

ein Vortrag im Rahmen des Curriculum 4.0 / TH Köln

# Digitale Transformation der Sozialtheorie. Ein Forschungsupdate

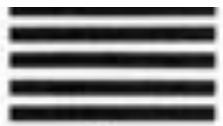
**Univ.-Prof. Dr. Dr. Steffen Roth**

03. Mai 2022

**Lizenz:**



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# DIGITALE TRANSFORMATION DER SOZIALTHEORIE

## EIN FORSCHUNGSUPDATE

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SIMONAVICIUS UNIVERSITY (LT) [DERROTH.COM](http://DERROTH.COM)



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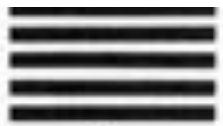
46



47



48



1



2



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# DIGITALE TRANSFORMATION

## NASSEHI

- Vermessung der Welt, Sonderfall Gesellschaft (Mustererkennung)
- Form der Selbstentdeckung der Gesellschaft
- Logische Fortschreibung der Moderne #binärecodes

- 1 Gesellschaft der Aufklärung
  - Vorher/nachher: Entscheidung
  - Design
- 2 Komplexe Industriegesellschaften
  - Entscheidungsprobleme
  - Designprobleme
- 3 Digitale Gesellschaften
  - Algorithmen
  - Big Data
  - Sozialstatistik 2.0

## BAECKER

- Formen der Digitalisierung im Medium der Digitalisierung
- Digitale Medien als Medien der Gesellschaft
- Verbreitungsmedien versus SGK

- 1 Sprache
- 2 Schrift
- 3 Buchdruck
- 4 Elektronische Medien

## ROTH



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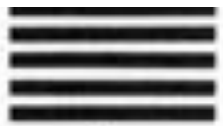
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# DIGITALE TRANSFORMATION

ROTH



16



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45



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47



48



# DIGITALE TRANSFORMATION COMPUTER

UND WIE SIE UNSER LEBEN VERÄNDERN



COMPUTER  
NEVER REALLY AFK ...



COMPUTER?

... BECAUSE OF PAPERS

```
*** COMODORE BASIC ***
```

```
7167 BYTES FREE
```

```
READY.
```



# COMPUTER?

WARUM PROGRAMMIEREN WIR  
NICHT?



# EMPIETER AN ALPHABETE



# MPUTTER AN ALPHABETE



# COMPUTER ALPHABET

```
void writeIdea() {
  String idea = random(1000);
  String draft = "";
  void setup() {
    draft = idea;
    write();
    Rethink();
  }
  void draft() {
    Rewrite();
  }
  void write() {
    println(draft);
  }
  void Rethink() {
    for(int decomp=0; decomp<draft.length(); decomp++)
      (poem[decomp]=draft.substring(decomp, decomp+1));
  }
  void Rewrite() {
    byte seek=byte(random(0, poem.length));
    poem[seek]=" ";
    String poetry=join(poem, "");
    println(poetry);
    if(poetry.equals(silence)){
      println(" ");
      noLoop();
    }
  }
}
```

Alejandro Corredor  
// Processing

# COMPUTER ALPHABET



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**Technological Forecasting & Social Change**

journal homepage: [www.elsevier.com/locate/techfore](http://www.elsevier.com/locate/techfore)

**Print theories of computer societies. Introduction to the digital transformation of social theory**

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**ARTICLE INFO**

**ABSTRACT**

**Keywords:** Digital transformation, Social theory, Digital theory, Theory programmes

ICT and the increasing availability of digital data are dramatically changing the processes of research and knowledge production in the social sciences and humanities (SSH). Whereas the methodological momentum in digital humanities and computational social sciences is already immense, theory development in the SSH is much less dynamic and consists mainly of digital reiterations of the classics of our fields. The contributions to this virtual special issue of *Technological Forecasting and Social Change* do, therefore, not constitute efforts at presenting new social theories of the digital transformation, but rather, efforts at digitally transforming social theory. This introduction presents an overview of the topic and the contributions and outlines key elements of a

# SYSTEM FAILURE

# A GLITCH

IN UNSEREN THEORIEN ZUR DIGITALEN TRANSFORMATION ZUM COMPUTERZEITALTER

# A GLITCH IN UNSEREN THEORIEN ZUR DIGITALEN TRANSFORMATION



## Digital transformation of social theory. A research update

Steffen Roth\*

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### ARTICLE INFO

**Keywords:**  
Digital transformation  
Social theory  
Digital theory  
Universal social theory machine  
Supervacuous  
True distinctions

### ABSTRACT

This article outlines the basic design of digitally transformed social theory. We show that any digital world is created by the drawing and cross-tabling of binary distinctions. As any theory is supposed to be concerned with truth, we introduce to and insist on the distinction between true and false distinctions. We demonstrate how flexible matrix-shaped theory architectures based on true distinctions allow for the reduction and unfolding of the entire complexity of analogue social theories. The result of our demonstrations is the idea of a theoretical Supervacuum. The social equivalent of a universal Turing machine, this supervacuous social theory is virtually empty as it is based on only one proper theoretical premise (the idea of distinction [between true and false distinctions]), and therefore able to simulate all other social theory programmes. We conclude that our digitally transformed social theory design is particularly useful for observations of a digitally transformed society.

"I am counting up the value of subsistence from what is quiet calm and just binaric we are living in numerical series things remain in line, understand things remain in line until the end".

(Deine Lakaien, One Minus One)

### 1. Digital transformation. The world as bit and tabulation

Insofar as the digital transformation is associated with computers, digital transformation is a matter of tabulation. Whether these computers are abstract, mechanic, or electronic machines is of secondary importance, as Alan Turing (1995, p. 390) highlighted in his Lecture to the London Mathematical Society on 20 February 1947:

"From the point of view of the mathematician the property of being digital should be of greater interest than that of being electronic. That it is electronic is certainly important because these machines owe their high speed to this, and without the speed it is doubtful if financial support for their construction would be forthcoming. But this is virtually all that there is to be said on that subject. That the machine is digital however has more subtle significance."

The subtle significance Turing attached to binary digits owes to

their universal applicability. First, digital machines can compute numbers of any size to any degree of accuracy. Second, these machines are not limited to any scope of problem. Whatever the hardware, it is thus their binary architecture that turns digital computers into universal machines.

The basic principle of these universal machines is the translation of symbols into or from binary code (Turing, 1937, p. 232), and the often-implicit principle behind this operation is that of tabulation. This holds true also for the legendary early forms of digital computing, which, for example, "shall be performed thus: First, let all the Letters of the Alphabet, by transposition, be resolved into two Letters only; for the transposition of two Letters by five placings will be sufficient for thirty two Differences, much more for twenty four, which is the number of the Alphabet" (Bacon, 1674, p. 170).

In copying the first two rows of Bacon's (1674, p. 171) "Example of a Bi-literate Alphabet", Table 1 shows that this binary alphabet is not just presented as a table (the two bold bottom rows), but actually made by tabulation. This example of a recursive matrix turns its first two cells, A and B, into its own observers. A is both translated into and defined as a, the symbol for an empty cell, whereas B is translated into and defined as b, the symbol for content. The rest of the Alphabet is then defined by where we find b's in a's. The principle clearly corresponds to the use of the Leibniz' (1703) binary numeral system in



