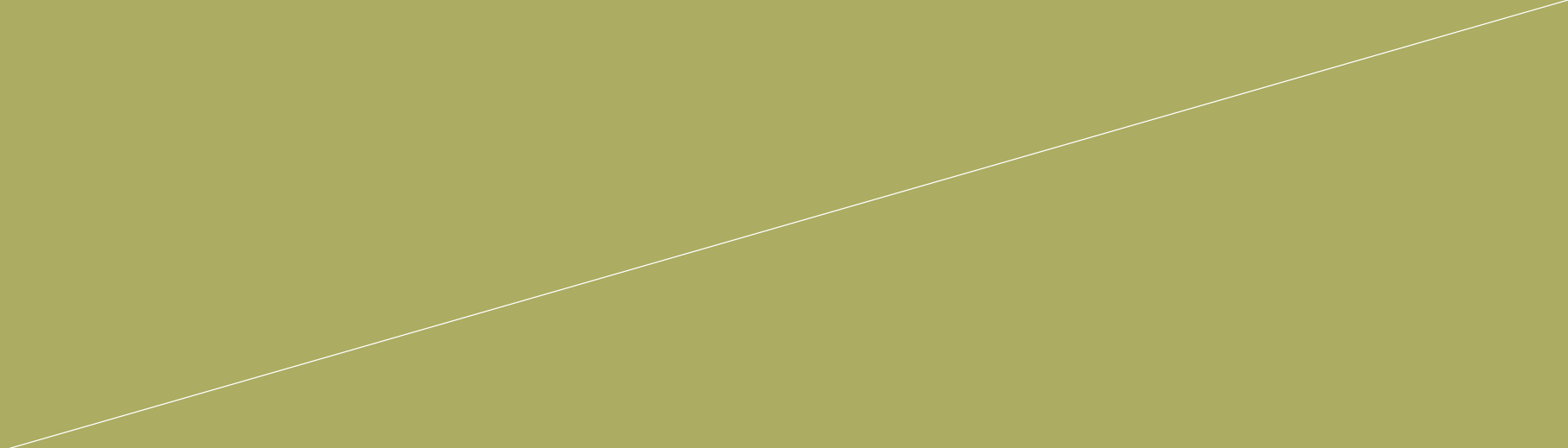
Source: Cottam, H. (2020). Welfare 5.0: Why we need a social revolution and how to make it happen. Retrieved from <https://www.ucl.ac.uk/bartlett/public-purpose/wp2020-10>

Frame Backlash / Frame CYCLES

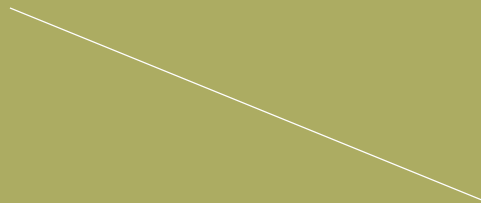


Shahar, D. C. (2015). Rejecting Eco-Authoritarianism, Again. *Environmental Values*, 24(3), 345–366.

Image: <https://www.newstatesman.com/science-tech/social-media/2018/09/eco-fascism-ideology-marrying-environmentalism-and-white-supremacy>



Does the concept of embeddedness
within New Economic Frames risk
frame backlash? //

