

Mittweida Summer CommuniCy 2009

The Friendly Group of Four



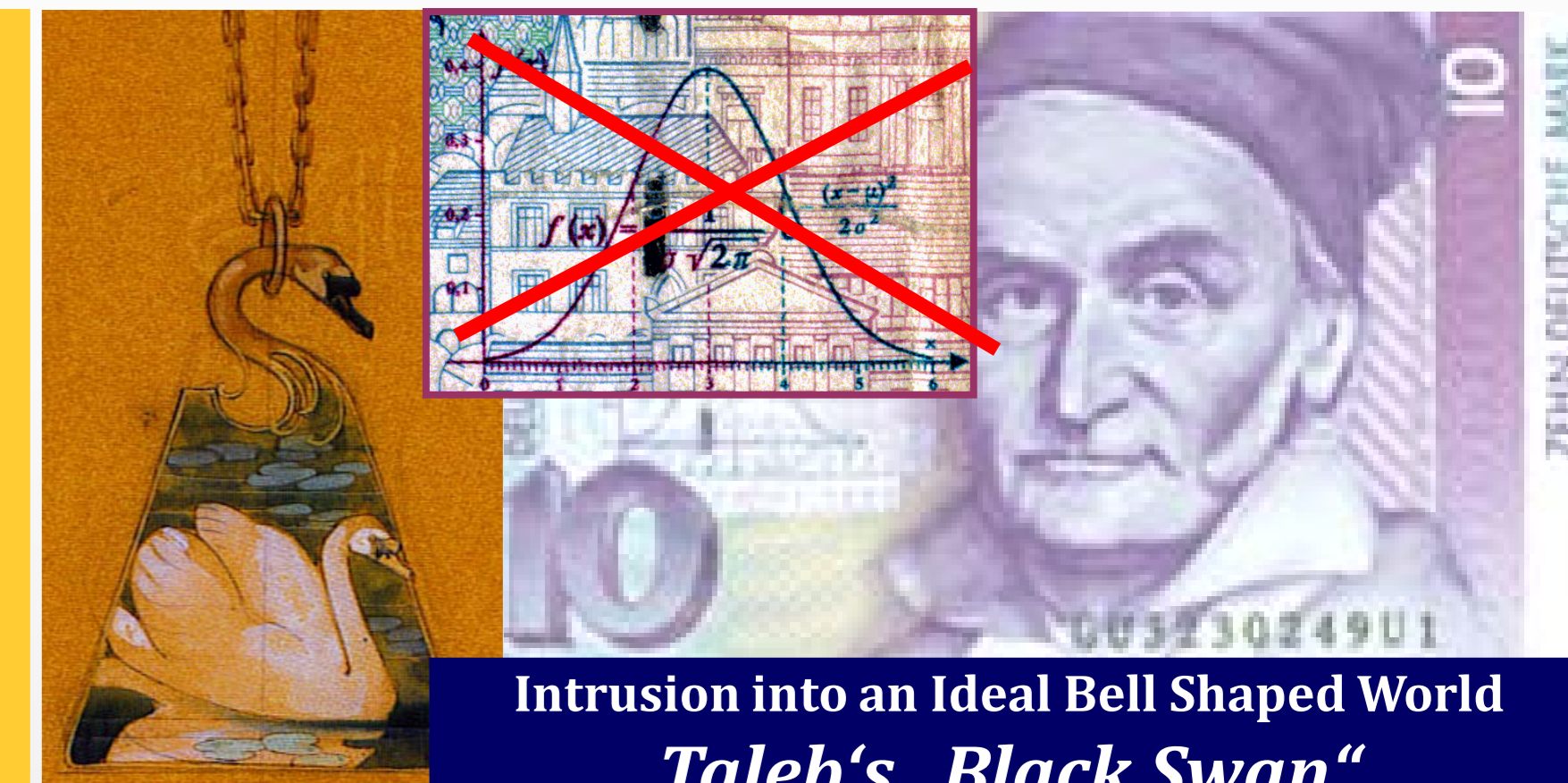
Summer Academy for Young Scientists

Mittweida, Germany

June 29 to July 31, 2009

Exploring the Whirlpools of Society Emergence of Publics

Relational Research Tools Applied to Unfolding Social Avalanches



Intrusion into an Ideal Bell Shaped World
Taleb's „Black Swan“
Nassim Nicholas Taleb: *The Black Swan: The Impact of the Highly Improbable*. New York: Random House, 2007

