

Faculty of Design

2018

## Narrative and Value: Authorship in the Story of Money

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### Suggested citation:

Schaus, Michael (2018) Narrative and Value: Authorship in the Story of Money. In: Proceedings of RSD7, Relating Systems Thinking and Design 7, 23-26 Oct 2018, Turin, Italy. Available at <https://openresearch.ocadu.ca/id/eprint/2719/>

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# **NARRATIVE & VALUE**

*Authorship in the Story of Money*

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**MICHAEL SCHAUS**

**Money is valuable**  
because we agree it has value.

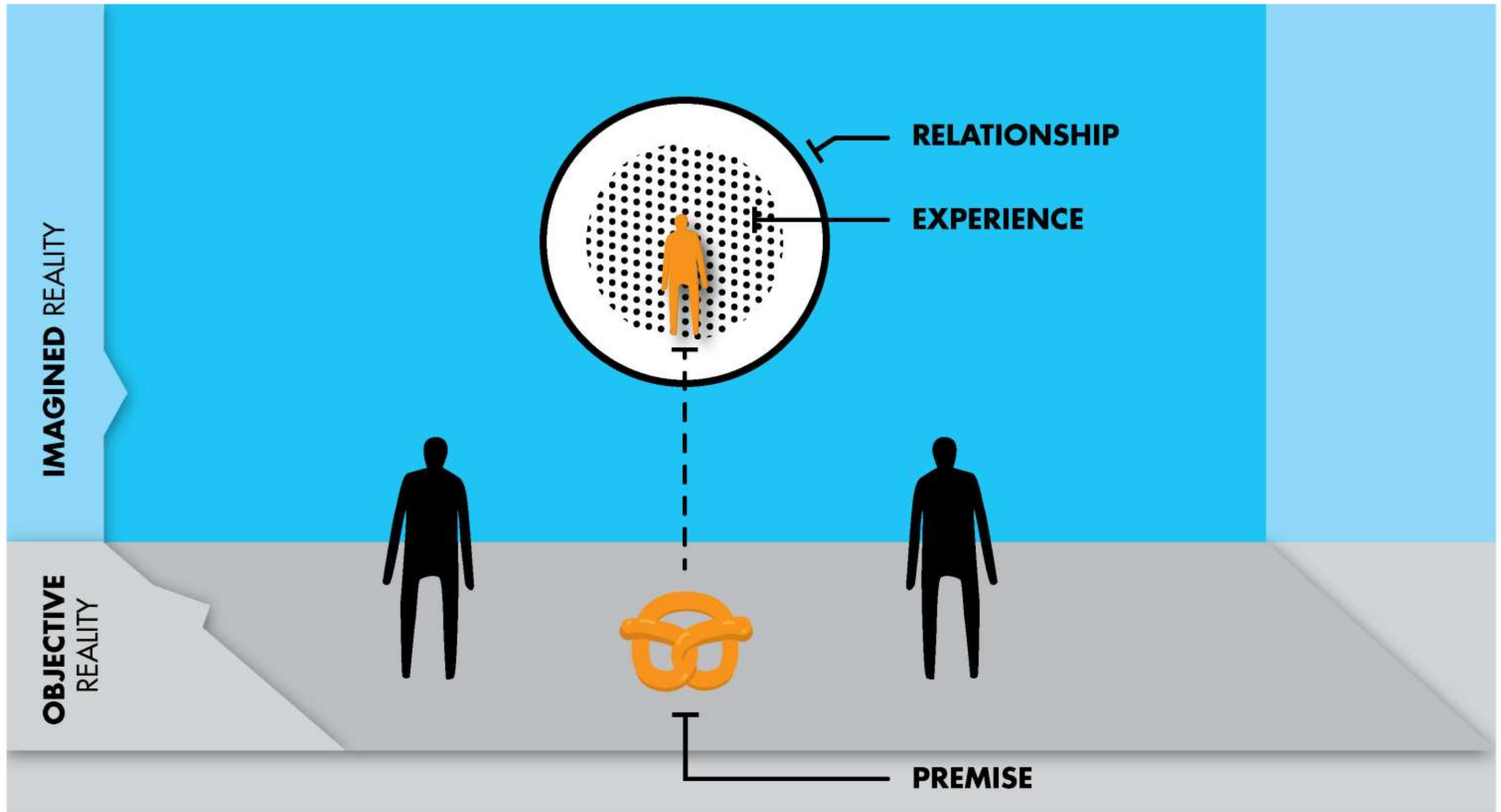
The shared consensus of value is  
**the story of money.**

How might we  
**get really rich?**

Where do stories come from?

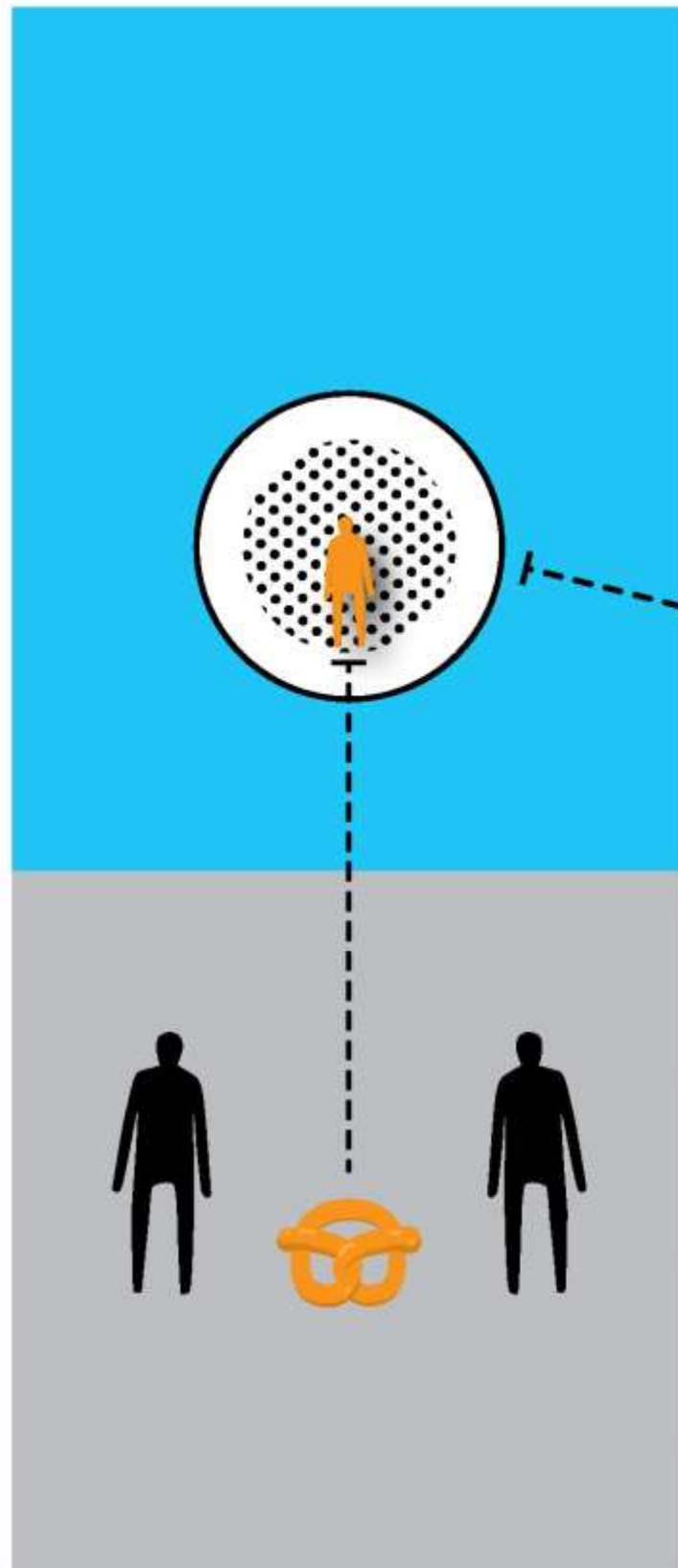
**Incidents in relationship  
to each other.**

