

Bernt Schnettler

» *Habent sua fata libelli:*

**The success of inattentive reading«**

Impacts of *The Social Construction of Reality* as  
masterpiece in transatlantic academic cooperation

Social Constructivism as Paradigm – Vienna 2016



**Books and its readers**



*The Social Construction of Reality*  
Reception and Impact

» *Habent sua fata libelli*: one aspect of the fate of *The Social Construction of Reality* was to be widely misinterpreted. Who in heaven or hell, more likely hell, invented (social) ›constructivism‹?

Thomas Luckmann 2001: Berger and his collaborator(s), in: L. Woodhead, P. Heelas & D. Martin (Hg.), *Peter Berger and the Study of Religion*, London, New York: Routledge, 17 – 25 (p. 23 )

*The Social Construction of Reality*  
**Reception and Impact**

»A goodly part of the ›success‹ of the Social Construction must have been due to inattentive reading«.

Thomas Luckmann 1992:  
Social Construction and After, *Perspectives* (The Theory Section Newsletter The American Sociological Association) 15, 2: 4-5 (p. 4)



New Sociology of Knowledge

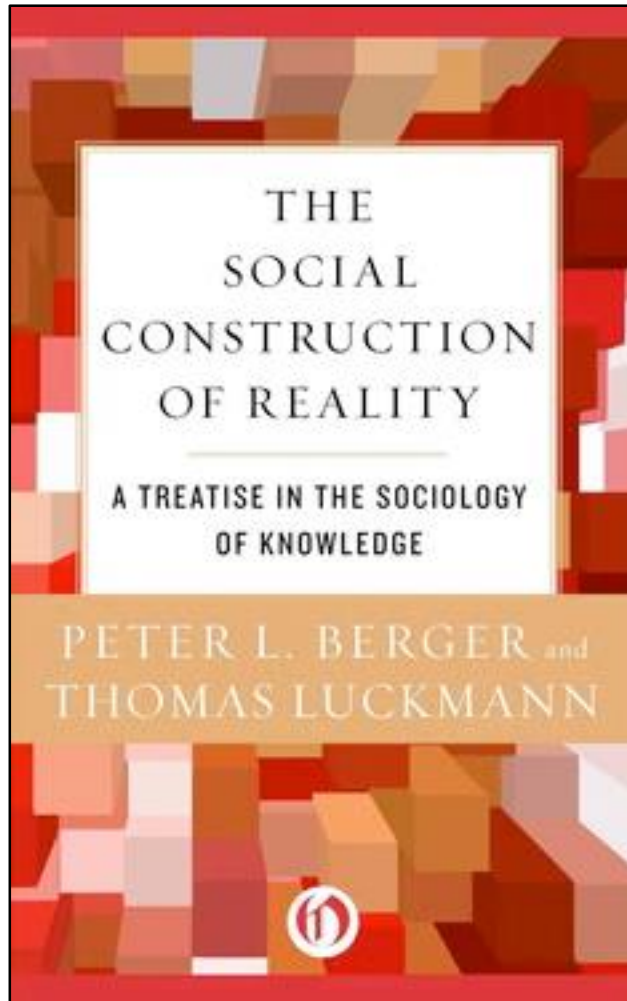


**Impact**



# The Social Construction of Reality

## A Treatise in the Sociology of Knowledge



1966	English
1968	Spanish
1969	German
1969	Italian
1972	Danish
1976	Portuguese
1977	Japanese
1979	Swedish
1983	Polish
1986	French
1986	Chinese
1988	Slovenian
1988	Catalan
1992	Croatian
1995	Russian
1998	Hungarian
1999	Czech
2003	Greek
2008	Turkish
2008	Romanic

A large, faint background graphic of a crowd of people holding hands, forming a circle. The people are represented by simple grey silhouettes.

New Sociology of Knowledge

# The Social Construction of....

# The Social Construction of...

The first 500 entries of articles in the Web of Science that include “social construction” in their title  
(out of 2012 in total)

Song, Felicia Wu; Paul, Newly Online product research as a labor of love: **motherhood and the social construction of the baby registry** INFORMATION COMMUNICATION & SOCIETY 19 7 892 906 10.1080/1369118X.2015.1064463 JUL 2 2016 2016 1369-118X 1468-4462  
WOS:000372917400002

Hunter, William Cannon **The social construction of tourism online destination image: A comparative semiotic analysis of the visual representation of Seoul** TOURISM MANAGEMENT 54 221 229 10.1016/j.tourman.2015.11.012 JUN 2016 2016 0261-5177 1879-3193  
WOS:000372560100023

Nourpanah, Shiva; Martin, Fiona S. 'Sound Health Starts from Education': the **social construction of obesity** in Iranian public health discourse CRITICAL PUBLIC HEALTH 26 3 343 353 10.1080/09581596.2015.1123809 MAY 26 2016 2016 1 0 0 0 0 1 0958-1596 1469-3682  
WOS:000371909900010

Taylor, Philip; Earl, Catherine **The Social Construction of Retirement** and Evolving Policy Discourse of Working Longer JOURNAL OF SOCIAL POLICY 45 2 251 268 10.1017/S0047279415000665 APR 2016 2016 0047-2794 1469-7823 WOS:000371644100004



