



Relational Reality

The Mittweida CommuniCy develops and harnesses the application of relational theory and method in public market research. To understand social formations, we observe and measure not just the regular picture, but rather unusual events.

Disturbances will help to define the scope of a system and to assess its dynamics. Their impact radius regularly is not predetermined by masses, classes or spaces. It rather presents itself as an open market mechanism, including floating networks and roles with coarse structures. These come and go with engaged traders and their ability to attract a demanding public.

Performance of action and actors will be sensed by empirical techniques, and special attention will be given to the breakups in their social tectonics. For understanding the bizarre social formations of our environment, we cannot recourse to models of Stable Equilibrium, as the Stem Cells of social life continuously adapt to changing contingencies. We try to replace complicated sets of equations by operable techniques for observing the accelerated interaction of social particles that regulate the public market transactions around us. We apply relational methods in order to find intervention points for the promotion or prevention of change.

Course Program

Teaching staff consists of internationally reputed professionals, who are supported by young academic tutors contributing to specific workshop sections. Their experience in handling relational information will facilitate the transfer of working knowledge and the acquisition of data processing abilities in short time. In addition, there will be panel sessions in order to match theory with client applications. Renowned outside experts will be involved.

The three Workshops (A,B,C) offer 5 points each of graduate student credit under the European ECTS Scheme. Scheduling does permit registration for all three workshops. However, participants are encouraged to consider enrolling in two of the three modules, as the work load will be considerable. Examinations will be held at the end of each workshop. Certificates will be awarded to participants not working for credit.

Enrollment

Workshop A is scheduled from June 30 to July 10, 2009. Workshops B and C will run in parallel, between July 13 and August 31, 2009. Admission will be restricted to 15 participants each. Bilingual students who are eligible for a graduate program in Germany are invited to apply for enrollment by **May 31, 2009**. There will be a registration fee of € 70, plus a fee of € 50 per workshop inscribed in, but no further tuition. The student resident halls offer reasonable summer rates

Enrolment Deadline: May 31, 2009

Registrations after the deadline will be considered as well if places are available.

Additional Information

For further enquiries please turn to:

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Mittweida Summer CommuniCy 2009

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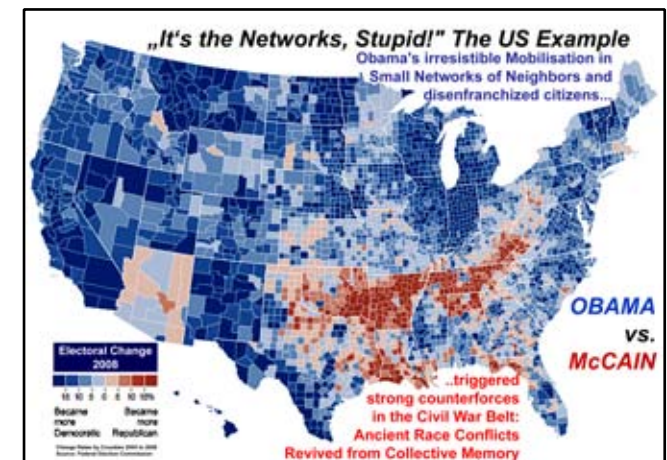
Emerging Publics: Exploring the Whirlpools of Society

Relational Research Tools Applied
to Unfolding Social Avalanches

Mittweida Summer CommuniCy 2009

Summer Academy for young Scientists

June 29 to July 31, 2009



Training and Research in Complex Networks

Mittweida Summer CommuniCy is a seasonal graduate training and research facility. It started in 2007, organized around a sequence of workshops providing intensive training in applied theory and methods of relational social research. This time, the focus will be on selected applications that avail themselves to empirical study of critical conditions for the self organized emergence, survival or disappearance, of publics that share similar contentions.

