

Aarhus

José Alarcón - UNED

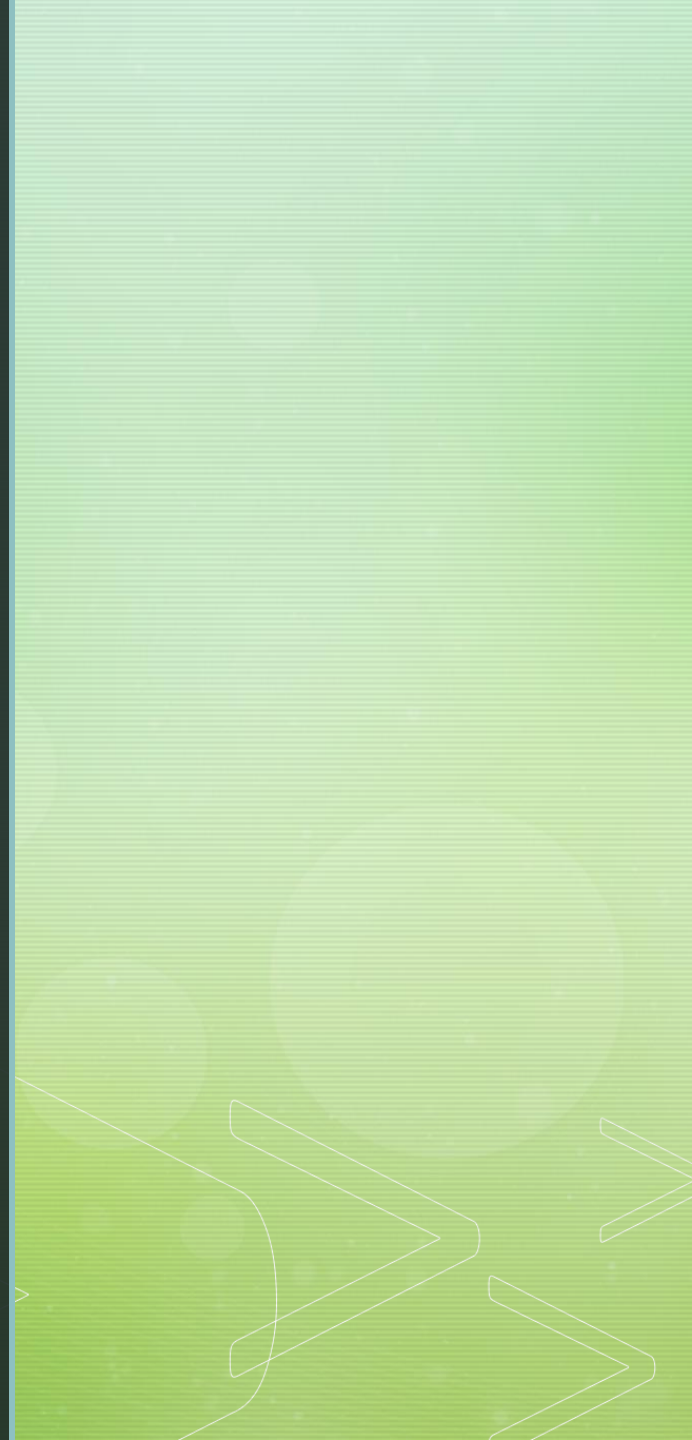
▶

Digital Disorders

versus

The Generalized Other

Oct 24, 2022



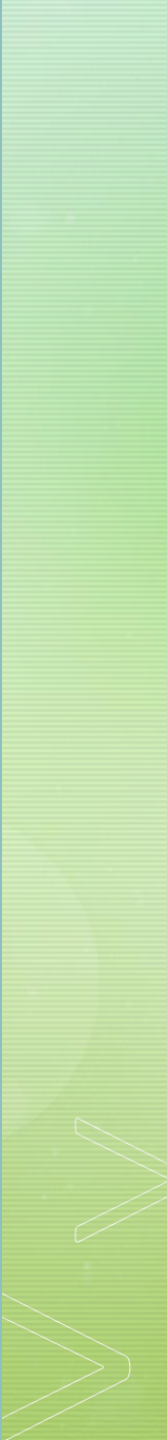


Intro

- Phd program: Crisis of Reasoning (process)
 - M Phil: Sennett - ¿social links broken?
 - Phd. Internet :¿New social links? -> New Ethics



