

ACCESS :

Rifkin (2000)

4 MARKET - OWNERSHIP -> SHORT-TERM ACCESS: CONTROL, TERMS

6 . OWNERSHIP - AS - SLOW

. INDUSTRIAL -> CULTURAL PRODUCE (CP)

G-> COMMODIFICATION OF PLAY : (1/2 WORK) INCL: CIVIC ENGAGEMENT

AOL, ETC.

8 CP = BRING MOST HUMAN ACTIVITY INTO CAPITALISM

. SPACE -> TIME COMMODIFICATION : ALL = EMBEDDED

G-> 11 COMM. CONTROL = UNPRECEDENTED

CULTURE NO LONGER PRECEDES MARKETS

. DERIVATIVE : TRUST, ETC.

ETHICS ROOT?

G-> Young: MORE THEATRICAL THAN IDEOLOGICAL

. Ψ EFFECTS : INCLUSION 1/2 INDIV.

14 \$: ISOLATING

ACCESS - NEW POPULAR TERM : 1990: UERB - 1ST TIME

17 Property :

Geographic - physical / SERVICES -> NETWORK: INFO.

23 FAST CHANGE -> LEASE MODEL

↑ COMPLEXITY FAVORS ↑ ORGS.

HOLLYWOOD NETS = PROTOTYPES

47 VIRTUAL COMPANIES : ANONYMOUS MANUFACTURE

60 FRANCHISING - LOCUS OF REAL OWNERSHIP

77 Prop. + INDIVIDUALISM

100 Relationship TECHNOLOGIES

Selling LIVING PATTERNS

102 TAYLORISM - FEEDBACK

G-> NEW DEPENDENCY : ALL-ENCOMPASSING

108 . MARKETING 1/2 PRODUCTION

G-> R-TECH = PRIMARY MEANS OF SOCIAL COMM.

MAC USER

. COMMUNITY - BONDING

115 ACCESS: MEASURE OF SOCIAL RELATIONS

*-> . NO Ø TX 1/2 PROPERTY

129 HEGEL + POSSESSIONS / PERSONALITY

140 CULTURAL LIFE : ACCESS + INCLUSION : TRAD. -> \$

TEMBERKANDOV
FRENCH SUITES

- 141 MERGINGS: \$, political, cultural
- * > - right to buy = MORE IMPORTANT THAN VOTE
 - CULTURE: LAST ANTI-MATERIAL REFUGE
- * > CONSUMPTION ETHIC + SELF-FULFILLMENT ETHIC: MERGE TWO ARTS
- 144 - NEW COMMUNICATIONS TECH. - ENABLES
- G > 169 UNIVERSE = RUNNING ON SOMEONE ELSE'S PROGRAM
CYS - AS - DRAMA / THEATRE
- 177 POWER = GATEKEEPERS :
- 179 - PROPERTY & VOTE ANALOG
- LEWIN (1949): DISCRIMINATION
- 181 - INVISIBLE HAND
- INTERMEDIARIES : COOL-HUNTERS - MARKET AGENTS
- 186 POST-MODERN : < ANALYTICAL > EMOTIVE [TOYNBEE]
< FIX > STYLE
- G > SUBJECTIVE '10 OBJECTIVE
- 194 STORIES / PERFORMANCES
- 196 MTV: ART INNOVATION + MARKETING
- G > AESTHETIC HALLUCINATION
- 204 PRINT: STANDARDIZATION, K, ASSEMBLY, NATLISM, SEQUENCE,
AUTHORSHIP: COMM - AS - COMMODITY
MEDITATION, PRIVACY
- 206 WORK / SOCIALIZATION
- hypertext: CYBERNETIC '10 LINEAR
AUTHORSHIP REDEFINED
PUBLIC '10 PRIVATE (NETWORKED)
- G > NETWORKS + INDIVIDUALITY
- 209 FRAGMENTED SELVES
- 225 INT'L Telecom Accord + ↓ NAT'L SOVEREIGNTY
SPECTRUM FREQ. PRIVATIZATION
- 227 NAFTA / GATT / WTO / ↓ TAX
- G > 230 DIGITAL DARK AGE
- 233 TUBE INVENTOR - CONDEMNS INDUSTRY

237 MA PERSON: public prop. = decline -> OUT OF SIGHT

- G-> o ACCUMULATED PRODUCTIVE RESOURCES = NEW ENTITLEMENT
- o Right NOT TO BE EXCLUDED FROM ACCESS

239 o Right TO ACCESS

o OLDER Prop. = AUTONOMY, ETC (HOBBS) '10 MATERIAL

241 TRAD. v. COMMERCIALIZED RELATIONSHIP
 - OBLIGATION v. LIMITATIONS

247 cultural ≠ orig. FROM COMMERCIAL

256 ↑ detachment FROM LOCAL PLACES (CORPS / GOV'T)

CULTURE v. COMMERCE = INTRINSIC v. UTILITY VALUES