# WAKE UP NEO ...

DER WEG IN DIE MATRIX IN EINE DIGITAL  
TRANSFORMIERTE THEORIE



DIGITALE TRANSFORMATION DER SOZIALTHEORIE

## 0 SOZIALTHEORIE

JENSEITS VON *WIRTSCHAFT UND GESELLSCHAFT*

## 1 DIGITALE TRANSFORMATION

DIE WELT ALS BIT UND TABULATION

## 2 WAHRE/FALSCHER UNTERSCHIEDUNGEN

DUALISMEN VERSUS DIGITALISMEN

## 3 AUSGANGSPUNKTE EINER DIGITAL TRANSFORMIERTEN SOZIALTHEORIE

PARSONS LUHMANN SPENCER BROWN

## 4 AGILE MATRIZEN

DAS GRUNDDESIGN DIGITALER THEORIEN

## 5 MANAGEMENT IMPLICATIONS

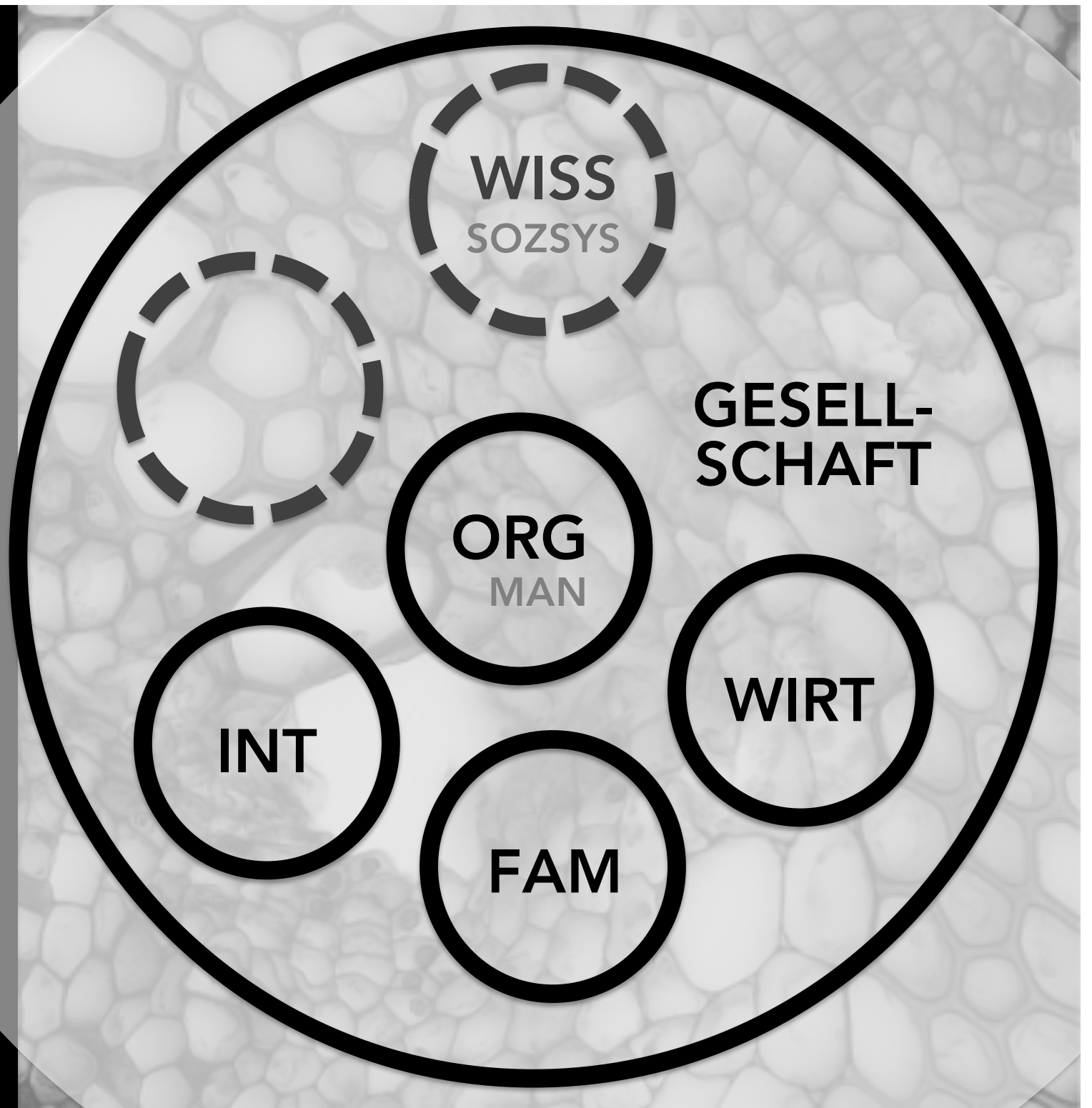
PARADOXIEN TETRALEMMAS

## 6 DER SUPERVACUUS

AUSBlick AUf EINSATZBEREICHE EINER  
UNIVERSELLEN SOZIALTHEORIEMASCHINE



# OSOZIAL THEORIE



# 1 DIGITALE TRANSFORMATION



# 1 DIGITALE TRANSFORMATION

“From the point of view of the mathematician the property of being digital should be of greater interest than that of being electronic. That it is electronic is certainly important because these machines owe their high speed to this (...). But this is virtually all that there is to be said on that subject. That the machine is digital however has more subtle significance.”

Alan Turing “Lecture to the London Mathematical Society on 20 February 1947”

# 1 DIGITALE TRANSFORMATION

An Example of a Bi-literate Alphabet.

A. B. C. D. E. F.  
aaaa. aaaab. aaaba. aaabb. aabaa. aabab.

$2^4$	0	0	0	0	0	0
$2^3$	0	0	0	0	0	0
$2^2$	0	0	0	0	1	1
$2^1$	0	0	1	1	0	0
$2^0$	0	1	0	1	0	1
Leibniz	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>
Bacon	aaaaa	aaaab	aaaba	aaabb	aabaa	aabab

perform : For by this *Art* a way is opened, whereby a man may express and signify the intentions of his mind, at any distance of place, by ob-

LESEGERÄT  
SOFTWARE MASCHINE  
OUTPUT  
+



1 DIGITALE  
TRANSFORMATION



1-BY- $\infty$  MATRIX  
UNIVERSAL TURING

1DIGITALE  
TRANSFORMATION

PIXEL  
FRÖSCHE  
MATURANA



# 1 DIGITALE TRANSFORMATION

# 1 DIGITALE TRANSFORMATION

DESIGN WITH THE NOR

by

G. Spencer Brown

+



# 1 DIGITALE TRANSFORMATION

## #REENTRY

$2^4$	0	0	0	0	0	0
$2^3$	0	0	0	0	0	0
$2^2$	0	0	0	0	1	1
$2^1$	0	0	1	1	0	0
$2^0$	0	1	0	1	0	1
Leibniz	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>
Bacon	aaaaa	aaaab	aaaba	aaabb	aabaa	aabab



# 1 DIGITALE TRANSFORMATION

DIGITAL  
COMPUTATION  
MAY SAFELY  
BE CONFUSED  
WITH\* CROSS-

TABULATION

\* (=)

# 2 WAHRE/FALSCHE UNTERSCHIEDUNGEN

DISTINCTION IS PERFECT  
CONTINENCE LOFP.1

#MUTUALLYEXCLUSIVE #JOINTLYEXHAUSTIVE  
#SICHGEGENSEITIGAUSSCHLIESSEND #INSGESAMTERSCHÖPFEND

# 2WAHRE/FALSCH UNTERSCHIEDUNGEN

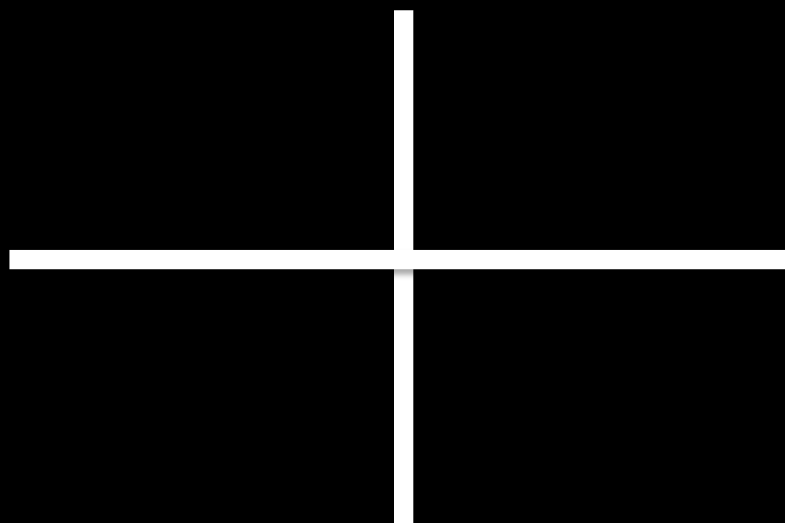
DIE GANZE WELT SPALTEN  
FALSCH: GREEN PILL  
WAHR: IN/OUT MATRIX

# 2WAHRE/FALSCH UNTERSCHIEDUNGEN SOWOHL ALS AUCH

$2^4$	0	0	0	0	0	0
$2^3$	0	0	0	0	0	0
$2^2$	0	0	0	0	1	1
$2^1$	0	0	1	1	0	0
$2^0$	0	1	0	1	0	1
	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>
	aaaaa	aaaab	aaaba	aaabb	aabaa	aabab