Structure

- Part 1: Origin of this work
 - Subject & Literature Review
 - Moral point of Departure
 - Part 2: Two New Concepts (Sociology of Knowledge)
 - Significant other / Generalized Other
 - Part 3: Reflection
 - Contribution of this work
 - How this could apply to Information disorders?
- 



Parte 1

Subject & Literature Review, Moral point of Departure



Subject

- The construction of the individual in the cyberspace
 - Cyberspace: electronic connection (net of networks 80's)
 - Construction: "Man is constitutively moral" - Aranguren

Thesis: Cyberspace increases the ethical attitude of the individual

State of the Question

- Sociocultural:
 - Castells – Space of fluxes - nodes - recombine
 - Echeverría - 3e - Reticularity, multichrónico, interdependence.
 - Han – Society of Transparency, In the Swarm: digital prospects
- Technologic:
 - Floridi – **Ethics of information**, distributed moral actions, **infraethics**
 - Vallor –Aristotelian Virtue Ethics
- Progress:
 - Pinker, Harris.

Findings of Literature Review

- Forms of relating:
 - Reciprocity, Distribution of trust
 - Possibility of moral coercion
- Forms of knowing:
 - Participative action– prosumer
- Forms of representing the self:
 - The representation of the self requires deliberation
- Sociability of the individual + Access to Knowledge

Moral situation

- Premodernity - Modernity - Posthumanism
- Modernity (Period of Reason between periods of no reason):
 - Debated by :
 - Postmodernity: MacIntyre/Lyotard
 - Late Modernity: Sennett, Bauman, Han, Rosa.
- All knowledge is rectifiable - Circular Debates



Parte 2

SOCIOLOGY OF KNOWLEDGE

New concepts: Significant Other & Generalized Other

Theoretical Framework

- **Sociology of knowledge (social lens):**
 - Theory that explains the processes by which the **social relationships** contribute **to establish knowledge** as reality.
 - Berger and Luckmann – *The Social Construction of Reality*
 - “The social world, as a human produced reality it is potentially understandable in a way not possible in the case of the natural world”

Video 1

- Good morning vs *Like* / Share
- https://www.youtube.com/watch?v=Y8CYTDG6WFW&fbclid=IwAR2D4GP8zROHCA-HzT_XGYNPJ_-3PF445LVGI9LJPT9FBLFTF2FXUB36SPS&ab_channel=CONTAGIEMOSVALORE
S.

Good Morning vs *Like*

- **Objective Reality: Externalization and Objectivization**
 - Humans express themselves > **Routines** > Typification (Reciprocity).
 - Become **institutionalised** (Family / Facebook) and Legitimised.
- **Subjective Reality: Internalization**
 - The processes of others become relevant for me.
 - **Significant other** – individuals with socialization power over the individual.
 - the Digital world:

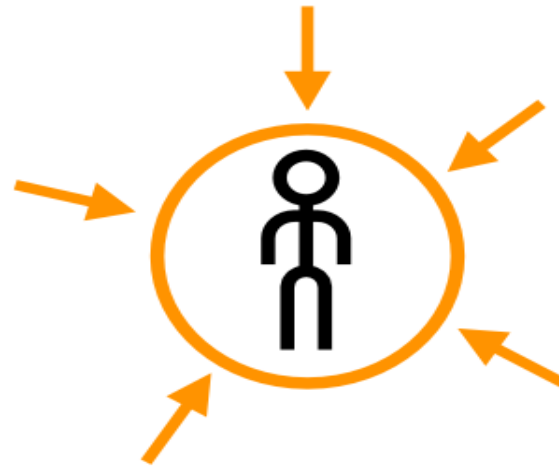
Increases the number of Significant others



