

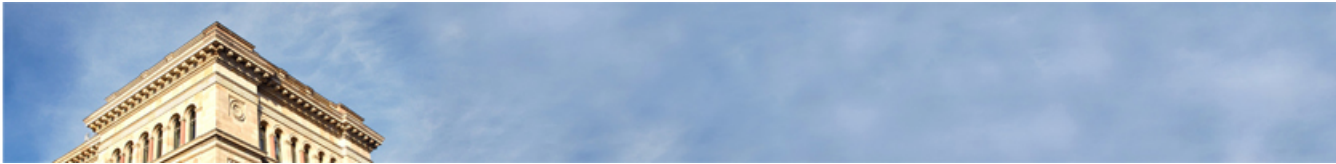


Hubert Knoblauch

The Social Construction as a Paradigm?

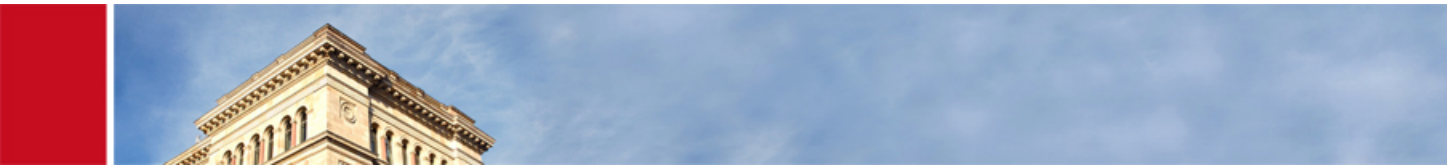
SOCIAL CONSTRUCTIVISM AS PARADIGM?

28 – 30 April 2016 University of Vienna

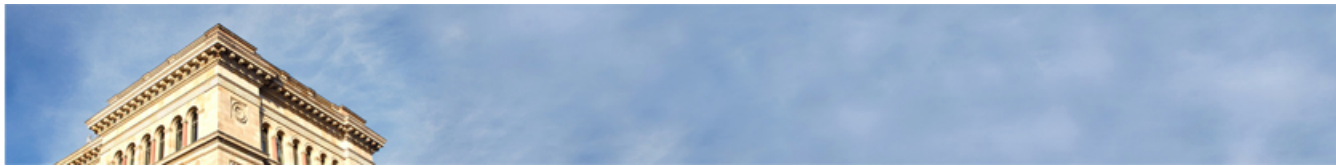


Structure

1. Preface and Introduction
2. Patterns of diffusion of social constructivism
3. Construction and social construction
4. Fate and future



Preface



Introduction: Why paradigm?

- scientific accomplishments which provide a community of experts with solutions for a certain period of time.
- (= “thought style” + “intellectual collective”, Fleck,
- “thought style” + “social standpoint“, Mannheim)
- Knowledge society/sociology paradigm (like e.g. “new paradigm” by F. Capra)
- There are various academic movements but one epithetic reference
- Is it a dead metaphor (Lynch), a phrase, or a formula condensing various social scientific debates, or a theoretical system?
- Who are the communities based on SCR?
- Is it even part of a common understanding of the social world, i.e. of the general stock of knowledge?

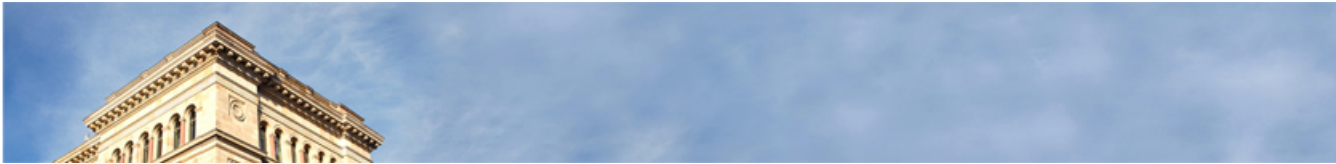
3.



Structure

1. Preface and Introduction
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...and one remark on quantitative data



Words frequency in 5,2 mio books (english language selection)

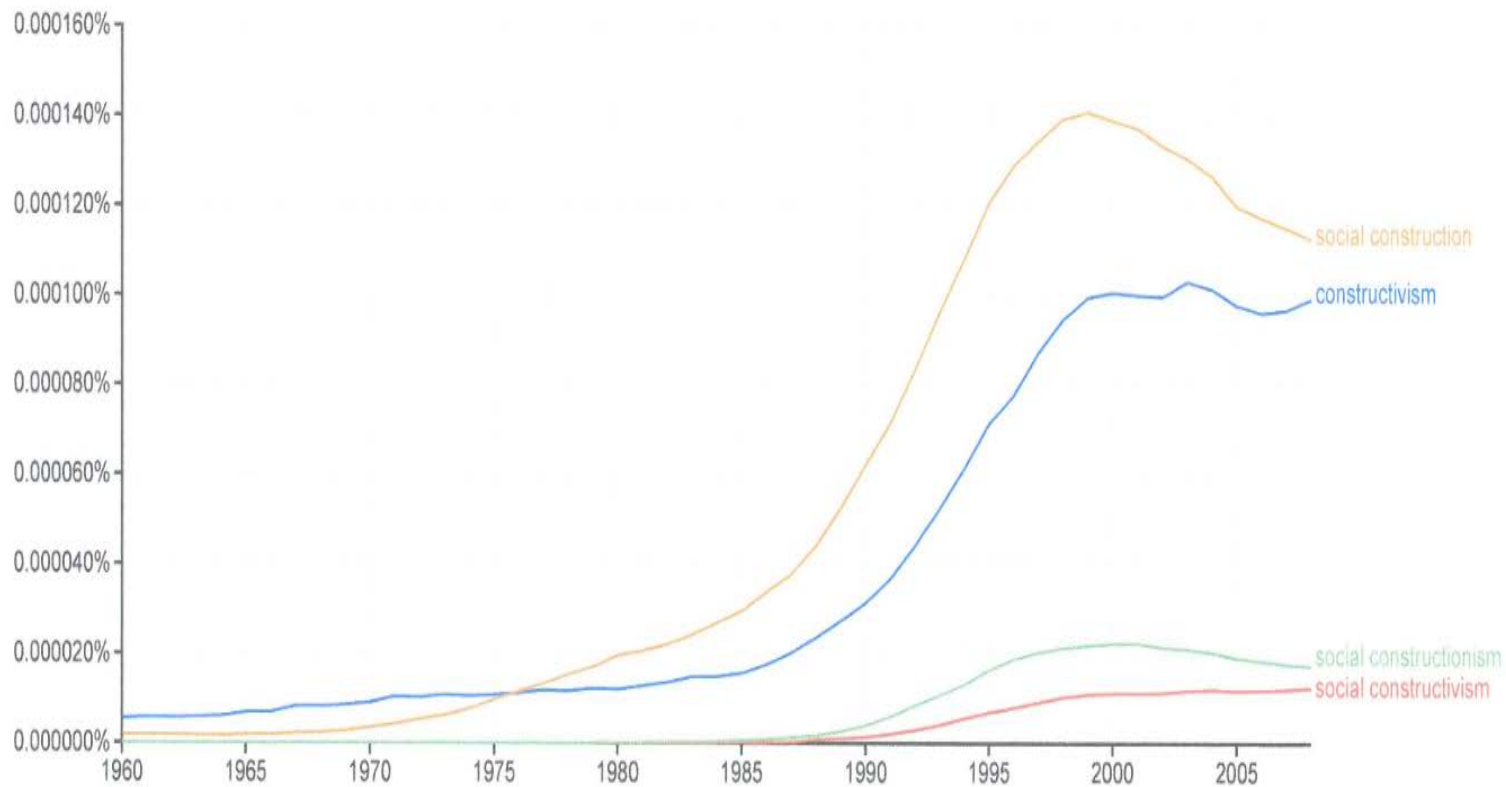


Fig 1 Ratio between the word classified and the words in the English language corpus