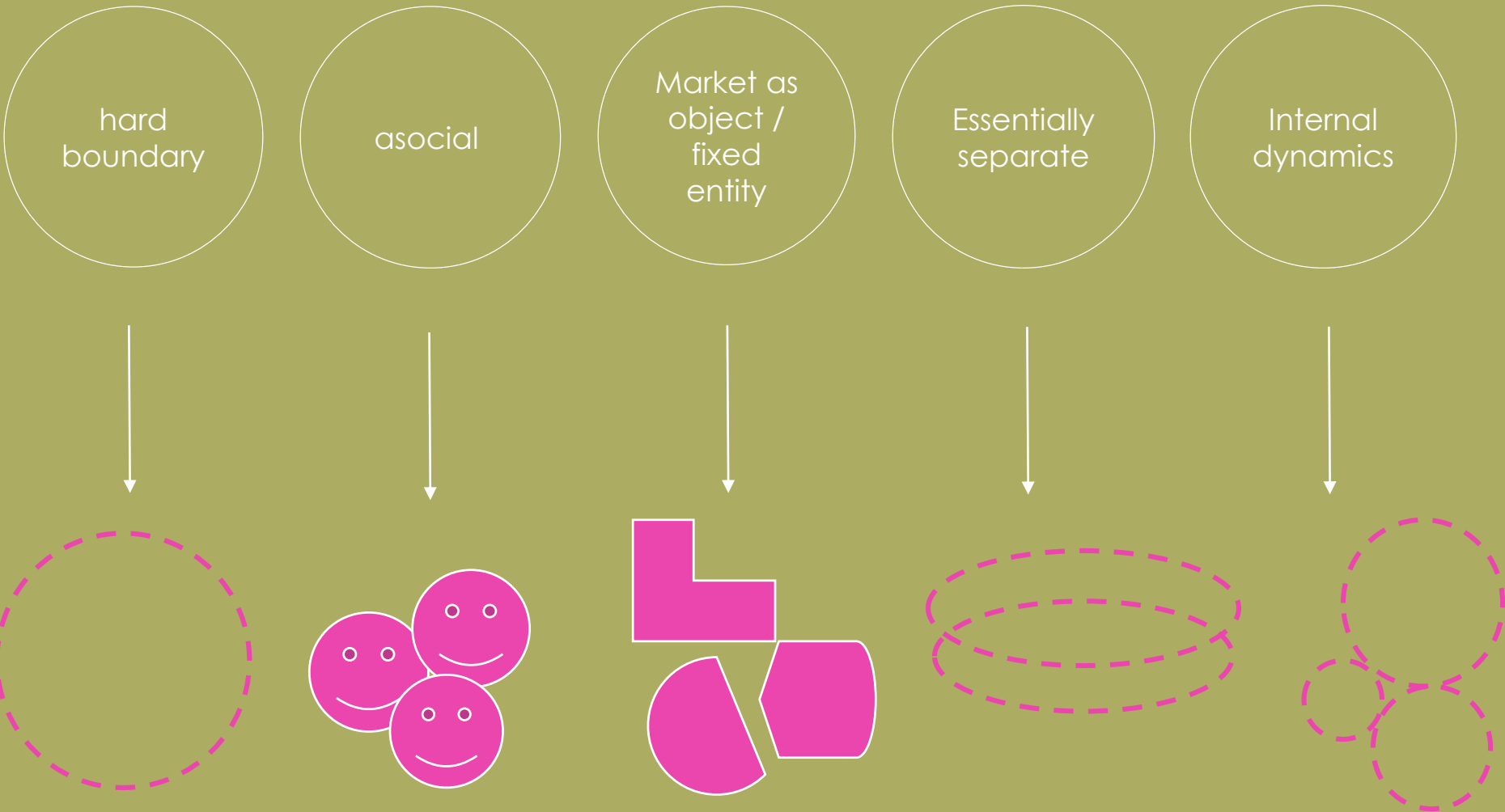


Heterodox economists and economic sociologist
(Hodgson, 2017; Vidal, 2012; Krippner, 2001) //

formulation – the fluid mixing of social objects in a way that defied disciplinary boundaries, but rather the concept was used to envelope and submerge the asocial market construct in social relations, all the while preserving intact the notion that somewhere there was a hard core of market behavior existing outside of social life (and hence that needed to be “embedded”). That this problem is somewhat independ-

the institutions that happened to shape the environment.” These institutions were themselves the result of political contestation – struggles, Polanyi emphasizes, in which society was driven perilously close to the brink. Markets, even in ideal form, are not the expression of primal, timeless instincts; they are rather fully social institutions, reflecting a complex alchemy of politics, culture, and ideology. Indeed, for Polanyi,

ships. But every transaction, no matter how instantaneous, is *social* in the broader sense of the term: congealed into every market exchange is a history of struggle and contestation that has produced actors with certain understandings of themselves and the world that predispose them to exchange under a certain set of social rules and not another. In this sense, the state, culture, and politics are *contained* in every market act; they do not variably exert their influence on some kinds of markets more than others.



Based on, Krippner, G. (2001). *The Elusive Market : Embeddedness and the Paradigm of Economic Sociology*. *Theory and Society*, 30(6), 775–810.

Hodgson, G. M. (2017). *Karl Polanyi on economy and society: a critical analysis of core concepts*. *Review of Social Economy*, 75(1), 1–25.

<https://doi.org/10.1080/00346764.2016.1171385>

WHAT THE ECONOMY IS AND HOW IT WORKS



FRAMING THE ECONOMY

How to win the case for a better system...

NEON
NEF



Economy as Container

People saw the nation as functioning like a pot, with people putting in (contributing) or taking out (draining).



Economy as Money

Discussions of the economy are nearly always about money and people often drew on the metaphor of circulation.



Cognitive Hole

While people had some limited ways of understanding the economy, many mechanisms of the economy remain in a black box, seen as being governed by 'mysterious market forces'.