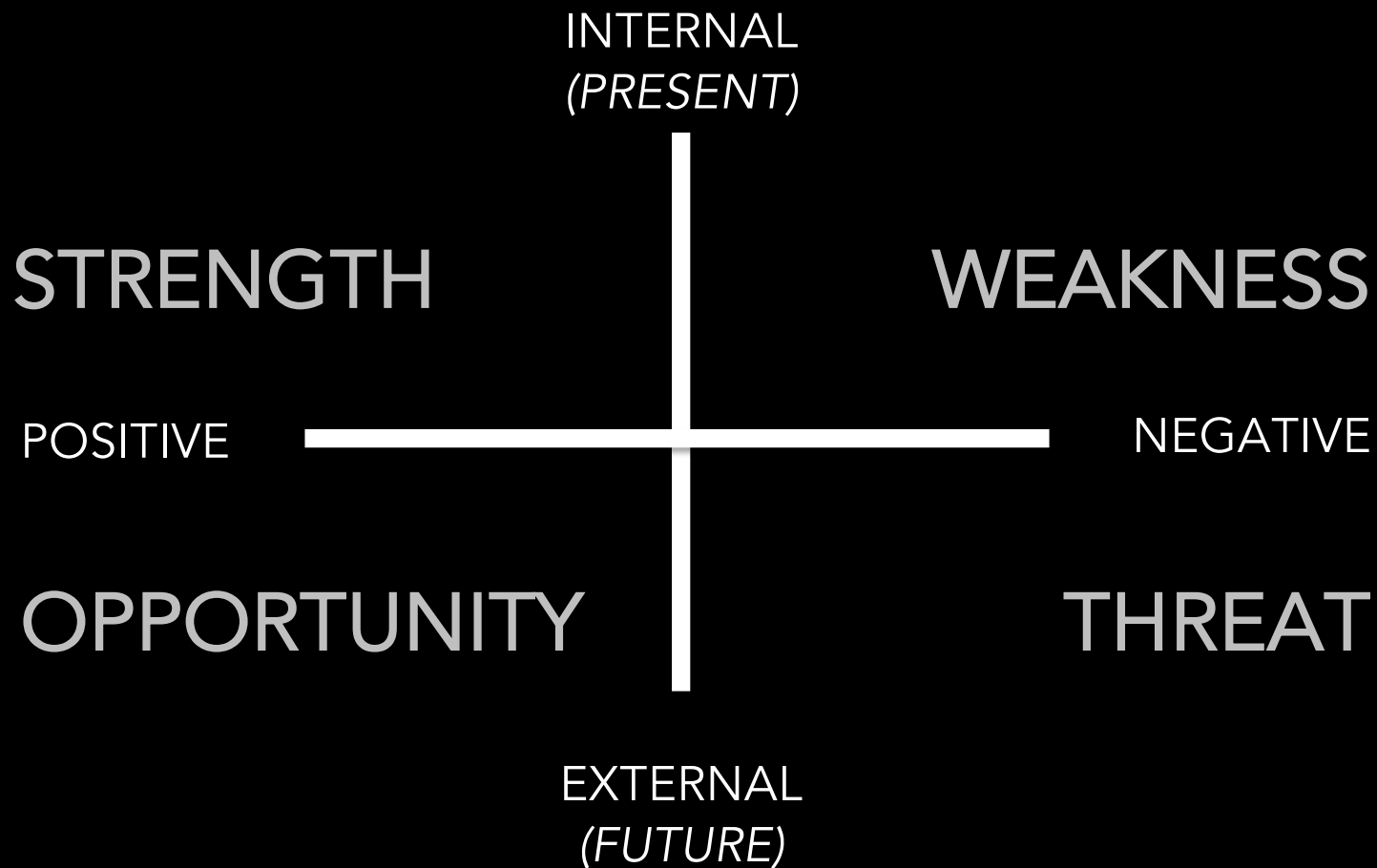
# 2WAHRE/FALSCH UNTERSCHIEDUNGEN

WE TAKE AS GIVEN THE IDEA OF  
DISTINCTION AND THE IDEA OF  
INDICATION, AND THAT WE  
CANNOT MAKE AN INDICATION  
WITHOUT DRAWING A DISTINCTION.  
WE TAKE, THEREFORE, THE FORM OF  
DISTINCTION FOR THE FORM  
(SPENCER BROWN, LOF P. 1)



# 3 AUSGANGSPUNKTE DIGITALE THEORIE

# SOWOT?

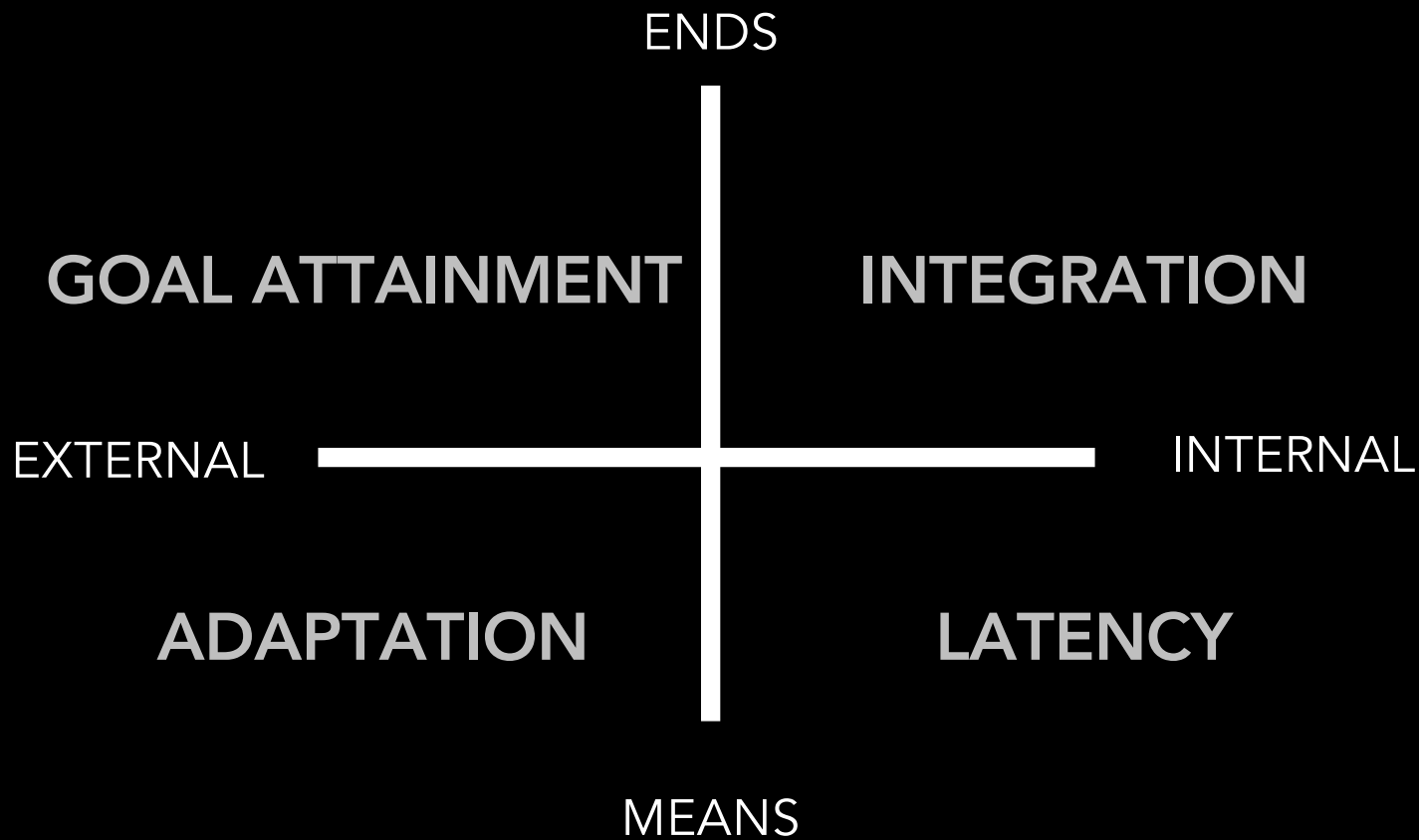




WAHRES DESIGN?

