

[Candace @DontTripBae](#)

I'm bored....

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Ringvorlesung Stendal 11. Juli 2012 at 17 hrs

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**

The TWITTER:

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?

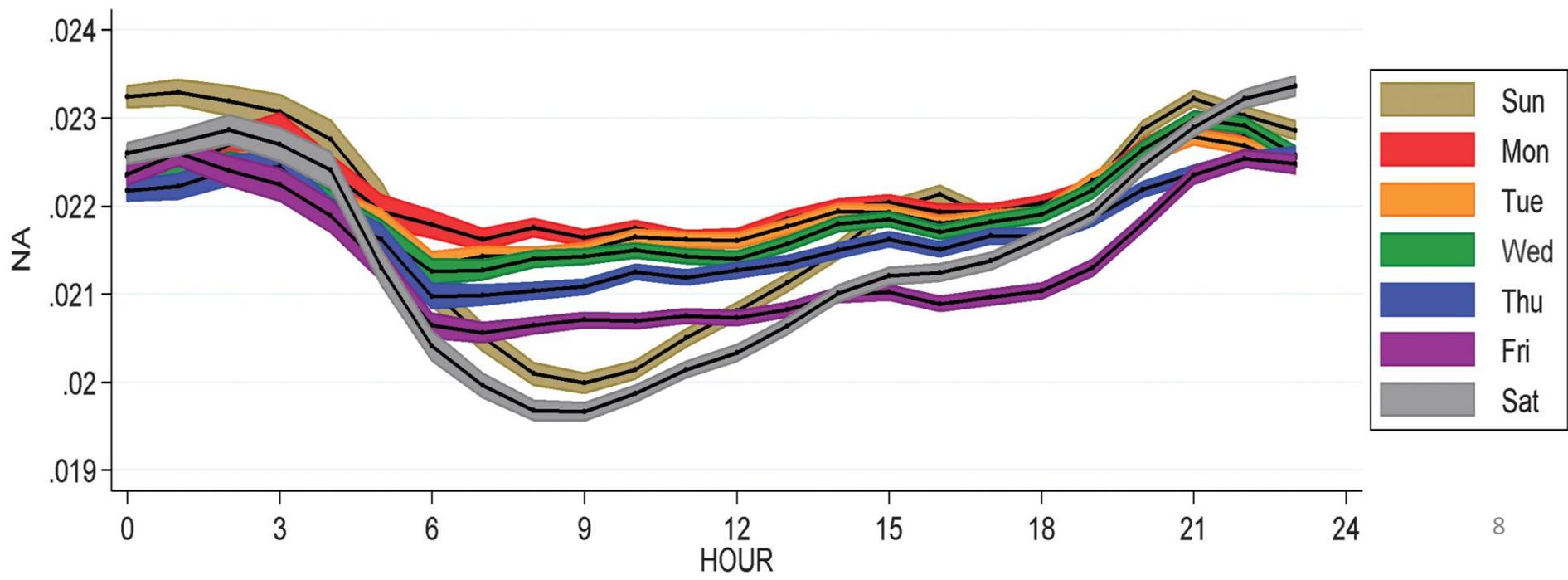
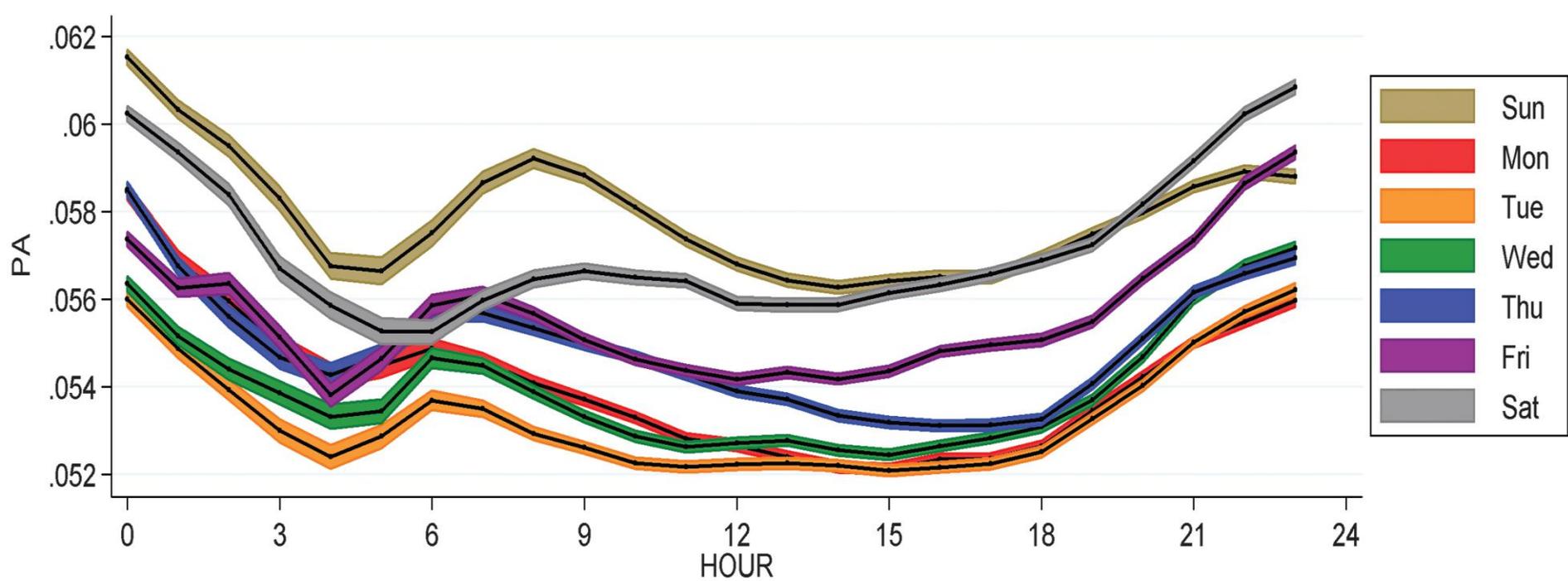
USING TWITTER IN PSYCHOLOGICAL RESEARCH (examples):