Step Tracking

Probing into Network Relationships

A **Time: Mo., 29. June to Fr., 10. July**
Coordinator: PD Dr. Lothar Krempel
Course Language: German and English

Introduction to the analysis of political and economic networks. Current examples will be used to unveil publicly relevant actor relationships. The analysis procedures will be geared to the interests of public newscasters. They will learn to tap data resources that may map, by quality and quantity, the changing relationships which politicians entertain with institutions of parliament, public issues, interest groups, news media, and other relevant agents.

Software to be used: Pajek, Automap, Issuecrawler, Network Visualizer.

A-1 Summarize. Recognize. Analyze. Visualize. Introduction to Scientific Network Analysis
Dr. Lothar Krempel, Max Planck Inst., Cologne

A-2 Targeting: Discovery and Evaluation of Relationships
Haiko Lietz, MA, Bonn

A-3 Creating Transparency: Unveiling Interdependencies
Adelheid Feilcke-Tiemann, Heinz Pianka, Deutsche Welle, Bonn

A-4 Tapping Sources: About Electors and Elected
Dipl.-Ing. Marcel Czerny, Mittweida

A-5 Timely Transfer: Relational Policy Reporting
Jürgen Pfeffer, MA, Vienna

A-6 Application Day „Dissection Kit“
July 10, Presentation in Berlin

Relational Theory Applied

Market Research with Tools that Work

B **Time: Monday, 13 to Friday, 31 July.**
Coordinator: Prof. Klaus Liepelt
Course Language: German and English

Empirical social research has lately emphasized the relationships between actors. Particularly inspired by the social theory and the personal enthusiasm of Harrison C. White, models and methods are available for systematic observations of self organized dynamics in grass roots society. A current basis for trying these methods with alternative strategies in market research is available by ongoing projects on the emergence of publics in media, voting, and public transportation.

B-1 Netdom Coupling and Story Switching. New Paradigms for Applied Social Research
Prof. Klaus Liepelt, Mittweida.

B-2 Markets from Networks. Relational Models for Public Relations
Prof. William Rand, University of Maryland

B-3 Attracting Publics: Local TV in Saxony
Dr. Lothar Krempel, MPIfG Köln,
Michael Hofsaess, McCann

B-4 Autonomous Occupants of Technical Service. Public Transportation in a City
Prof. Dr. Christian Schulz, Mittweida

B-5 Eruptions: Scheduled Events with Uncertain Outcomes. Elections in Saxony
Prof. Klaus Liepelt, Mw, Ursula Feist, Hamburg

B-6 Application Fridays: Small World, Mobility Trigger, Vote Camp, Presentations in Chemnitz, Leipzig, Mittweida

Hands-on with Complexity

Analysis Studio for Networks and Systems

C **Time: Monday, 13 to Friday, 31 July**
Coordinator: Prof. Dr. Peter Tittmann
Course Language: German and English

Complex Systems do not observe linear rules - in contrast to the technical equipment constructed by engineers. Any complicated inventions of engineering craftsmanship must fulfill its envisaged function. An airplane must be able to fly at all times.

In contrast, on markets that are socially composed, accidents are not ruled out, and they do not follow the causal laws of statistics which market researchers have been trained to use. Studio C will provide tools for dissecting nonlinear behavior of people assemblies that come and go, grow and shrink, shift between chaos and order, and operate under changing regimes of social rules.

C-1 Graph and Network Applications in Empirical Social Research.
Prof. Dr. Peter Tittmann, Mittweida

C-2 Hidden Structures. Block Models & Pattern Recognition
Dr. Lothar Krempel, MPIfG Köln

C-3 Adaptive Structures: Model Building and Simulation. Applications with NetLogo-Software
Prof. William Rand, University of Maryland,
Jana Höhnisch, Mittweida

C-4 Emergent Structures: Chains, Tipping Points, Cascades. Buildup for Transformation in Publics
Jürgen Pfeffer, MA, Vienna,
Prof. William Rand, University of Maryland

C-6 Application Fridays: Small World, Mobility Trigger, Vote Camp, Presentations in Chemnitz, Leipzig, Mittweida