# INCIDENTS | IN CONVERSATION



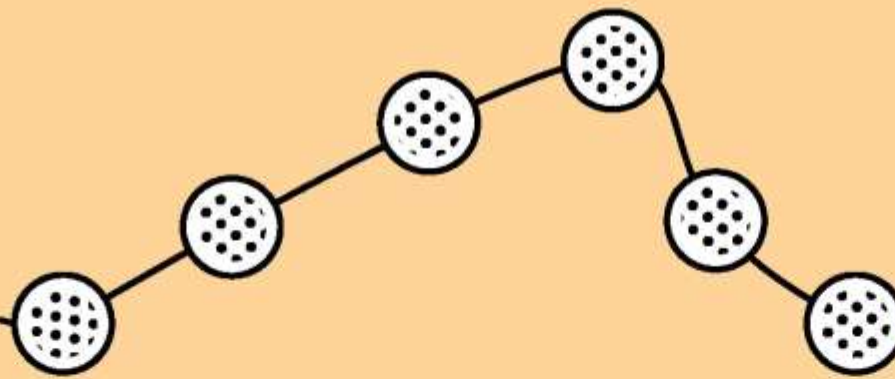


# INCIDENTS | IN RELATIONSHIP

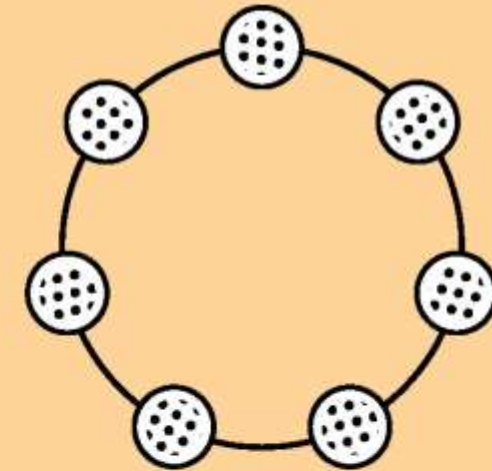


## TYPICAL STORY ARCHETYPES

Aristotle's Plot Curve

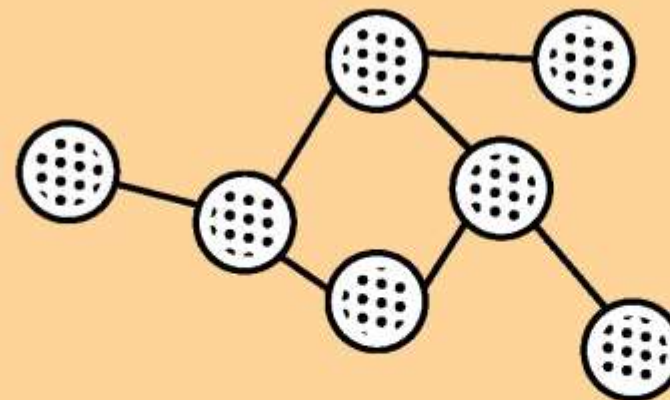


Hero's Journey

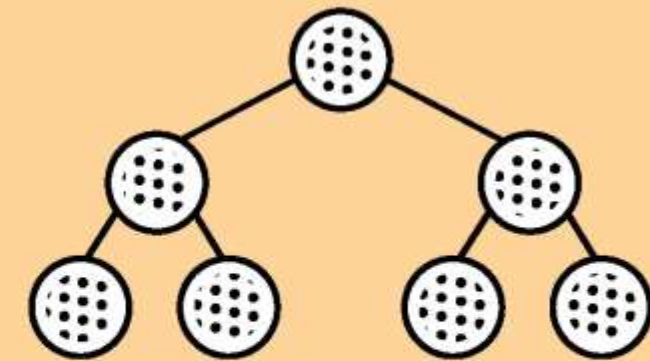


## BUT ALSO

Networks

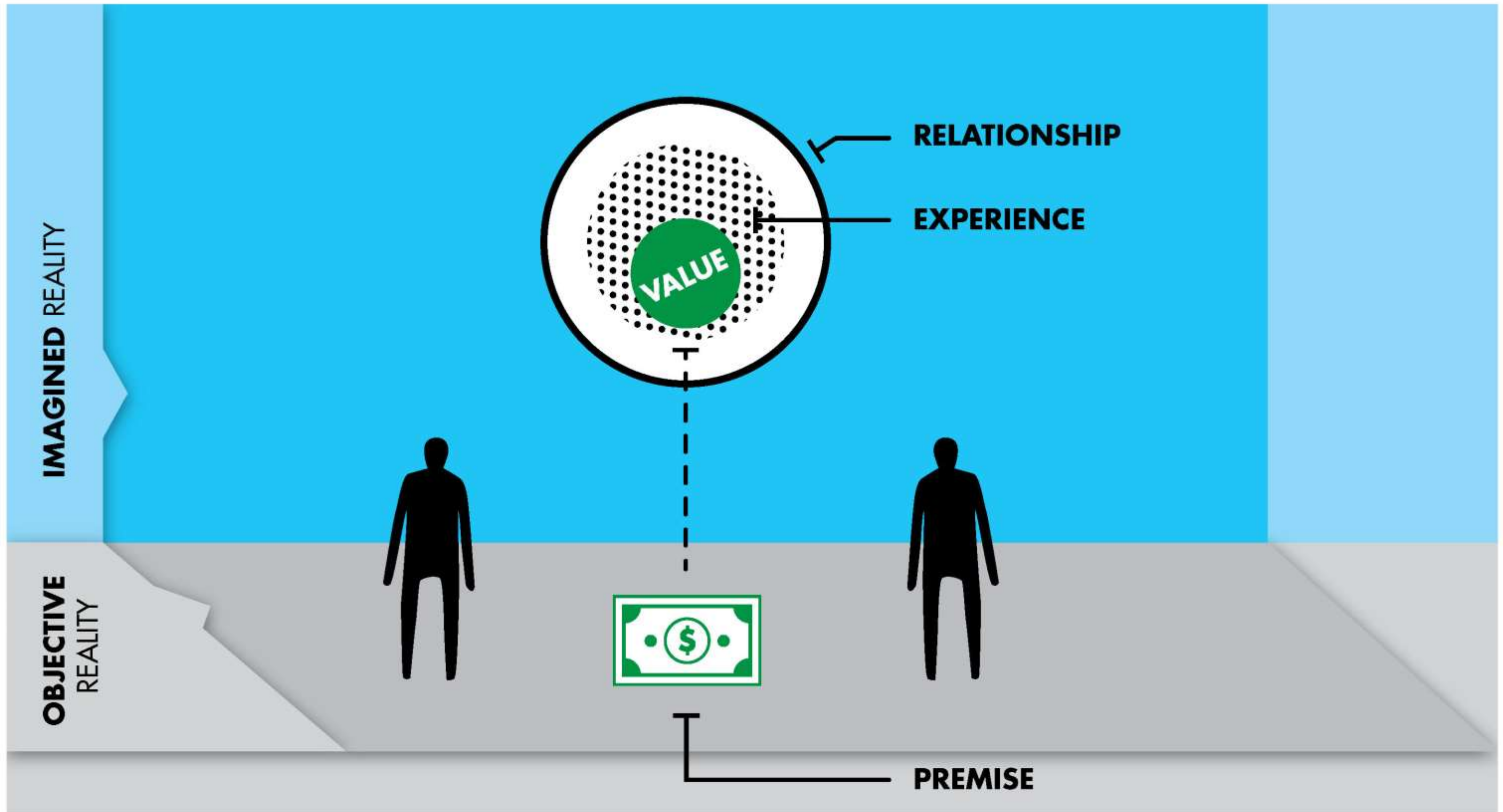


Organizational Hierarchy

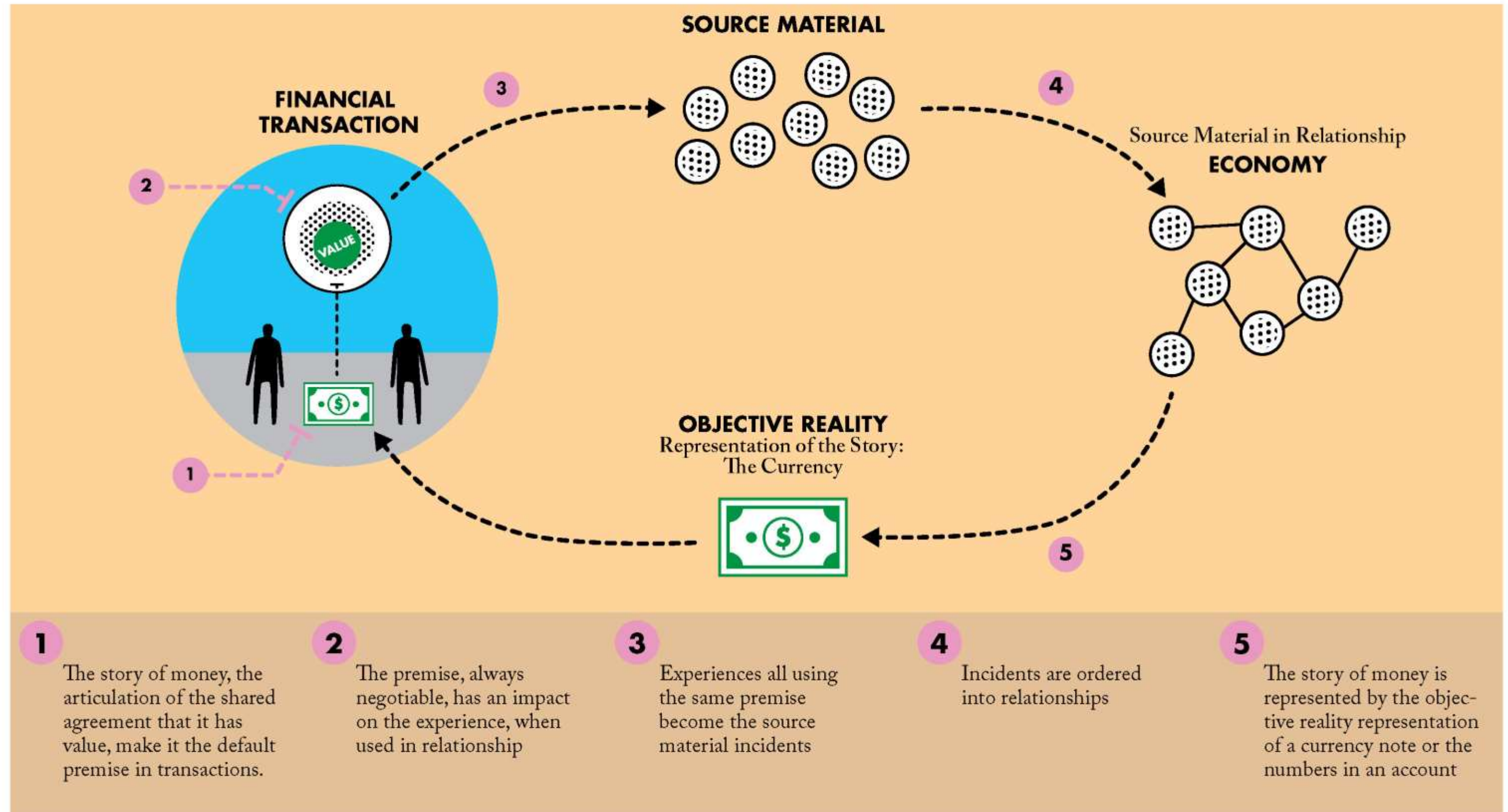




# INCIDENTS IN FINANCE | TRANSACTIONS



# THE CYCLE | THE NARRATIVE ENTRENCHING CYCLE

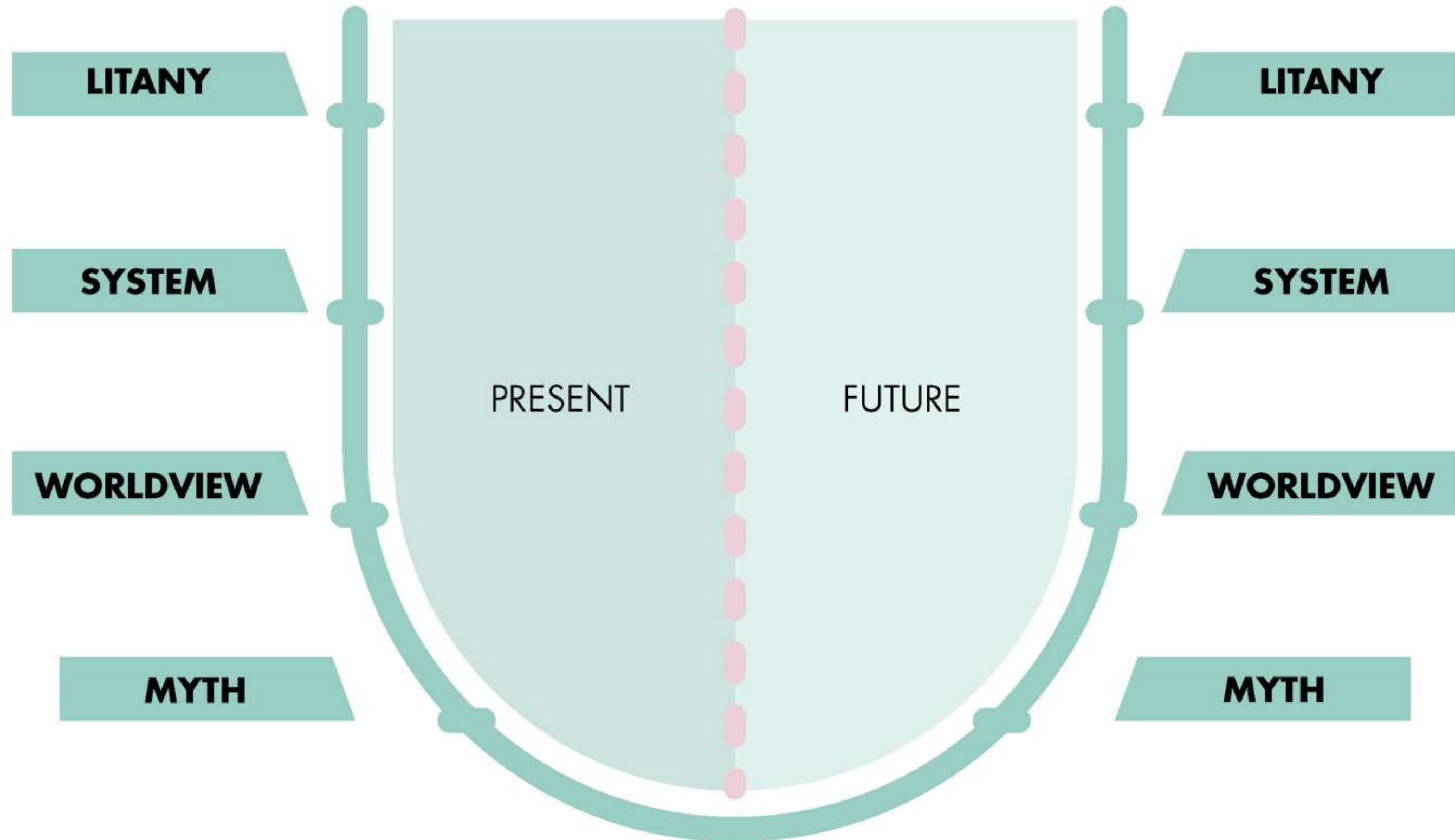