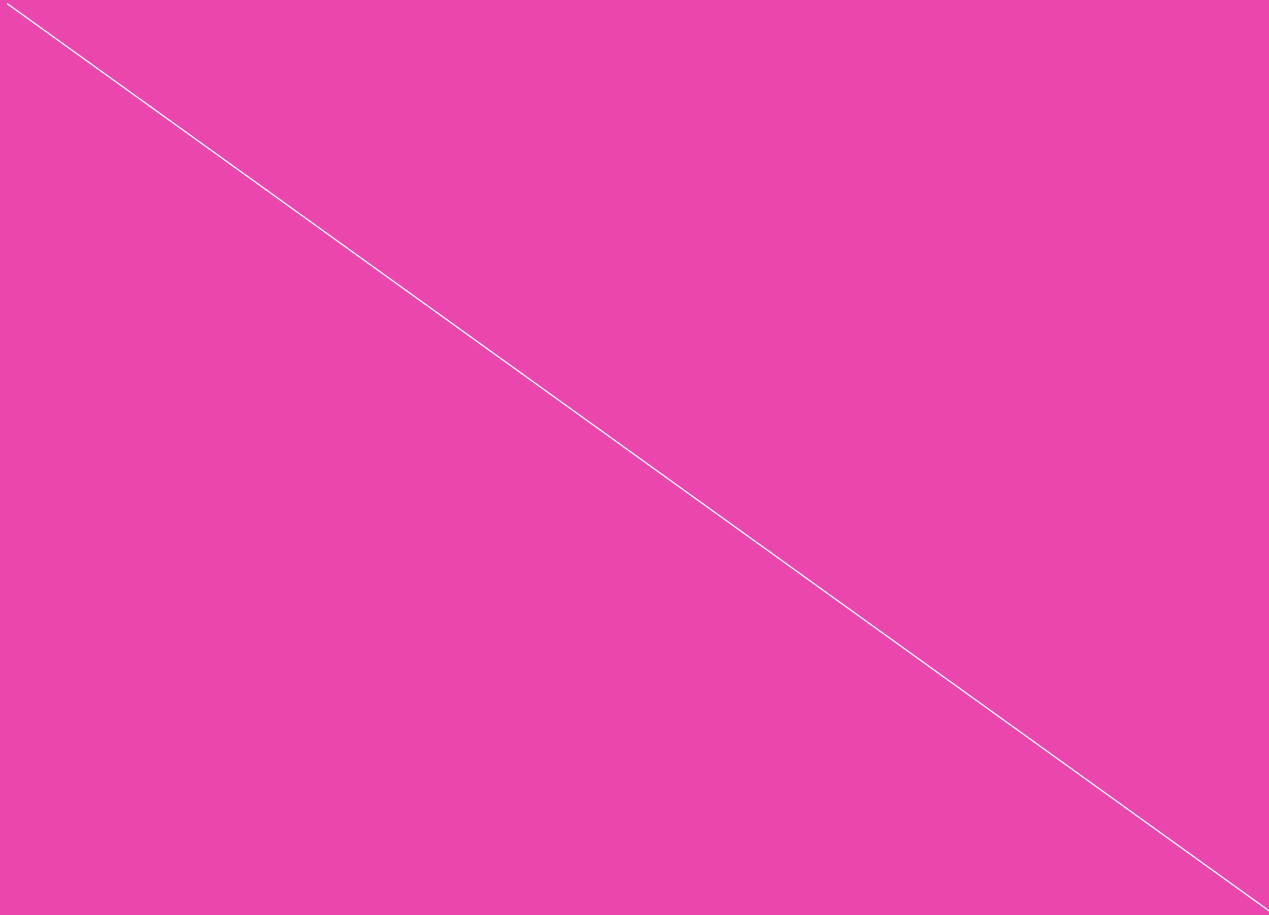


Edge of Disaster

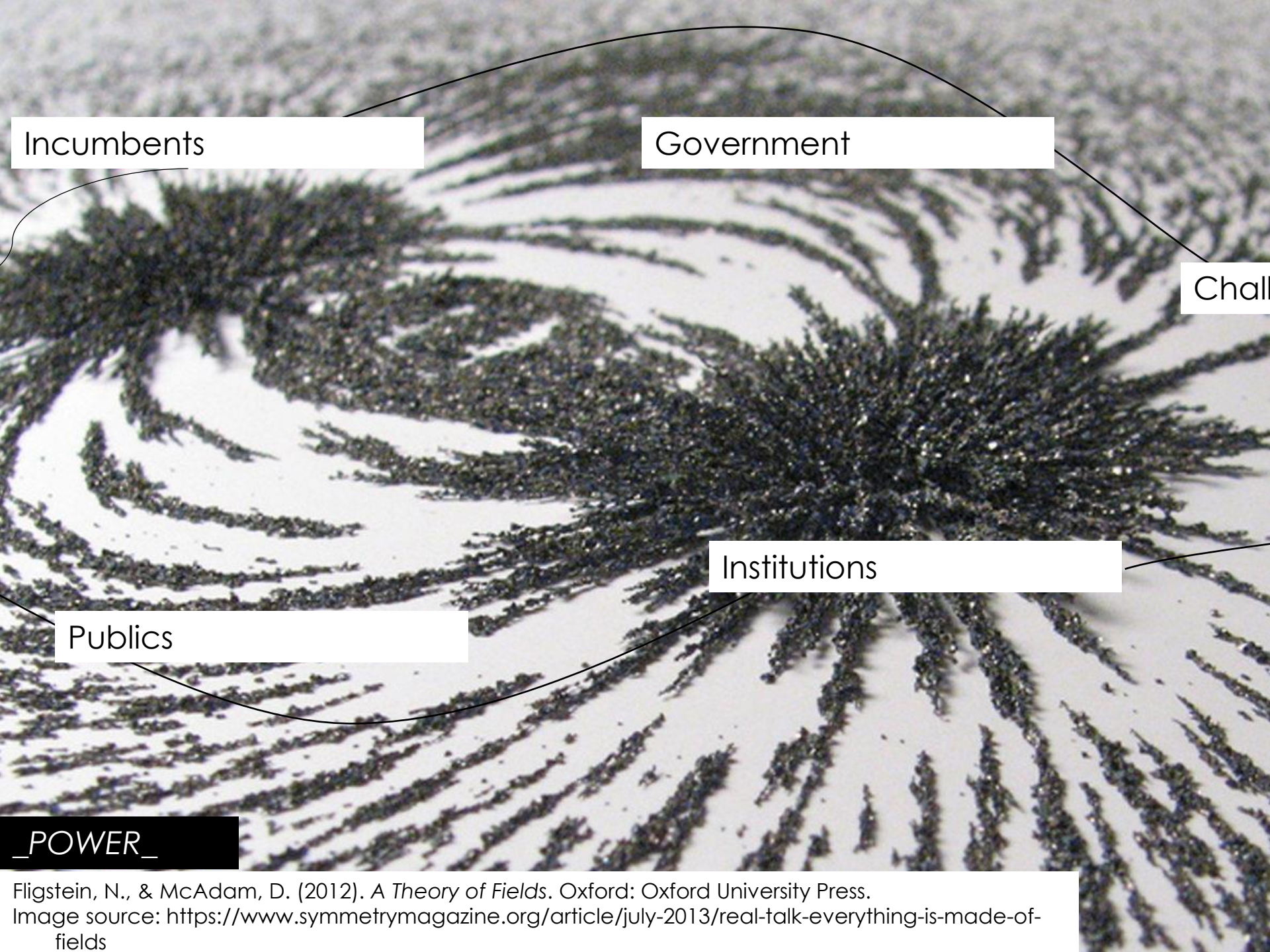
The economy was thought of as volatile, unpredictable and difficult to manage, with language like 'tumbling', 'falling' often being used in interviews.

NEON, NEF, FrameWorks Institute, P. (2018). *Framing the Economy: How to Win the Case for a Better System*.

HIGH MARKETNESS



LOW MARKETNESS



Incumbents

Government

Chall

Institutions

Publics

POWER

Fligstein, N., & McAdam, D. (2012). *A Theory of Fields*. Oxford: Oxford University Press.
Image source: <https://www.symmetrymagazine.org/article/july-2013/real-talk-everything-is-made-of-fields>

