Candace @DontTripBae

I'm bored....

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11:22 PM - 1 Jul 12 via Twitter for iPhone · Details
The Media – The World it is not –
and the Mediator
(who still is)

Jaan Valsiner
Clark University
THE STARTING POINT HERE TODAY:

LET US NEITHER
DEMONIZE (new technologies and their effects)
NOR
GLORIFY THEM (as panacea for all our ills)

BUT

TRY TO ANALYZE WHAT THESE TECHNOLOGIES
ACTUALLY BRING TO US
AND
HOW WE GUIDE OURSELVES TO CHANGE US VIA
THEIR USES
OUT OF THE HUGE VARIETIES OF NEW TECHNOLOGIES I SINGE OUT

TWITTER

SINCE IT INCLUDES STRUCTURAL-DYNAMIC FEATURES THAT ARE CRUCIAL FOR

THE FUNCTIONING OF THE HUMAN MIND

AND

THE DIS-FUNCTIONING OF THE SOCIAL SCIENCES
Twitter is an online social networking service and microblogging service that enables its users to send and read text-based posts of up to 140 characters, known as "tweets". It was created in March 2006 by Jack Dorsey and launched that July. The service rapidly gained worldwide popularity, with over 500 million active users as of 2012, generating over 340 million tweets daily and handling over 1.6 billion search queries per day.\[5][7][8\] Since its launch, the Twitter website has become one of the top 10 most visited on the Internet, and has been described as "the SMS of the Internet."\[4][9\] Unregistered users can read the tweets, while registered users can post tweets through the website interface, SMS, or a range of apps for mobile devices

(Wikipedia description)
TWITTER HAS PROVEN ITSELF PRODUCTIVE IN MANY WAYS:

-- information dissemination about products

-- mobilization of crowds in social action (e.g. Tahrir Square)

-- organizing birthday parties

-- governmental regulation

ALL THESE ARE ACTION COORDINATION TASKS. WHAT ABOUT THE PSYCHOLOGICAL SIDE THAT IS THE COUNTERPART OF ACTION?
Diurnal and Seasonal Mood Vary with Work, Sleep, and Daylength Across Diverse Cultures

Scott A. Golder* and Michael W. Macy

We identified individual-level diurnal and seasonal mood rhythms in cultures across the globe, using data from millions of public Twitter messages. We found that individuals awaken in a good mood that deteriorates as the day progresses—which is consistent with the effects of sleep and circadian rhythm—and that seasonal change in baseline positive affect varies with change in daylength. People are happier on weekends, but the morning peak in positive affect is delayed by 2 hours, which suggests that people awaken later on weekends.

Data corpus contained about 2.4 million individuals from across the globe and 509 million messages authored between February 2008 and January 2010.
The year in tweets. Researchers at the University of Vermont created this timeline of global mood as seen through the lens of Twitter. Fridays (orange dots), Saturdays (red dots), and Sundays (dark blue dots) tend to be happier than weekdays. Holidays are often the happiest days, whereas the unhappiest days often coincide with bad news.
We measured PA [positive affect] and NA [negative affect] using Linguistic Inquiry and Word Count (LIWC), a prominent lexicon for text analysis (17). The LIWC lexicon was designed to analyze diverse genres of text, such as “e-mails, speeches, poems, or transcribed daily speech.” LIWC contains lists of words or word stems that measure 64 behavioral and psychological dimensions, including PA and NA, as well as “anxiousness,” “anger,” and “inhibition.” These lists were created using emotion rating scales and thesauruses and validated by independent judges. ➔ TECHNOLOGY IS NEW, ITS LINK WITH PSYCHOLOGY IS NOT!
TWITTING represents POLITICAL ALLEGIENCES

Echo chamber. On Twitter, liberals (blue) and conservatives (red) network more with like-minded users, with less traffic crossing the political divide.
THESE FEW EXAMPLES OF USE OF TWITTER AS A RESEARCH TOOL FIT THE CRITIQUE OF Jan Smedslund:

PSYCHOLOGY IS FILLED WITH PSEUDO-EMPIRICISM

=EMPIRICALLY STUDYING WHAT IS ALREADY ENCODED INTO THE MEANING SYSTEM OF THE COMMON LANGUAGE
LESSON 1 from the NEW TECHNOLOGIES:

the power of technology is not matched by the power of the analyzing mind(s) nor by research questions that can be asked
DanishPrince @GhostSeeker

To be or not to be?