# 3 AUSGANGSPUNKTE

PARSONS (1937)



WAHRES DESIGN?

# 3 AUSGANGSPUNKTE

PARSONS (1953)



WAHRE UNTERSCHIEDUNGEN?

# 3 AUSGANGSPUNKTE

PARSONS (1953)



WAHRE UNTERSCHIEDUNGEN?

# 3 AUSGANGSPUNKTE

PARSONS (1953)



WAHRE UNTERSCHIEDUNGEN?

# 3 AUSGANGSPUNKTE

PEST

CONSUMMATORY

POLITICS

SOCIETY

EXTERNAL

G I  
A L

INTERNAL

ECONOMY

TECHNOLOGY

INSTRUMENTAL

WAHRE UNTERSCHIEDUNGEN?

# 3 AUSGANGSPUNKTE

PARSONS (1953)

1 "(...) triumphalist Occidental organizing framework, within which evidence of historical complexity is exquisitely tortured to fit Parsons' grand theoretical apparatus." (Holton, 2001)

2 FEHLENDE SELBST-IMPLIKATION\*

3 WARUM DIESE BEIDEN UNTERSCHIEDUNGEN?\*

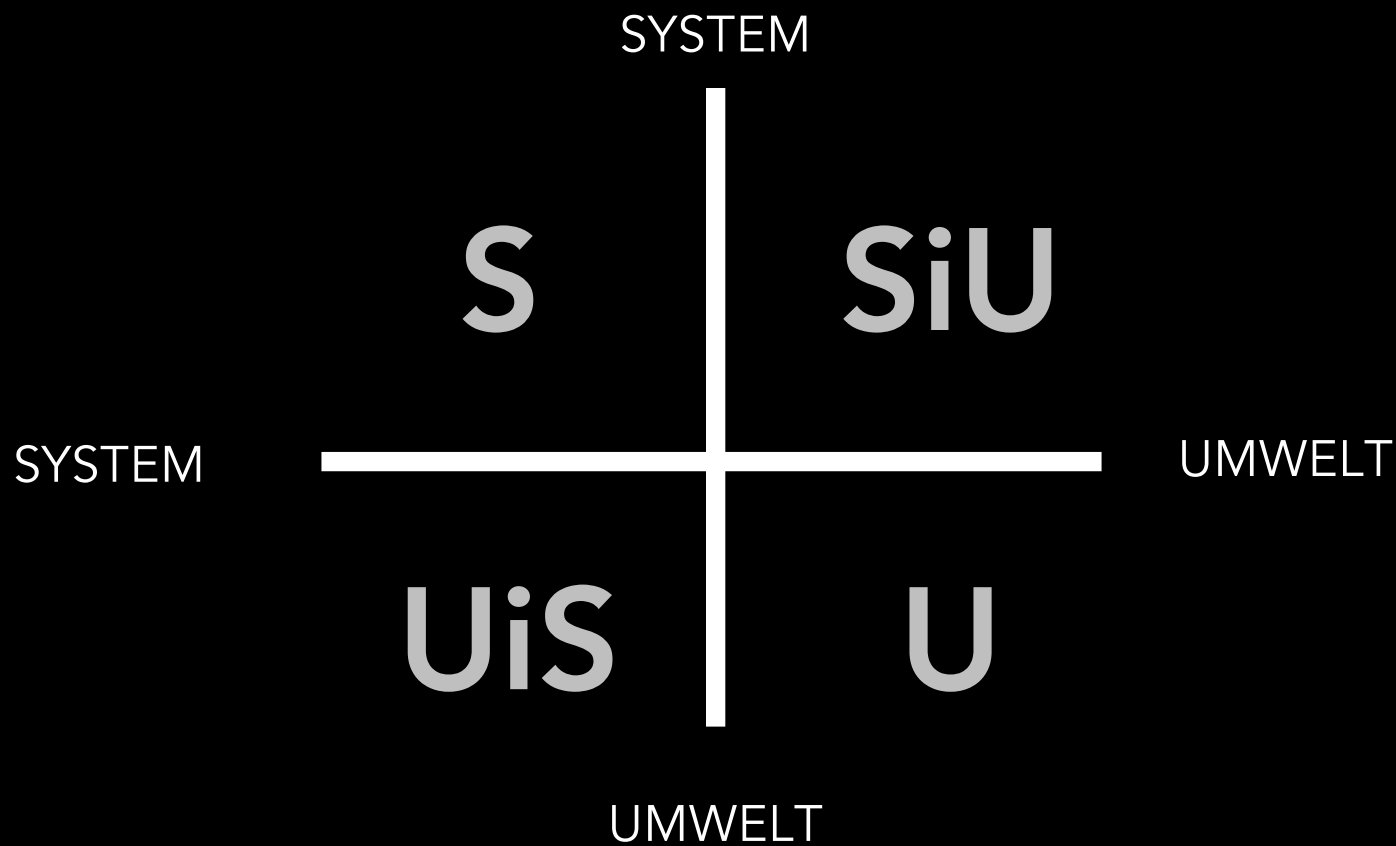
~~4 QUALITÄT DER UNTERSCHIEDUNG: W/F~~

\*LUHMANN (1982) TALCOTT PARSONS. ZUR ZUKUNFT EINES THEORIEPROGRAMMS.

WAHRE UNTERSCHIEDUNGEN

# 3 AUSGANGSPUNKTE

LUHMANN (1984)



WAHRE UNTERSCHIEDUNGEN?

# 3 AUSGANGSPUNKTE

LUHMANN (1984)

*F ORGANISCHE/PSYCHISCHE SYSTEME  
(SOZIALE SYSTEME)*

*F INTERAKTION/ORGANISATION  
(KOMMUNIKATION)*

*F FUNKTIONSSYSTEME (KUNST, POLITIK,  
RELIGION, WIRTSCHAFT, ETC)*

*T OFFENE/GESCHLOSSENE SYSTEME,  
SELBST-/FREMDREFERENZ,  
AKTUELL/ POTENZIELL (SINN), ETC.*



FALSCHER UNTERSCHIED!

