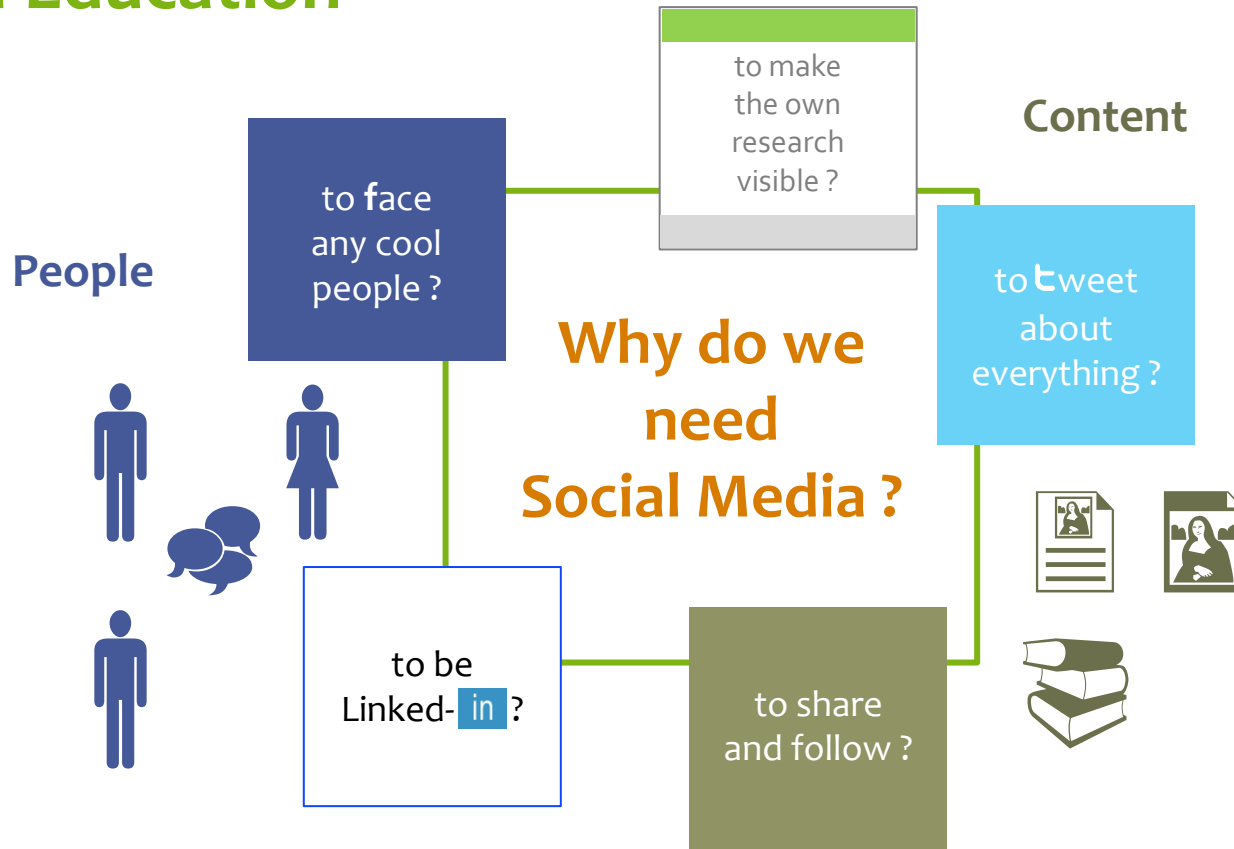


Social Media for better Research and Education



Social Media for better Research and Education

What modern social theory says is essential for social systems ?

(1) Niklas Luhmann 1984, Soziale Systeme. Grundriß einer allgemeinen Theorie. Schurmp Verlag, Frankfurt/M

Social systems consist⁽¹⁾ not of people and their relations but of communications.

The decision to participate or not in a communication (to be involved in social activities) is very essential.

Need of attention or emotional expression can lead to participation but the main motivation is the individual calculation of benefit from the cooperation.

Benefit situation needs coordination of activities, effort and minds to be successful realised .

For this reason coordination is a main instrument for steering social activities. Without coordination the flow of communication will be interrupted.

Social Media for better Research and Education

New class of social media is coming !

Implementing the paradigm of sense-driven system⁽¹⁾:

- a social system is operated by sense-driven humans' selections
- social order is emergent by communication.