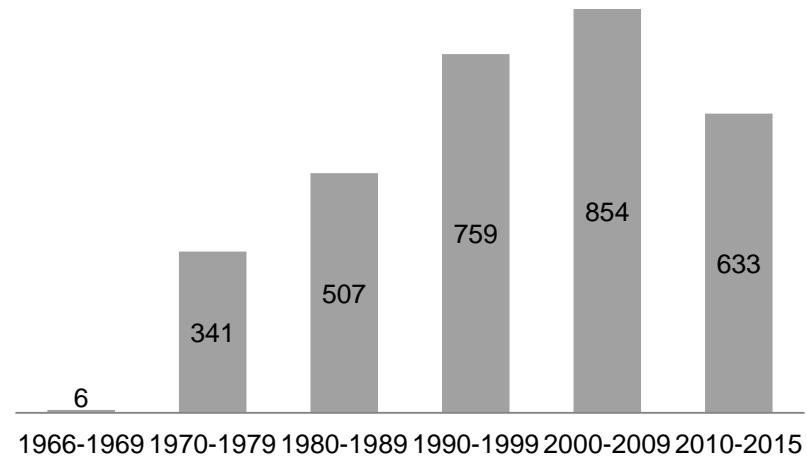
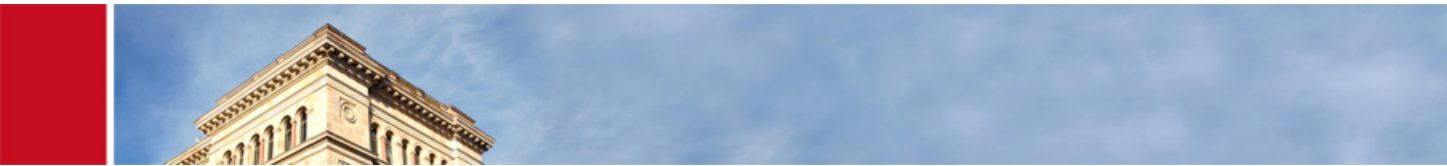
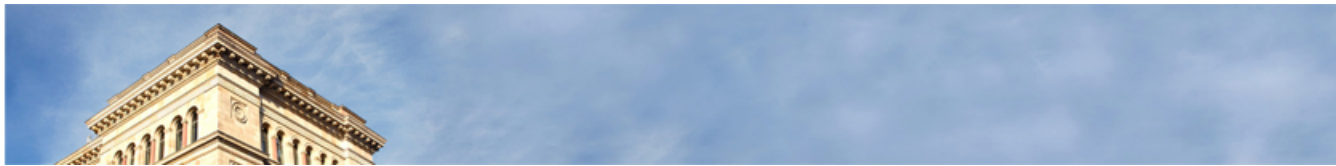
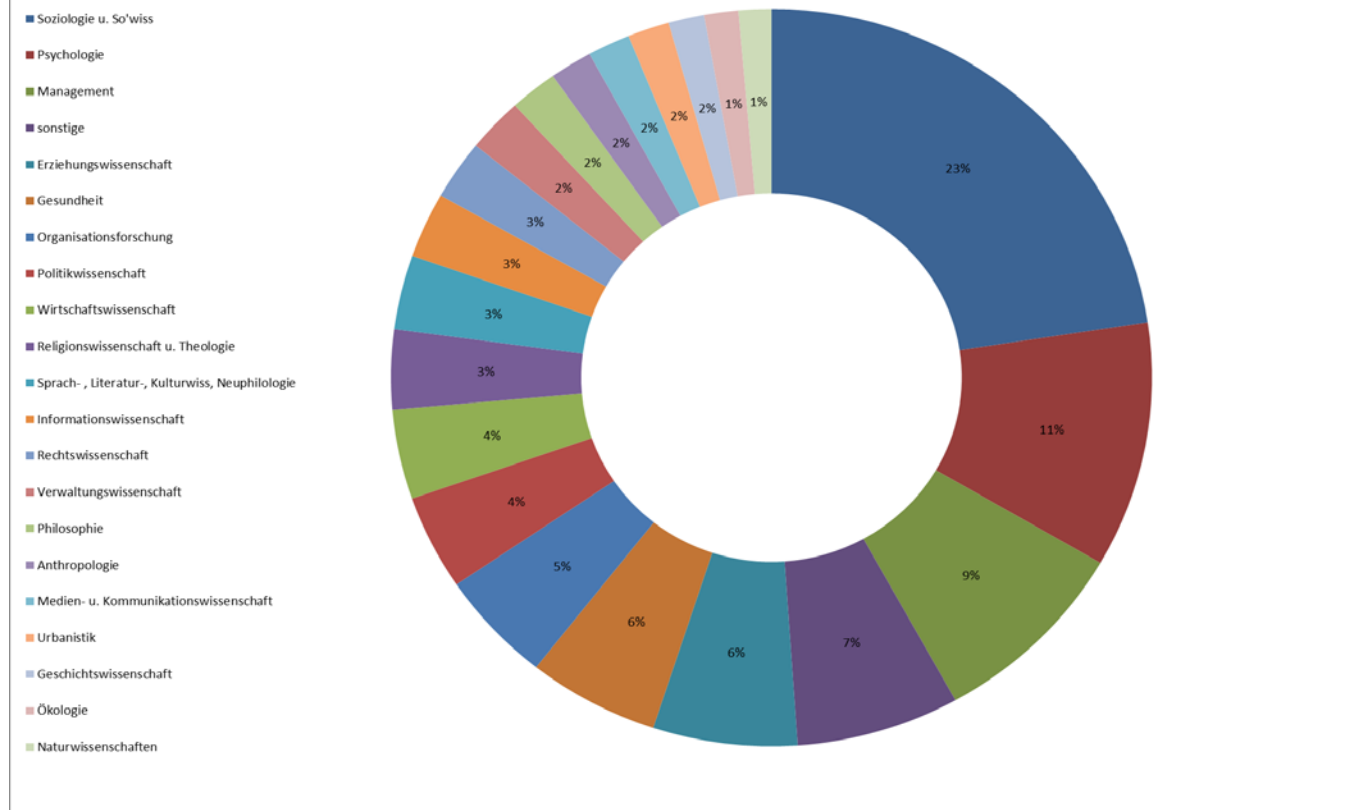


Fig 2 Quotations of “Berger” and “social construction” in the Web of Science, 1966–2015, including SCI-EXPANDED, SSCI, A&HCI (N=3100)



A Paradigm?

Quotation according to disciplines in
3.100 journal articles in Web of Science
(Thanks to Rene Wilke)



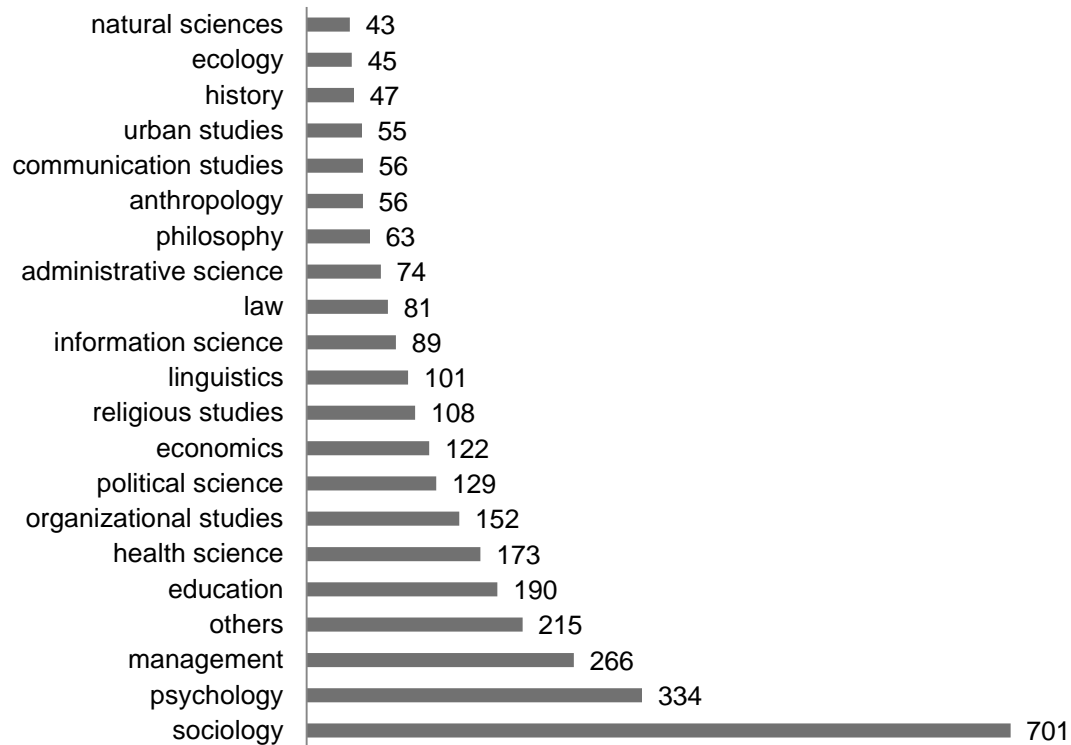
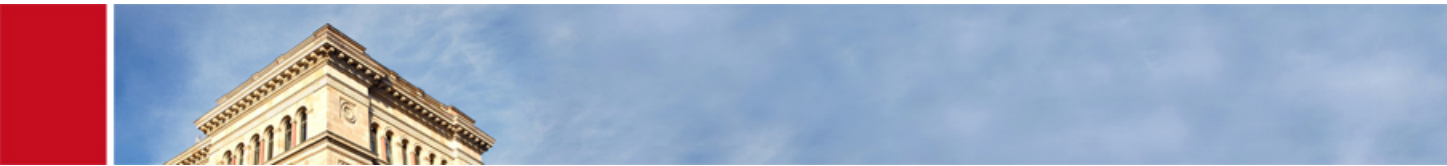