## METHODS |

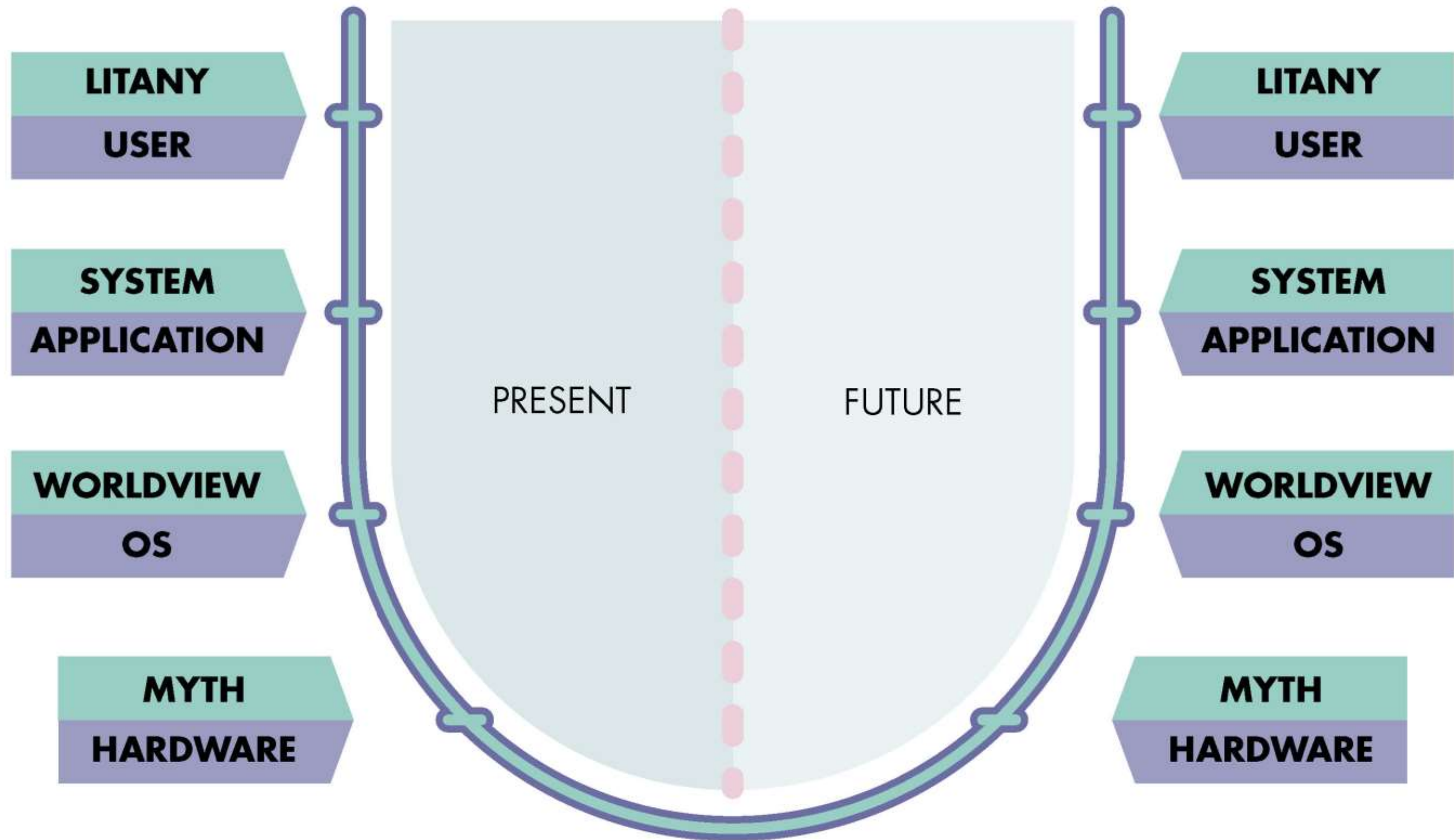
- Literature Review
- Paper Deck
- CLA of Debt & Yield
- System Modeling
- SME Interviews
- Hybrid CLA
- Research Question



## METHODS | WHY CLA?

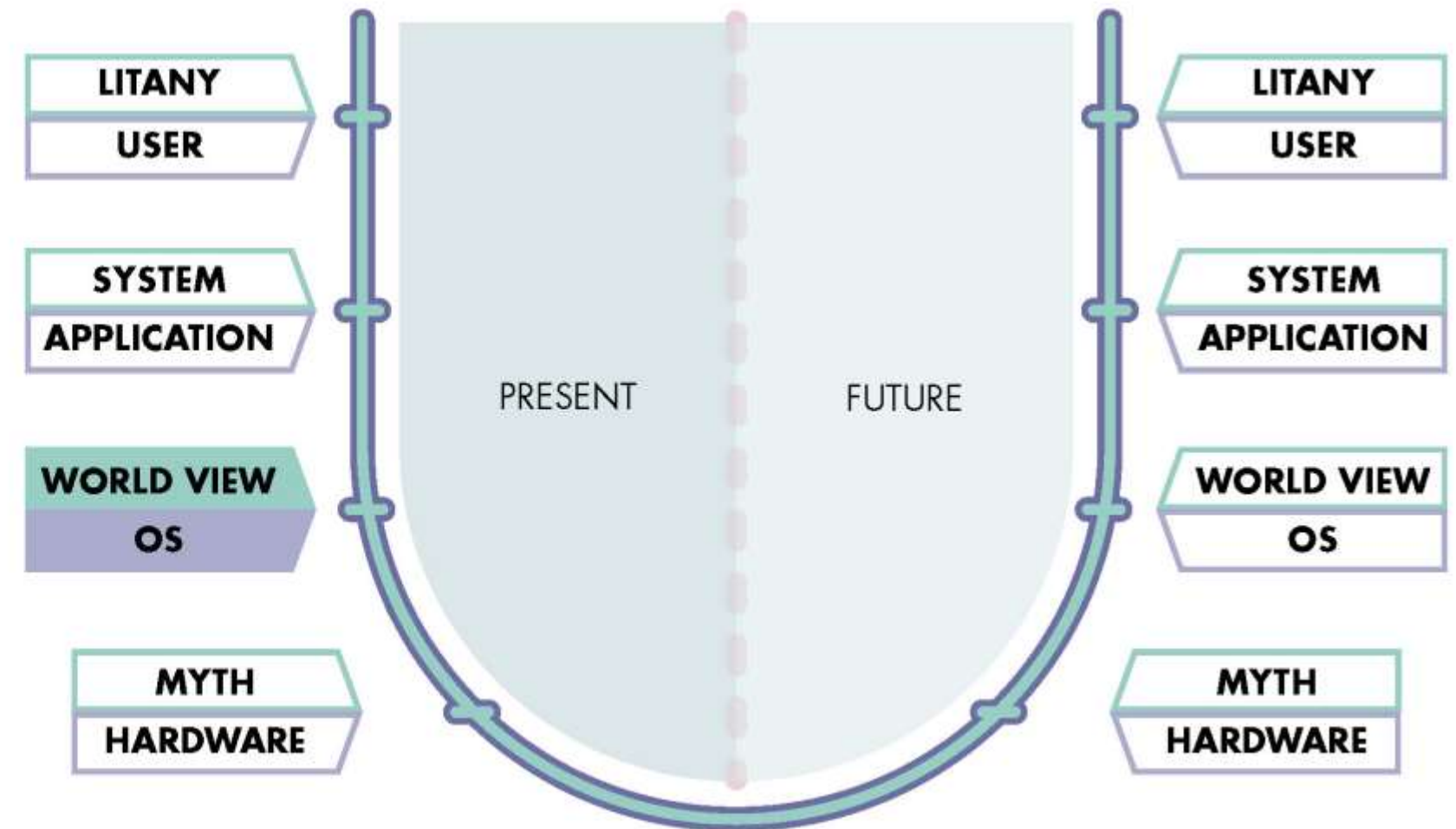


## METHODS | HYBRID CLA

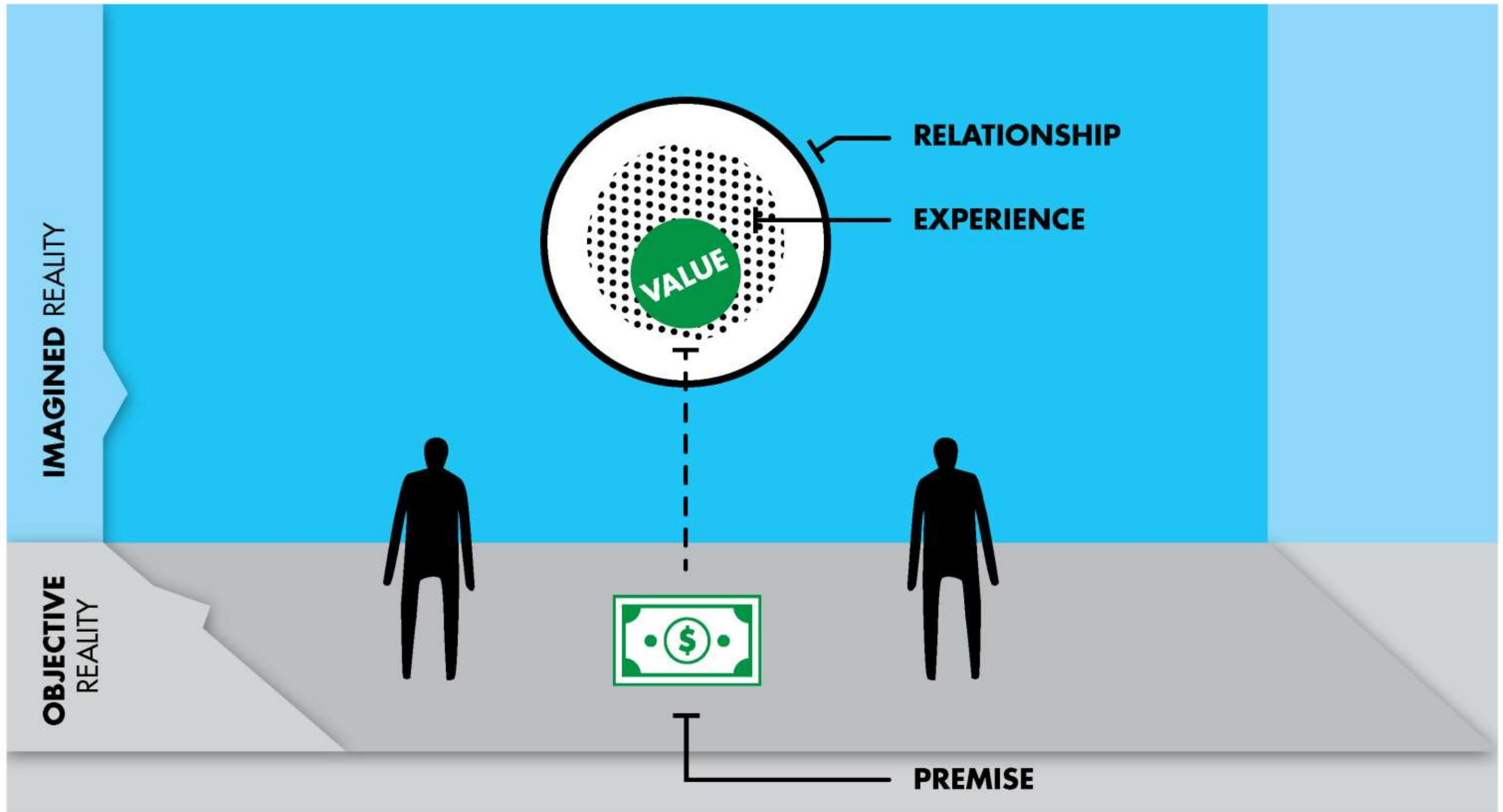


# ANALYSIS | HYBRID MODEL

- The fractional reserve banking system is largely the same structure for the sovereign currency of any nation.