Information

Advanced Training and Research in Networks and Complexity

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.

- A. Step Tracking** (Probing into Network Relationships)
- B. Relational Theory Applied** (Market Research Tools that Work)
- C. Hands-on with Complexity** (Analysis Studio)

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 (Modules) 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 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. Module A (or an equivalent course taken elsewhere) will provide the prerequisites for successful participation in B and/or C. 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 enrolment in Mittweida Summer CommuniCy 2009 by May 31, 2009. There will be a registration fee of € 69, plus a fee of € 50 per module inscribed in, but no further tuition. The student resident halls offer reasonable summer rates. Contact for additional **information**: info@communiCy.de
Jana Höhnisch, University of Applied Sciences, Technikumplatz 17, D-0968 Mittweida, Phone: +49-3727-58126 www.communiCy.de

On Working Terms with Networks and Complexity

A Step Tracking Probing into Network Relationships

Coordinator: Dr. Lothar Krempel, MPIFG Cologne
Tutor: Stephan Forke, Mittweida
Course Language: German and English
Time: Monday, June 29 to Friday, July 10, 2009. (68 hrs, # 8527)

Introduction to issues raised by, and techniques practiced in, the analysis of political and economic networks. Current examples will be used in the coordinated application of data and tools geared to unveil publicly relevant actor relationships. The cases selected and the procedures proposed will be oriented toward the desire of public newscasters for being able to present acceptable findings without delay, yet gained by reliable and reputable computer methods of information screening. Prospective scientific reporters will be in a good position to master the new directions in relational information processing, if they can bring a personal contribution to the party: a solid knowledge of conventional statistics and social research techniques. With „Step Tracking“, they will supplement this knowledge by systematic treatment of 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. **Auftaktveranstaltung:** Montag, 29. Juni, 11 bis 13 Uhr.

- A-1 Summarize. Recognize. Analyze. Visualize.**
Introduction to Scientific Network Analysis
Dr. Lothar Krempel, Max Planck Institute, Cologne
Mo. June 29 to Fr. July 10. Morning, partly with A-2 (20 hr.)
- A-2 Targeting: Discovery and Evaluation of Relationships**
Haiko Lietz, MA, Bonn
Thu. July 2 to Fr. July 10. Morning, partly with A-1 (12 hr.)
- A-3 Creating Transparency: Unveiling Interdependencies**
Adelheid Feilcke-Tiemann, Heinz Pianka, Deutsche Welle, Bonn
Tue. June 30 to Fr. July 10. Afternoon, partly with A-2 (12 hr.)
- A-4 Tapping the Sources: About Electors and Elected**
Dipl.-Ing. Marcel Czerny, Mittweida
Tue. June 30 to Tue. June 07. Afternoon. (12 hr.)
- A-5 Timely Transfer: Relational Policy Reporting**
Jürgen Pfeffer, MA, Vienna
Wed. July 08. to Fr. July 10. Afternoon (8 hr.)
- A-6 Application Day: „Dissection Kit“ Presentation in Berlin**
Friday, July 10, Berlin, Full day, from 11 a.m. (more below)

B Relational Theory Applied Market Research with Tools that Work

Coordinator: Prof. Klaus Liepelt, Mittweida
Course Language: English, German. (60 hrs, Module # 8526)
Timing: Monday, 13 to Friday, 31 July. Afternoon schedule.