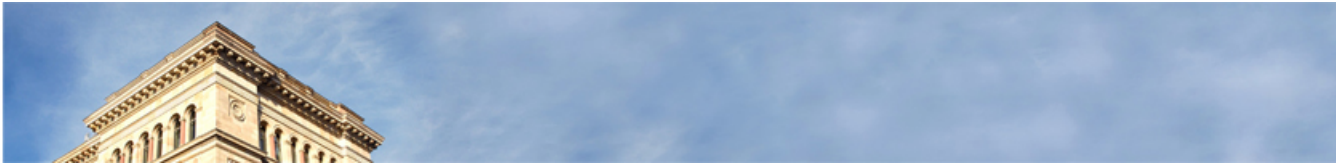
Fig 3 Articles referring to SCR by disciplines (Web of Science 1966–2015; N= 3100)



Google Hits by Dec. 17th 2015

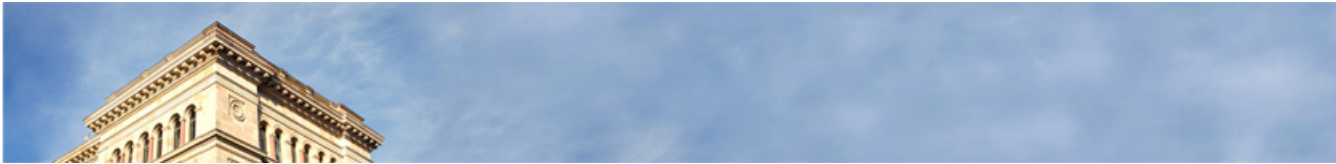
Social Constriuction: 149,000,000

Social ConstStruction ofrealiity: 10,000,000



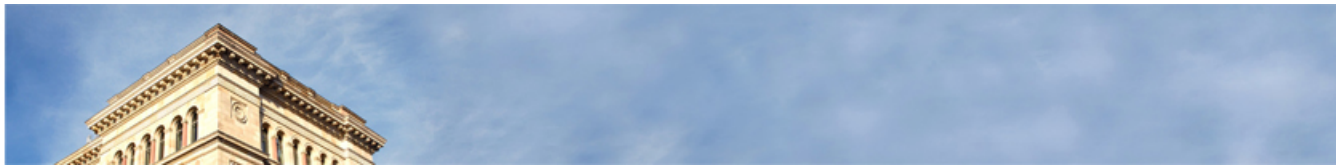
Structure

1. Preface
2. The Diffusion of social constructivism
- ~~3. Varieties of Constructivism~~
4. Construction and social construction
5. Fate and future



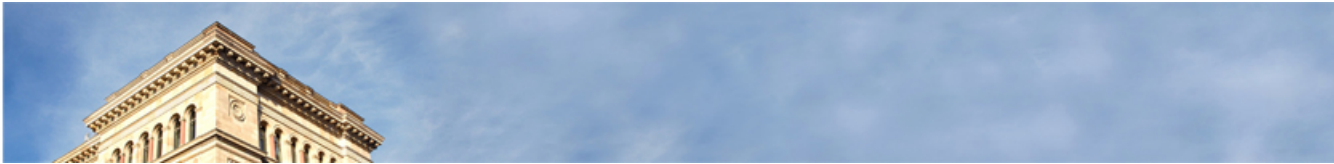
Structure

1. The Diffusion of social constructivism
2. Social constructionism and other constructivisms
3. Construction and social construction
4. Fate and Future



Construction and social construction

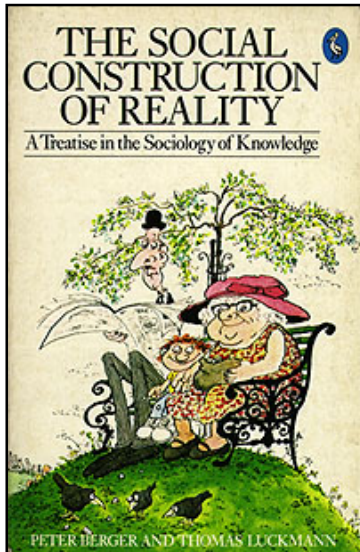
- **Subjective constitution** (intentionality, typification, relevance etc.)
 - Individual consciousness, brain, „meaning“ construct reality
 - „presociological“/ protosociology (Luckmann)
-
- **Social construction**
 - Sociality: Intersubjectivity (reciprocity),
 - social reality is not constructed in „observation“ but in processes, such as social action, interaction („co-construction“), conduct, institutionalization, later: communicative action
 - The „observer“ of social reality has to be accounted for (subjectivity, phenomenology and methodology)



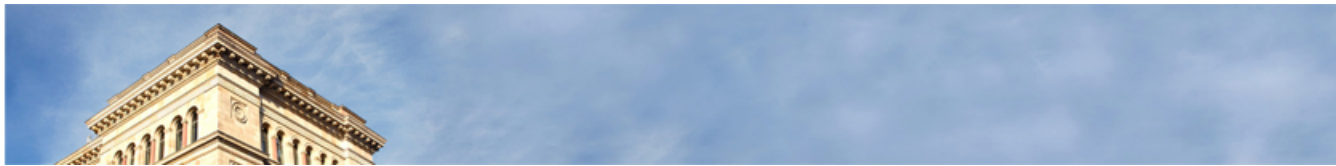
Structure

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Fate (and future)



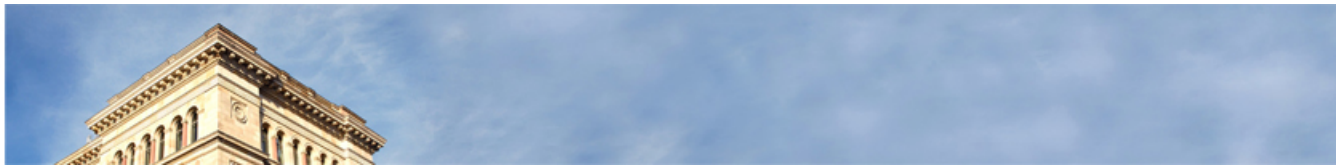
- Deserted by its authors since the early 1970s (adapted by liberal intellectuals/ knowledge class)
- Appropriated in every possible way (as a epthetic formula, as a concept, a topos, a theory, adopted, adapted, tranformed, modified etc.)
- Ignored in sociological theory, although it anticipates subjectivism-objectivism link (Bourdieu, Habermas, Giddens, Latour)
- Misidentified as constructivism (by postconstructivism)



(Fate and) Future

- Anticipates non-human agents, body turn, and critique of „social/constructivism“
- Allows to challenge questions raised by ANT, practice theory and new realism
 - E.g. Embodiment
 - Materiality (objectification) & „sociohistoric apriori“
 - Relationality
- New developments in empirical research & methodologies (social science hermeneutics, genre analysis, skad, leife-world ethnography, videography etc.)
- Inspires new theoretical developments such as social constructionism, mediatited constructivism, postconstructivism and communicative constructivism





„Indeed, I have heard it said that we should be glad to trade what we’ve so far produced for a few really good conceptual distinctions and a cold beer.”