HIGH MARKETNESS

FORMED

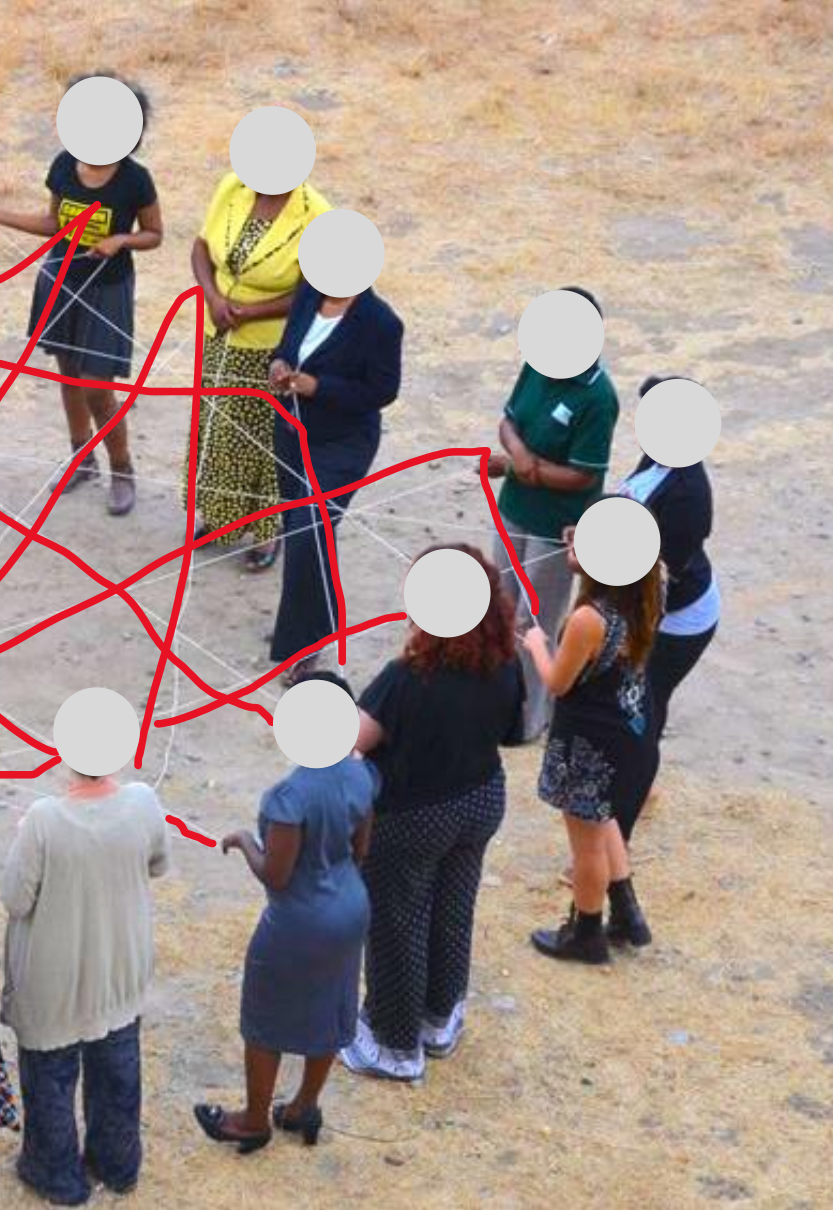
IN FORMATION

LOW MARKETNESS



“....OK! Let’s set up this network and then we can share our work’ Because also a lot of the other coops in the network weren’t paying themselves as much as we were paying ourselves or were in a bit more of a precarious situation. So, that’s when Co-Tech started...”

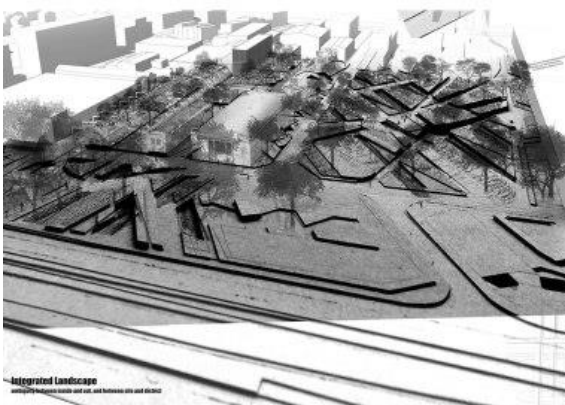
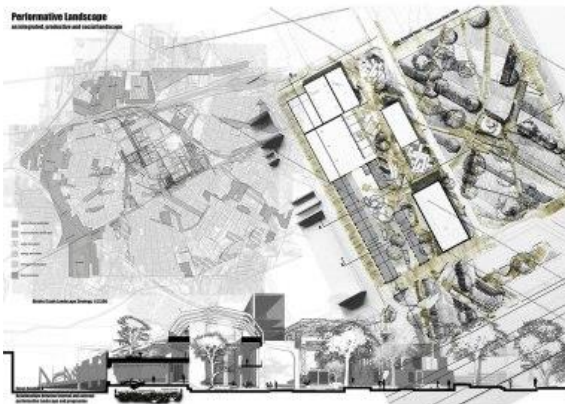
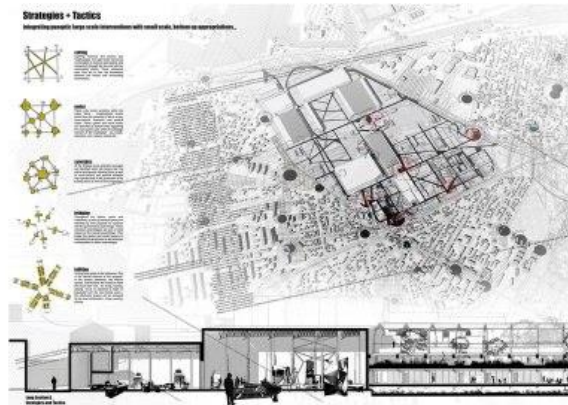
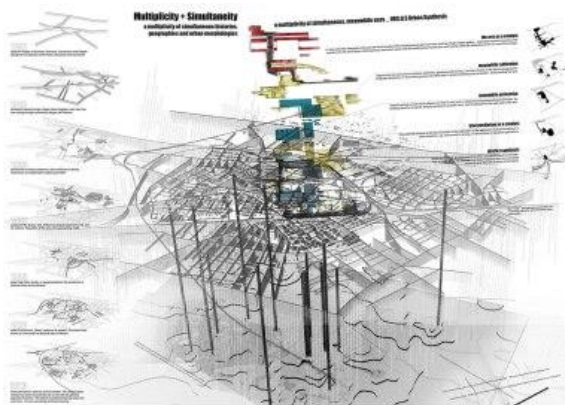
Interviewee, Counter-Framing Design



Partnership System



Adapted from Riane Eisler, The Real Wealth of Nations,: <https://medium.datadriveninvestor.com/a-society-based-in-partnership-instead-of-domination-ae9acce4d191>



PERFORMATIVE ASSEMBLAGES: a non-hierarchical, non-linear presentation of proposed socio-economic programs and ecological interventions

<https://suzanneodonovan.wordpress.com/portfolio/master-of-architecture/year-2-20122013/performative-assemblages--thesis-project-main/>.

