



Sidonie Naulin, Anne Jourdain (Eds.)

The Social Meaning of Extra Money

Capitalism and the Commodification of Domestic and Leisure Activities

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Why do ordinary people who used to engage in domestic and leisure activities for free now try to make a profit from them? How and why do people commodify their free time? This book explores the marketization of blogging, cooking, craftwork, gardening, knitting, selling second-hand items, sexcamming, and more generally the economic use of free time. It outlines how the development of web platforms, the current economic context and post-Fordist values can account for this extension of market and labor. Drawing on a range of interviews, ethnographic observations, and quantitative surveys, the contributors question the empowering effects of commodification, with a specific focus on how gender and class inequalities affect the social meanings of extra money. Ultimately, the collective findings demonstrate how commodification pervades even the most mundane social activities. This research will be invaluable to scholars and students with a focus on gender and digital sociology, the sociology of work and labour, and the marketization of leisure.

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