Empirical social research has lately been challenged by novel theories and methods which permit the shifting of attention from **individual attributes** to changing **interrelations between actors**. While young people, in their private lives, increasingly are looking for personal relationships reaching beyond home and homeland, their expeditions into new small worlds have been monitored by scientific exploration. Particularly inspired by the social theory and the personal enthusiasm of **Harrison C. White**, a large variety of scholars has worked on models and methods that allow systematic observation of the dynamics in grass roots society. With the instruments provided by them we may now become aware of the self organized dynamics that create consensus and conflict among and between social formations. The actual basis for trying alternative strategies in market research we will derive from 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. Mo. July 13 to Fr. July 31 (15 hr.)
- B-2 Markets from Networks.**
Relational Models for Public Relations
Prof. William Rand, Univ. of Maryland July 13 to July 31 (15 hr.)
- B-3 Attracting Publics: Magnets of a Stable Field Strength.**
The example of Local TV in Saxony
Dr. Lothar Krempel, MPIFG Köln, Michael Hofsaess, McCann
Mo. July 13 to Fr. July 17 (10 hr, partly with B-1)
- B-4 Autonomous Occupants of a Technical Service**
Public Transportation in a City
Prof. Dr. Christian Schulz, Mittweida
Mo. July 20 to Fr. July 24 (10 hrs, partly with B-2)
- B-5 Eruptions: Scheduled Events with Uncertain Outcomes**
Political Tectonics in a sequence of Elections
Prof. Klaus Liepelt, Mittweida, Ursula Feist, Psephos Hamburg
Mo. July 27 to Fr. July 31 (10 hrs, partly with B-2)
- B-6 Applications: Small World, Mobility Trigger, Vote Camp**
Every Friday: Chemnitz, Leipzig, Mittweida (see below)

C Hands-on with Complexity Analysis Studio for Networks and Systems

Coordinator: Prof. Dr. Peter Tittmann, Mittweida
Course Languages: English, German. (60 Std., Module # 8523)
Timing: Monday, 13 to Friday, 31 July. Before Noon Schedule

Complex Systems do not observe **linear rules** - in contrast to technical equipment constructed by engineers, however cutely their details may have been designed. Even the most **complicated inventions** of engineering craftsmanship must work to **predictive fulfillment** of an envisaged plan. An airplane needs its projected ability to fly on demand and by command, at all times, not just for random events.

The CommuniCy equipment is of **different kind**: For observing the occurrence of **accidents on markets** that are **socially composed**, a set of sensors is required, suited to fact finding, analysis, simulation, and perhaps controlling, in **complex public aggregates**. Not by structure, even less in their dynamics, they choose to follow the causal laws of statistics which market researchers have been trained to use. Our studio C is geared to the **dissection of nonlinear behavior patterns** of social systems that come and go, grow and shrink, shift between chaos and order, reassembling themselves under frequently changing regimes of social rules. We will study circumstances of **emergence: the assembly and disassembly of Publics**.

- C-1 Graph and Network Applications in Empirical Research.**
Prof. Dr. Peter Tittmann, Mittweida,
Mo. 13.07. to Fr. 24.07. (20 hrs)
- C-2 Hidden Structures. Block Models & Pattern Recognition**
Dr. Lothar Krempel, MPIFG Köln
Mo. 27.07. to Fr. 31.07. (10 hrs)
- C-3 Adaptive Structures: Model Building and Simulation.**
Applications with NetLogo-Software
Prof. William Rand, Univ. of Maryland, Jana Höhnisch, Mittweida
Mo. 13. 07. to Fr. 31.07. (20 hrs)
- C-4 Emergent Structures: Chains, Tipping Points, Cascades.**
On the Buildup for Transformations in Publics
Jürgen Pfeffer, Wien, Prof. William Rand, Univ. of Maryland, USA
Mo. 13.07 to Fr. 17.07. (10 hrs)
- C-6 Applications: Small World, Mobility Trigger, Vote Camp**
Every Friday, Chemnitz, Leipzig, Mittweida (see below)

Currency Reform

Reality: Rational or Relational? Even in Social Science, Dreams not Always Come True

Students entering Academic institutions that prepare for new careers in the information industry are being guided to present the world as what they see of it at first sight: to skillfully reproduce this, to rearrange copy, sound and image around their particular visions. Advancing to graduate level, they will be confronted with a demand to reconsider their lucid products of yesterday. They now discover that highly valued subjective expressions may differ from what is. Requested is the ability for Secondary Observation.