Goffman, Interaction Order

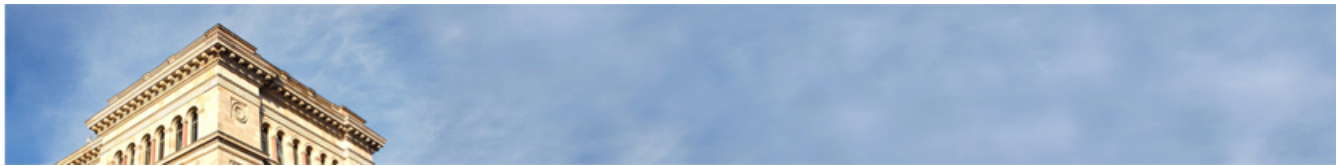
But there’s nothing in the world we should trade for what we have: the bent to sustain in regard to all elements of social life a spirit of unfettered, unsponsored inquiry, and the wisdom not to look elsewhere but ourselves and our discipline for this mandate“ (Goffl, I.A. Ordnung, 17)

Social construction is a decisive category for the claim of sociality as a subject matter of a science which does neither exclude objectivity nor subjectivity,

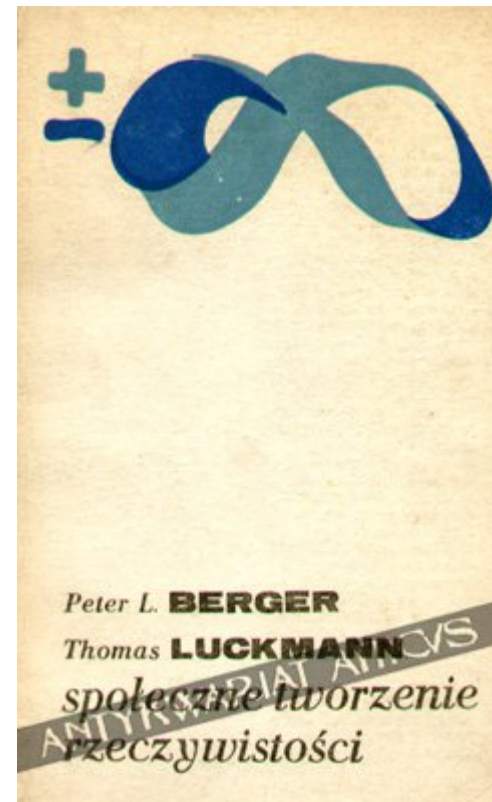
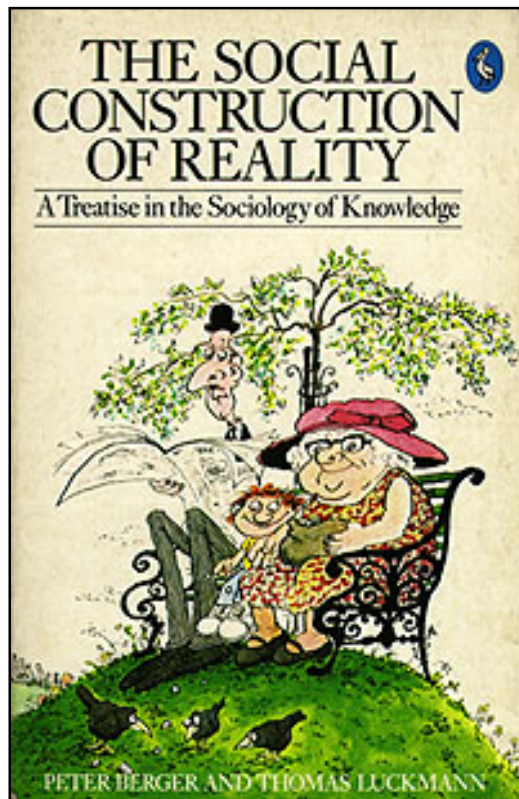


Meyer:

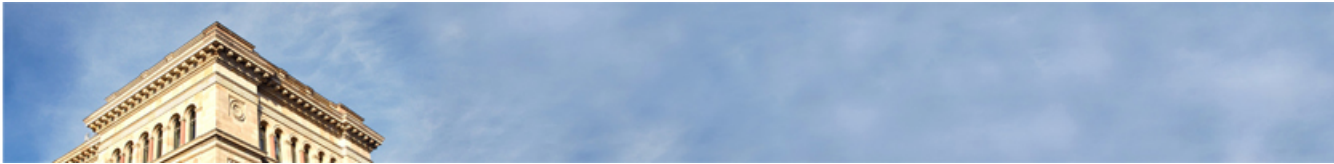
knowledge society forms the background of
sociology of knowledge
expansion of experts
transformation from inequality to injustice



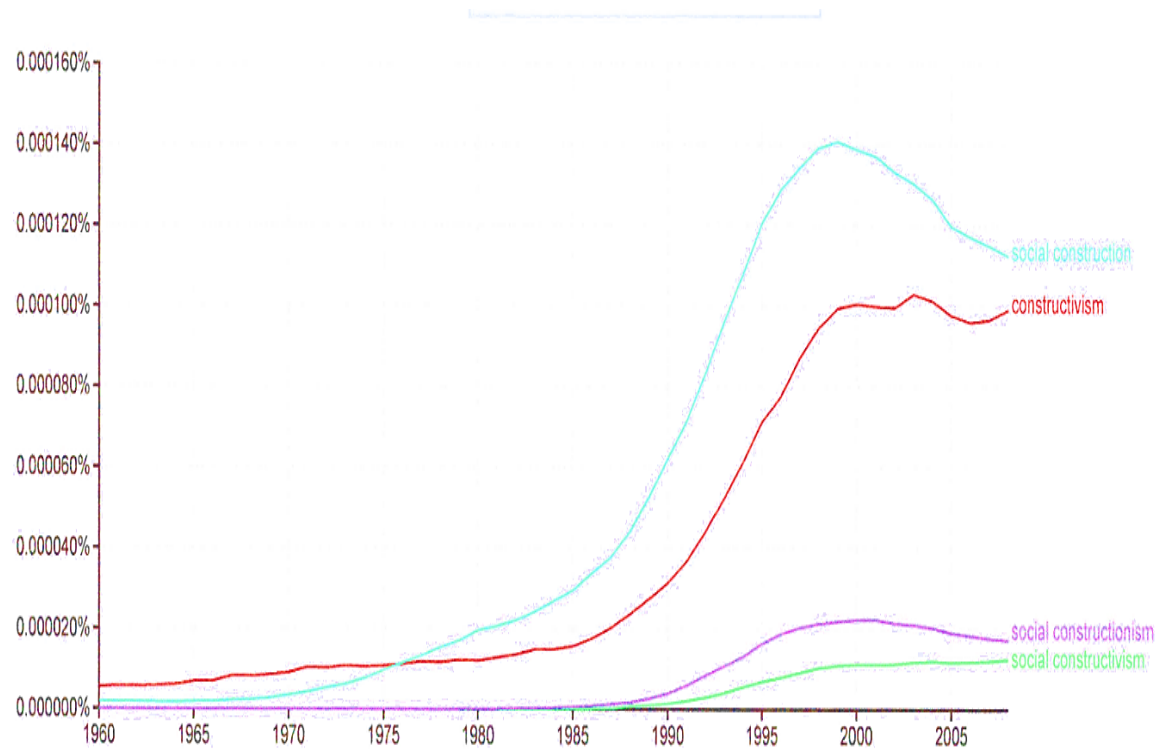
Constructivism and Social Constructivism

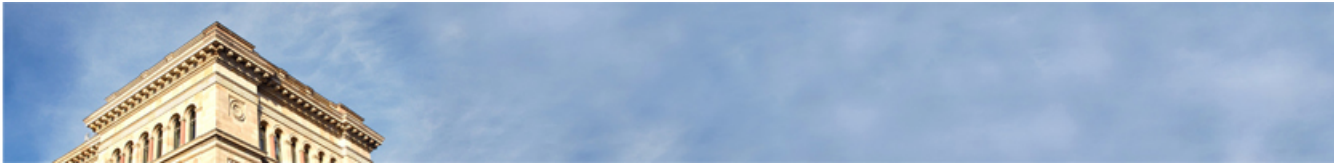


Warszawa 1983
(thanks to Stanislaw Krawzyk)

