

Field:

Social Sciences/Humanities

Session Topic:

Social and Cultural Meaning of Networks

Introductory Speaker:

Masashi UEDA, National Institute of Informatics

In our session we treat complexity in our affluent networked information society. We are living asymmetric situation that is far from neither planned economic social model nor simple classical economic social model. Our society is globalised, networked, and heterogeneous. These characteristics have bright side and dark side. In this situation we try to straggle our social matters, like uneven distribution of the benefits of globalisation, digital divide, or aging of society etc. Our methodology is very simple but effective: theoretical (mathematical), experimental (econometrics), modelling (simulation), or empirical (case method or field work).

One presentation from France, Dr. Hagenbach, applies game theory to the heterogeneity of network members regarding their objectives, tastes, and information help privately. This approach will provide us a reality situation from very simple rule sets. In classical economics or neo classical economics we can check the ultimate or final situation of a certain condition but once we make full use of game theory, socio psychological model, or experimental approach, we can show a slide shot of the process of social dynamics especially in a networked situation.

Another presentation from Japan, Prof. Ichinohe, reviles social and cultural impacts of social media, in network society. According to him this impacts can change our real society: good example is Jasmine Revolutions in Middle East or it's receiving increasing attention in and after the Great East Japan Earthquake in Japan as a last resorts of information. But at the same time it has a path dependency: domestic business and social regulations, language, mentality and so on.

Finally we'd like to show the direction of the road ahead in networked society.