



in cooperation with the UCLA Sociology Department's
Knowledge & Cognitive Systems Working Group presents



Gabriel Rossman

Associate Professor of Sociology

Wednesday, April 13, 2016
1:30 – 3:00 p.m.

UCLA Anderson School of Management
Entrepreneurs Hall, C303

“Audiences to Obfuscated Transactionalism” by Gabriel Rossman

People who engage in morally disreputable exchanges sometimes conceal the exchange through various structures that sublimate the quid pro quo. Bundling synthesizes a disreputable exchange through cross-subsidization of licit exchanges. Brokerage uses a third party to make a taboo commensuration indirect. Gift exchange delays reciprocity and frames it as an expression of relationships. Pawning treats sacred objects as collateral rather than commodities. In a series of vignette experiments, we show that these obfuscation structures mitigate, but do not eliminate, moral objections to disreputable exchanges.