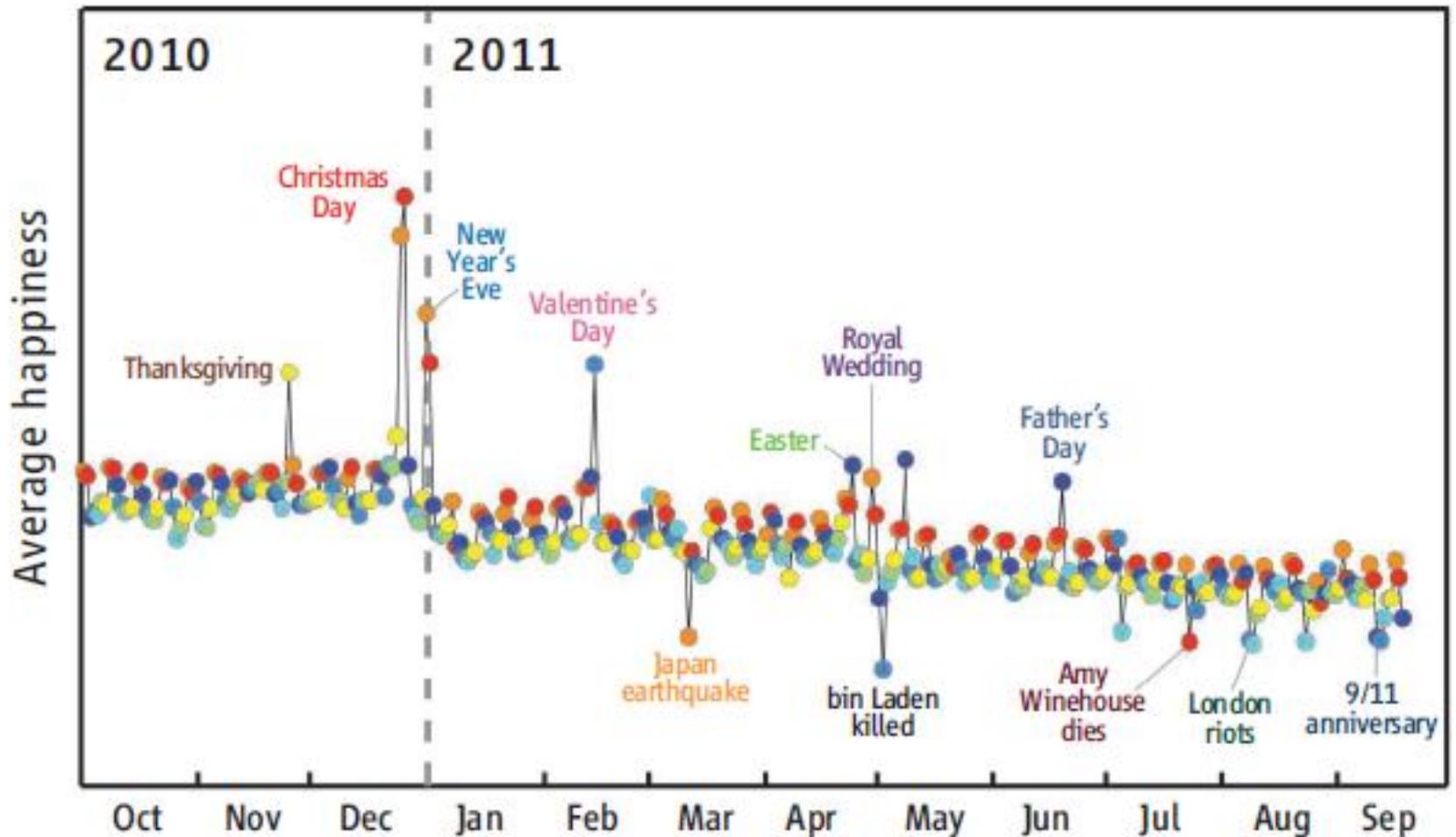
Diurnal and Seasonal Mood Vary with Work, Sleep, and Daylength
Across Diverse Cultures

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 **2.4million individuals from across the globe**
and 509 million messages authored between February 2008 and January 2010
30 SEPTEMBER 2011 VOL 333 SCIENCEp 1878