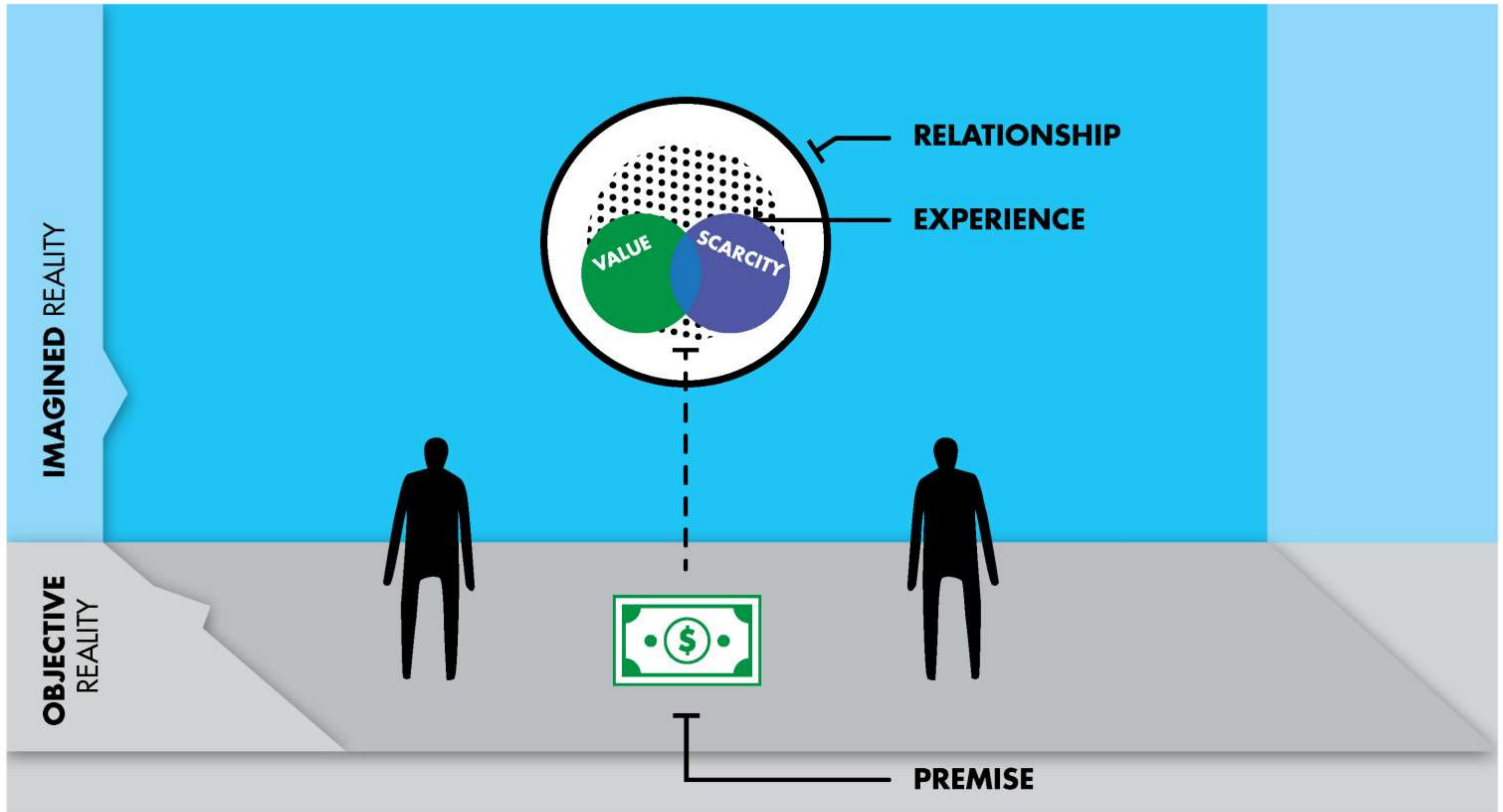


# INCIDENTS IN FINANCE | TRANSACTIONS



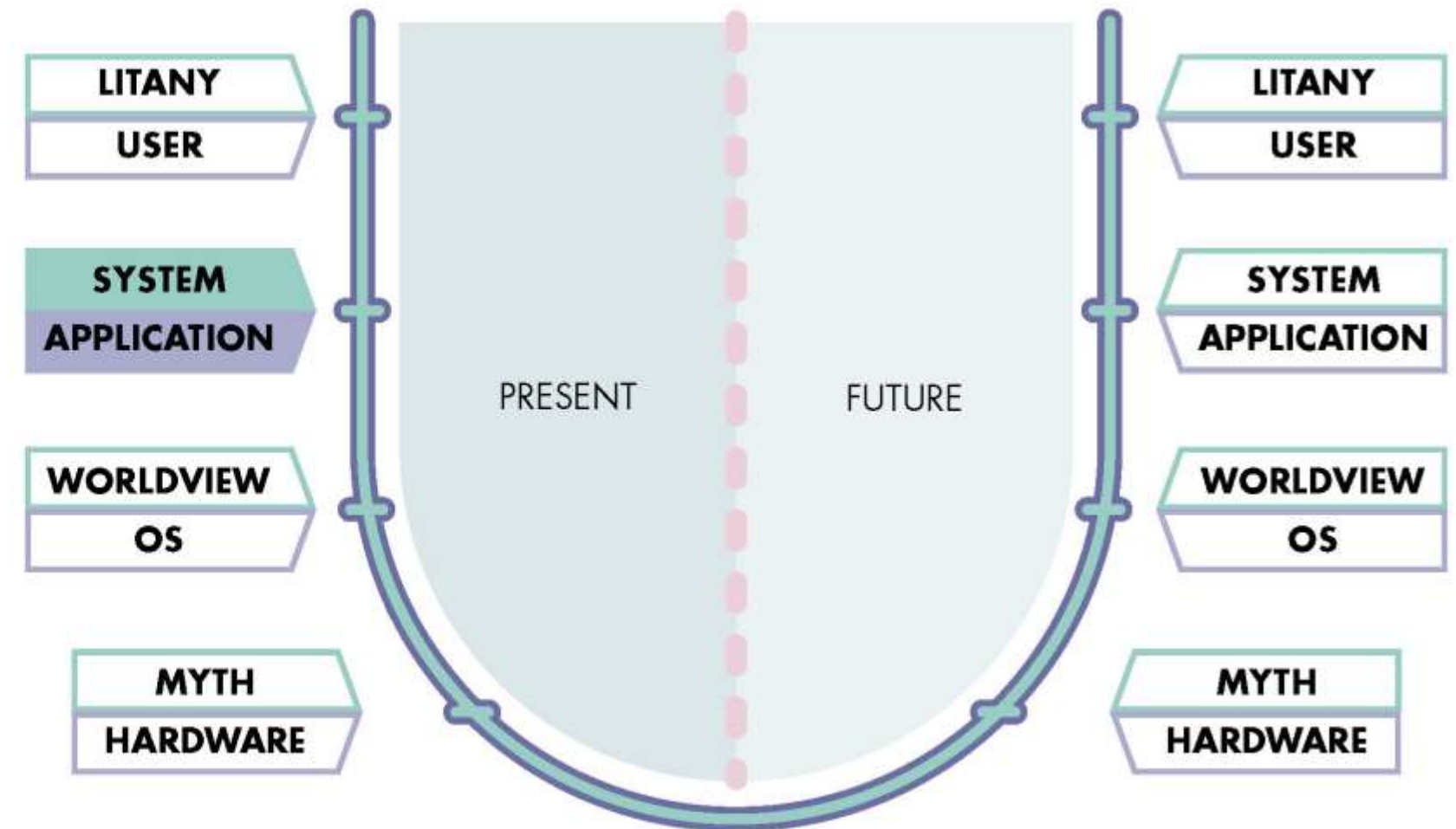


# ANALYSIS | HYBRID MODEL



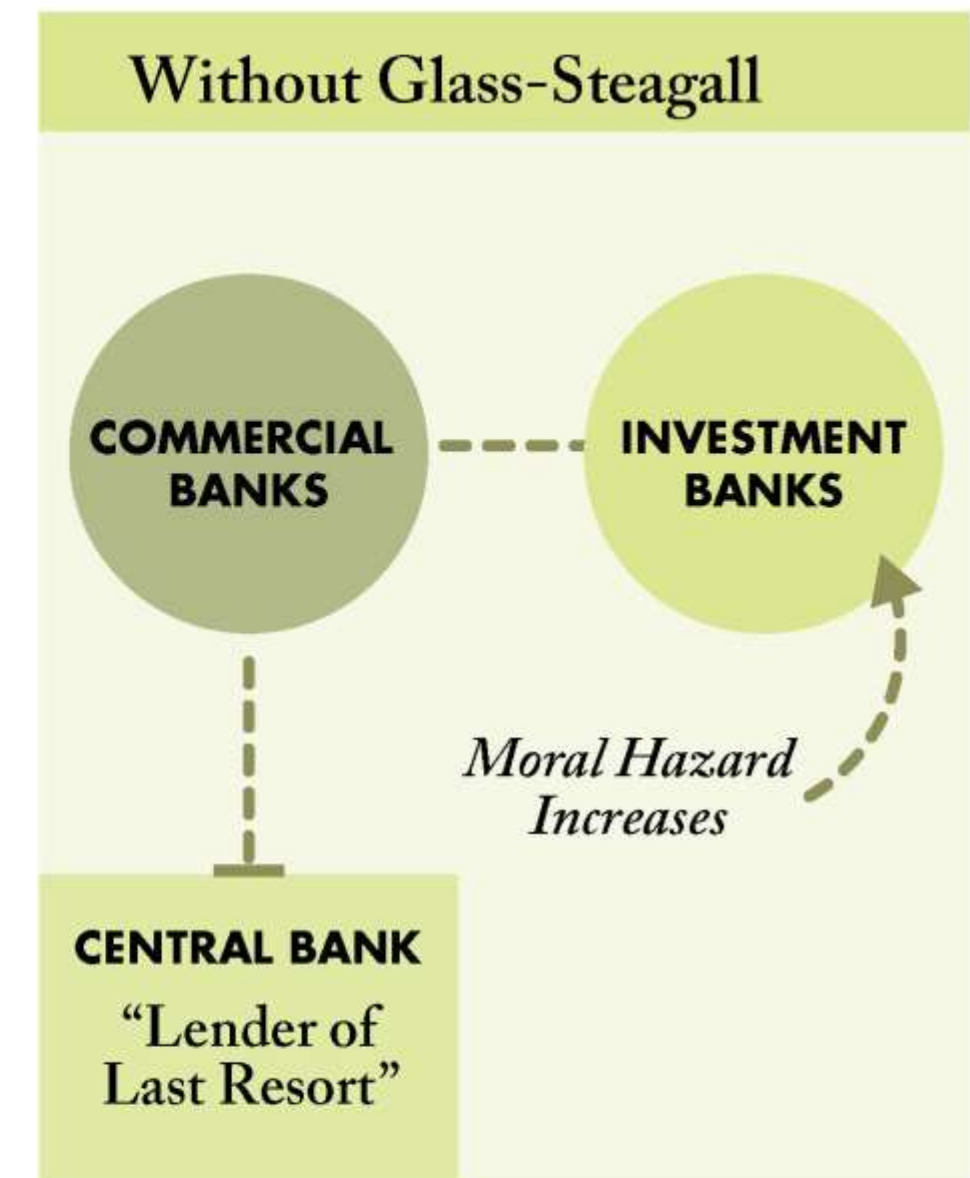
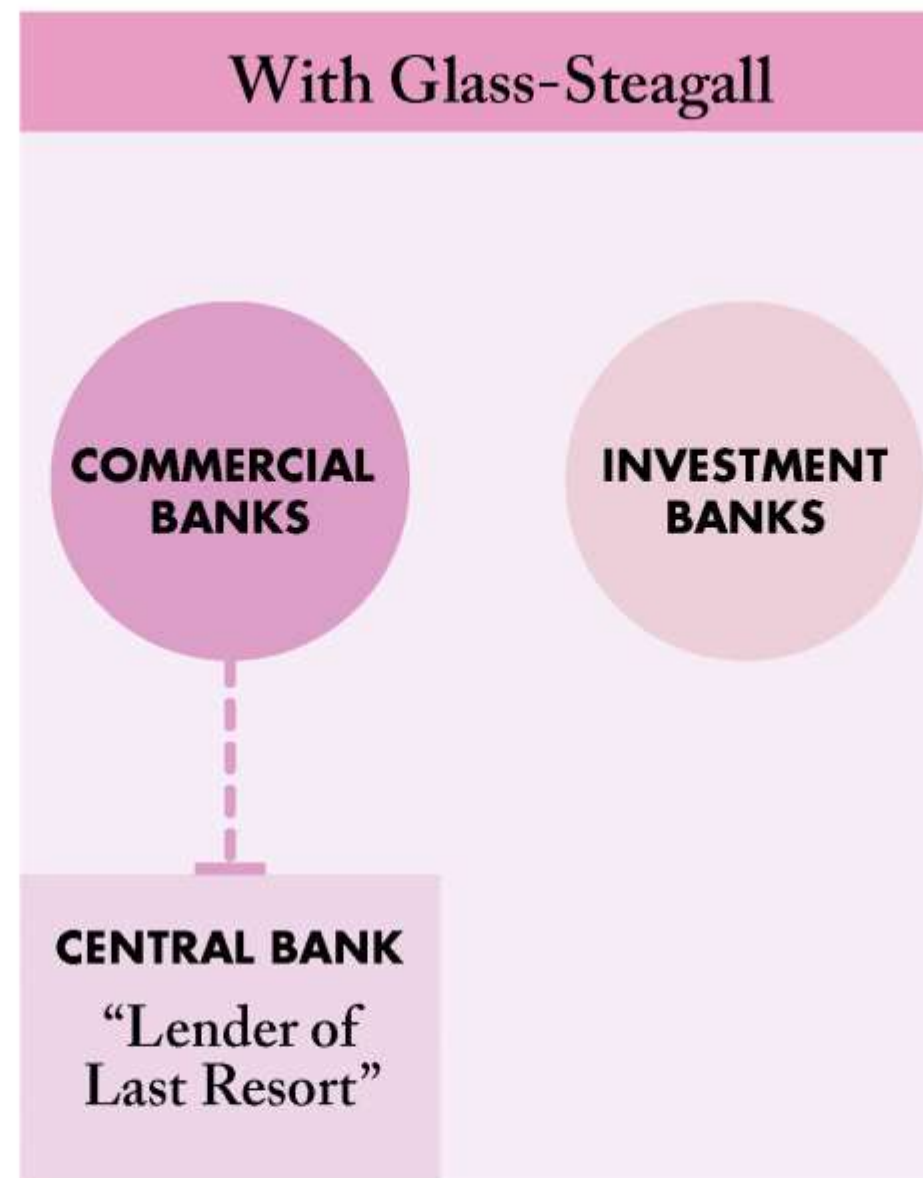
# ANALYSIS | HYBRID MODEL