Being-made by others

allopoiesis

Making-others

alterpoiesis

Making a living

autopoiesis



Source: Miller, E. (2015). *Beyond economy, society, and environment: toward a politics of ecological livelihood in Maine, USA*. Pg. 311



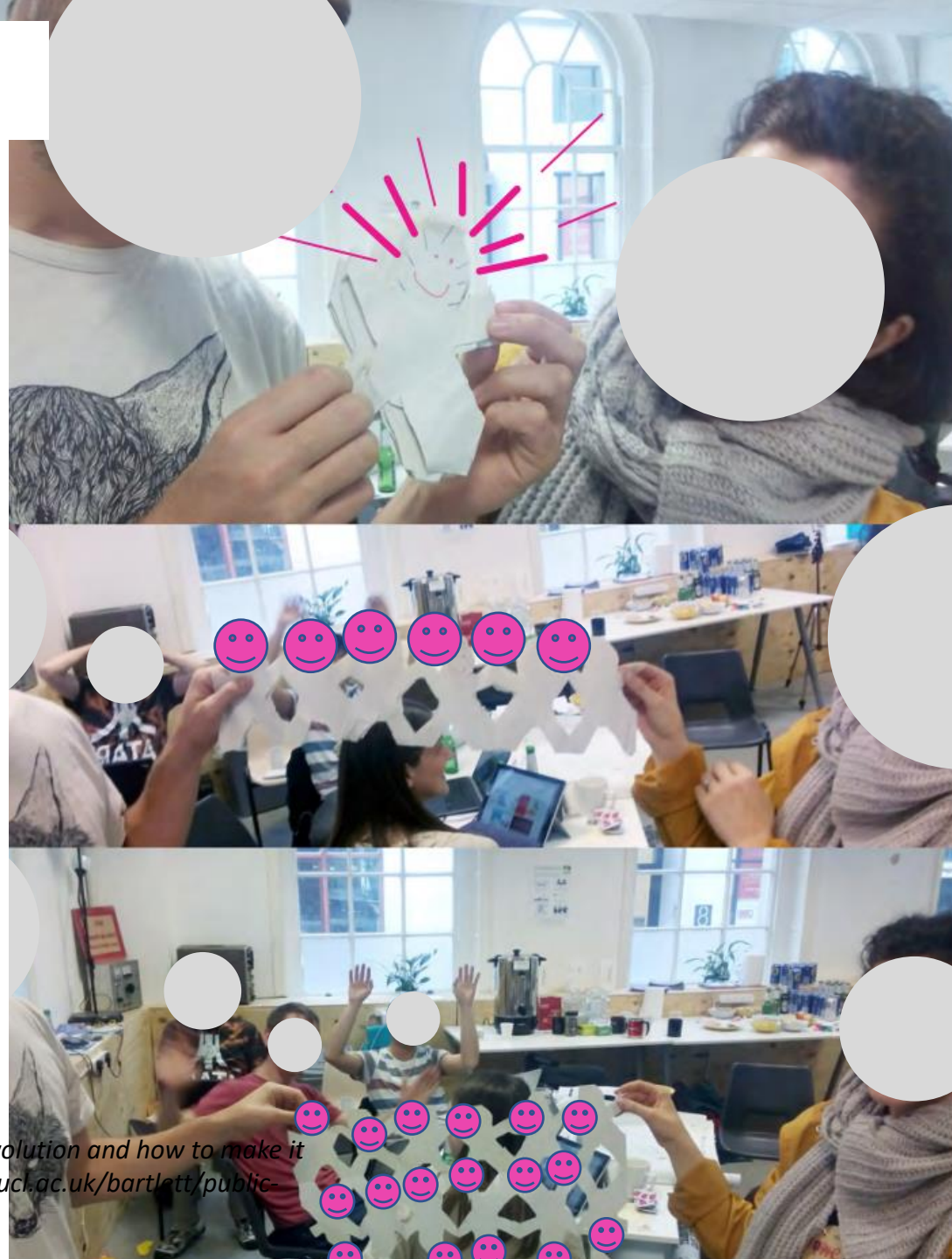
SOURCE: <https://www.wired.co.uk/article/so-long-rational-economic-man>

"sapiens integra"

"the desire to belong and connect as by their individual goals ... 'social beings', people who are motivated to belong to groups, to develop socially shared understanding, to control their interpersonal outcomes effectively, to enhance themselves, and to trust others by default"

Source: Cottam, H. (2020).

Welfare 5.0: Why we need a social revolution and how to make it happen. Retrieved from <https://www.ucl.ac.uk/bartlett/public-purpose/wp2020-10>



“HOMO-ECONOMICUS”
(UNDER-SOCIALIZED)

“SAPIENS INTEGRA”
(OVER-SOCIALISED)

“HOMO-ECONOMICUS”
(UNDER-SOCIALIZED)