# 3 AUSGANGSPUNKTE

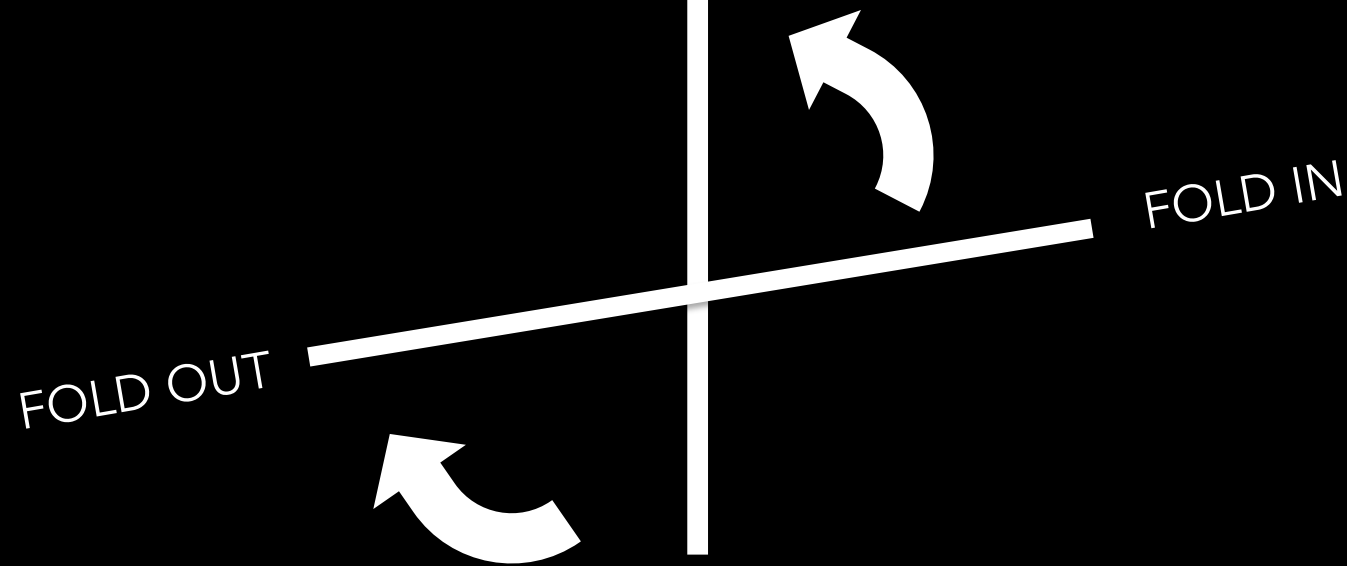
POPULÄR

Markt/Ressource, normativ/empirisch,  
structure/agency, Verhalten/Handlung  
(instrumentelles/wertrationales/kommunikatives  
Handeln), Mensch/Natur, Leben/Form,  
Konflikt/Konsens, Individuum/Gesellschaft,  
Gemeinschaft/Gesellschaft,  
Wirtschaft/Gesellschaft,  
Kapitalismus/Kommunismus,  
Freiheit/Sozialismus, Familie/Unternehmen?

FALSCHER UNTERSCHIED

# 3 AUSGANGSPUNKTE

#DILEMMA  
#PARADOXIE



...

DILEMMA | FALSCHER UNTERSCHIED

# 4AGILE MATRIX

DIESES

1

0

JENES

0

1

DILEMMA | FALSCHER UNTERSCHIEDUNG

# 4AGILE MATRIX

	DIESES	JENES
DIESES	1	0
JENES	0	1

\*DILEMMA | REENTRY FALSCHER UNTERSCHIEDUNG

~~DILEMMA~~ | WAHRE UNTERSCHIEDUNGEN

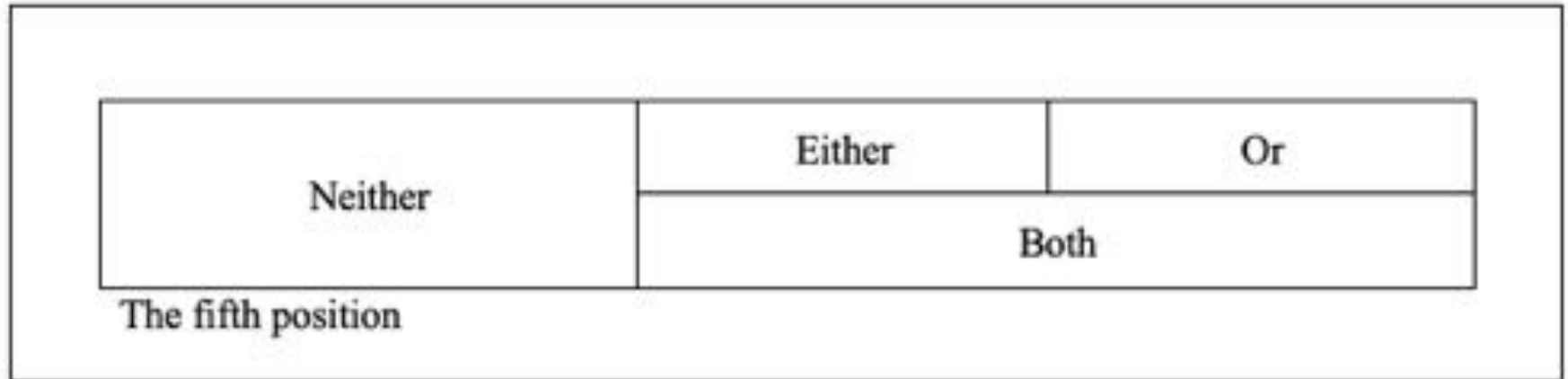
# 4AGILE MATRIX

	JENES	NICHT-JENES
DIESES	BEIDES	DIESES
NICHT-DIESES	JENES	KEINES VON BEIDEN

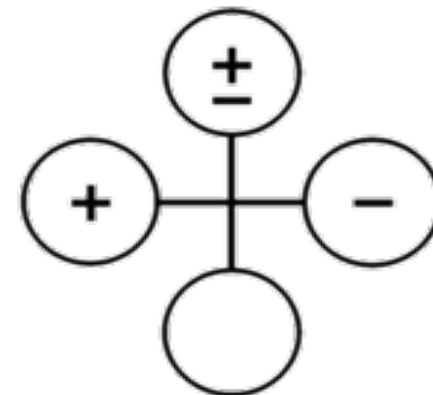
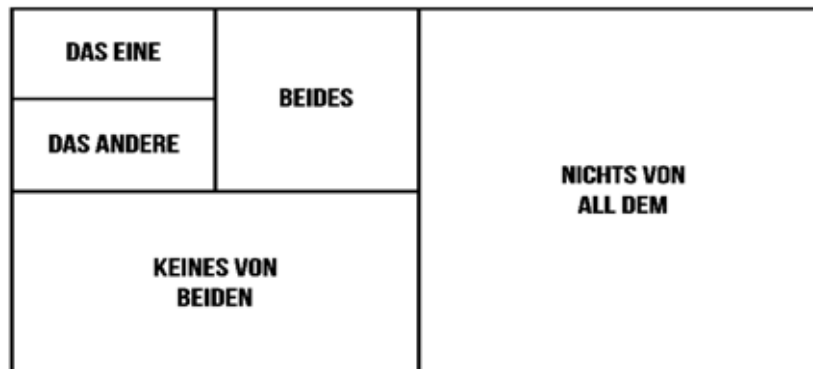
\*TETRALEMMA | REENTRY WAHRER UNTERSCHIEDUNGEN

~~DILEMMA~~ | WAHRE UNTERSCHIEDUNGEN

# 4AGILE MATRIX



## TETRALEMMA



~~DILEMMA~~ | WAHRE UNTERSCHIEDUNGEN

# 4AGILE MATRIX

TETRALEMMA ERZEUGT MAN DURCH DIE  
WIEDEREINFÜHRUNG EINER WAHREN  
ODER DIE ÜBERSETZUNG EINER FALSCHEN  
IN ZWEI WAHRE UNTERSCHIEDUNGEN

# 5MANAGEMENT

GESELLSCHAFT

SOZIALISMUS

GEGENWART

EXTERN

WIRTSCHAFT

KAPITALISMUS

ZUKUNFT

INTERN



# 5MANAGEMENT

GESELLSCHAFT

SOZIALISMUS

GEGENWART

EXTERN

WIRTSCHAFT

KAPITALISMUS

ZUKUNFT

INTERN

# 5MANAGEMENT

DIESES

JENES

SOZIALISMUS

KAPITALISMUS

# 5MANAGEMENT

JENES

NICHT JENES

DIESES

BEIDES

DIESES

NICHT-  
DIESES

JENES

KEINES VON BEIDEN

# 5MANAGEMENT

KAP

NICHT-KAP

SOZ

STAMOKAP

SOZIALISMUS

NICHT-  
SOZ

KAPITAL.