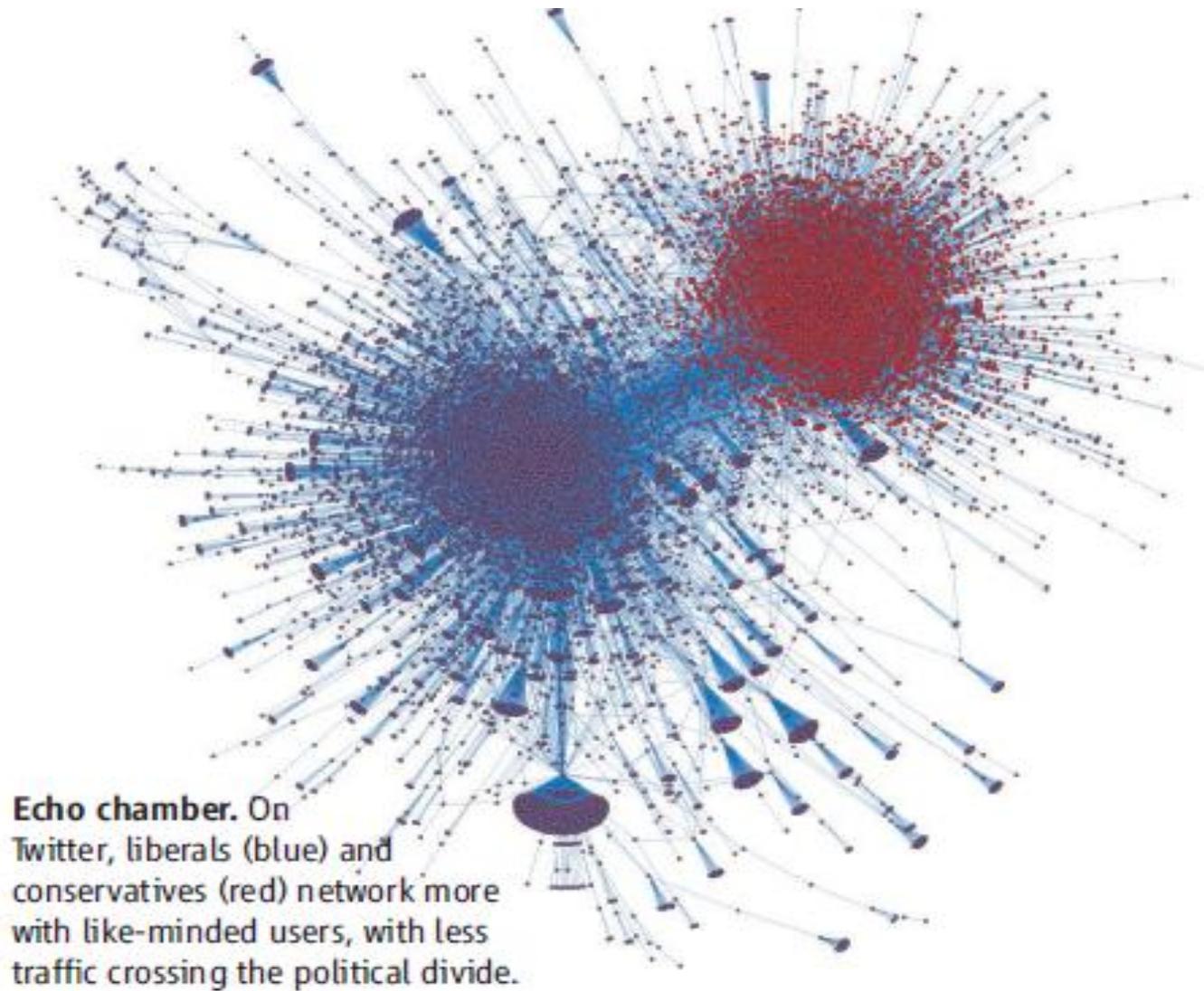


The year in tweets. Researchers at the University of Vermont created this timeline of global mood as seen through the lens of Twitter. Fridays (orange dots), Saturdays (red dots), and Sundays (dark blue dots) tend to be happier than weekdays. Holidays are often the happiest days, whereas the unhappiest days often coincide with bad news.

HOW DID THEY ANALYZE?

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



**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?

[Collapse Reply](#)

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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**

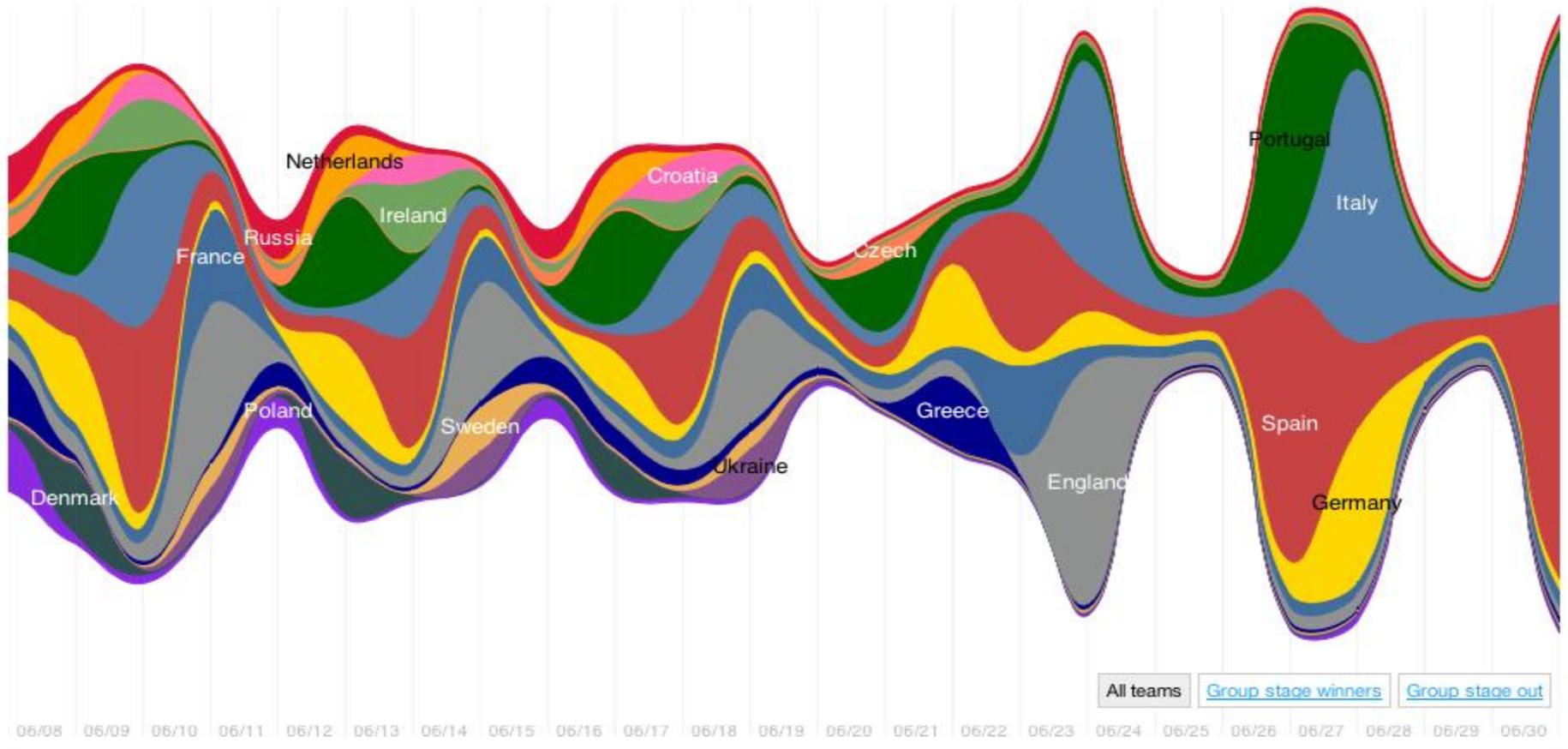
THE STATED GOALS OF THE TWITTER-MAKERS:

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 @HeyItsMeAngelM](#)

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](#) [#BRAZIL](#) [Favorite](#)