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1:22 PM - 1 Sept 1543 via Twitter for iPhone · Details:

“To be” 2543786 versus “not to be” 1235567 Twits over 460 years
THE STATED GOALS OF THE TWITTER-MAKERS:

Michael Sippey--Posted on Fri, 2012-06-29 12:05

We are building tools for publishers and investing more and more in our own apps to ensure that you have a great experience everywhere you experience Twitter, no matter what device you’re using. You need to be able to see expanded Tweets and other features that make Twitter more engaging and easier to use. These are the features that bring people closer to the things they care about. These are the features that make Twitter Twitter. We're looking forward to working with you to make Twitter even better.
WHAT DO PEOPLE “CARE ABOUT”???

FOOTBALL, of course
This data visualization shows how often people mentioned Europe’s top 16 national teams from the group stages through the final between Spain and Italy. You can see how often all of the teams were mentioned throughout the tournament and look at how mentions compare for competitors for each match. These different perspectives should give you a strong sense of how people reacted during the matches on Twitter. Look, for example, at the big spikes in Tweets that tend to occur during goals.
“The final match resulted in 16.5 million Tweets from fans around the world. And during today’s match [Spain-Italy, July 1, 2012], total global traffic on the platform peaked at 15,358 Tweets per second during the 4th goal, a new sports-related record on Twitter.”

WHAT DOES THAT MEAN???

IN TERMS OF A (GLOBALIZED) SOCIETY?
AS A PHENOMENON FOR SOCIAL SCIENCES?
SO-
WHAT DO
ORDINARY PEOPLE
CARE ABOUT?

...a very open question since
THEY ARE GUIDED TO CARE ABOUT X Y Z
But not about A B C

17m Michele Moscarelli @MicheleMosc
Congratulations Spain. Hard to lose 4-0 after coming a long way. Italy have a great team. 2014 here we come. #WorldCup2014

50m Angela Manguiat @HeyItsMeAngelIM
Congrats Spain for winning #euro2012. They are definitely the best getting 3 majors titles in a row. Now looking forward to #worldcup2014

1h Samuel Ermellini @samPTermellini
Well, since Italy has lost. I have decided to join #ACMILAN. Soon to hit the pitch for #WorldCup2014 where I shall #destroytheworld.

1h Faustine Dufka @faustineLD22
Euro is over, now we can start planning our trip back to Rio #WorldCup2014 #BRASIL Favorite

2h Nick Palumbo @djvibe90
The sad moment when you have to take down your car flag :( until next time!! #worldcup2014

SO-
WHAT DO
ORDINARY PEOPLE
CARE ABOUT?
“SEMIOTIC DEMAND SETTING” (2000): socially guided talkability
LOCATING THE TWITTER: a tool for talk intensification (=rapid, parallel communication)
LESSON 2 from NEW TECHNOLOGIES:

CONTEMPORARY TECHNOLOGICAL ADVANCEMENTS MOVE THE PARTICIPANTS’ PSYCHOLOGICAL PROCESSES—MEANING-MAKING ON AFFECTIVE GROUNDS—“LATTERALLY” (TOWARDS RAPID SOCIAL EXPANSION) RATHER THAN “VERTICALLY” (TOWARDS THE EXPLORATION OF THE “internal infinity” OF THE HUMAN MIND)

{“CARE” = EPISODIC LEXICAL MENTIONING}
WHILE THE NEW MEDIA ENTER OUR LIVES, THE COMMUNICATION PROCESSES IN THEIR SUBSTANCE REMAIN INTACT