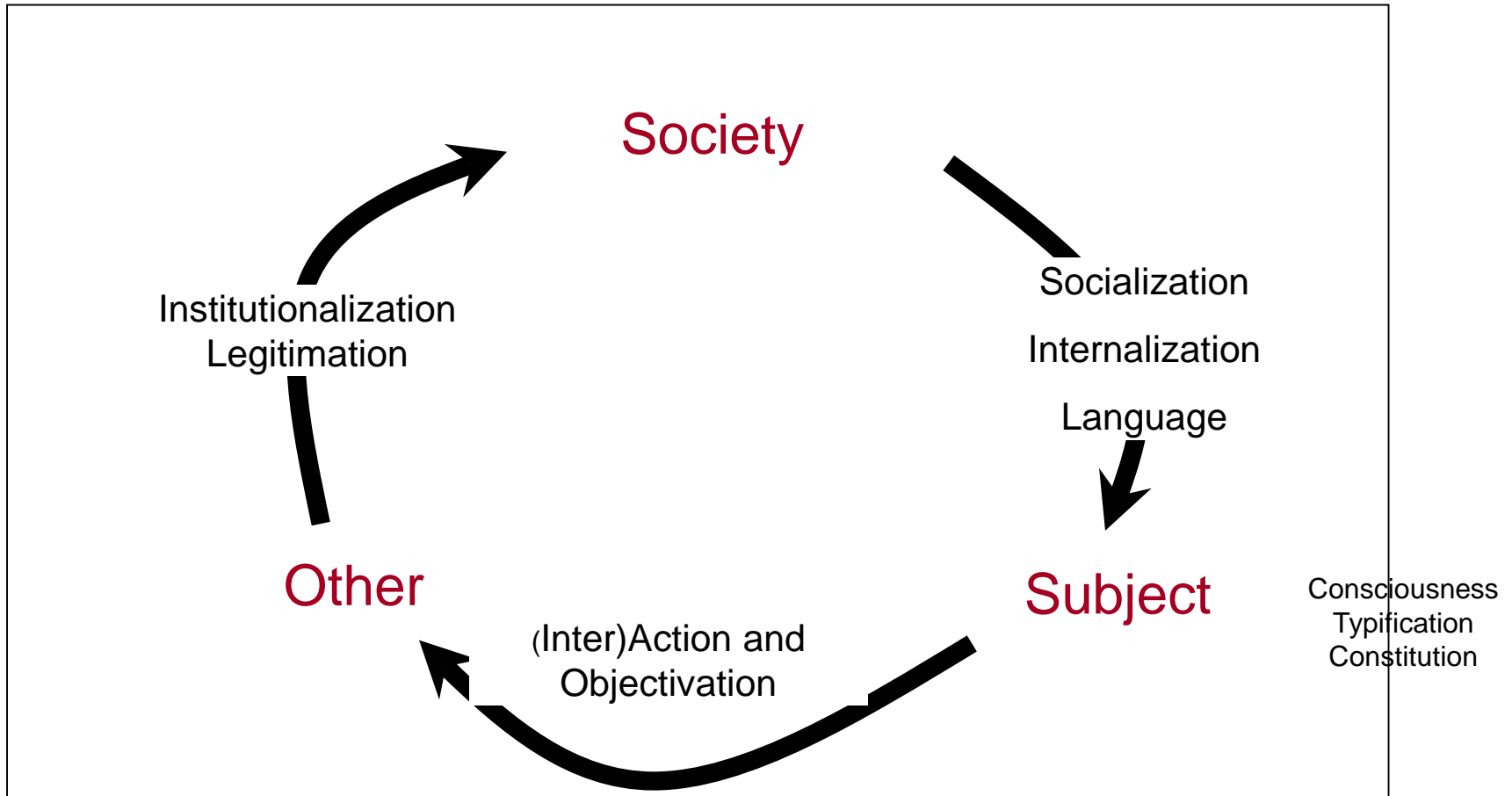


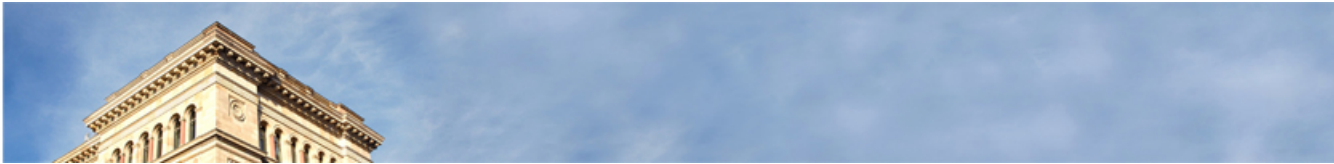
Words frequency in 5,2 mio books (english language selection)





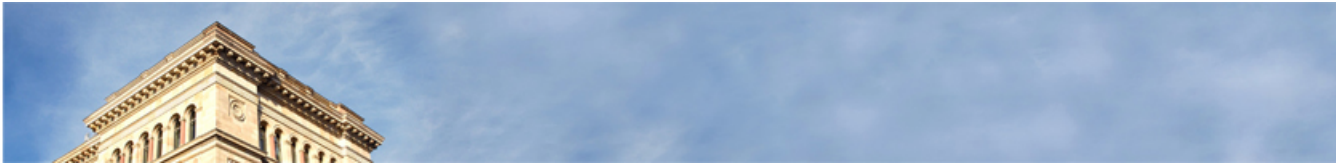
What is the social construction of reality?



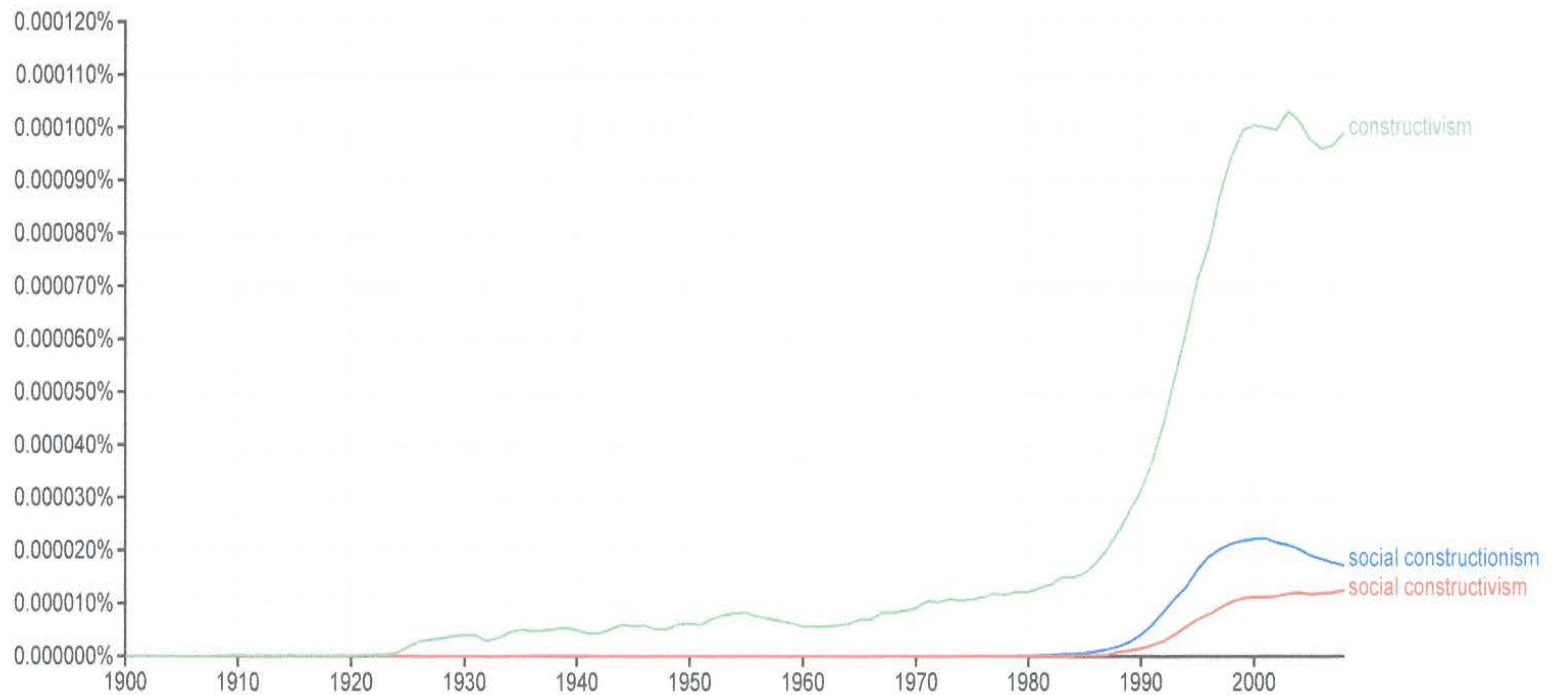


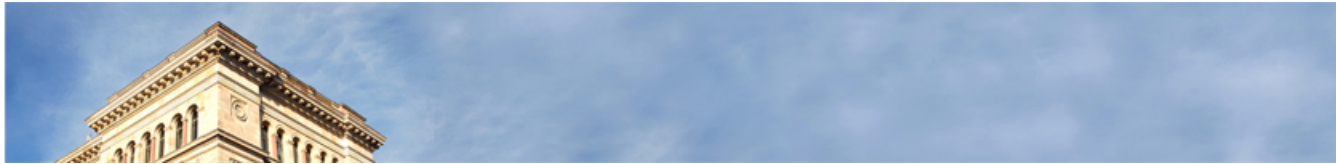
Structure

1. Constructivism and Social Constructivism
2. What is Social Construction?
3. Critics and Misconceptions
4. The Communicative Construction of Reality
5. Communication Society and Communicative Rationality