- Financialization has increased exponentially over the last 100 years.
- High pressure lobby to re-combine commercial banking and investment banking.
- The shifting response to financial malfeasance: Wall Street to Wolf of Wall Street



# ANALYSIS | HYBRID MODEL

- High pressure lobby to re-combine commercial banking and investment banking.





# ANALYSIS | HYBRID MODEL

- Wall Street to Wolf of Wall Street



## ANALYSIS | HYBRID MODEL

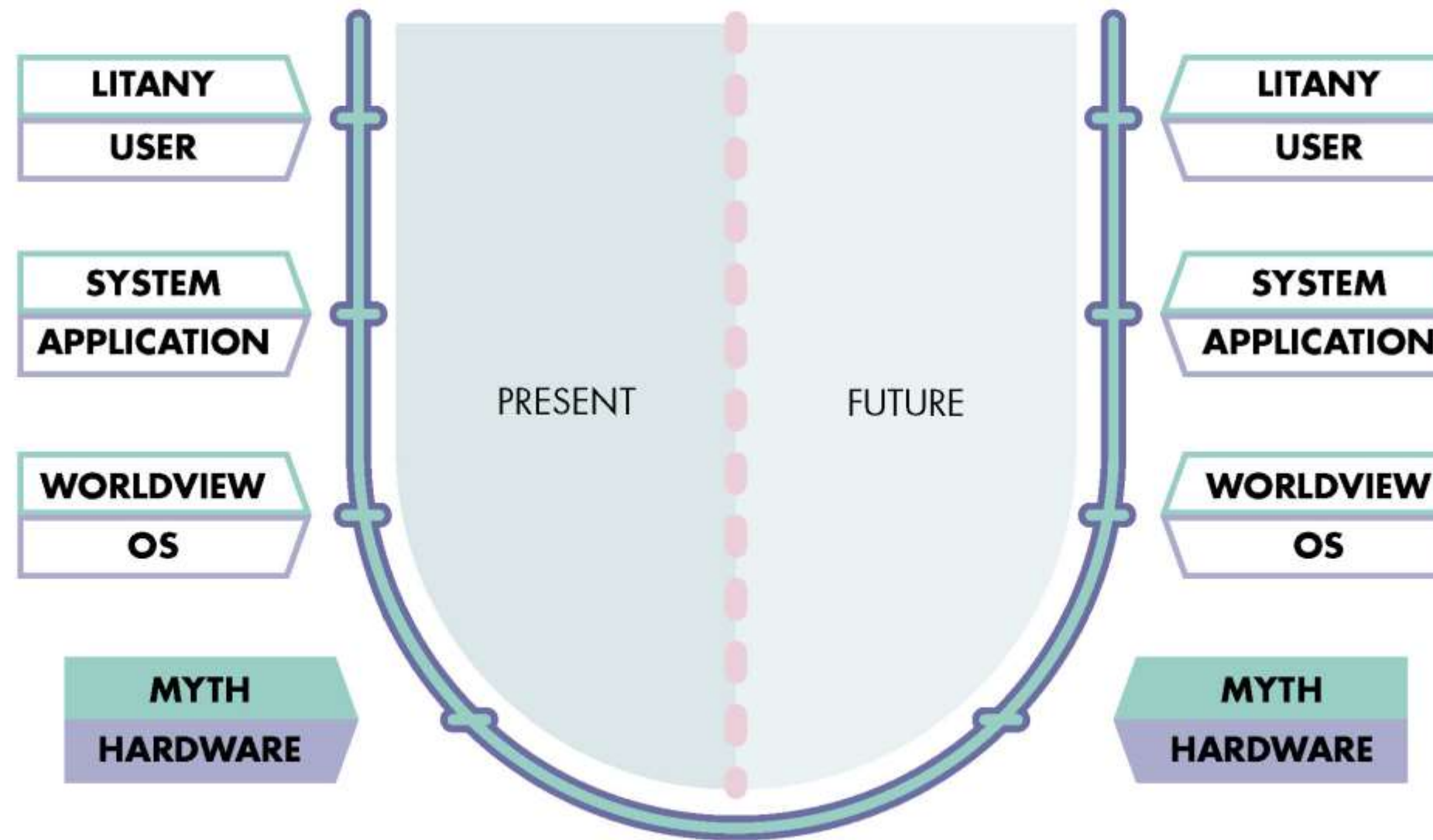


Michael Schaus

“My experience is where there is a one-to-one relation between if I do X, money will hit my pocket, you tend to see people doing X a lot. You wave enough money in front of people, and good people will do bad things.”



# ANALYSIS | HYBRID MODEL



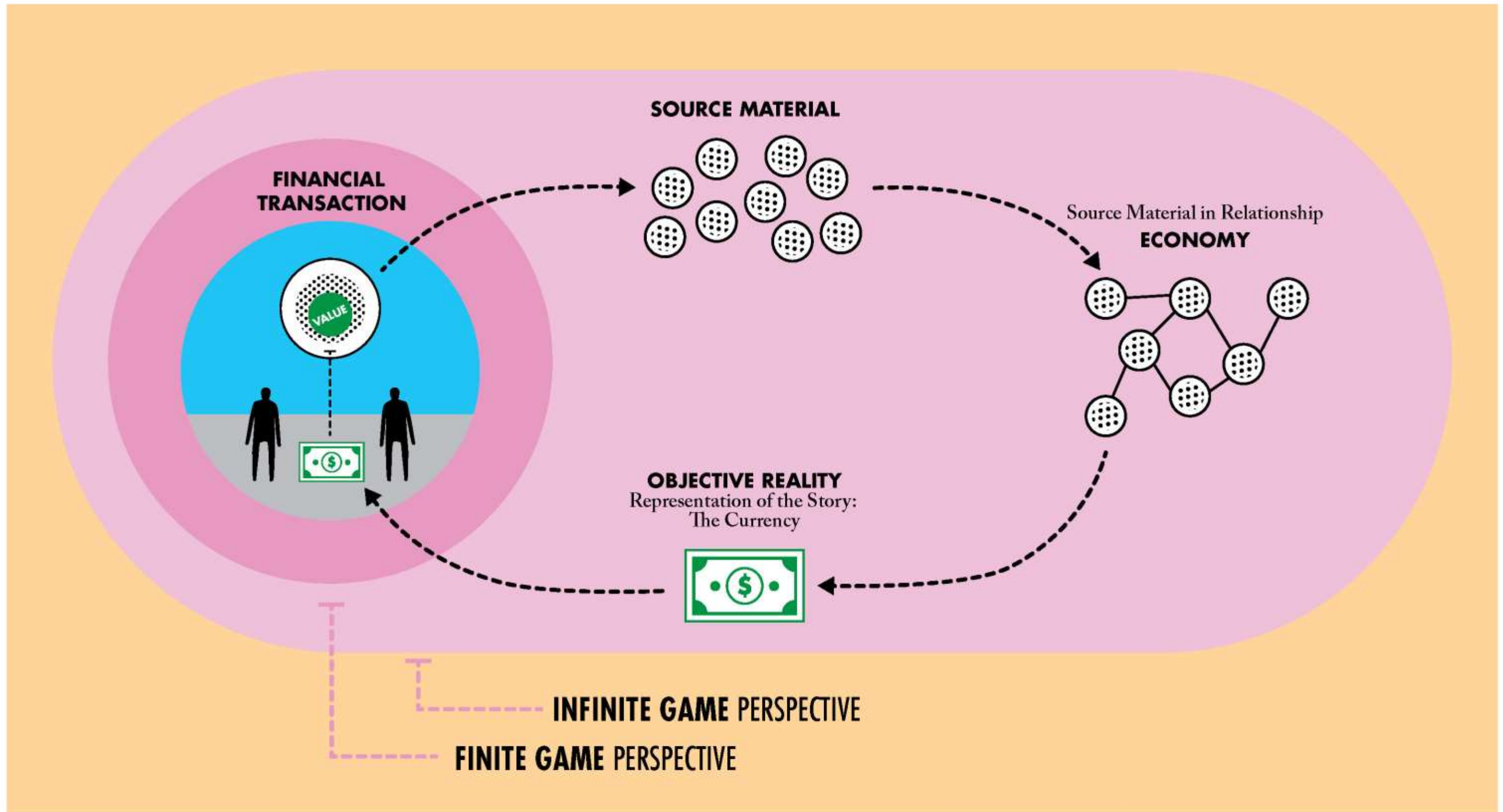
## THE CURRENT MYTH

A finite game. A game played for the purpose on winning based on rules.