Here I analyze the role of the Recipient of the communicative messages from “the media” (using the TWITTER as an example) from the perspective of processes of internalization/externalization.
UNI-DIRECTIONAL MESSAGE TRANSFER IN COMMUNICATION (focus on “EFFECTS” of messages on “BEHAVIOR”):

The Recipient is the Mediator in the process of opening and closing oneself to the goals-oriented messages of “the media”. THE FOCUS IS ON ENTRANCE REGULATION—will a message be let into B’s psychological sphere at all? In which form?
COMMUNICATION PROCESS—Karl Buhler’s ORGANON MODEL
MODIFIED ORGANON MODEL—communication process has HISTORY from PAST to FUTURE through GENERALIZED ABSTRACTED MESSAGES:
COMMUNICATION IS ABOUT NEGOTIATING REALITIES

Differentiation of the AS-IF domain

HANS VAIHINGER (b 1852 d 1933)
While “the media” involves creation of an imaginary world of communicative messages (the “as-if” world), the **Mediator coordinates its reception with the “as-is” realities.**

Under conditions of vastly developing communication technologies that coordination is put under time stress which may amplify the vulnerability of the Mediator to “media effects”
FUTURES ARE CONSTANTLY GUIDED BY SOCIAL CONSTRAINTS

or

LESSON 3— from the NEW TECHNOLOGIES: THE FREE USERS OF NEW TECHNOLOGIES ARE BLOCKED FROM DOUBTING their functions. They are thus NON-FREE MEDIATORS of their own reception of communicative messages
How would the
INTERNALIZATION<>EXTERNALIZATION
process
handle
the TWITTER

THE PRESENT MOMENT: meeting of the inner and outer infinities
IN SUM:

TWITTER INTENSIFIES THE SPEED OF RELATING BETWEEN THE “EXTERNAL BORDER ZONE” OF THE PERSON AND HIS/HER NEAR “OUTER INFINITY” (which can be distributed almost infinitely in space and compressed time)
Layer 1—attention and retention

Layer 2—generalization

Layer 3—integration

IN-GOING MESSAGE

The TWITTER ZONE

EXTERNALIZED MESSAGE

A1

A2

B2

B1

IN-GOING MESSAGE

EXTERNALIZED MESSAGE
Social institutions pre-emptively set up cultural objects that are supposed to act as semiotic tools. Such institutionally guided Gegenstand can be depicted as a kind of “double-Gegenstand” (First: “do X and even not consider the possibility of non-X”: Second: does X and is ambivalent about non-X):

Example: Full trust in the major premiss of the first-form syllogism (a la A. Luria in Central Asia):

“All bears in X are white”
“Z is in X”
“What color of bears are in Z?”

The institution sets up rules that block the emergence of the counter-direction – together with the desired direction
BASIC TASK FOR ANY SOCIAL CONTROL:

DO NOT LET DOUBTING EMERGE

AND IF IT DOES, then

ERADICATE IT!
BY GUIDING PEOPLE TOWARDS ACTION, THE DIRECTION TOWARDS CONTEMPLATION BECOMES DIS-USED, AND MAY EVENTUALLY BE ABANDONED

[= military training principle]

MOST EFFECTIVE IF BASED ON AGENCY!
ACTION CAN BE VERBAL ACTION—WITH NO CONSEQUENCES. IT CAN PROCEED CIRCULARLY AROUND THE STRUCTURE OF “STEM CONSTRUCTS”:

LEVELS OF EGO-CENTERED STEM CONSTRUCTS

“I WILL”

“I NEED → I WANT”

“I AM”
I'm ....
THIS IS PROBABLY THE MAIN MESSAGE THAT TWITTER CONSISTENTLY DELIVERS— IN THE CACOPHONY OF EXTRA LARGE POOL OF RAPID EXPRESSIONS OF SHALLOW MEANINGS, THE FUNCTION OF TWITTING CAN BE SEEN AS A NEW FORM OF AFFIRMATION OF ONE’S OWN EXISTENCE.

IF SO– THEN THE WORLD OF NEW TECHNOLOGIES IS AN EXAGGERATEDLY FERTILE FIELD FOR THE STUDY OF THE HUMAN PSYCHE

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