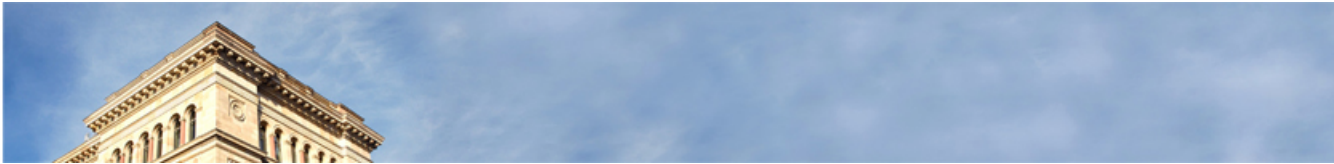
Words frequency in 5,2 mio books (english language selection)





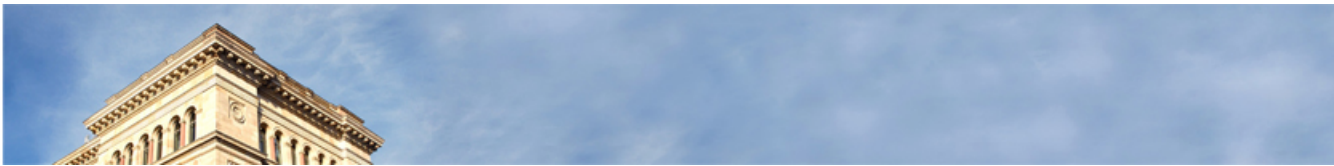
Postconstructivist critique and misconceptions of social construction

Claims of Post-constructivism (Latour)	Social/ communicative Constructivism
Cognitivism	Life-World, „Leib“, Embodiment
No non-human actors	Indefinite boundaries of the life-world
Relativism	Socio-historic Apriori
Subject/Object hiatus	Relationality



Structure

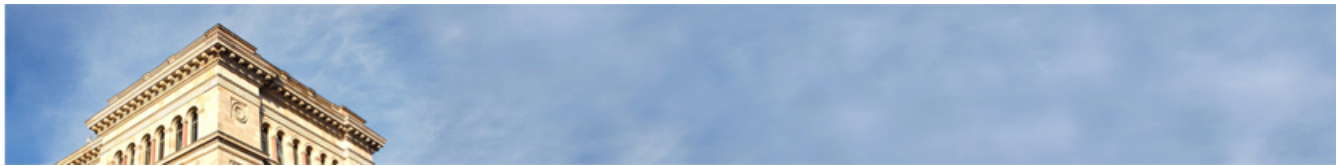
1. Constructivism and Social Constructivism
2. What is Social Construction?
3. Critics and misconceptions
4. **The Communicative Construction of Reality**
5. Communication Society and Communicative Rationality



Why „communicative“ construction

- Berger and Luckmann did not continue SCR after 1970
- Poststructuralism, practice theory and ANT demand revisions
- Communicative turn by empirical research within SCR (analysis of communicative genres, sociological hermeneutics, videography, ethnosemantics, SKAD)
- Communicative turn in sociology (systems theory, Habermas)





Relationality - reciprocity

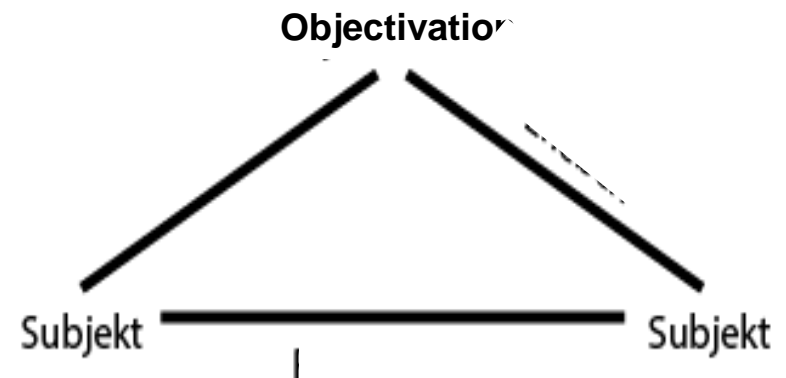
Subject is always socialized

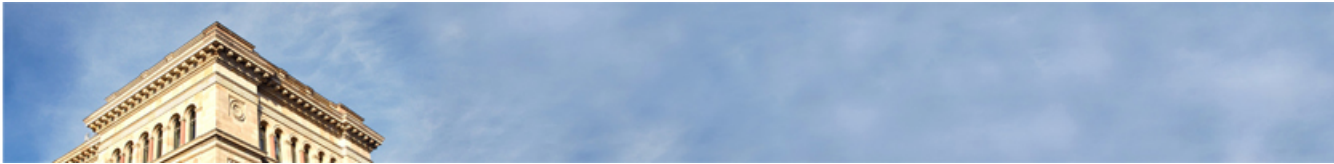
Not only relation between subject and object/
word

Not only bi-valent

Includes objectivation

- Not only language

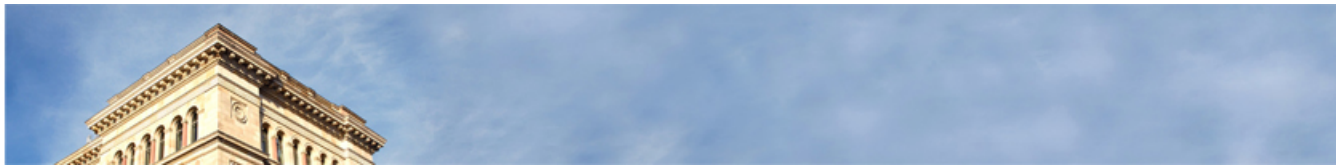




Pointing, Relationality , and Reciprocity

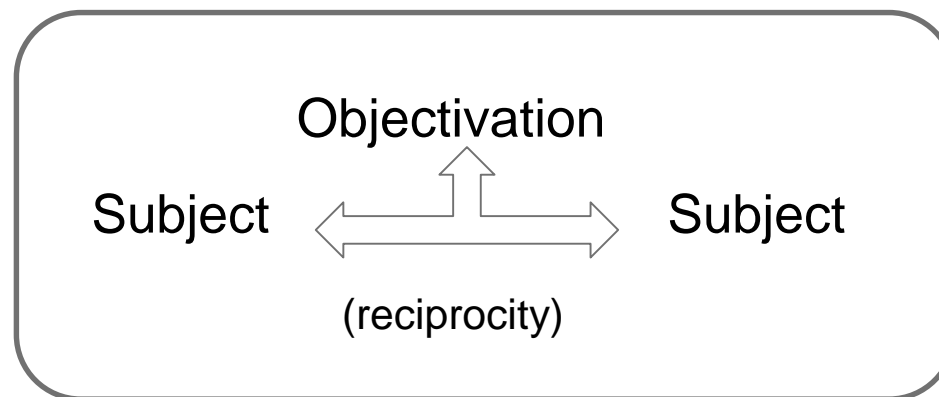


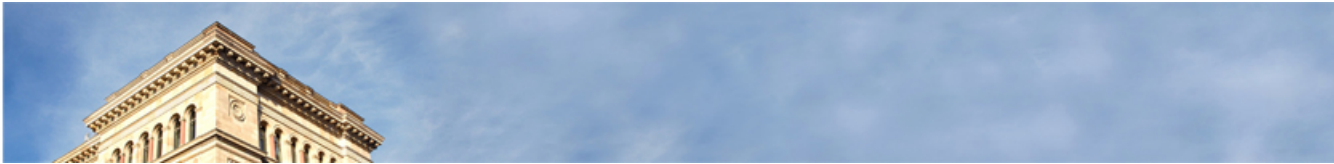
- Objectivation
- Embodied
- Relational
- Reciprocity (Schutz)
 - Exchangeability of standpoints
- Process (action)
- Conditio humana



What is communicative action?