Also the adult world of social research had to discover on the hard way that some of its highly estimated products, even with prize winning samples among them, do no longer pass the critical tests of today. Family, factory, firm, faculty – they all reflect manifold social institutions with a multitude of relationships that are changing to better or worse, independently of the good or bad will, or even awareness, of any one participant. The **dissonance** between experience and reality, and the **distance needed** to recognize it, are things apart. It is no longer enough to ask participants or protagonists about their inside views. Full information requires **remote observation**.

In our **technical** courses, we have learned to disassemble **complicated pieces of equipment**, to isolate their components, and to reorganize them in a way that they may contribute to alternate functionalities. But we do not dispose of a laboratory for the reconstruction of the **complex building blocks of social life**, as these only emerge as the result of a process of continuous repetition and acceleration.

At this time, we labor to **improve standards** for empirical social research. We try to replace complicated sets of equations by operable observation techniques for **acceleration processes of social particles** that dominate the inter-agent transactions around us. For understanding the **bizarre social formations** of our environment, we cannot recourse to models of Stable Equilibrium, as the **Stem Cells of social life** adapt to continuously changing contingencies and contentions. We are therefore much less than in the past interested in the change of personal decisions and the distribution of attributes that are found in this process – even if chance should be invited to take a proper share. It took several generations of trial and error, until the discipline realized that the personal interview, previously labeled as the “Kingsway” of socio-economic research, turned out as a Dead End Road. For understanding the behavior of complex systems, we can no longer rely on the standard services of distribution statistics. A **radical departure** from the traditional methods in Market analysis and forecasting is unavoidable.

Empirical social research today **needs new acquaintances**. **Benoit Mandelbrot's** fractal approach to social systems may turn out to feed the “**Gray Swans**” that are now on demand. **Harrison C. White's** lifework of teaching and research has laid a solid base for a new school of pioneers in theory and method of relational analysis: “**White Applied**” worldwide.



Fractal Geometry: Exit from a Dead End Road?

Mandelbrot's „Gray Swans“
Benoit B. Mandelbrot, Richard L. Hudson: *Fraktale und Finanzen. Die (Mi)Behavior of Markets: A Fractal View of Risk, Ruin and Reward*, London 2004
Relational Sociology: A Science, discretely Implemented
White's „Enduring Reform“
Harrison C. White: *Markets from Networks. Socioeconomic Models of Production*, 2002. *Identity and Control: How Social Formations Emerge*, 2008

Mittweida CommuniCy für Netzwerke und Komplexität



ABC

Market Oriented Empirics: Mittweida's ABC Spells the World bottom up

The Workshops present their results on the Testbed of Clients

Coordination: Prof. Klaus Liepelt, Mittweida – Jana Höhnisch, Mittweida.

On Fridays. Changing Topics, at different Locations, with selected Experts. Open for Discussion on the CommuniCy Panel. Languages: German and English. Documentation: Deutsche Welle World

Interdisciplinary Cooperation for Training and Research

The initiators of Mittweida CommuniCy are engaged in various interrelated research projects. The data they use, the algorithms they share, and the software they apply, will be made available to the participants of the Summer Academy 2009. Protagonists of these activities are at this time:

- Social Networks Research Group**
Prof. Klaus Liepelt, Prof. Dr. Peter Tittmann, Mittweida
- Network Research and Presentation**
Dr. Lothar Krempel, Max-Planck-Institut for the Study of Societies, Cologne
- Research in Critical Events: Technical and Social Systems**
Prof. Dr. Christian Schulz, Prof. Klaus Liepelt, Mittweida
- Simulation in Complex Systems (ABS)**
Prof. William Rand, Center for Complexity in Business, Univ. of Maryland

Organisation und Enquiries: Prof. Dr. Jan-Peter Domschke, Jana Höhnisch KOMMIT, Hochschule Mittweida, Technikumplatz 17, D-09648 Mittweida.