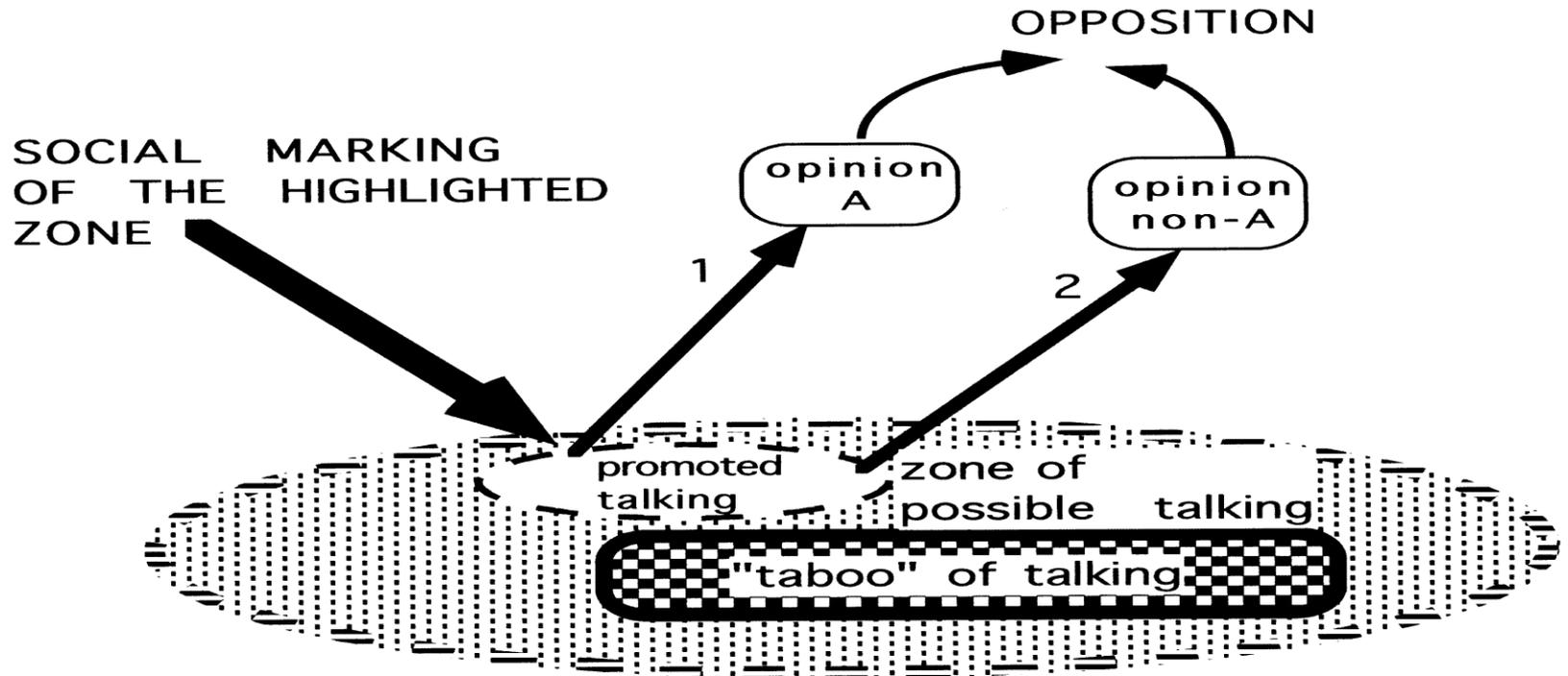
[2h Nick Palumbo @djvibe90](#)

The sad moment when you have to take down your car flag :(until next time!!

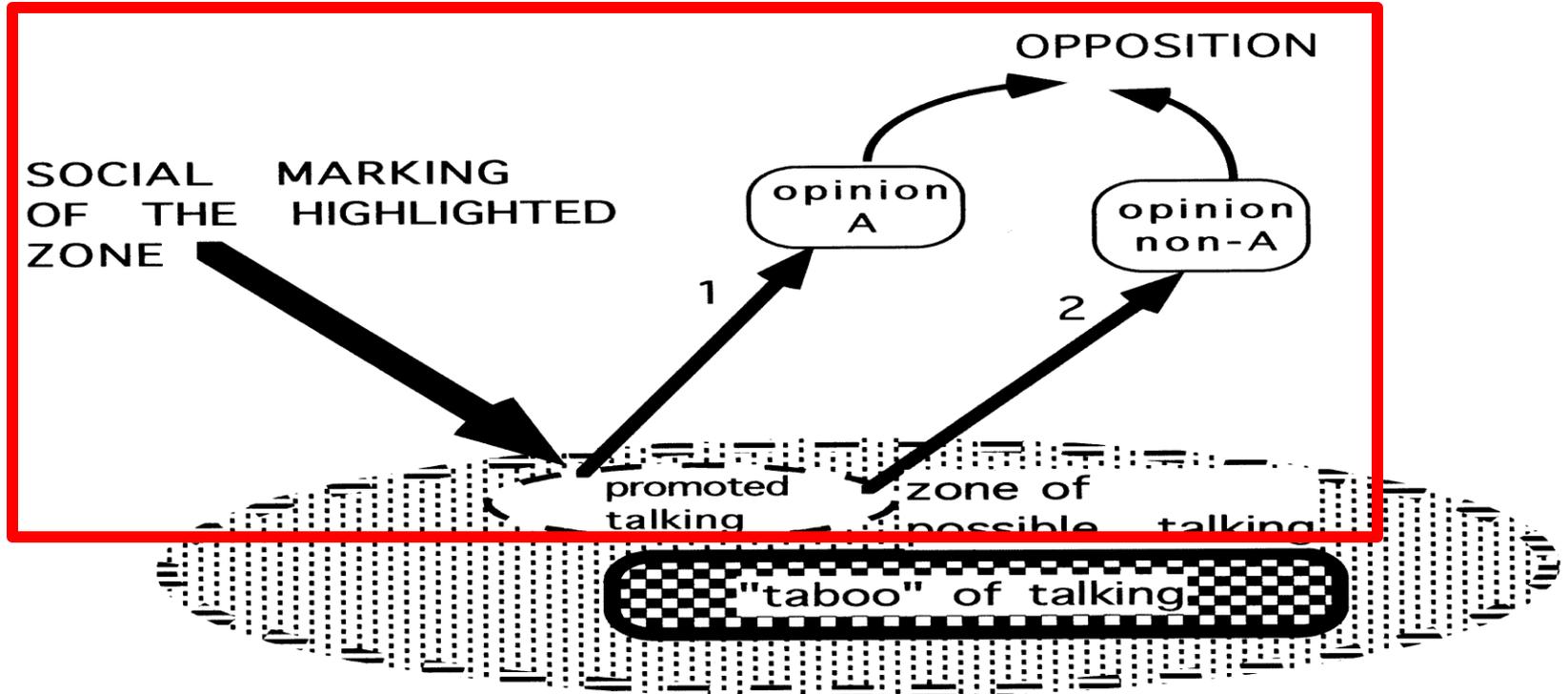
[#worldcup2014](#)

