

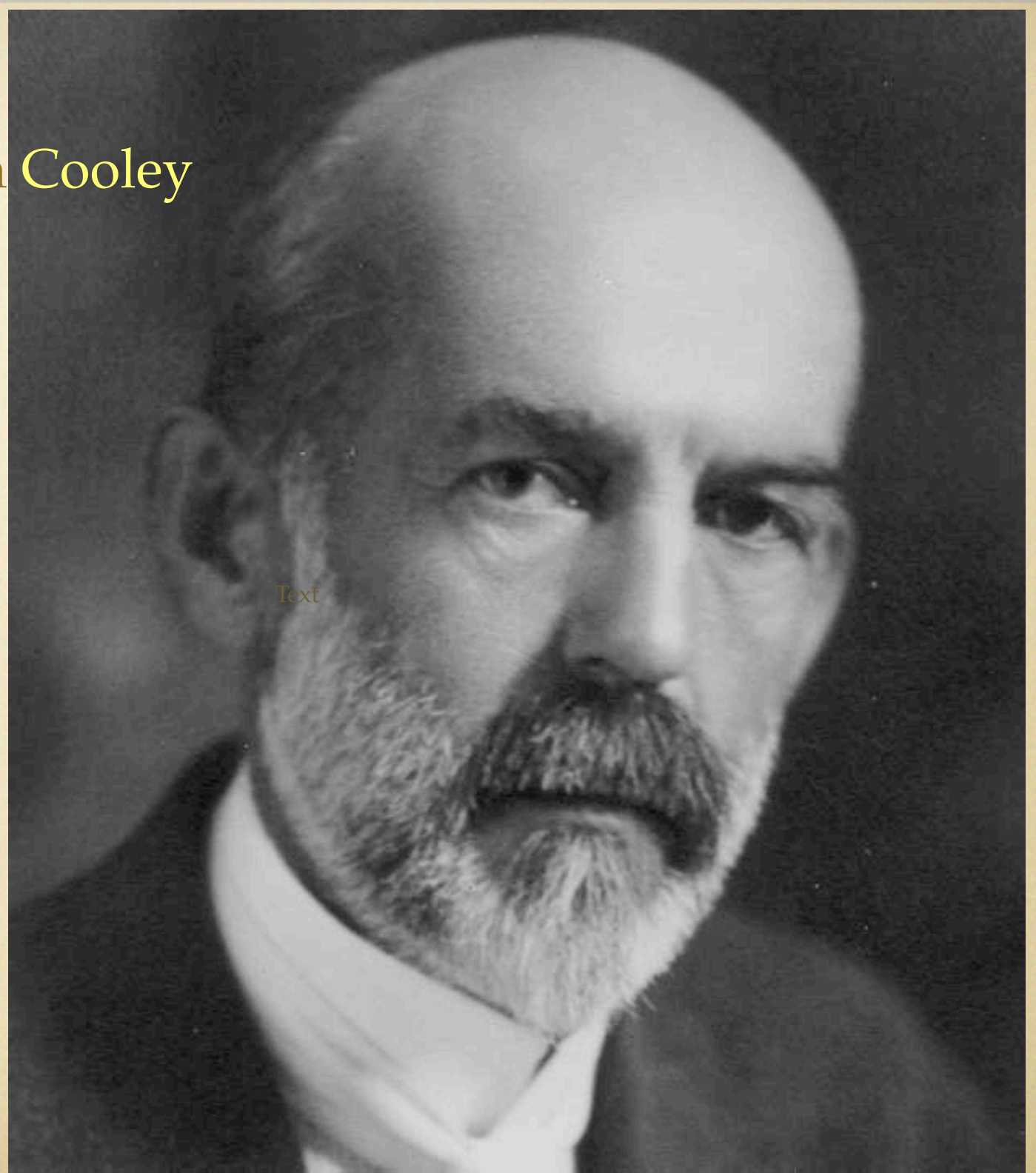
Groups, Organizations, Networks

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Groups I.

- primary and secondary groups: Charles Horton Cooley (1864-1929)
- conformity: Solomon Asch (1952), Stanley Milgram (1963)

Charles Horton Cooley
(1864-1929)



