## The Performance Complex

Competition and Competitions in Social Life

Edited by

David Stark



## **Contents**

List of Contributors		ix
1.	The Performance Complex David Stark	1
	RT I. PERFORMANCE AS COMPETITION, COMPETITIONS PERFORMANCES	
2.	Pick the Winner, So You Can Then Choose the Reasons: Epistemic Dissonance in Architecture Competitions Kristian Kreiner	31
3.	Competition and Consecration in the World Press Photo Awards Marco Solaroli	55
4.	Classical Music Competitions as Complex Performances Lisa McCormick	78
	RT II. RATING PERFORMANCES: WHERE DO I STAND THE RANKINGS?	
5.	Formalized Evaluation: The Work That Rankings Do Wendy Espeland	99
6.	What's Observed in a Rating? Rankings as Orientation in the Face of Uncertainty Elena Esposito and David Stark	123
7.	Crowdsourcing Before the Smartphone: The Zagat Survey's Quantification of Everyday Life in 1980s New York Will Payne	144
8.	Weathering Winner-Take-All: How Rankings Constitute Competition on Webcam Sex Platforms, and What Performers Can Do About It Olav Velthuis and Niels van Doorn	167

## PART III. PERFORMANCES OF VALUE IN EVERYDAY LIFE

9.	Post-Liberal Competitions? Pragmatics of Gamification and Weaponization  William Davies	187
10.	What Are Digital Reputation Measures Worth? The Rise and Fall of Reputation Metrics on Social Media  Dominique Cardon	208
11.	Merit, Morality, and Market: The Chinese Social Credit Experiment Jonathan Bach	228
12.	Performing Numbers: Musicians and their Metrics Robert Prey	241
13.	Business Education and Anxiety in the Performance of Value Fabian Muniesa	260
Index		271