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“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)**

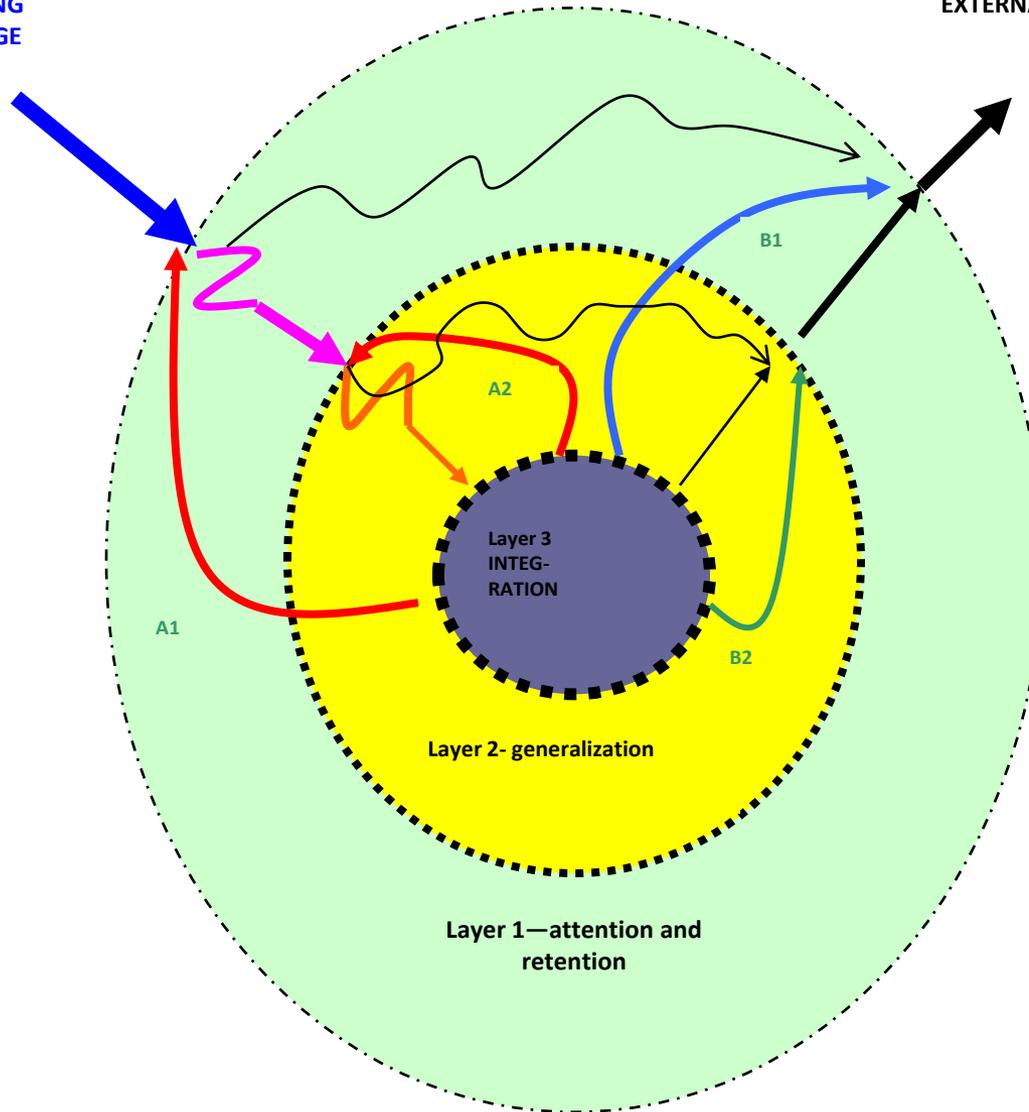
{“CARE” = EPISODIC LEXICAL MENTIONING}

**WHILE THE NEW MEDIA ENTER OUR LIVES, THE
COMMUNICATION PROCESSES IN THEIR SUBSTANCE
REMAIN INTACT**

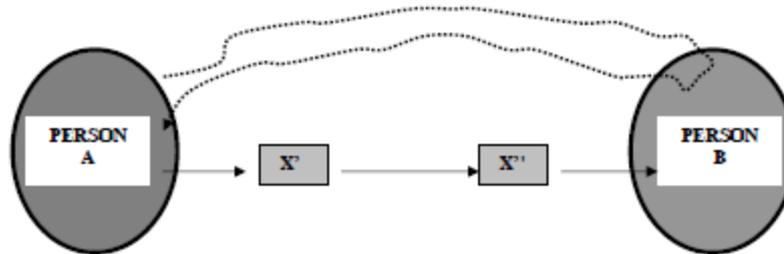
**Here I analyze the role of the Recipient of
the communicative messages from “the
media” (using the TWITTER as an
example) from the perspective of
processes of
internalization/externalization.**

IN-GOING
MESSAGE

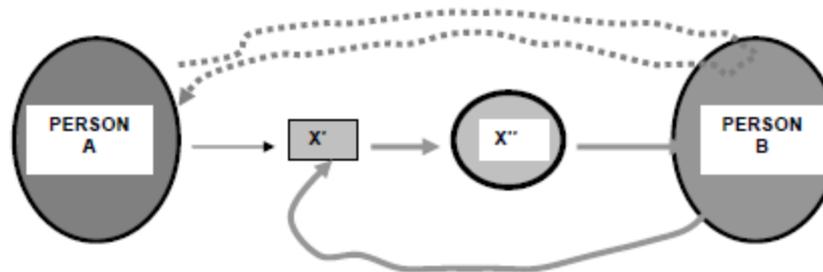
EXTERNALIZED MESSAGE



UNI-DIRECTIONAL MESSAGE TRANSFER IN COMMUNICATION (focus on “EFFECTS” of messages on “BEHAVIOR”):