Designed to solve the coordination dilemma⁽²⁾:

- communication is most related to the coordination dilemma and leads to conformity of behaviours and minds.

Sociometry focused on sense-driven selections:

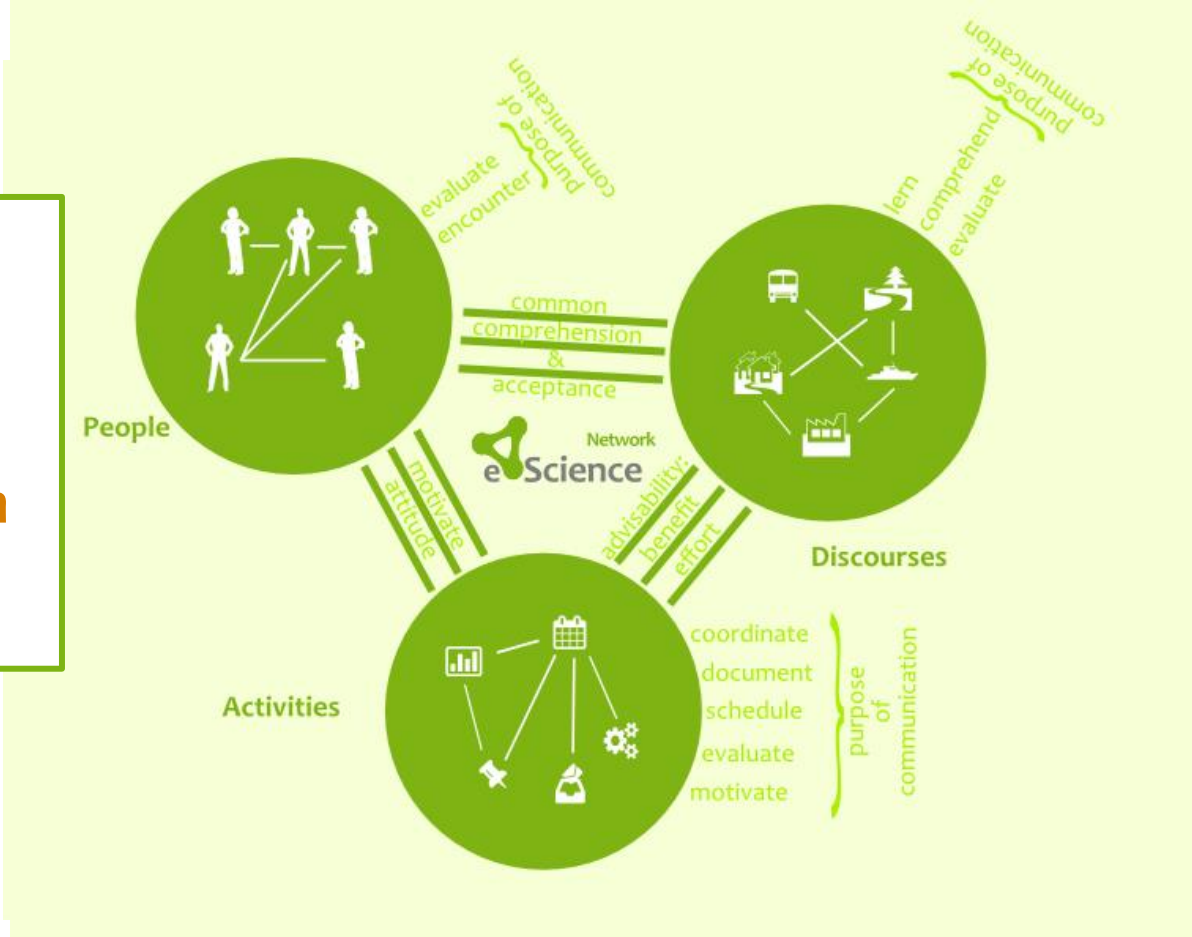
- the social impact of communications can be measured directly in an operational model
- quantities are related to patterns of sense driven selections in stand of supposed inter-humans relations

(1) Niklas Luhmann 1984, Soziale Systeme. Grundriß einer allgemeinen Theorie. Frankfurt/M


(2) Reiner Schützeichel 2003, Sinn als Grundbegriff bei Nikolas Luhmann, Campus Verlag, Frankfurt/M

Social Media for better Research and Education

Life cycle of communication



Social Media for better Research and Education


science.htwk-leipzig.de
features and functional view