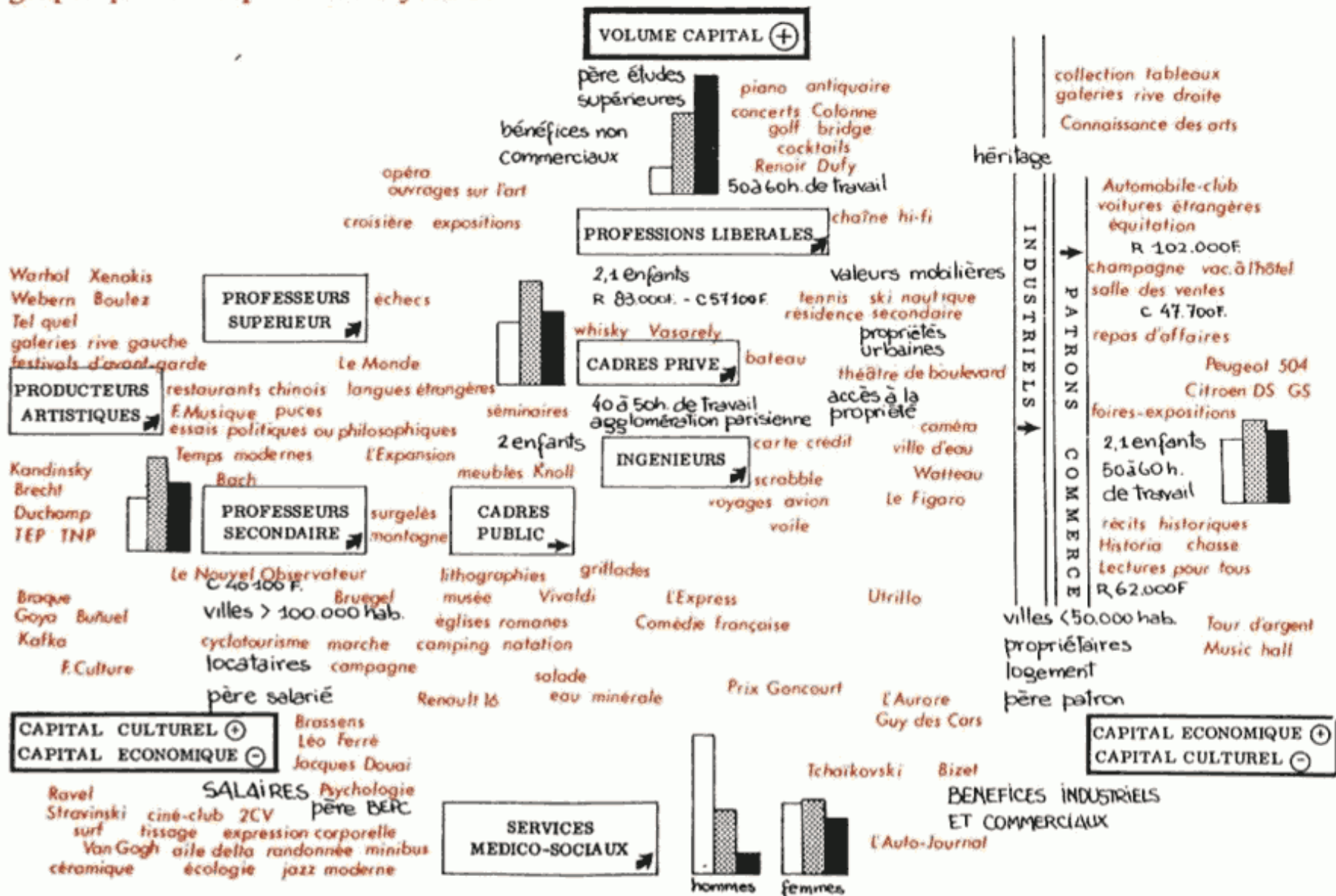
RESONANCE

FRICTION

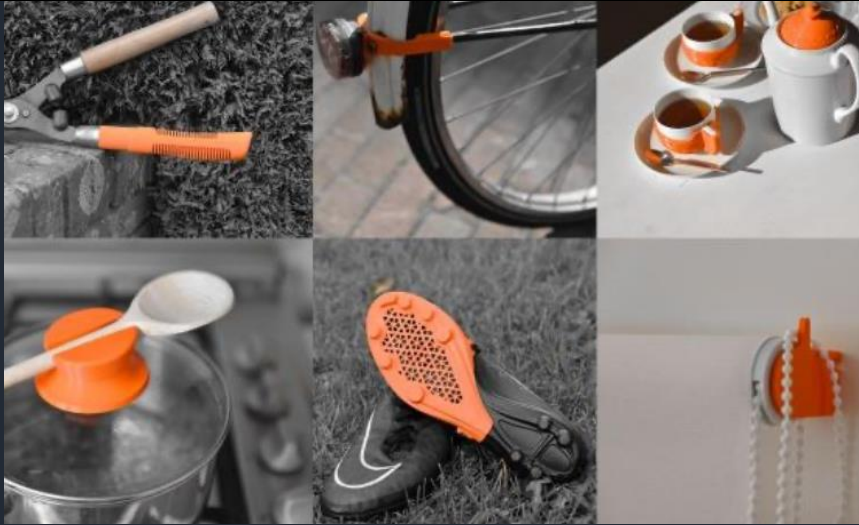
“SAPIENS INTEGRA”
(OVER-SOCIALISED)

graphique 5—Espace des positions sociales

graphique 6—Espace des styles de vie

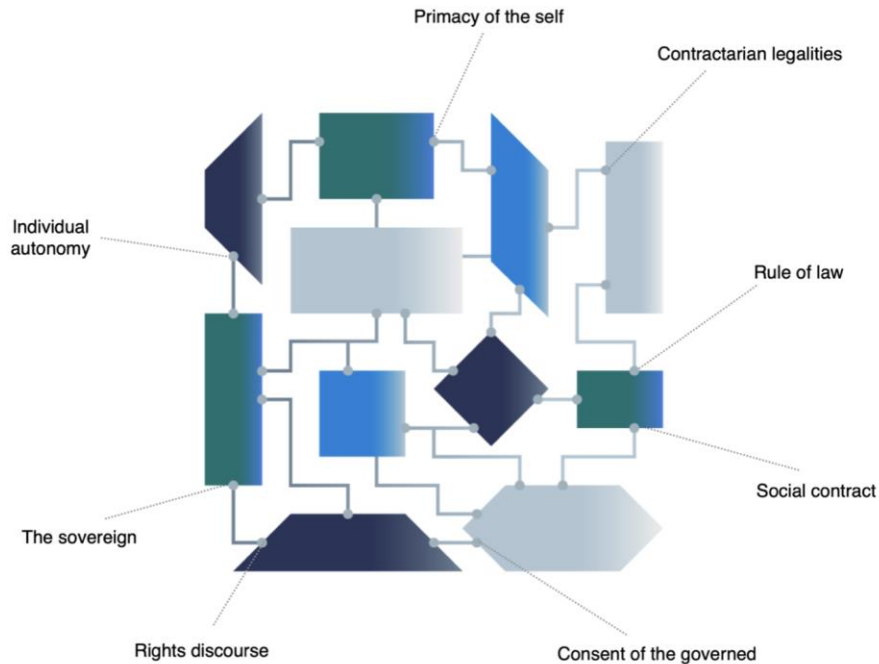


Aesthetic friction / “taken-for-grantedness”