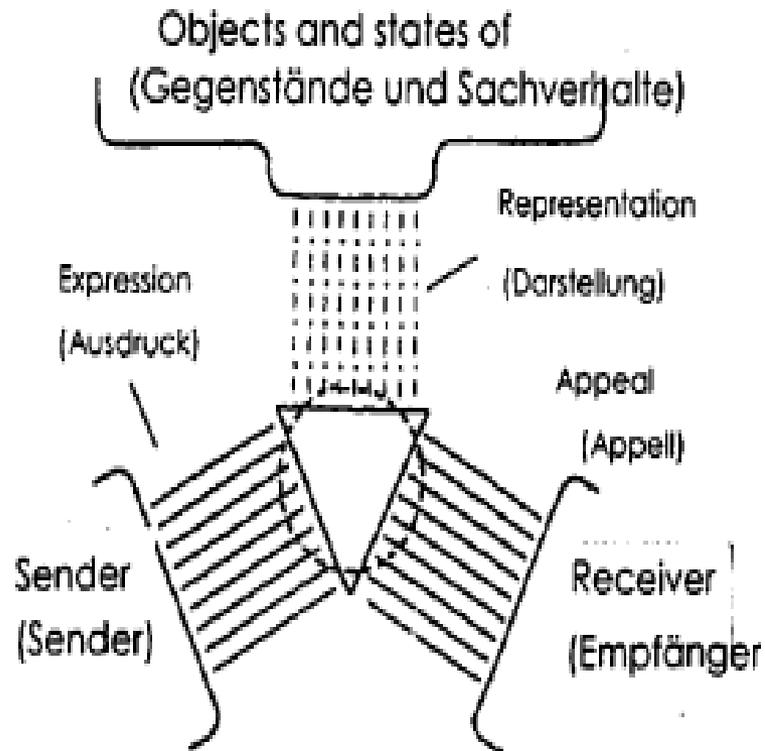


BI-DIRECTIONAL MESSAGE TRANSFER MODEL:

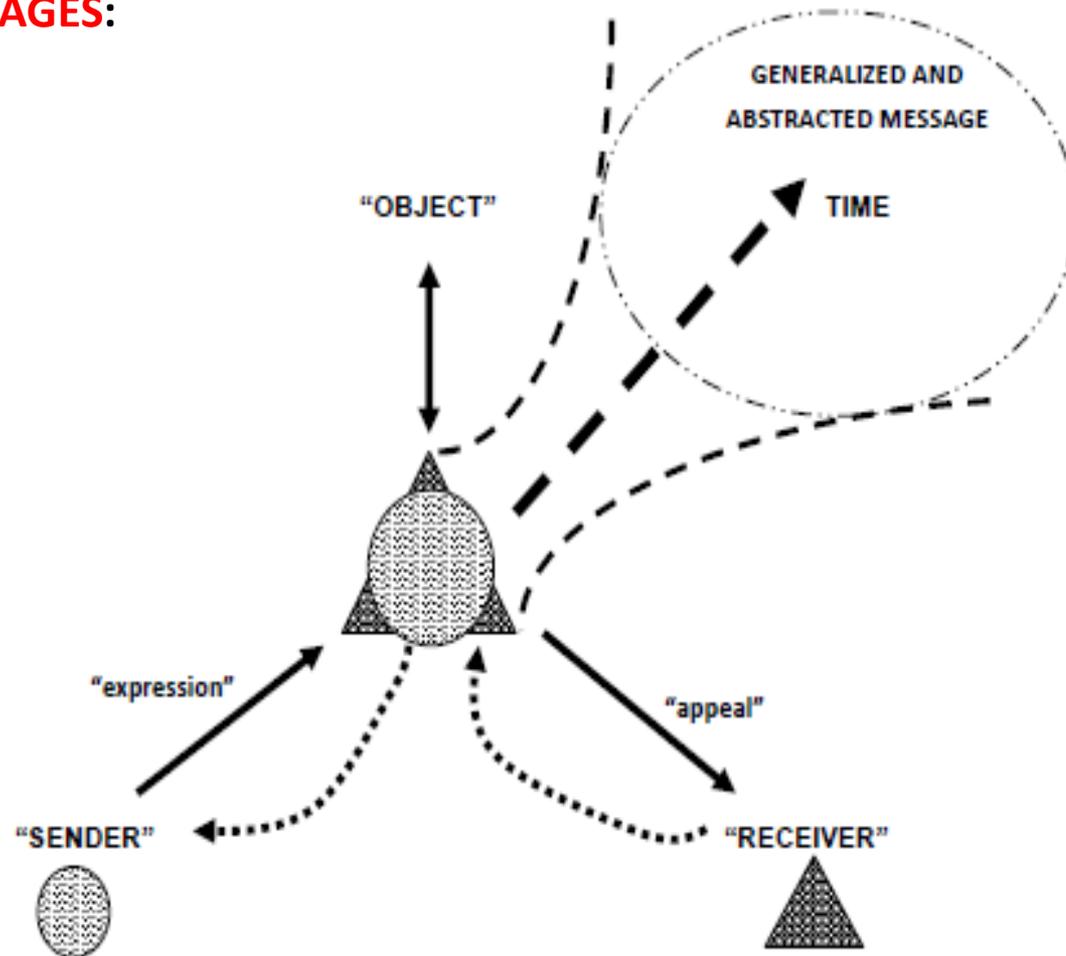


The Recipient is the Mediator in the process of opening and closing oneself to the goals-oriented messages of “the media”. THE FOCUS IS ON ENTRANCE REGULATION– will a message be let into B’s psychological sphere at all? In which form?