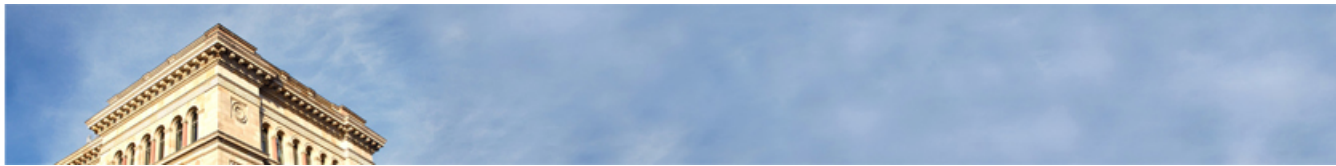
- Communicative action (not vs. „instrumental action“, Habermas)
- Communicative rationality not reduced to language/ discourse
- Relational, social reciprocal
- Action is performance / performativity („Wirken“)
- Embodied and objectifying (materiality)





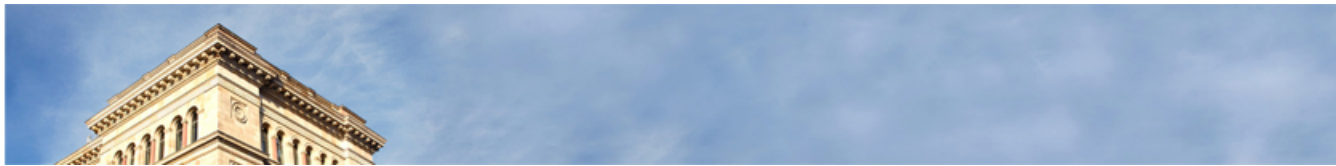
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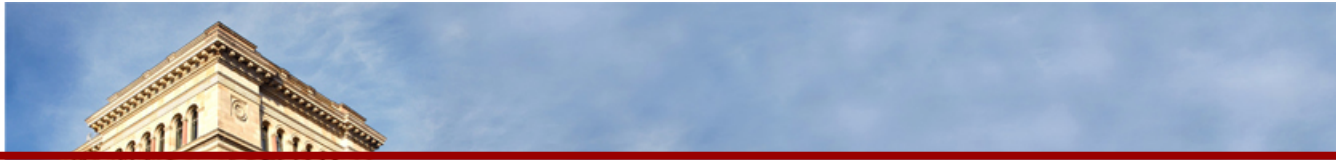
Communication Society and Communicative Rationality

- Transformation of Society: Communicatin Society
- Communication not only represents but produces reality
- Communicative Rationality (Habermas)
 - Contrafactual assumption to arrive at an understanding
 - Truth build in language (speech acts = validity claims)
- Bodies produce meaning
- Reciprocity built in bodis
- The (scientific) belief in truth

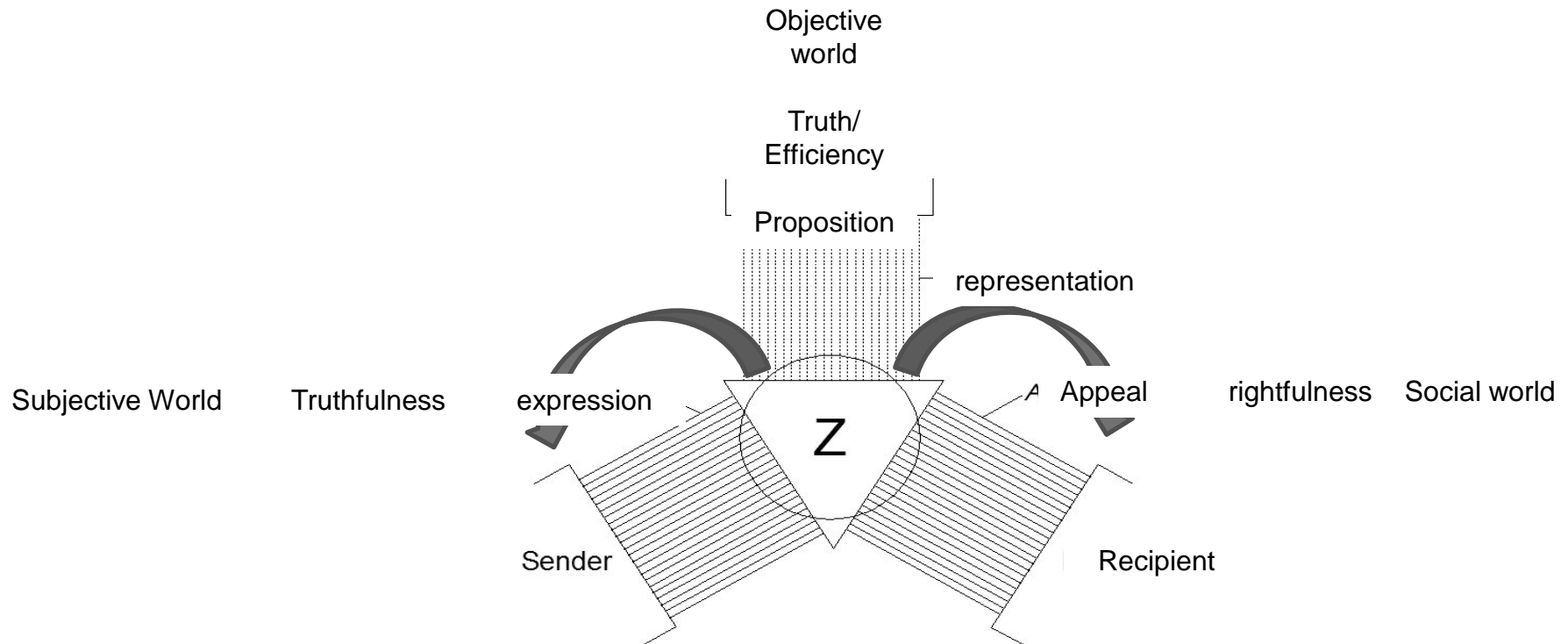


Thank you for listening!

- Some references (in English)
- Knoblauch, Hubert (2001), Communication, contexts and culture. A communicative constructivist approach to intercultural communication, in: Aldo di Luzio, Susanne Günthner und Franca Orletti (Hg.), Culture in Communication. Analyses of Intercultural Situations. Amsterdam/ Philadelphia: John Benjamins, S. 3-33.
- Knoblauch, Hubert (2013), Communicative Constructivism and Mediatization, in: *Communication Theory* 23, 297-315.
- Hubert Knoblauch (2013), Alfred Schutz' Theory of Communicative Action, in: *Human Studies*, 36,3 (2013), 323-337.
- Knoblauch, Hubert (2014), The communicative construction of transcendence: a new approach to popular religion, in: Judith Schlehe, Evamaria Sandkühler (Hg.), Religion, Tradition and the Popular. Transcultural Views from Asia and Europe. Bielefeld: transcript, 29-50.



Habermas: Worlds Validities, and Speech acts



Structure

IV. Prospects

- Under construction
- Conferences, Publications
- Empirical Studies
- Sociological theory
- „communication society“

Hubert Knoblauch

Communicative Constructivism and the Communication Society

Life-World, Intersubjectivity, and Culture
Richard Grathoff Memorial-
Symposium University Library Warsaw
25.-26.9. 2014

Structure

1. Introduction
2. Empiricity and Intersubjectivity
3. The triadic structure, objectivations and communicative action
4. Communicative constructivism
5. From Communication Culture to Communication Society



„For in the natural attitude our being is being with others from the scratch. As long as human beings are born of mothers (...), the experience of other ego will precede the experience of one's own ego genetically and constitutionally“ (Schütz 2003, 115).

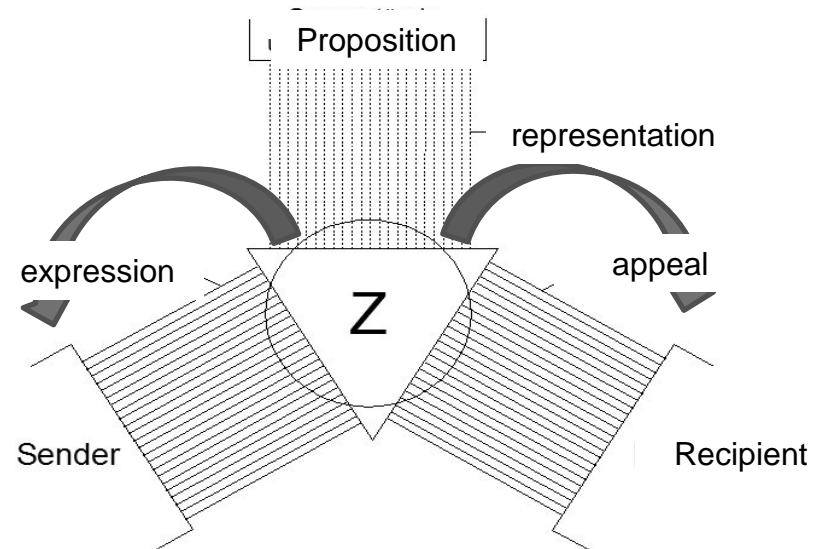
1. Empiricity and Intersubjectivity
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Pointing