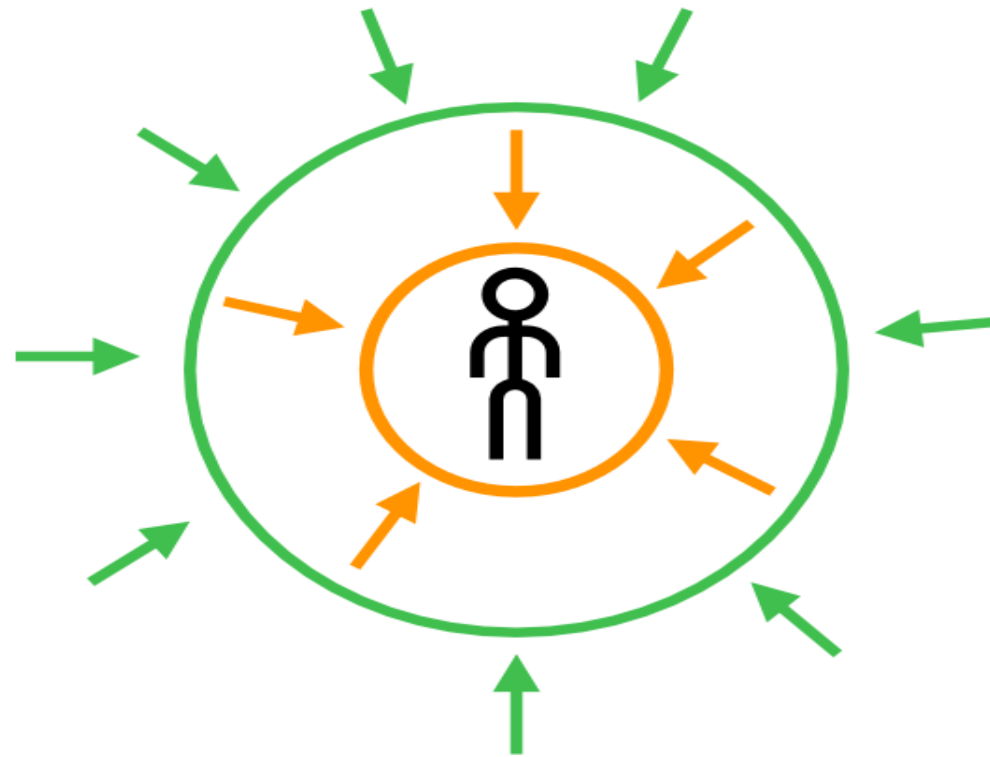
Video 2

- Elizabeth White, *Iguana vs Snakes Planet Earth II* (BBC, 2016), [HTTPS://WWW.YOUTUBE.COM/WATCH?V=Rv9HN4IGoFM](https://www.youtube.com/watch?v=Rv9HN4IGoFM).