COMMUNICATION PROCESS— Karl Buhler's ORGANON MODEL

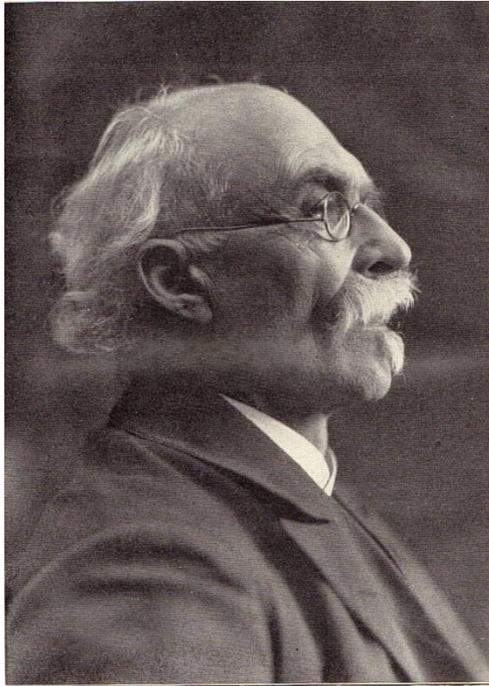


MODIFIED ORGANON MODEL– communication process has **HISTORY** from **PAST** to **FUTURE** through **GENERALIZED ABSTRACTED MESSAGES**:



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”

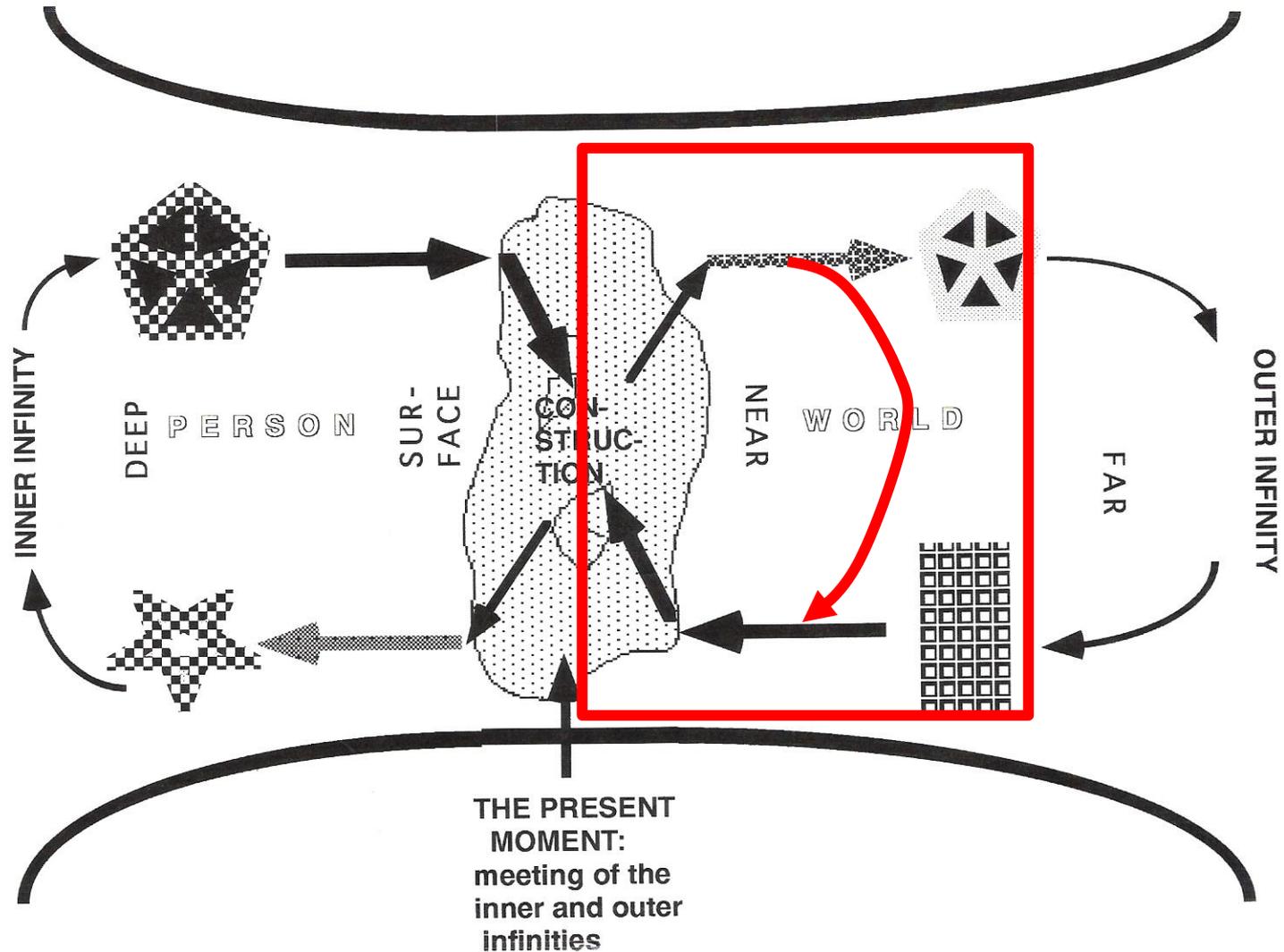
**FUTURES ARE CONSTANTLY GUIDED BY
SOCIAL CONSTRAINTS**

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

WILLIAM STERN (1935) meets THE TWITTER (2012)