## THE ALTERNATIVE MYTH

An infinite game. A game played for the purpose of continuing the play by changing the rules.

# ANALYSIS | HYBRID MODEL

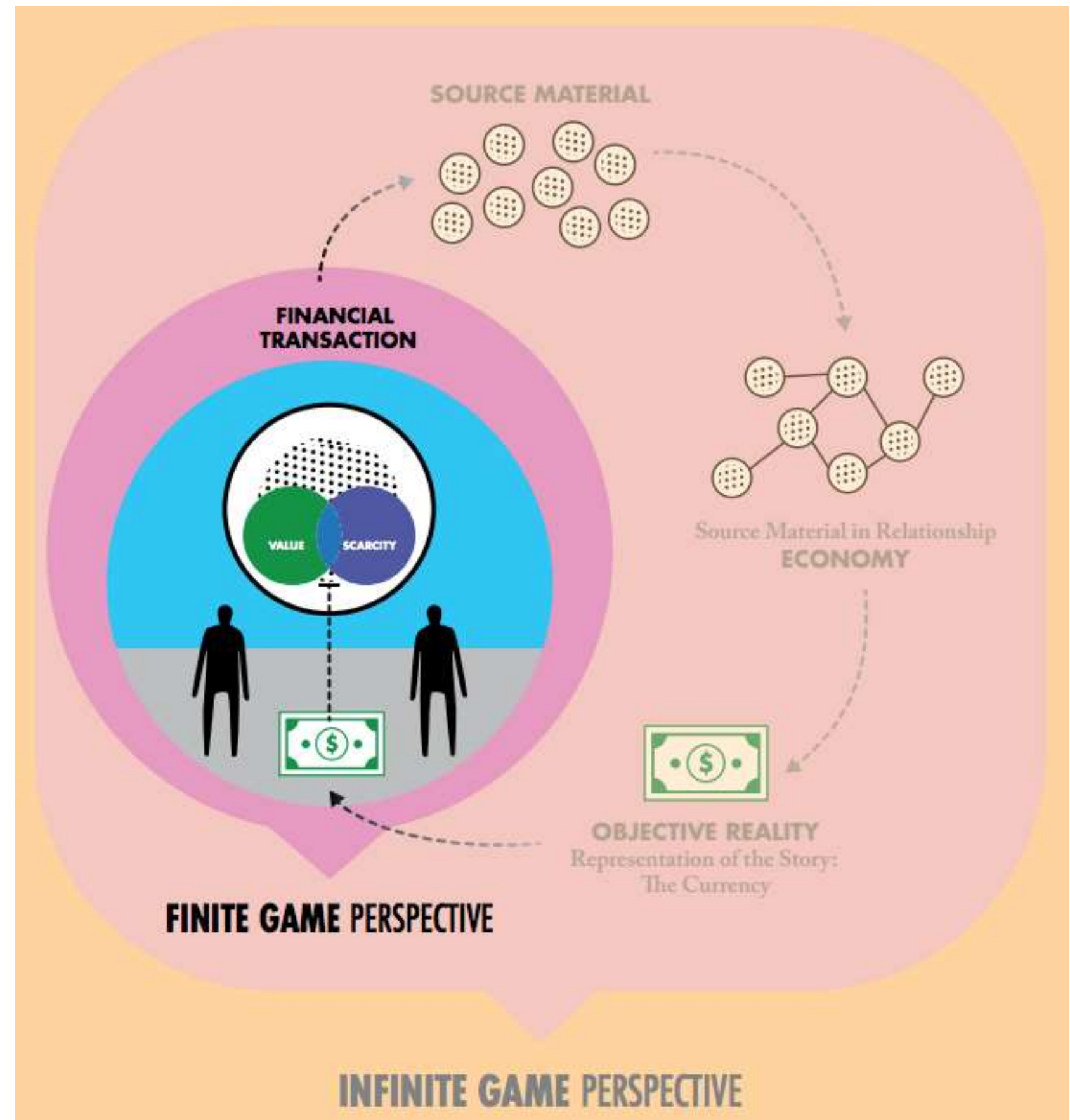




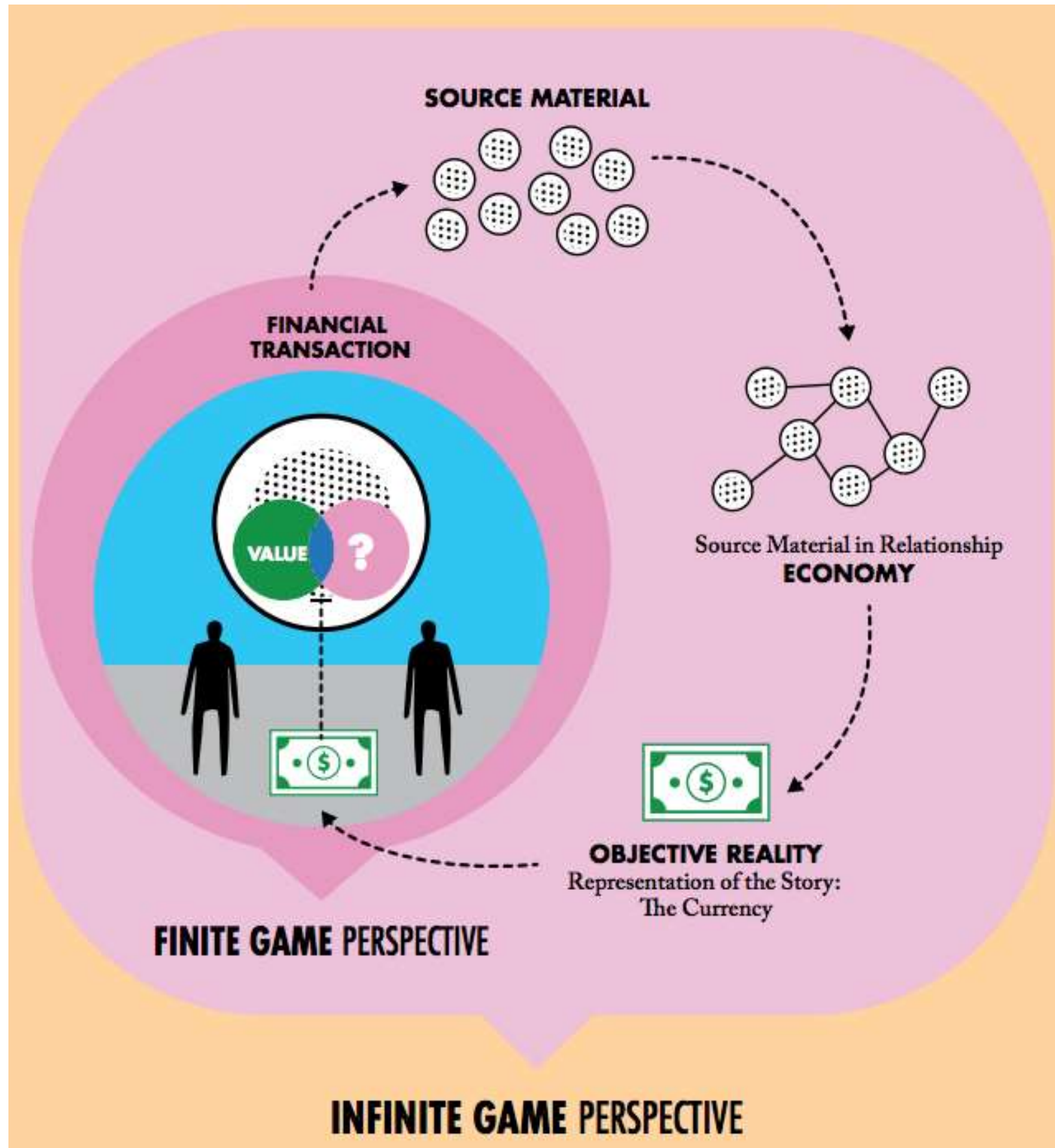
## ANALYSIS | HYBRID MODEL

### THE CURRENT MYTH

A finite game. A game played for the purpose on winning based on rules.



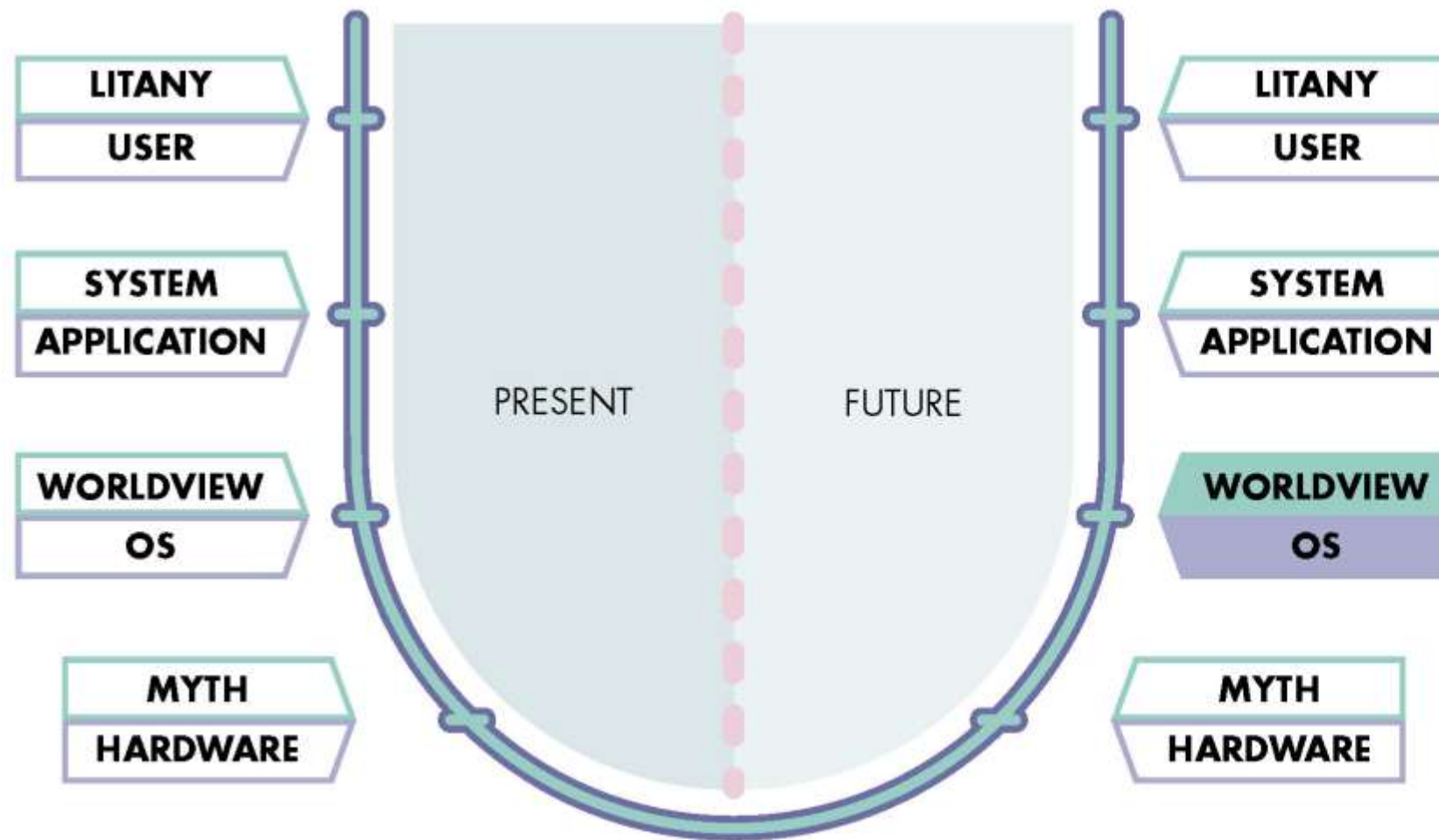
# ANALYSIS | HYBRID MODEL



## THE ALTERNATIVE MYTH

An infinite game. A game played for the purpose of continuing the play by changing the rules.