[www.soz.uni-bayreuth.de](http://www.soz.uni-bayreuth.de)

# The Social Construction of...

RN 7  
Sociology of  
Culture

RN 20  
Qualitative  
Sociology

RN 19  
Sociology of  
Professions

RN 34  
Sociology of  
Religion

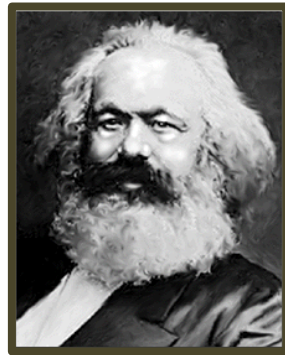
RS Sociology of Knowledge

Sociology of Communication

Sociology of Science

# Sociology of Knowledge

## Precursors and Founding Fathers



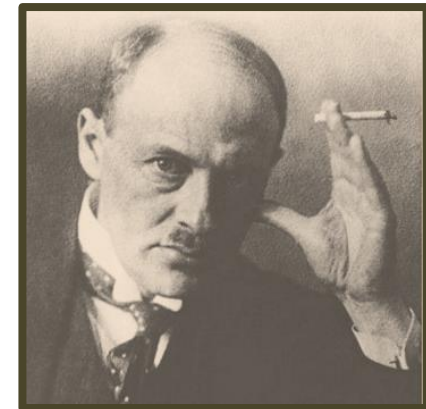
**Karl Marx**  
(1818-1883)



**A. Comte**  
(1818-1883)



**Karl Mannheim**  
(1883-1947)



**Max Scheler**  
(1874-1928)

Scheler: »Versuche einer Soziologie des Wissens« (Leipzig 1924)



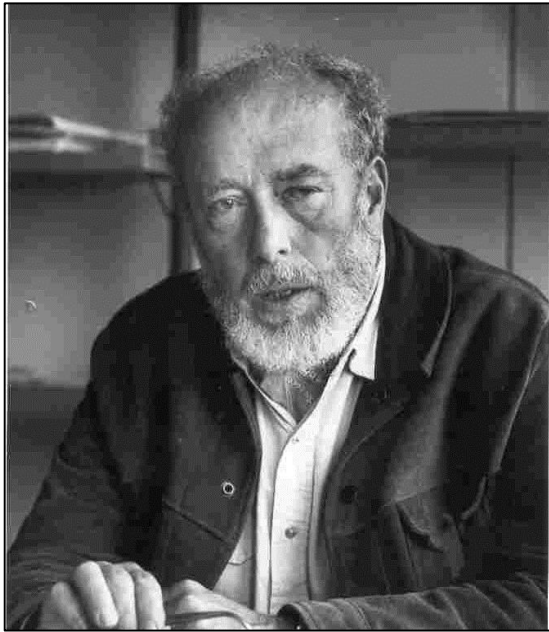
# Sociology of Knowledge

## Transatlantic Interchange

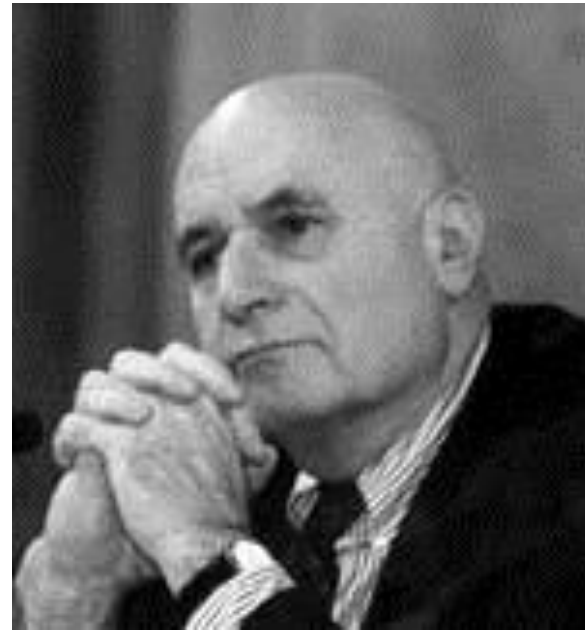
Talcott Parsons  
Robert K. Merton

Alfred Schütz  
Norbert Elias  
Karl Mannheim  
Florian Znaniecki  
Pitirim Sorokin

# The ›New‹ Sociology of Knowledge



**Thomas Luckmann**  
born 1927



**Peter L. Berger**  
born 1929

# Sociology of Knowledge

## Basic Premises

1

Sociality of Knowledge

2

Knowledge as Social Action

3

Variety of Knowledge Forms



New Sociology of Knowledge



**The New Sociology of  
Knowledge**



# The New Sociology of Knowledge Offspring

1

Hermeneutic Sociology of Knowledge

2

Ethnography of the Life World

3

Sociology of Knowledge Approach to  
Discourse Analysis



# Outline

1. Introduction
2. The Development of the Sociology of Knowledge
3. Basic Premises
4. The New Sociology of Knowledge
5. Empirical Research Areas
6. Future Prospects