

Cyber-gemeinschaft: A Change in Communication and Community

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FACEBOOK FRIENDS (F.B.) VERSES PAG INTIMATES



249
F.B.



18 PAG

90 PAG

537
F.B.



453
F.B.



37 PAG

14 PAG

300
F.B.

A Primary Attention Group (PAG)

describes an individual's community—or the people to whom he or she pays the most attention—in the Gecyberschaft Age.

- Intimacy and importance levels often differ from one relationship to another.
- One's primary attention group changes throughout their lifetime.
- Relationships can be qualified as
1) Friends and Family 2) Bureaucratic
3) Group of Purpose. A person can have different types of relationships with the same person.

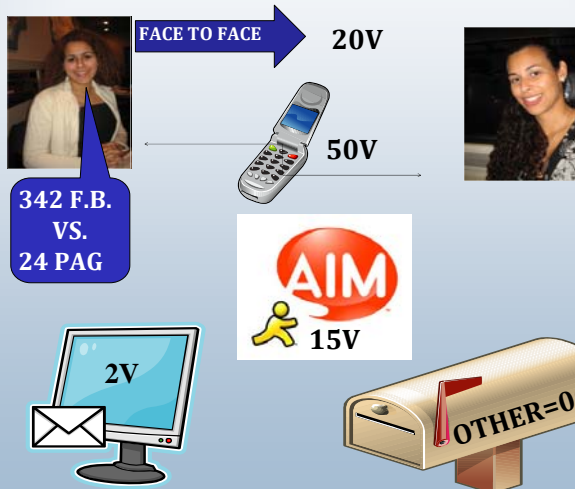
METHODOLOGY

- Reviewed the literature and created an annotated bibliography
- Conducted primary ethnographic research documenting PAGs including a study on myself, as an action researcher
- In a series of papers, I am developing my theory of cyber-gemeinschaft

Cyber-gemeinschaft is the theory that, as we continue to move into geczyberschaft, the age of information technology, we are beginning to practice gemeinschaft-style communication on the internet.

	Gemeinschaft	Gesellschaft	Gecyberschaft
Organization Unit	Village Life	Bureaucracies	Global Virtual Community
Concept of Person	Self	Person	Multiple Role Sets
Time Period	Agricultural Age	Manufacturing Age	Information Age
Primary Production	Agriculture	Manufacturing	Information and Entertainment
Status	Ascribed	Achieved	Assessed
Family Size	25	5	1-(5)
Living Group	Extended Family	Nuclear Family	Changing Elements

Selected Examples of Communications per month (C= reasonably consistent; V=varies widely; several=more than one simultaneously) as in in PAG research



GECYBERSCHAFT

GESELLSCHAFT

GEMEINSCHAFT

What is important to note about these three eras is that as each evolves into the next, aspects of the old are remediated in the next.

RESULTS

After having conducted seven PAG case studies, combining them with my own observation and participation in online social networks, I developed the theory of cyber-gemeinschaft. Based on this qualitative research, I suggest that quantitative research, to measure large populations, should be conducted.

REFERENCES

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