

A Broader Look at the Creative Economy

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Is This a Creative Job?



Sam Friedman 2012

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Ginkgo Bioworks

What Makes a Creative Job?

A firm's goals may give insights to this question...

- Create a product - sculptor vs. toothpick maker
- Provide a service - barber vs. surgeon
- Create knowledge - researcher
- Disseminate knowledge - inspiring teacher vs. boring teacher

...or they may not.

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- Routine vs. Non-routine tasks

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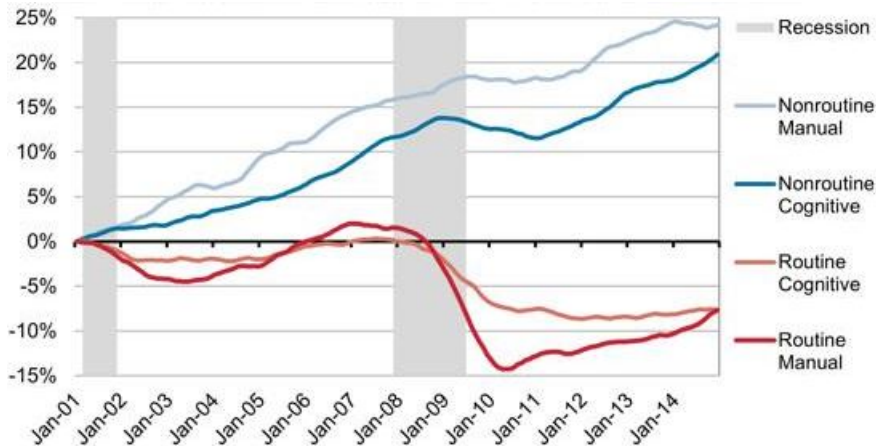
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- **Personal Fulfillment**

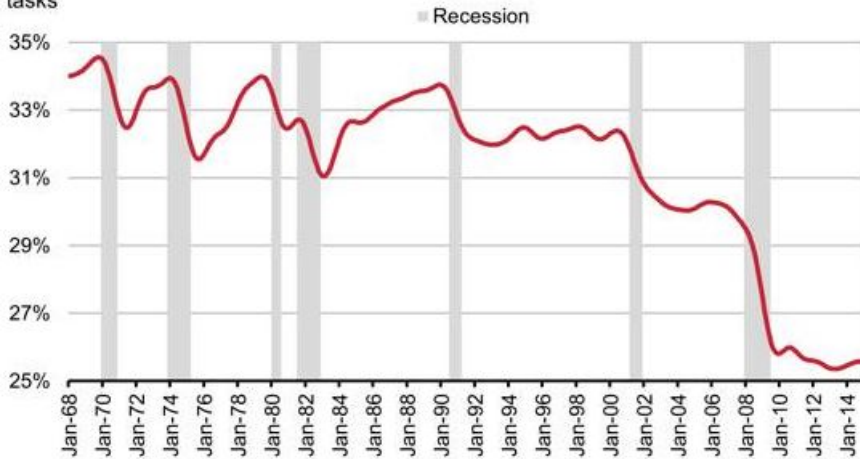
“Good” Jobs and Creative Jobs are Converging



Siu and Jaimovich (2015)

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Share of the population age 16 and over employed in jobs that involve primarily routine tasks

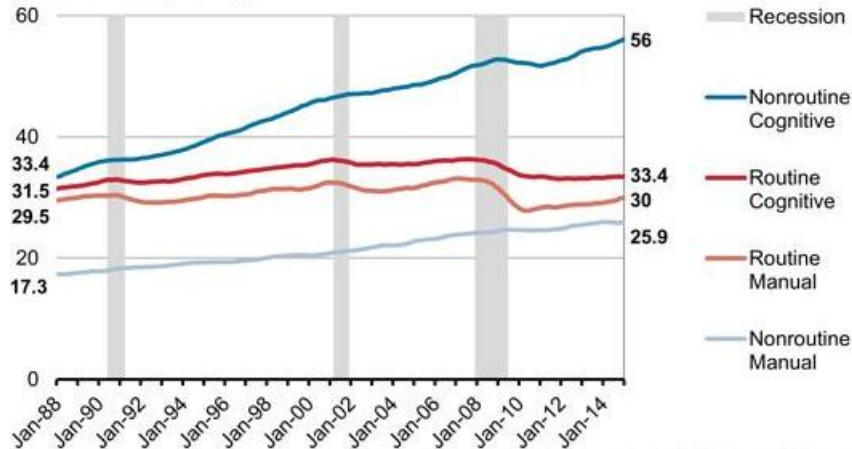


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Rise of the Nonroutine

Total numbers of jobs (in millions) sorted by whether the work is routine or nonroutine, 12-month moving average



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- Workers should invest in skills that are more difficult to replace.
- The economy of the future is increasingly a creative one.