Bühler's model

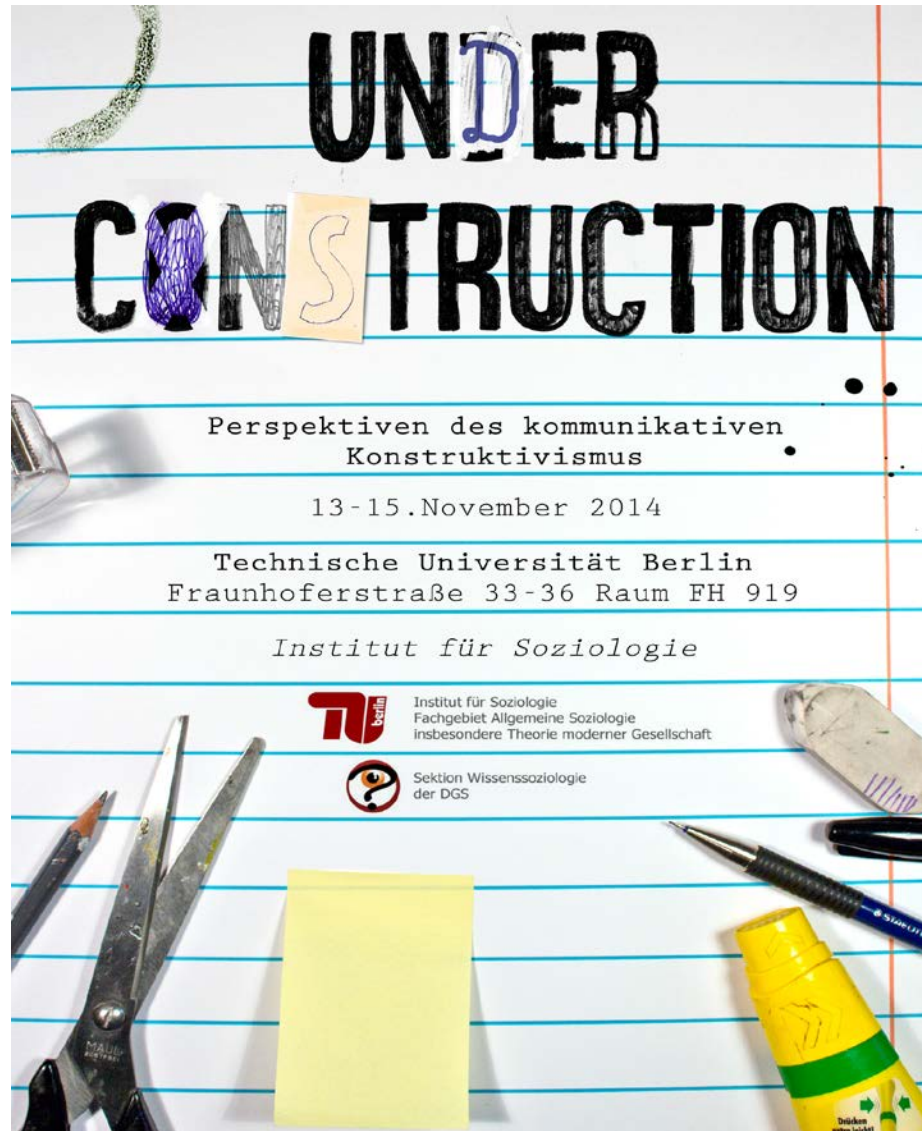


1. Empiricity and Intersubjectivity
2. The triadic structure, objectivations and communicative action
3. Communicative constructivism
4. From Communication Culture to Communication Society

1. Objectivations
2. Performance
 - Performativity (“working”)
 - Reflexivity (self-inductive)
3. Communicative forms
 - Sequences of actions
 - Institutions
 - How actions are performed
 - Indicating difference to other forms

1. Empiricity and Intersubjectivity
2. The triadic structure, objectivations and communicative action
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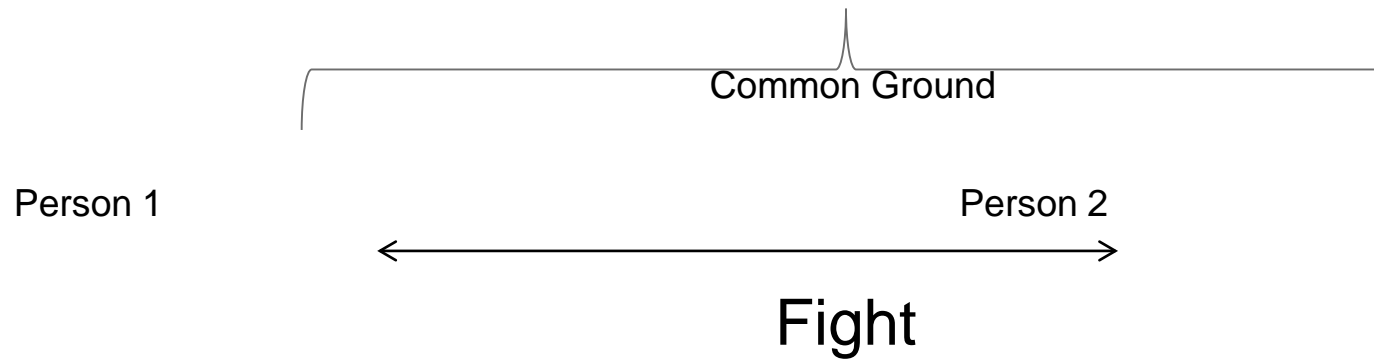
1. Differentiation of new subsystems of communication with their own codes, forms and discourses.
2. Increasing number of popular forms of communication crisscrossing the functional spheres
3. Crisscrossing life-worldly milieus
4. The increase of the relevance of communication is, of course, also related to the *massive increase of technologies of communication*.
5. Medialization and mediatization of actions
6. Institutionalization of (informational/ technological) forms of communication.
7. Construction of infrastructures



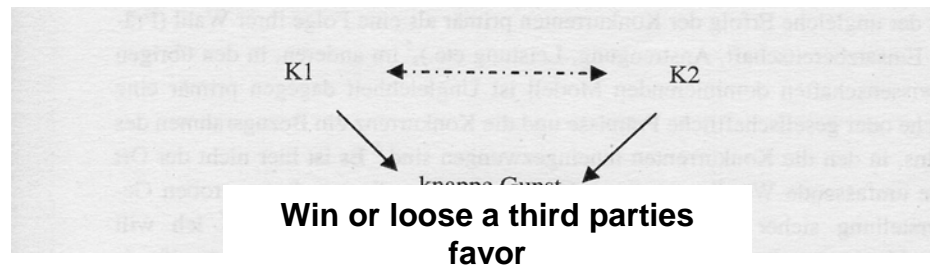
- a) Courses of action and expectations
- b) “institutionalized”
- c) Duality of structures
- d) “Indicate” and realize social structure
- e) By recurrences and differences produced in actions and fixed in objectivations (signs, objects, bodily performances)

„I ask you a question. The in-order-to motive of my act is only the expectation that you will understand my question, but also to get your answer; or more precisely, I reckon *that* you will answer, leaving undecided what the content of your answer may be. (...) The question, so we can say, is the because-motive of the answer, as the answer is the in-order-to motive of the question. (...) I myself had felt on innumerable occasions induced to react to another’s act, which I had interpreted as a question addressed to me, with a kind of behaviour of which the in-order-to motive was my expectation that the Other, the questioner, might interpret my behaviour as an answer“ (Schütz 1964a: 14).

Simmel, Social Forms



Competition





Triadic Figuration
Information Society (social construction of)

- Construction of hardware
 - Production of „information“
- Knowledge Society
- Presentation of „knowledge“

- transmission

Le nouveau capitalisme
(Boltansky)

- organization of work in terms of projects
- decentralized across departments and organizations.

In Communicative Action and form

“creative” work

Mediatization, Immediacy and Mediators

Centers of Coordination

Photo : Hubert Knoblauch

Glasgow: Strathclyde Transportation Control Room



Bruno Latour/ Emilie Hermant: Paris ville invisible. Paris 1998

Dezentrales Logo
optional

Postsociality, the ubiquity of communication and a summary



Communicative Action

Teleological Action

~~Communicative Action~~

Strategic Action

Sociocultural Life-World

Social System

Instrumental

Communicative Rationality

- Reduction of Communication to Language
- Problem of „two separate empires (instrument