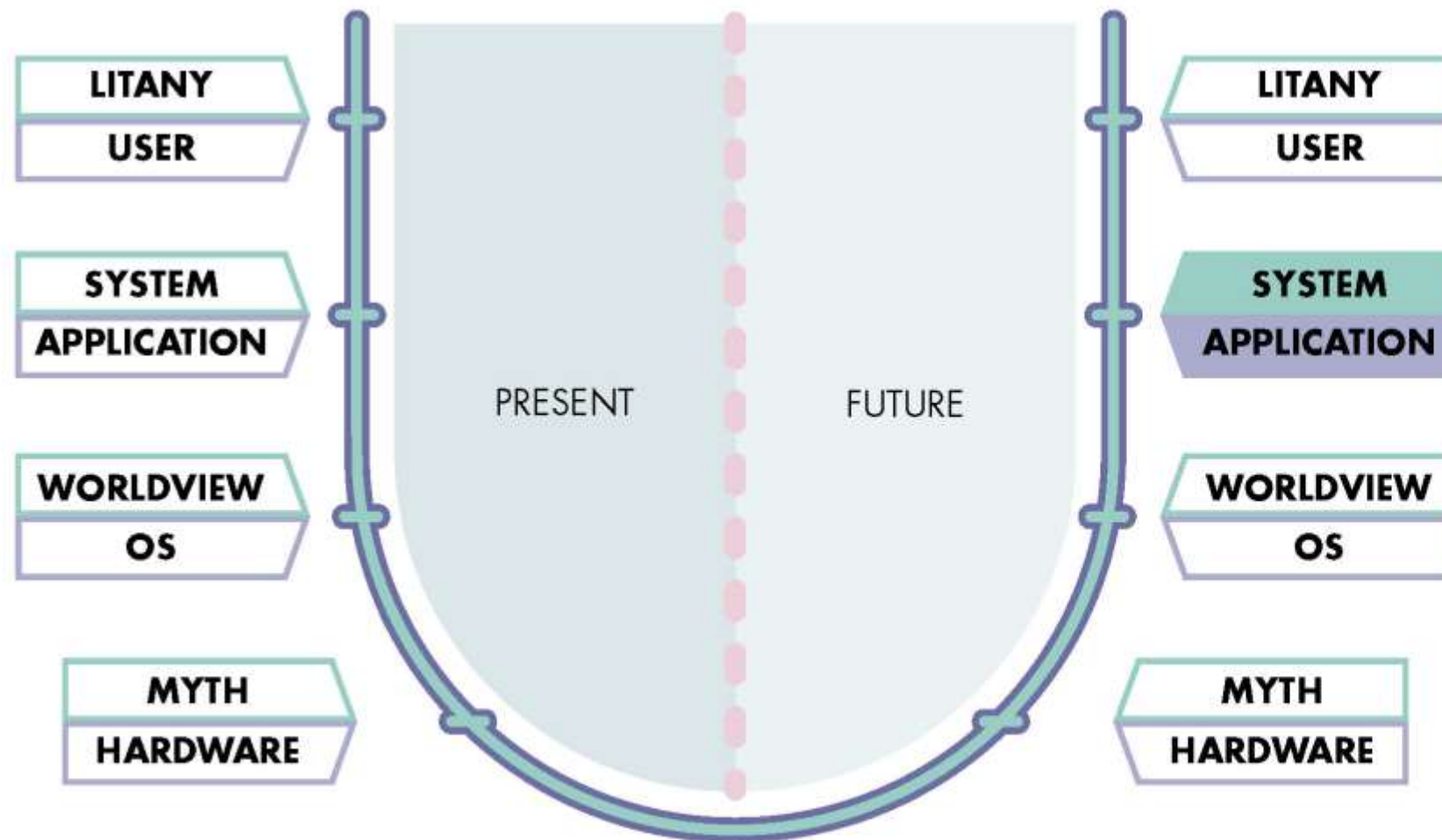
# ANALYSIS | HYBRID MODEL



- Bitcoin highlights that alternatives forms of issuance are possible.

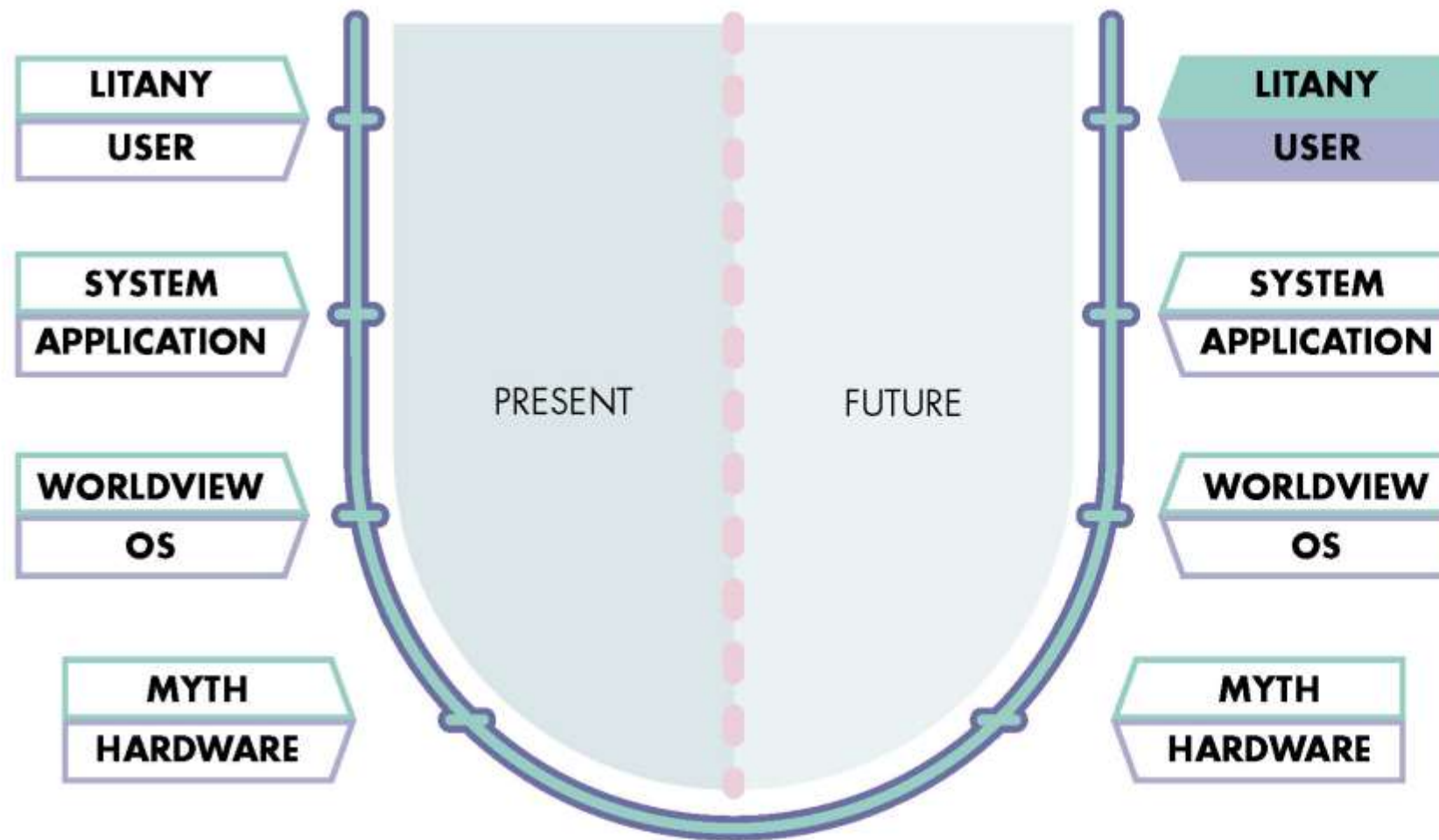


# ANALYSIS | HYBRID MODEL



- Dave Chen: The Negawatt
- Peter Blom and connecting the bank to the real economy.

# ANALYSIS | HYBRID MODEL



- The Teamster's double-dipping investment strategies.

## SELF ESTEEM |



“ Just as a currency, in the process of becoming more and more inflated, has less and less purchasing power, so words, through an analogous process of inflation, through being used less and less discriminately, are progressively emptied of meaning. ”

*Nathaniel Branden*

# SELF ESTEEM |

- An internal evaluation based on attributes.
- It's a truth, perhaps concealed to the very person making the valuation; deepest vision of competence and worth.
- It's a human need, on the level of oxygen, and humans will attempt to fulfill the need; the evaluation is made one way or another.

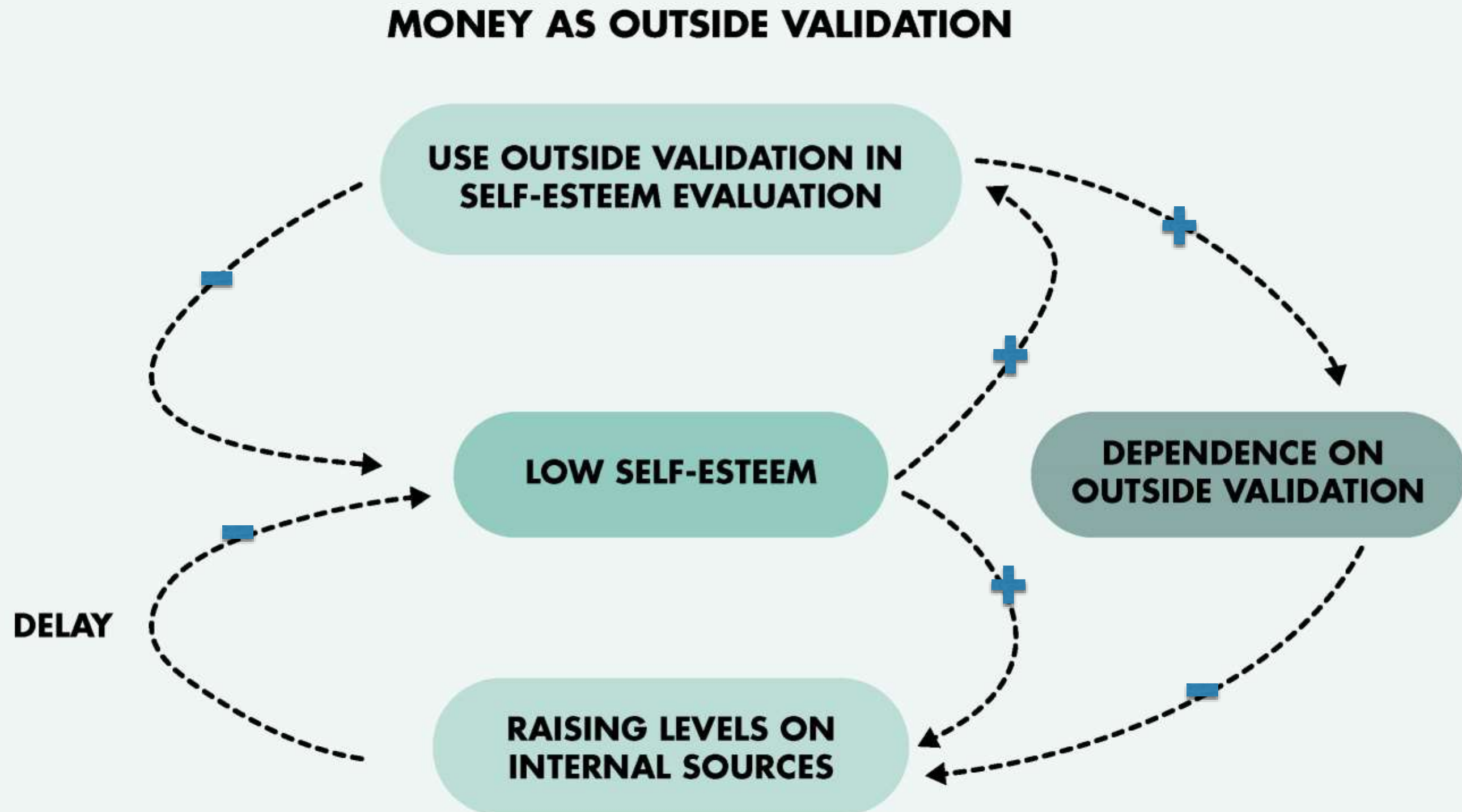


## SELF ESTEEM |

“ The root of our self-esteem is not our achievements per se but those internally generated practices that make it possible for us to achieve. ”