DESPOTISMUS  
FEUDALISMUS  
FASCHISMUS  
ENVIRONMENTALISMUS

# 5MANAGEMENT

DIESES

JENES

GESELLSCHAFT

WIRTSCHAFT

# 5MANAGEMENT

WIRT

NICHT-WIRT

GES

WIRT=GES

GESELLSCHAFT

NICHT-  
GES

WIRTSCH.

POLITIK  
RELIGION  
KUNST  
WISSENSCHAFT ...

TETRALEMMA DES FAMILIENUNTERNEHMENS\*

# 5MANAGEMENT

DIESES

JENES

FAMILIE

UNTERNEHMEN

\*KLEVE, ROTH UND WETZEL: THE TETRALEMMA OF THE BUSINESS FAMILY. A SYSTEMIC APPROACH TO BUSINESS-FAMILY DILEMMAS IN RESEARCH AND PRACTICE

# TETRALEMMA DES FAMILIENUNTERNEHMENS

# 5MANAGEMENT

	FAMILIE	NICHT-FAMILIE
UNT	BEIDES	UNTERNEHMEN
NICHT-UNT	FAMILIE	<del>KEINES VON BEIDEN</del>

~~5. POSITION~~ →



TETRALEMMA DES FAMILIENUNTERNEHMENS

# 5MANAGEMENT

UNT

PERSON

FAM

FAMILIEN-  
UNTERNEHMER

FAMILIENMENSCH

PERSON

UNTERNEHMER

PERSON

~~5. POSITION~~ →

# TETRALEMMA DES FAMILIENUNTERNEHMENS

# 5MANAGEMENT

	FAMILIE	NICHT-FAMILIE
UNT	BEIDES	UNTERNEHMEN
NICHT-UNT	FAMILIE	KEINES VON BEIDEN

5. POSITION →

## 5. POSITION →

# DYSFUNKTIONALE STRUKTURELLE KOPPLUNGEN\* VON FAMILIE UND GESELLSCHAFT?

- ... KUNST
- ... GESUNDHEIT
- ... RECHT
- ... WIRTSCHAFT
- ... WISSENSCHAFT
- ... RELIGION
- ... POLITIK
- ... SPORT
- ... ERZIEHUNG
- ... MASSEN MEDIEN



\*WIMMER UND SIMON (2019) VOM FAMILIENUNTERNEHMEN ZUR UNTERNEHMERFAMILIE.  
IN KLEVE UND KÖLLNER (HRSG) SOZIOLOGIE DES FAMILIENUNTERNEHMENS.



TETRALEMMA DES FAMILIENUNTERNEHMENS

# 5 MANAGEMENT

## DER BUDDENBROOKS-EFFEKT

“IN TERMS OF THE OVERALL FAMILY BUSINESS SYSTEM, ONE OF THE MOST INTRIGUING RESEARCH QUESTIONS IS, ‘WHY DO SO MANY FAMILY FIRMS NOT SURVIVE BEYOND THE THIRD GENERATION?’ RESEARCH ON FAMILY BUSINESS SURVIVAL AND LONGEVITY IS INCONCLUSIVE AT BEST.”

(RAU, ASTRACHAN, AND SMYRNIOS, 2018, 209)



TETRALEMMA DES FAMILIENUNTERNEHMENS

# 5MANAGEMENT

MANN: DEKADENZ

3. GENERATION VERZÄRTELT-  
VERWEICHLICHT

VS AKTUELLER UNTERNEHMERISCHER  
TUGENDKATALOG

TETRALEMMA DES FAMILIENUNTERNEHMENS

# 5MANAGEMENT

DIE UNTERNEHMERFAMILIE ALS MODELLFALL FÜR  
FUNKTIONALE POLYKONTEXTURALITÄT (VON SCHLIPPE  
UND GROTH, 2019)



BUDDENBROOKS



HANNO

# 5MANAGEMENT

MIT/AN  
WELCHEN  
LEITUNTER  
SCHEIDUN  
GEN

ARBEITEN

SOZIAL

THEORIEN

IM 21. JAHRHUNDERT?  
#DIGITALETRANSFORMATION

# 6 SUPERVACUUS DIE UNIVERSELLE SOZIALTHEORIEMASCHINE

ELSEVIER

journal homepage: [www.elsevier.com/locate/techfore](http://www.elsevier.com/locate/techfore)

## Digital transformation of social theory. A research update

Steffen Roth\*

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### ARTICLE INFO

#### Keywords:

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Universal social theory machine  
Supervacuum  
True distinctions

### ABSTRACT

This article outlines the basic design of digitally transformed social theory. We show that any digital world is created by the drawing and cross-tabling of binary distinctions. As any theory is supposed to be concerned with truth, we introduce to and insist on the distinction between true and false distinctions. We demonstrate how flexible matrix-shaped theory architectures based on true distinctions allow for the reduction and unfolding of the entire complexity of analogue social theories. The result of our demonstrations is the idea of a theoretical Supervacuum. The social equivalent of a universal Turing machine, this supervacuous social theory is virtually empty as it is based on only one proper theoretical premise (the idea of distinction [between true and false distinctions]), and therefore able to simulate all other social theory programmes. We conclude that our digitally transformed social theory design is particularly useful for observations of a digitally transformed society.



# 6 SUPERVACUUS

## DIE UNIVERSELLE

### SOZIALTHEORIEMASCHINE

- THEORIEARCHITEKTUR BASIERT AUF EINER EINZIGEN UNTERSCHIEDUNG (DER UNTERSCHIEDUNG VON WAHREN UND FALSCHEN UNTERSCHIEDUNGEN)
- ZWEI GRUNDOPERATIONEN:
  - A) TREFFEN (ODER SELBSTANWENDUNG) WAHRER UNTERSCHIEDUNGEN
  - B) ÜBERSETZUNG FALSCHER IN WAHRER UNTERSCHIEDUNGEN
- KEINE WEITERE PARADIGMATISCHE IDEOLOGISCHE GRUNDANNAHMEN

# 6 SUPERVACUUS

## DIE UNIVERSELLE

### SOZIALTHEORIEMASCHINE

- FUNKTIONIERT MIT ALLEN ARTEN VON UNTERSCHIEDUNGEN
- WAHR (TREFFEN, SELBSTANWENDUNG)
- FALSCH (ÜBERSETZEN)

AGAIN: KEINE PARTEI- ODER VORANNAHME  
CMS: TOP/BOTTOM; GENDER: MANN/FRAU  
(TRANSLATE&REENTER)

# 6 SUPERVACUUS DIE UNIVERSELLE SOZIALTHEORIEMASCHINE

- CROWDSOURCING-PROJEKT (469 IDEEN/3W)

The image displays a grid of 24 colorful cards, each representing a different idea from a crowdsourcing project. The cards are arranged in a 4x6 grid. Each card has a unique background color and contains a title, a brief description, and a small icon or image. The ideas are diverse, ranging from social theory to business concepts.