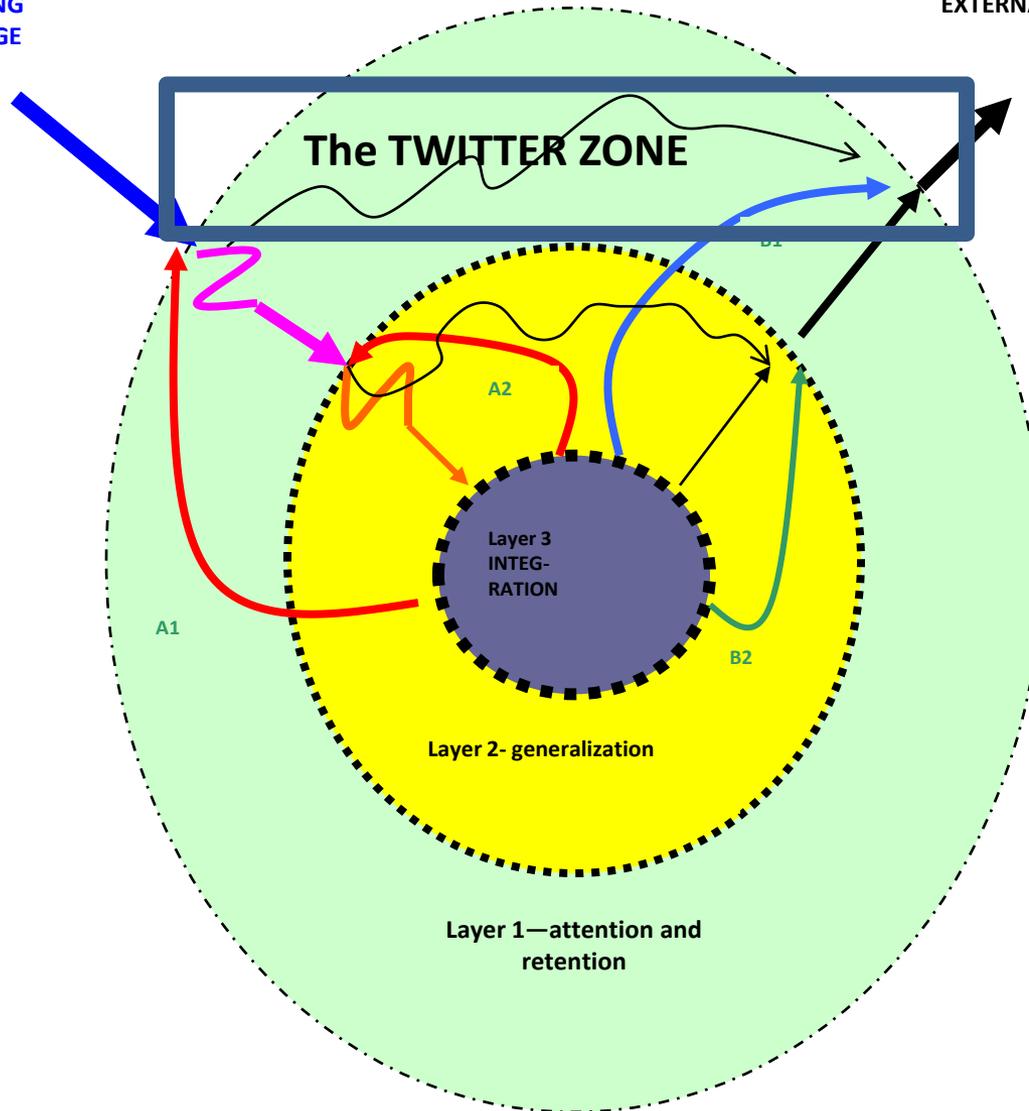
IN SUM:

**TWITTER INTENSIFIES THE SPEED OF
RELATING BETWEEN THE “EXTERNAL
BORDER ZONE” OF THE PERSON AND
HIS/HER NEAR “OUTER INFINITY”**

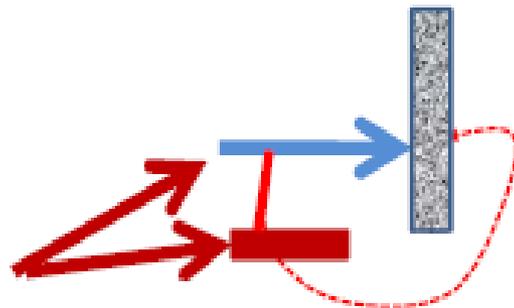
**(which can be distributed almost
infinitely in space and compressed time)**

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):



THE INSTITUTION SETS UP RULES THAT BLOCK THE EMERGENCE OF THE COUNTER-DIRECTION– together with the desired direction

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?”

BASIC TASK FOR ANY SOCIAL CONTROL:

**DO NOT LET
DOUBTING EMERGE
AND IF IT DOES, then
ERADICATE IT!**

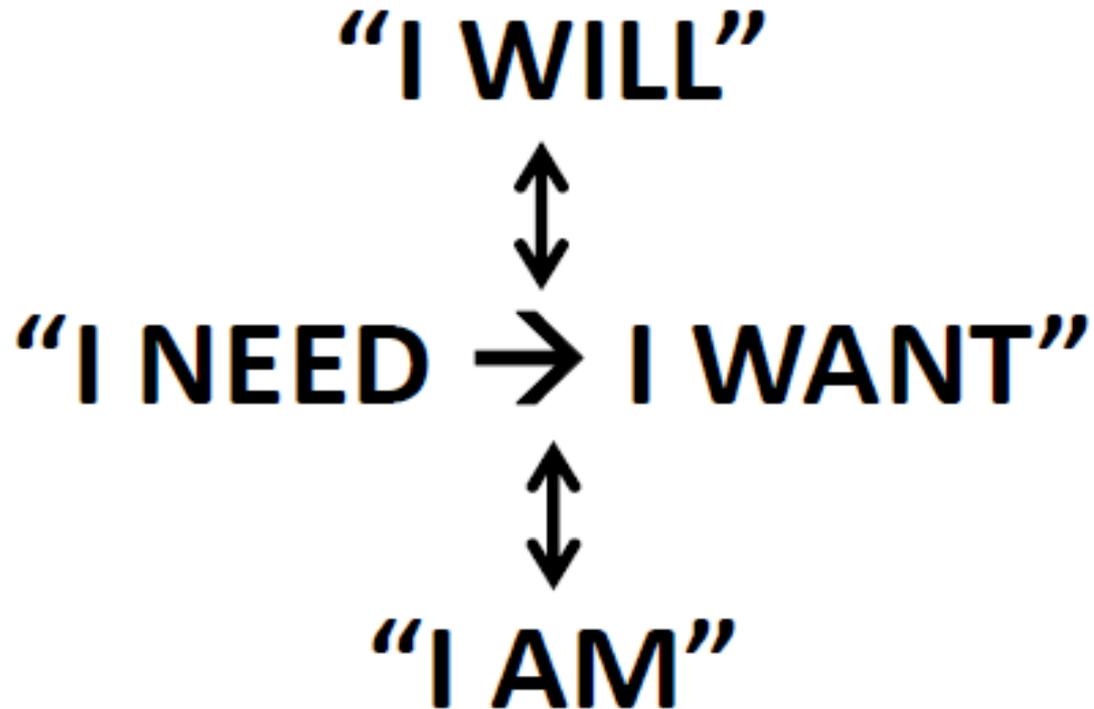
**BY GUIDING PEOPLE TOWARDS
ACTION, THE DIRECTION
TOWARDS CONTEMPLATION
BECOMES DIS-USED, AND MAY
EVENTUALLY BE ABANDONED**

[= 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



[Valsiner@SillyOldMan](#)

I'm

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18.45 PM - 11 Jul 12 via [Twitter for iPhone](#) · [Details](#)

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*

Collapse Reply ???