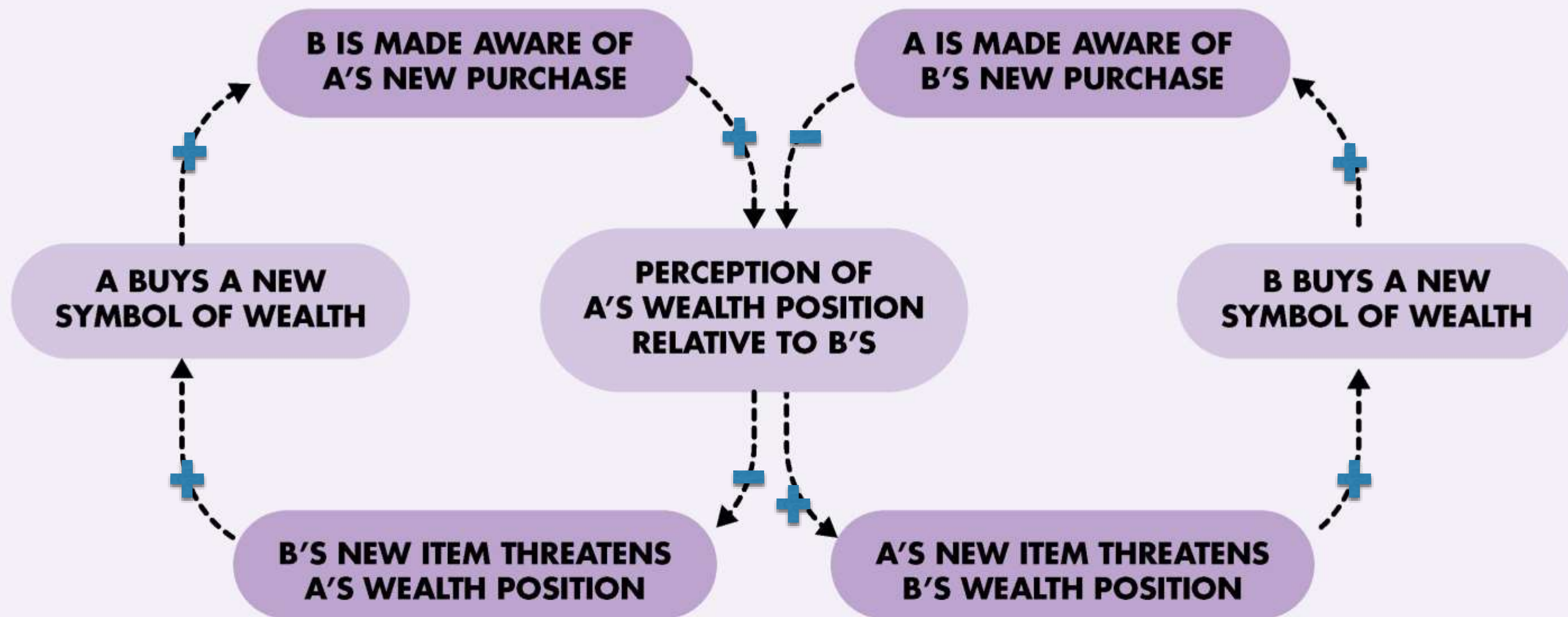
*Nathaniel Branden*

## SELF ESTEEM | SHIFTING THE BURDEN



## ESCALATION OF THE FINITE GAME

Keeping up with the Joneses





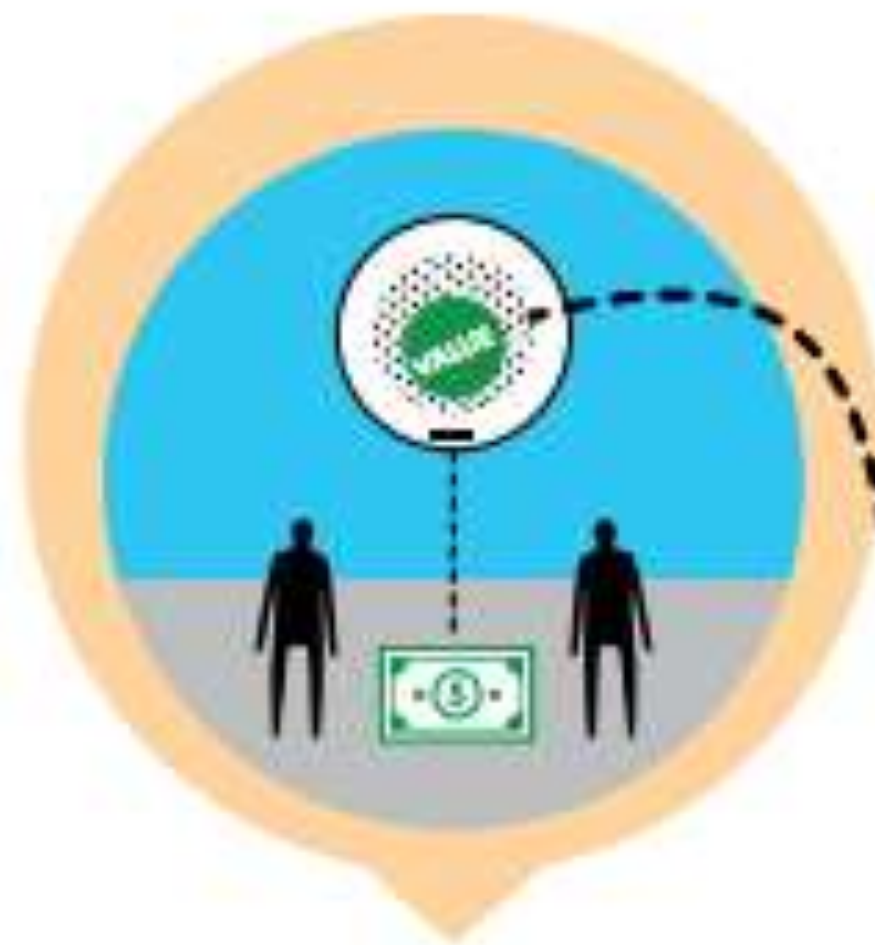
# SELF ESTEEM | FROM CRIMINAL JUSTICE TO PUBLIC HEALTH



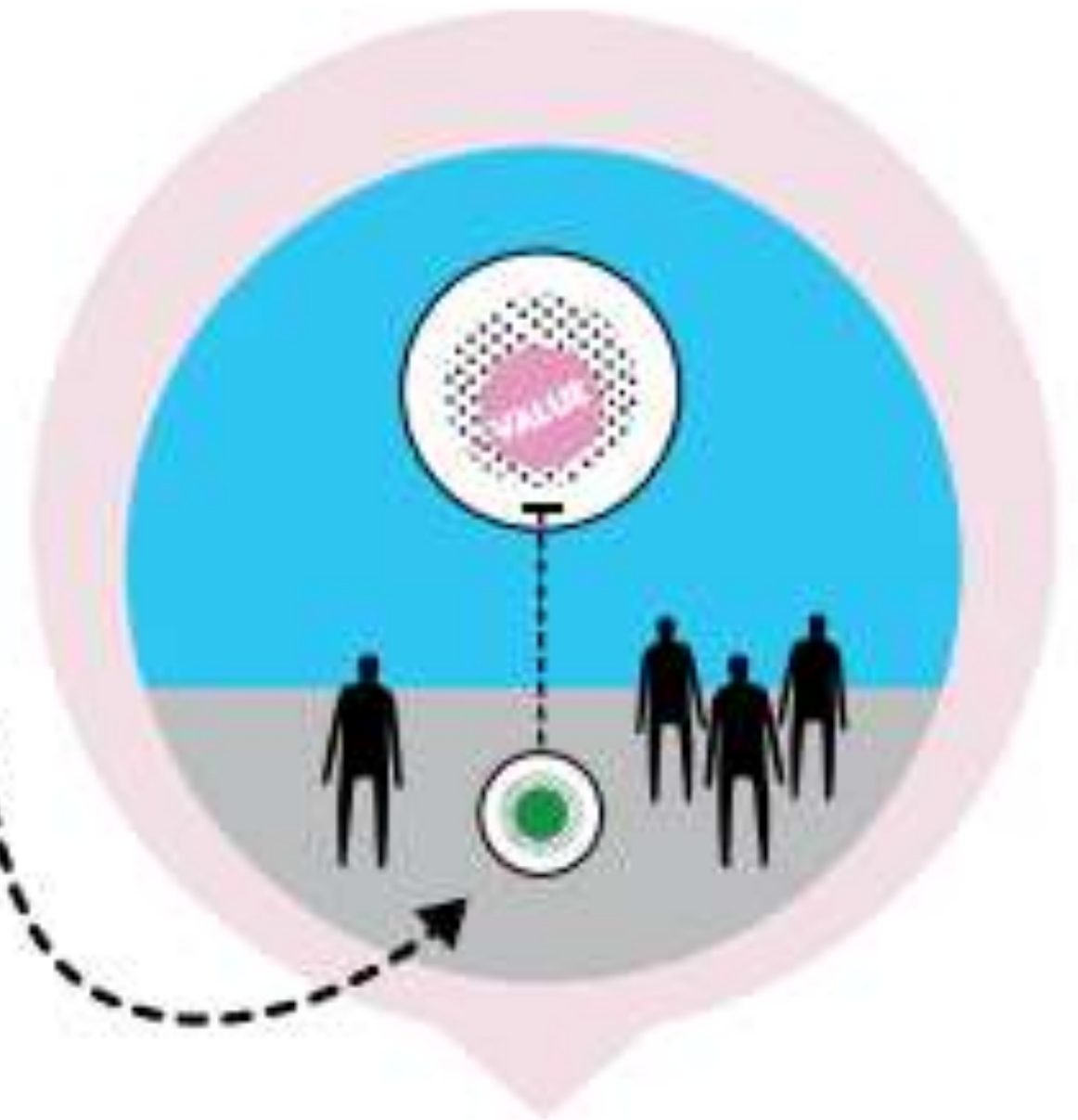
# SOLUTION MODEL | SOU SOU



**COLLECTING  
THE HAND**



**SPENDING  
THE HAND**



**REGALING  
THE HAND**



## CONCLUSION

“ When you attack the founding myths of a society, the society trembles, you put it in danger because they are foundations. If you attack something upon which society is based on, you will be attacked by the society and condemned to death. But when you take the founding myth, and you reinterpret it, in that case, the society starts to change. ”

*Jorodosky*