<b>Team Cooperation vs. Collaboration</b> #258 - by HK 25. Apr 2012	<b>Family Business and Business Family</b> Family vs. Organization #258 - by HK 25. Apr 2012	<b>Public/private</b> #257 - by Jean-Sebastian Guy 25. Apr 2012	<b>Composer/musician</b> #257 - by Maximiliano Rivas Campos 25. Apr 2012	<b>Chosen</b> #413 - by Augusto Sales 4. May 2011	<b>Macro management</b> #411 - by Augusto Sales 4. May 2011	<b>#412 - by Augusto Sales</b> 4. May 2011	<b>KRÄFTIGER MENSCHENMASCHINE</b> #409 - by Elena Maria Beenen 3. May 2011
<b>Stakeholder / S-hareholder</b> #253 - by Maja Steffens 27. Apr 2012	<b>The Nature of Nature</b> harmony with a friendly nature or conquest of a hostile nature #265 - by Dirk Fackbach 17. Apr 2012	<b>The Nature of Truth</b> is truth 'revealed' or 'discovered' (Edgar - Schein) #264 - by Dirk Fackbach 17. Apr 2012	<b>thesis   anti-thesis   synthesis</b> can a contradiction - be resolved by synthesis (Hegel) or only be balanced #252 - by Ferdinand Wenzlaff 27. Apr 2012	<b>variable   constant (also #147)</b> #407 - by Dr. Steffen Roth 3. May 1828	<b>Althusser 2</b> Ideology = Reconnaissance/Méconnaissance #406 - by Irvin Klein 3. May 1828	<b>Geltung</b> Partikular/universell #408 - by Elena Maria Beenen 3. May 2011	<b>man   machine</b> #409 - by Dr. Steffen Roth 3. May 2011
<b>The Nature of Human Nature</b> Good or bad (e.g. - theory X/Y)	<b>Caso/No - Caso</b> #260 - by Esteban Coria 27. Apr 2012	<b>@ #256</b> Gemeinschaft (state)   Gesellschaft	<b>collaboration/co-operation</b> #401 - by Aleksandar Bakić 3. May 1828	<b>dis   equilibrium</b> im   balance	<b>Gramsci</b> Society: Civil/Political #405 - by Irvin Klein 3. May 1739	<b>rule   routines</b> #organizationalroutines #march #simon #feldman	<b>???</b> Entrepre-
	<b>Duties (Obli-</b>						

# 6 SUPERVACUUS DIE UNIVERSELLE SOZIALTHEORIEMASCHINE

- LEITUNTERSCHIEDUNGS-FOKUSSIERTE  
SEKUNDÄRANALYSE SOZIALTHEO-  
RETISCHER WERKE

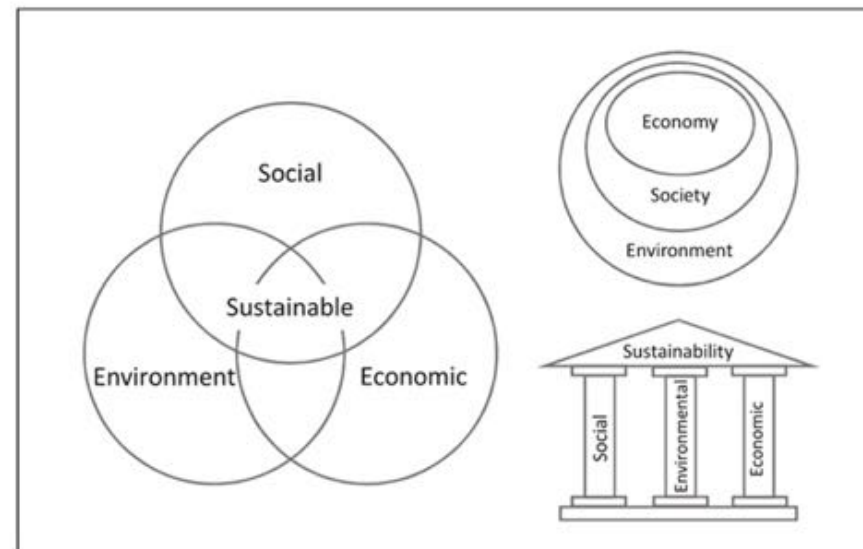
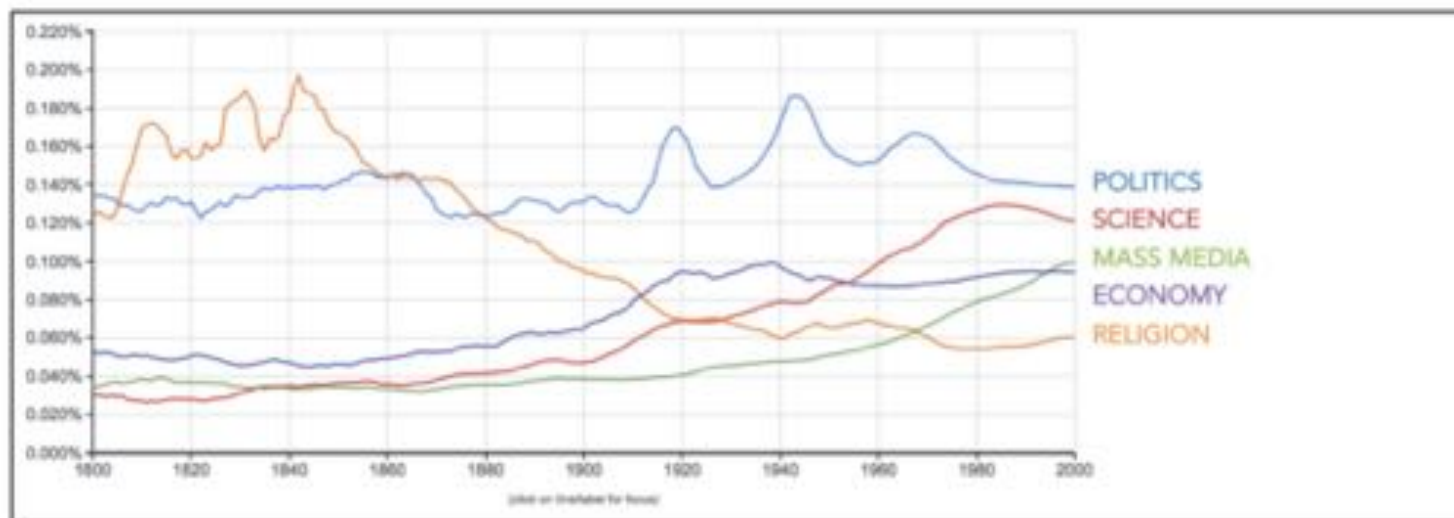


Fig. 3. Variants of the classical triple-bottom-line model (Purvis et al., 2019, p. 682, p. 682).

# 6 SUPERVACUUS DIE UNIVERSELLE SOZIALTHEORIEMASCHINE

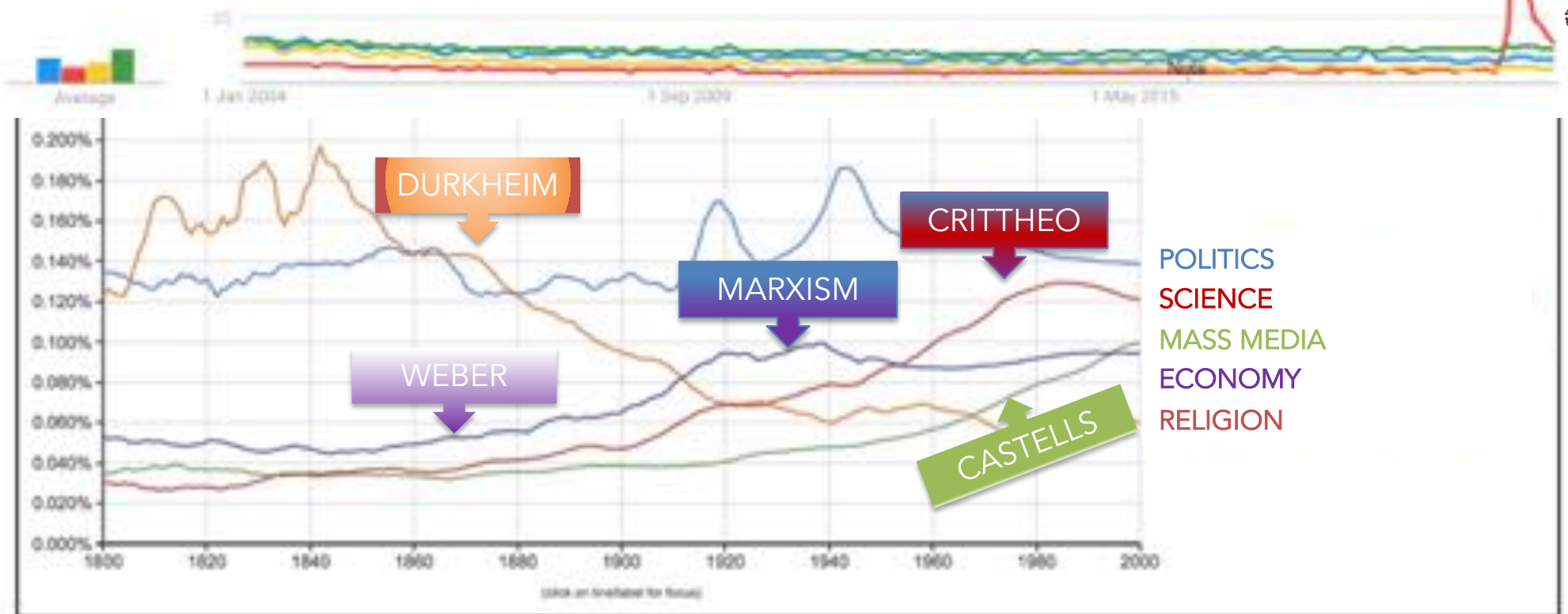
ROTH ET AL. (2019): BIG DATA INSIGHTS INTO SOCIAL MACRO TRENDS (1800–2000): A REPLICATION STUDY, *TECHNOLOGICAL FORECASTING AND SOCIAL CHANGE*

