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The complexity model of communication with computer images

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Social and natural scientists have used the complexity paradigm to address issues of the complexity and dynamism of phenomena which hitherto in traditional approaches had been made invisible or had been regarded as aberrant – thereby adding to our explanatory and manipulative power. As Appadurai (1996) calls for a human version of complexity theory in order to further the theory of global cultural interactions, Takahashi (2009) has applied a non-linear, non-reductionist model to human communication, using the ethnographic method, which is a non-linear methodology. Takahashi has provided an integrated framework for the demonstration of three dimensions of complex systems: individuals, social groups and cultures and the paths of dynamic interaction between these in terms of interactivity, self-organisation, adaptivity and the notion of the edge of chaos, thus contributing to the idea of a human version of complexity theory. There are numerous complex systems that exist among the micro and macro levels and each level is not discrete but rather is intra- and interconnected and moreover dynamically interacts with the others. In this presentation, we will demonstrate the complex model of communication with some computer images to understand the diversity, dynamism and complexity of human communication in the global digital world.

Biography

Toshie Takahashi is Professor in the School of Culture, Media and Society, Waseda University, Tokyo, Japan. She was appointed as faculty fellow at the Berkman Center for Internet and Society at Harvard University, 2010-2011 and, before that, visiting research fellow at the Department of Education in the University of Oxford. Her current research is an ethnography centred on cross-cultural research into youth and digital media among US, UK and Japan. She graduated with a PhD in Media and Communications from the London School of Economics and Political Science and an MA in Sociology from the University of Tokyo.

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