LENT TERM
WEEK 1

Property as a right
• A bundle of rights e.g. right to occupy / destroy / sell / loan
• Enough of these rights = owner

VS Dominium
• Full ownership / control

Real property – land – broken down into estates – freehold vs leasehold
VS Personal property

Possessive relationships

Property as a degree of control over resources

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LOCKE – philosophical justification for property rights

We ensure our personal autonomy through our property rights
Views from a small group of property owners due to elite education

Filmer: start with Genesis 1:28 (principal legislative text)
Political authority derived from natural property rights
Argument against Filmer

State of nature
• No scarcity
• No political society
• NATURAL LAW: self-preservation (duty) and that of the rest of mankind
• In breach, remedy is self-help / have to intervene themselves to determine punishment
• When people have that sense that reliance on self-help is inefficient, political society arises from the consent/mandate of the individuals – retain capacity to revoke if the government exceeds its jurisdiction
• Only gave power to government to resolve disputes over property
• Property rights based in the state of nature and NOT artificial compact of government
The priority of property over formation of any state of government
A natural and common right to property (given by God)

Government only has jurisdiction / administration over these natural rights of ownership
Government is for preservation of property
Property as propriety or suum – life, liberty and estate – broader than a right to things – idea of personal sphere of autonomy which encompasses life, body and freedom as much as the particular things one owns

Filmer on changing common property rights to private rights: “He does thereby not only make the law of nature changeable, which he saith God cannot do, but he also makes the law of nature contrary to itself”

Two Species of Property Rights
• lus ad rem (claim right) – right to something that you don’t actually possess at that moment – have a right to live it up to you e.g. theatre ticket gives you right to a seat – anticipated / future ownership – what God gives us – right to take something from the world – no one can be excluded from appropriation / prevented from a leg access to resources
• lus in re - right founded in actual possession – when you actually exercise labour in something – transform claim right into right of actual possession

Locke’s understanding of human nature
1. Assumes that we are selfish / egoistic in nature out to secure own position in world; when we do socially interact we do so economically through processes of exchange of things
2. Presumes that we are all equal in a sense that no one person has a right to command another

Possessive individualism
• Property as an institution that realizes our potential to individuals and secures our autonomy
• Provides security for us
• Makes us independent from others – cultivates virtue of prudence (economic/ethic)
• Massive social inequality – capitalism
Move away from a goods-dominant theory of market towards a service-dominated view of market

- Goods-dominant: Manufacturers make products and engineer value – sell product to passive and gullible consumers who buy things that are made for us
- Service-dominant: Consumers actually help to generate value to things that are sold to us – value of artifact isn’t an effect of manufacturing but as a function of consumer appreciation – we invest in them meaning – co-create value with manufacturers and the product itself e.g. Audi / Lego – involving consumers in the design and production of goods – what the model is is shaped by negotiation / engagement between buyer and seller

- Markets are not about the physical flow of goods – but flow of information and communication
- Economy modelled on relationships – network economy in which any particular transaction or artifact gains its value from the broad network of relationships that surround it

A house bought is not a one-off transaction as Locke would suggest – actually exposing yourself to financial and other contingencies/risks in an on-going way as the value of mortgage and house susceptible to market changes

Starbucks – not just employees, factor, and traditional corporation but is the hub of a network – sells a concept/brand – evolution of franchising

- Participation rather than exclusion
  - gain value not by acquiring property and excluding other but by developing competences by engaging with others (Hegel)
  - not freedom from others but by engagement with others
- Access rather than possession
- Emergence of virtual corporation
  - E.g. Nike
- Rise of intangible capital
  - Largest heart of value is in the value of brand e.g. Apple and not the tangible resources held by the corporation
  - Ethical capital – value of brand built up from the psychological attachments people have to the brand

Mobile phone
1. Own something subject to conditions of contract (supplier locks you into contract) – corporation is in an access relationship with an individual through a product e.g. O2 through iPhone
1960 – branded goods emerged where name of brand is relied on rather than evidence of sense or faith in shopkeeper as in 1850

People are being bombarded with such a range of products that people are in a predicament – what to buy? What to do with what you buy? – urgency of decision forced upon oneself by advertisements

Free time = capitalist labour

**Marx:** concept of alienation – labour in the capitalist system alienates one from the most special, core concept of it = product of labour

Labour such be enhancing and enriching, enabling us to realize our personalities in society

Routine production not the kind of thing we want to engage in

*Immaterial* labour – labour performed through expressing yourself and convincing other people – work that you do when talking and representing corporation, keeping people in line in the corporation etc.

A series of activities that are not normally recognized as work – defining and fixing cultural and artistic standards, fashions, tastes, consumer norms, and more strategically public opinion

Autonomous conversations between people = kind of communicative work that generates value of brands – consumer attention

Facebook as the modern television? – generating value for the corporation when engaging in Facebook

Peculiarity of Facebook content

- Information that people have voluntarily shared with others / freely divulged – surveillance by marketing agencies
- Real-time information – the most up-to-date picture of what people are engaging with / purchasing / talking about that is available
- Open-access information – all kinds of services

Social graph – leveraging sociality

Recalls everyone you have engaged with

Enables marketers to attract specific types of people

Easier to sell things by making friends talk about things other than by corporations