- LEITUNTERSCHIEDUNGS-FOKUSSIERTE  
SEKUNDÄRANALYSE BIG DATA



# 6 SUPERVACUUS DIE UNIVERSELLE SOZIALTHEORIEMASCHINE

ROTH ET AL. (2021): THE GREAT RESET OF MANAGEMENT AND ORGANIZATION THEORY.  
EUROPEAN PERSPECTIVE, *EUROPEAN MANAGEMENT JOURNAL*



~~6 SUPERVACUUS~~

~~DIE UNIVERSELLE~~

~~SOZIALTHEORIEMASCHINE~~

SYSTEM FAILURE

A GLITCH

IN UNSEREN IDEEN VOM COMPUTERZEITALTER  
~~DIGITALISIERUNG~~ ELEKTRIFIZIERUNG

A futuristic car interior with a driver on the left. The dashboard and windshield area are dominated by a large digital display. The display shows the text "Self Driving" in a light blue font, with a stylized car icon below it. The background of the display is a blurred road scene. There are various icons and data visualizations overlaid on the display, including a Wi-Fi symbol and a grid pattern. The overall color scheme is dark blue and black with light blue highlights.

# A GLITCH

IN UNSEREN IDEEN VOM COMPUTERZEITALTER  
ELEKTRISCHE KUTSCHEN





# A GLITCH

IN UNSEREN IDEEN VOM COMPUTERZEITALTER  
ELECTRISCHE UNIVERSITÄTEN

DIGITAL EURO SHOULD COMPLEMENT, NOT *REPLACE* CASH (C. LAGARDE)

# A GLITCH

IN UNSEREN IDEEN VOM COMPUTERZEITALTER  
ELECTRISCHE WÄHRUNGEN INFLATIONEN




# A GLITCH

IN UNSEREN IDEEN VOM COMPUTERZEITALTER  
ELECTRISCHE BUCHHALTUNG STEUERN



# A GLITCH

IN UNSEREN IDEEN VOM COMPUTERZEITALTER  
ELEKTRISCHE GRENZPOSTEN

A person is holding a smartphone in their right hand. The phone screen displays a health-related app interface. At the top, there is a blue header with the Chinese characters '居安抗疫' and the English text 'Stay Home Safe' below it. Below the header, there are several buttons and a QR code on the left side of the wrist. The background is blurred, showing another person in a light blue shirt.

居安抗疫  
Stay Home Safe

# A GLITCH

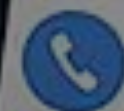
IN UNSEREN IDEEN VOM COMPUTERZEITALTER  
ELEKTRISCHE PÄSSE

PURETRACK

4:32 PM  
Monday, 21 August



Currently  
**Must stay home**  
You can go out at 5:30 pm (until 6:30 pm)



CALL



MESSAGES



SCHEDULE

# A GLITCH

UNSERER IDEEN VOM COMPUTERZEITALTER  
ELECTRISCHE HANDSCHELLEN GEFÄNGNISSE



# A GLITCH

IN UNSEREN IDEEN VOM COMPUTERZEITALTER  
ELEKTRISCHER TOTALITARISMUS



YOU are the carbon they want to reduce



# A GLITCH

IN UNSEREN IDEEN VOM COMPUTERZEITALTER  
ELEKTRISCHER TOTALITARISMUS



The background is a dark, blue-toned futuristic interface. It features a large, circular, semi-transparent overlay with various data points and labels. In the center of this overlay, there is a small, glowing character or figure. The overall aesthetic is high-tech and digital.

# 6 SUPERVACUUS

## DIE UNIVERSELLE

### SOZIALTHEORIEMASCHINE

# SPACESHIP EARTH


A TOTAL INSTITUTION®

~~DIGITALISIERUNG~~ ELEKTRIFIZIERUNG



# A GLITCH

IN UNSEREN IDEEN VOM COMPUTERZEITALTER  
ELEKTRISCHES MITTELALTER

The background features a stylized illustration of a social network. It shows several human figures in a blue-toned environment, connected by yellow lines. Each figure has a circular icon above their head, some containing a cross or a minus sign. Above the figures are various data visualizations: a line graph at the top with a legend for 'POLITICS', 'SCIENCE', 'MASS MEDIA', 'ECONOMY', and 'RELIGION'; and several circular gauges with numbers like 656, 678, 673, 781, 321, and 421. The overall aesthetic is that of a digital or social media interface.

# 6 SUPERVACUUS

## DIE UNIVERSELLE SOZIALTHEORIEMASCHINE

# GAMIFICATION

IN UNSEREN IDEEN VOM COMPUTERZEITALTER  
DIGITALISIERUNG ~~ELECTRIFIZIERUNG~~

# 6 SUPERVACUUS

## DIE UNIVERSELLE

### SOZIALTHEORIEMASCHINE

- FUNKTIONIERT MIT ALLEN ARTEN VON UNTERSCHIEDUNGEN
- WAHR (TREFFEN, SELBSTANWENDUNG)
- FALSCH (ÜBERSETZEN)

AGAIN: KEINE PARTEI- ODER VORANNAHME  
CMS: TOP/BOTTOM; GENDER: MANN/FRAU  
(TRANSLATE&REENTER)

# 6 SUPERVACUUS

## DIE UNIVERSELLE

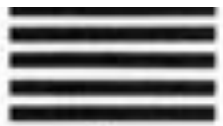
### SOZIALTHEORIEMASCHINE

WARUM "SUPERVACUUS"? (LUHMANN,  
EINFÜHRUNG IN DIE SYSTEMTHEORIE,  
CARL AUER VERLAG)

## SUPERVACUOUS?

- LEER GRUNDANNAHMEN
- (SO) ÜBERFLÜSSIG (WIE EIN COMPUTER)
- DIGITAL ANSCHLUSSFÄHIG

DIGITALE TRANSFORMATION DER  
SOZIALTHEORIE



1



2



3



4



5



6



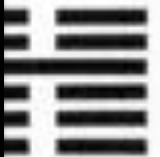
7



8

# DANKE FÜR IHRE AUFMERKSAMKEIT

UNIV.-PROF. DR. DR. STEFFEN ROTH  
LA ROCHELLE BUSINESS SCHOOL (FR) KAZIMIERAS  
SIMONAVICIUS UNIVERSITY (LT) [DERROTH.COM](http://DERROTH.COM)



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*Kooperative Entwicklung einer handlungsfelderübergreifenden Digitalisierungsstrategie „On-the-Fly“ zum Curriculum 4.0 im Studiengang Kindheitspädagogik und Familienbildung«, gefördert vom Ministerium für Kultur und Wissenschaft des Landes Nordrhein-Westfalen in Kooperation mit dem Stifterverband und der Digitalen Hochschule NRW von Oktober 2020 bis September 2023.*