1. Workshop Discussion (Module A)

Fr. July 10, 11:00 bis 17:00
Location: Deutsche Welle, Berlin

Dissection Kit Precision Landing in a Spider's Web

Moderation: Prof. Dr. Jan-Peter Domschke, Mittweida

- **Discoveries Reported: Current Events as actually Traced**
Presented by the Finders, discussed with their Guests
- **Off the Cuff: Experiences of a Novel User**
Dr. Der Gependenbrock, Director, ARD-Radio, Berlin
- **Curiosity is not Enough: Findings must be Publishable.**
Erik Bettermann, CEO, Deutsche Welle World (invited)
- **Think Laterally, Right from the Beginning**
Klaus Friebe, Berlin

2. Workshop Discussion (Modules B, C)

Fr. July 17, 11:00 to 17:00
Location: Villa Esche, Chemnitz

Small World Networks Need their Stories

Moderation Prof. Dr. Kurt-Ulrich Mayer, Leipzig

- **Local Media and the Stories of Neighbors**
Dr. Lothar Krempel, MPIFG Köln
- **Digital Revolution at Home**
Prof. Klaus Liepelt, Mittweida
- **Small Networks: Anchor grounds for PR?**
Michael Hofsaess, UniversalMcCann, Frankfurt
- **Web 2.0 for the Doorstep?**
Mike Bielagk, ARIS Saxony, Beierfeld

3. Workshop Discussion (Modules B, C)

Friday, July 24, 11:00 bis 17:00
Location: Leipzig Public Transport Co. (LVB), Leipzig

Mobility Trigger New Deals around Old Netdoms

Moderation: Prof. Dr. Lothar Otto, Mittweida

- **Wheeling on Old Tracks, Communicating in New Networks**
Reinhard Bohse, Leipzig
- **Complex? Constant Demand, Assembled by Chance**
Prof. Klaus Liepelt, Mittweida
- **Complicated? Demand is more than the Sum of Users per Day**
Raimar Polach, Mittw.
- **Transformation? Dealing with New Data**
Prof. Dr. Hans-Jörg Stiehler, Univ. Leipzig

4. Workshop Discussion (Module B, C)

Friday, July 31, 11:00 bis 17:00
Location: Mittweida University of Applied Science

Vote Camp Predicting the Unpredictable?

Moderation: Prof. Dr. Matthias Pfüller, Mittweida

- **Regularly, but not to be Regulated: Volcano, Weather, Economy, Electorate**
Prof. Klaus Liepelt, Mittweida
- **Equivalence: Engine for Virtual Touch**
Dr. Lothar Krempel, MPIFG Köln
- **„It's the Networks, Stupid!“ On Voters you may Really Touch**
Ursula Feist, Hamburg
- **Booting Electorates to Bizarre Outbursts**
Mittweida CommuniCy

To understand social formations, we do not restrict our observation and measurement to what appears to be the normal behavior. The **unusual events**, reports on disturbances help to define the scope of a system and to assess its dynamics. Its radius of impact 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 roles and networks 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 **interaction points** and to the **breakups** in their social tectonics. We do not search for “market laws”. We apply relational methods to observe the intervention paths, in order to promote, or prevent, **transformation** processes that are relevant to the performance of the system.

The Mittweida CommuniCy Develops and Harnesses the Application of Relational Theory and Methods in Public Market Research.