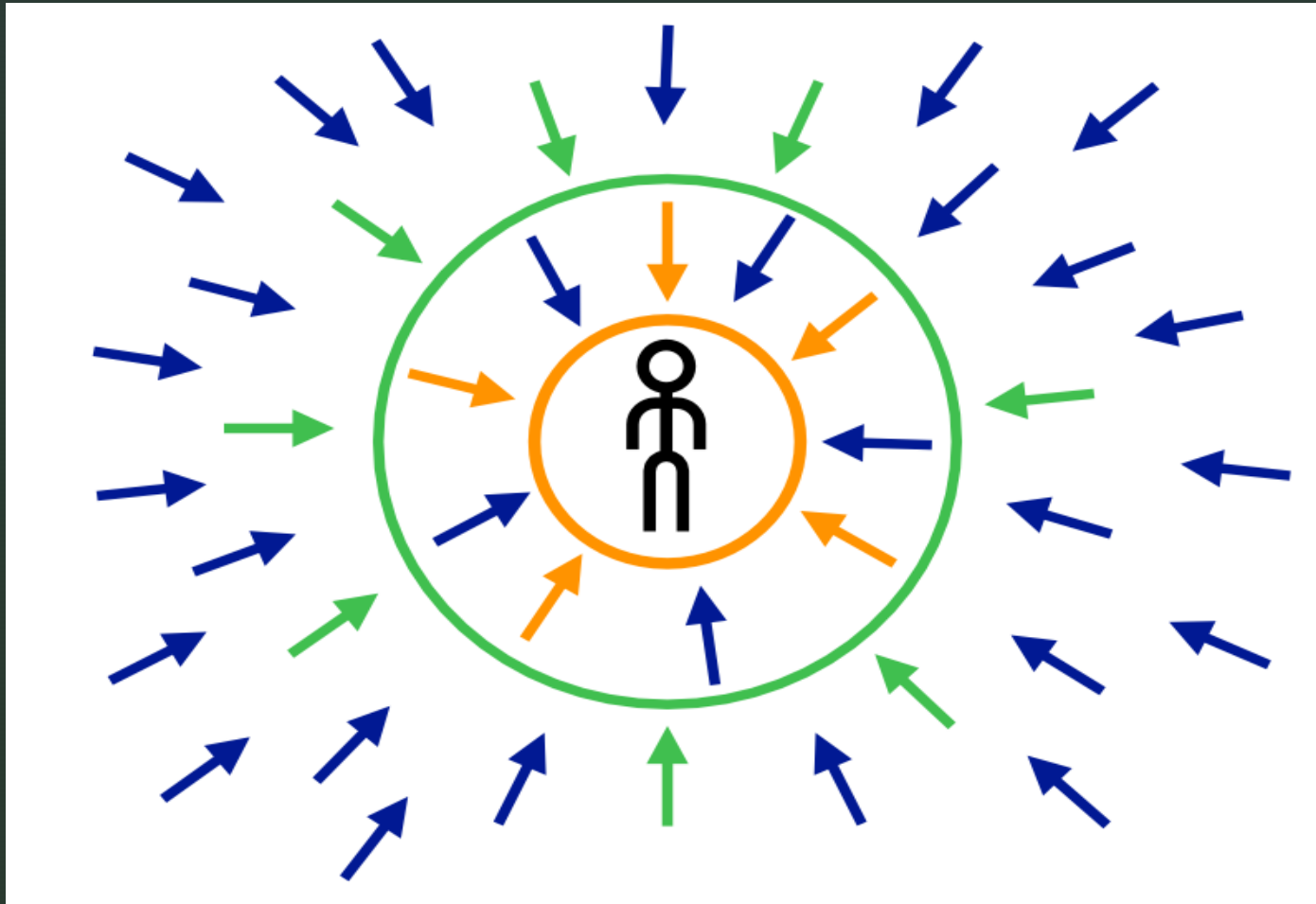
Primary Socialization



Secondary Socialization



Digital Infrastructure: Ethical Disorder

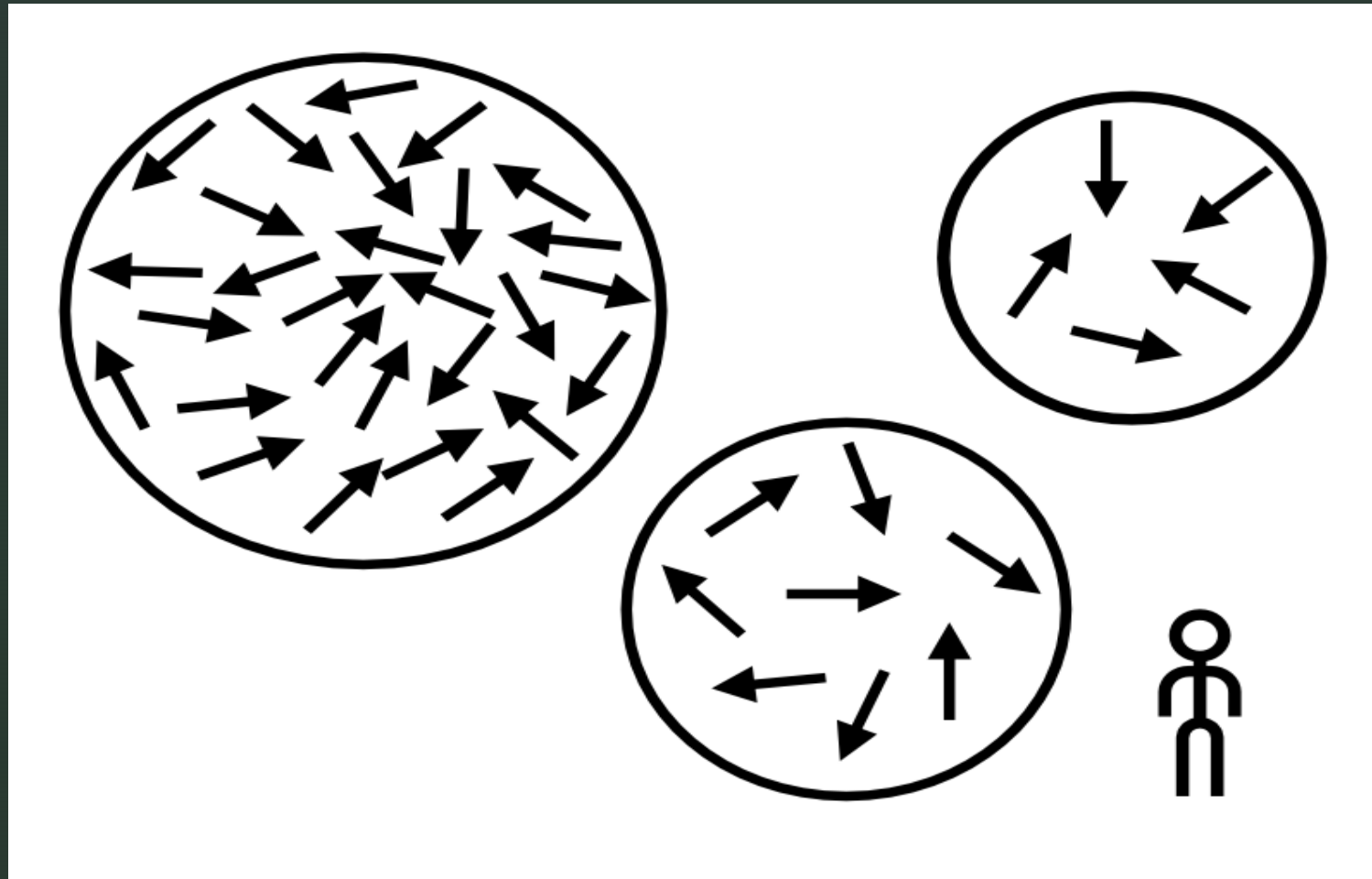


The generalized other

G. H. Mead

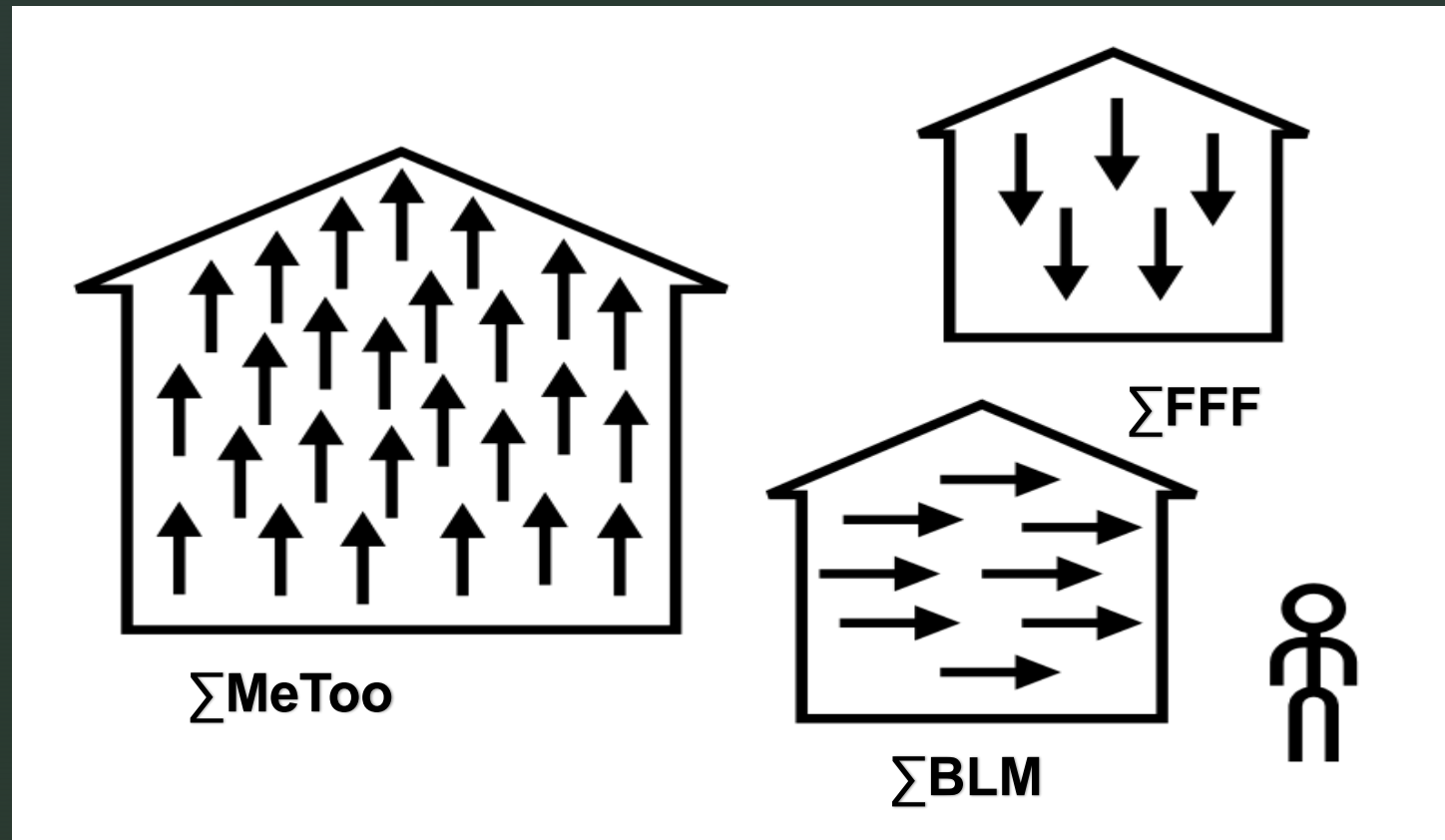
- Significant other (Disorder): snakes
 - ¿Pluralism? - Opportunity
 - ¿Contingency? – Horizons of possibility
- Generalized other (Order): soup
 - Tripadvisor, Google reviews (stars)
 - Me Too, Black Lives matters, Friday's for future

¿Pluralism/**Disorder**? - ¿Contingency?



Ordered voices

Influence operations (impact)





Reflection

Parte 3



Contribution of this work

- It seems that in the digital world:
 - Increases # of significants -> Become organized (infraethics)
 - Common sense is constructed in a jointly manner
 - (Social and political views are consolidated together)
 - Introspective Ethics-> **Intersubjective Ethics**
 - Other (premodernity) – I (Modernity) – **Relationship** (Cyberspace)



Rethinking Digital Disorders as ?

- Transforming a multiplicity of *significants* into new trues (the *generalized other*) that *ends unlimited discussion*.
- **Critical Contest:** How institutions organize informational disorders (significant others) into a generalized other
 - That provides the individual with meaning.
 - Impact operations. Deliberation.
- **New Strategies:** from an *ego right to voice*-> an *echo -ordered land*
 - *Common sense is reached* through the aggregation of voices
 - Influence focuses on Ordering vs Imposing



Thank you

José Felipe Alarcón González

jfag3@msn.com

UNED



Aarhus

Digital Disorders
versus
The Generalized Other

José Alarcón - UNED