»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
»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«?

»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

2
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 - Romanian
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


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 0 9 5 8-1596 1469-3682 WOS:000371909900010

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The Social Construction of…

RS Sociology of Knowledge

RN 7 Sociology of Culture
RN 20 Qualitative Sociology
RN 19 Sociology of Professions
RN 34 Sociology of Religion

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)
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
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