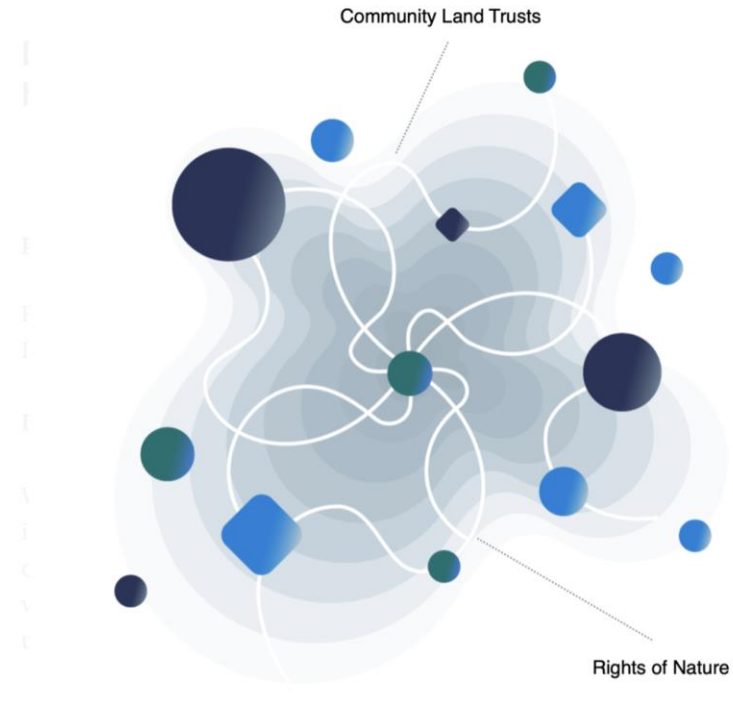


Aesthetic friction challenges institutionalized norms and thereby frames__

Earth is the “background against which humans live out history.” (Mills, 2016)

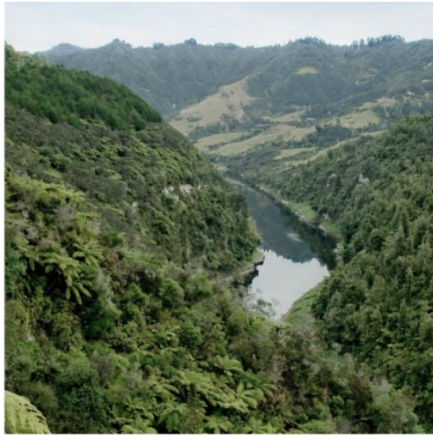


Western Default



Decentering Western Default

Source: Dark Matter Labs, 'Property Rights / Property Wrongs: Micro-Treaties with the Earth' (2020)
<https://provocations.darkmatterlabs.org/property-rights-property-wrongs-micro-treaties-with-the-earth-9b1ca44b4df>



Whanganui River - New Zealand

In 2017, the Whanganui River was granted rights of personhood. The river now has legal standing and can act as a person in a court of law.



Lake Erie - United States

In 2019, citizens from Toledo, Ohio, adopted a charter amendment that recognizes Lake Erie as a distinct ecosystem with a right to exist, flourish, and naturally evolve.



Constitutional Rights of Nature - Ecuador

In 2018, Ecuador became the first country to recognize Rights of Nature in its Constitution which acknowledge that nature in all its life forms has the right to exist, persist, maintain and regenerate its vital cycles.



Rights of Manoomin - United States

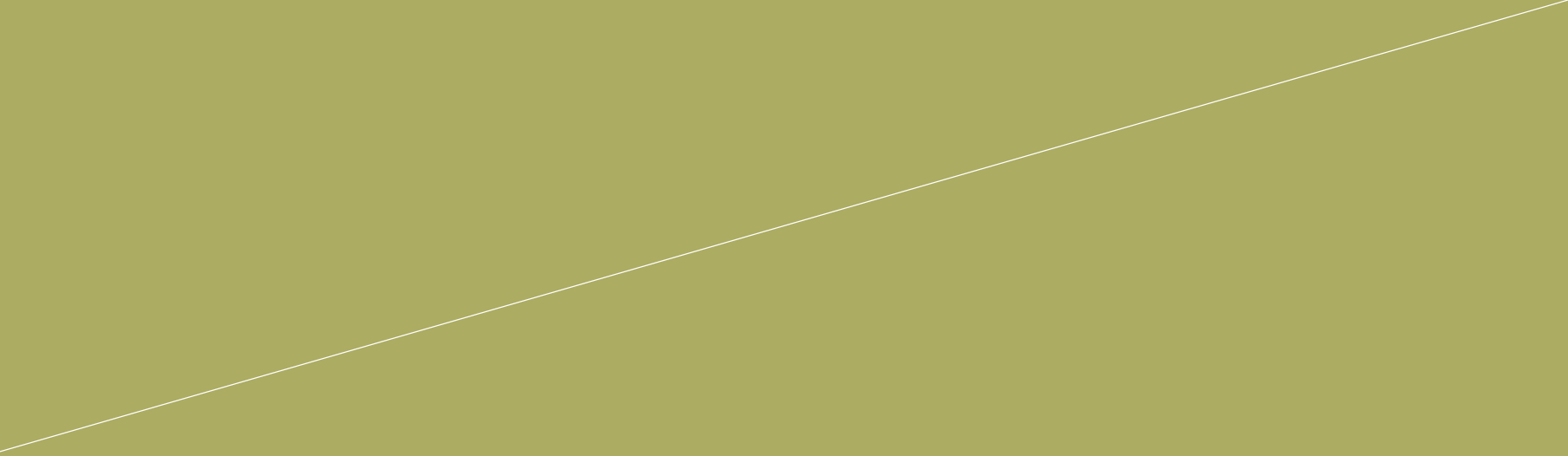
In 2019, the White Earth Band of Ojibwe and the US 1855 Treaty Authority adopted Rights of Manoomin for on and off reservation protection of wild rice and the clean, fresh water resources and habitats in which it thrives.



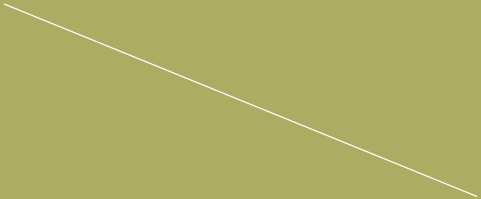
Nouveaux Voisins

Source: Dark Matter Labs, 'Property Rights / Property Wrongs: Micro-Treaties with the Earth' (2020)
<https://provocations.darkmatterlabs.org/property-rights-property-wrongs-micro-treaties-with-the-earth-9b1ca44b4df>





Aesthetic dimensions of norm-making socio-material practices can be frame- making / frame un-making



Other examples of aesthetics & aesthetic tensions that arise in
commons practice and possible solutions...?

scalar

post-normal

Polymorphic

Recursive practices

Recursive

Crises

POLYMORPHIC

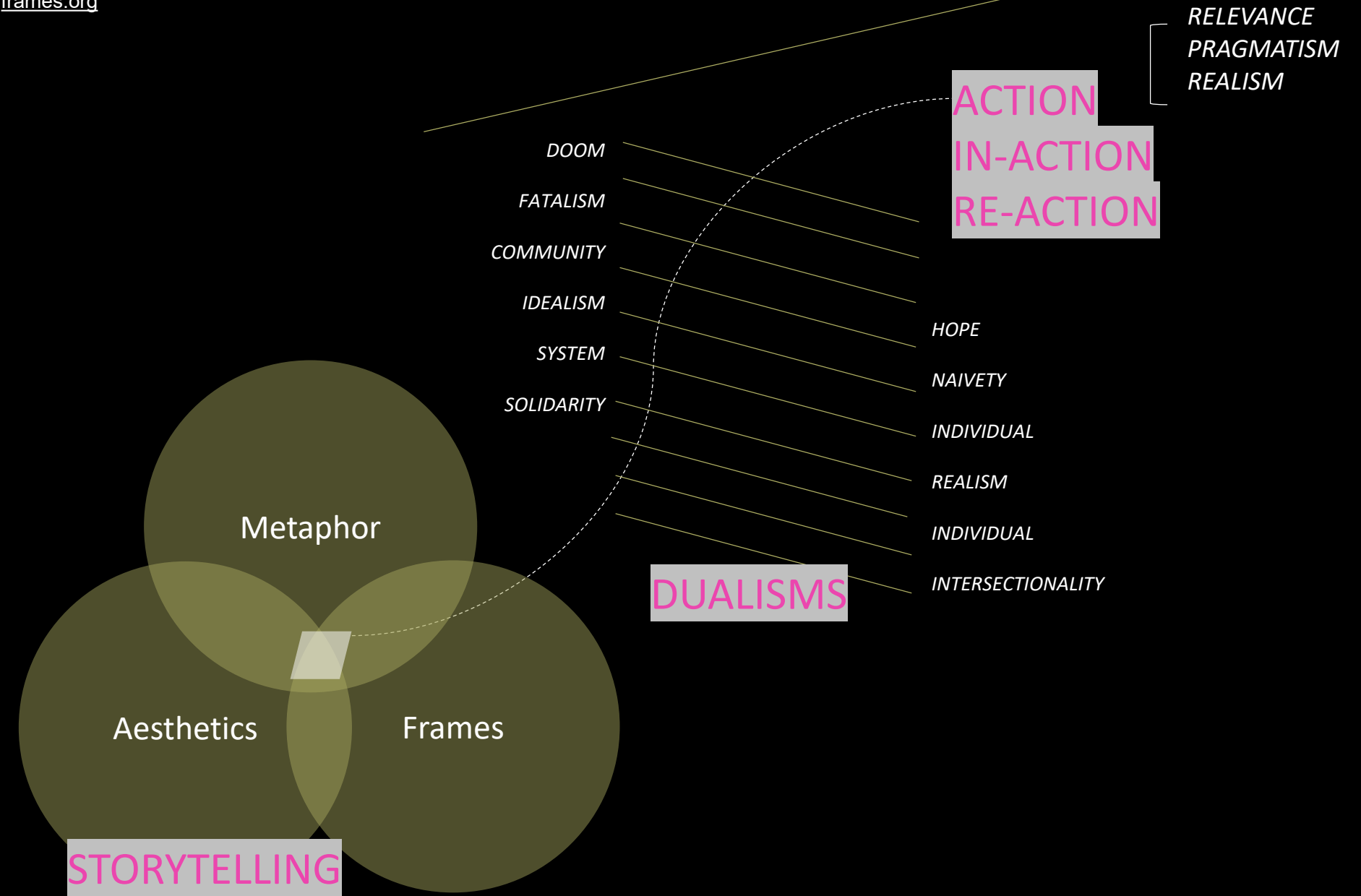
Recursive

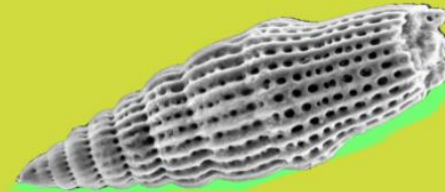
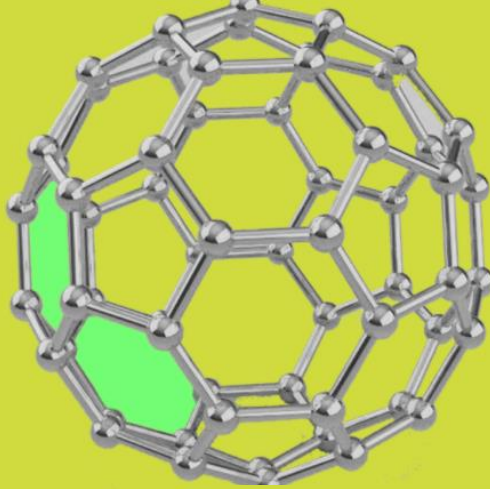
limits

SCALAR

SCALAR

POST-NORMA





Counter-Framing the 'New Economy'

Design & Economics Unconference, April '21



COUNTER
FRAMING
DESIGN



Dr Sharon Prendeville - Principal Investigator
Dr Pandora Syperok – Research Associate
www.counter-frames.org



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