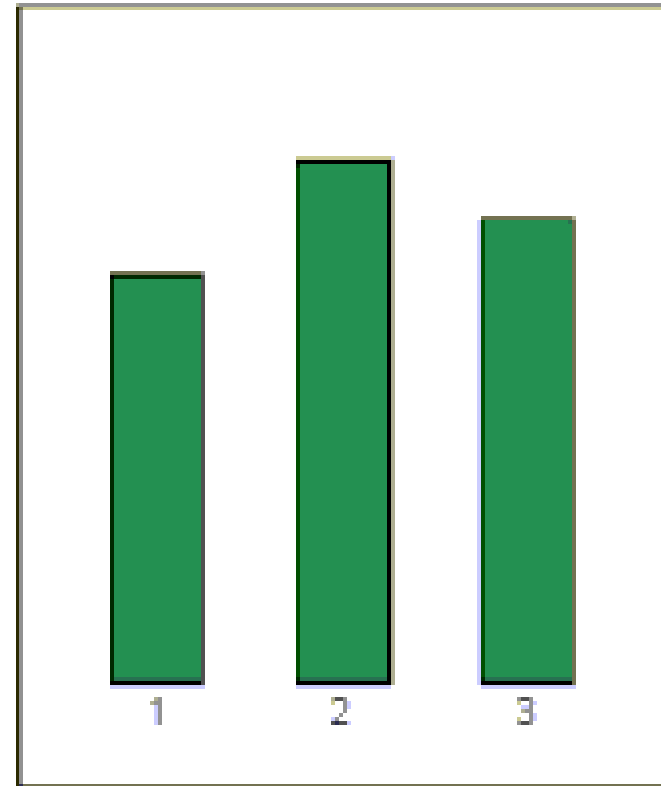
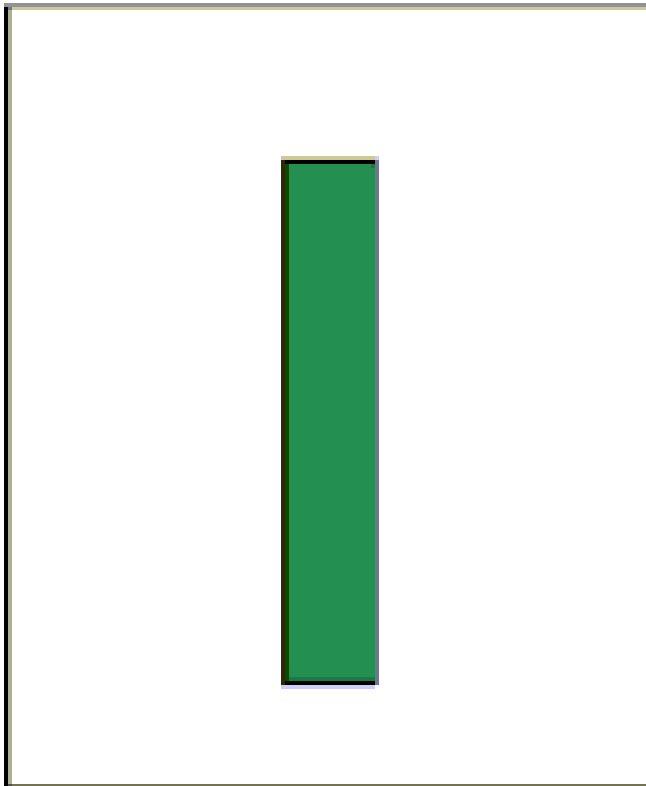
Cooley: primary and secondary groups

quality of relations	person oriented	goal oriented
lifespan of relations	long	Sometimes short
Range of relations	large	focused
status of relations	Relations are the goal	Relations are only means
examples	family, friends	coworkers

Solomon Asch



Asch: conformity



Stanley Milgram



Milgram: conformity



Milgram: conformity



Source: Manuscripts & Archives, Yale University Library
Produced for reference use only. (mssa.img.2669)

Groups II.

- Reference groups: Samuel A. Stouffer (1949)
- Dyads and tryads: Georg Simmel (1858-1918)

Organizations I.

- types: Amitai Etzioni (1975)
 - Profit seeking organizations
 - normativ organizations
 - Carcer organizations

Max Weber



Weber: bureaucracy I.

- specialization
- hierarchy
- impersonal rules
- technical knowledge
- impersonal, objective decisions

Weber: bureaucracy II.

- Bad side of bureaucracy
 - alienation
 - ritualism and low efficiency
 - bureaucratic impotence (Robert Merton, 1968)
 - Abuse of power: the iron law of oligarchy (Robert Michels 1911)

Marxism and bureaucracy

- Lenin
 - Possibility of calling back elected officials
 - Low wages
 - Simple tasks
- Mao
 - No hierarchy, no fixed rules
 - Rotated leadership
 - group decisions

Empirical researches

- *Union Democracy*: Lipset, Throw, Coleman
- Tennessee Valley Authority: Selznick
- formal and informal organization:, Peter Blau
- mechanic and organic organizations: Burns & Stalker (1961)
- Professionals in organizations: Etzioni

Goffman: carcer organizations

- total institutions
 - total control
 - standardized consumption
 - standardized daily routines

Ritzer: McDonaldization

- efficiency
- calculability
- Standardization and predictability
- Automatic control

Japanese organizations

- cohorts
- Life long security
- Total involvement
- nem-specializált kiképzand
- kollektív döntandhozás

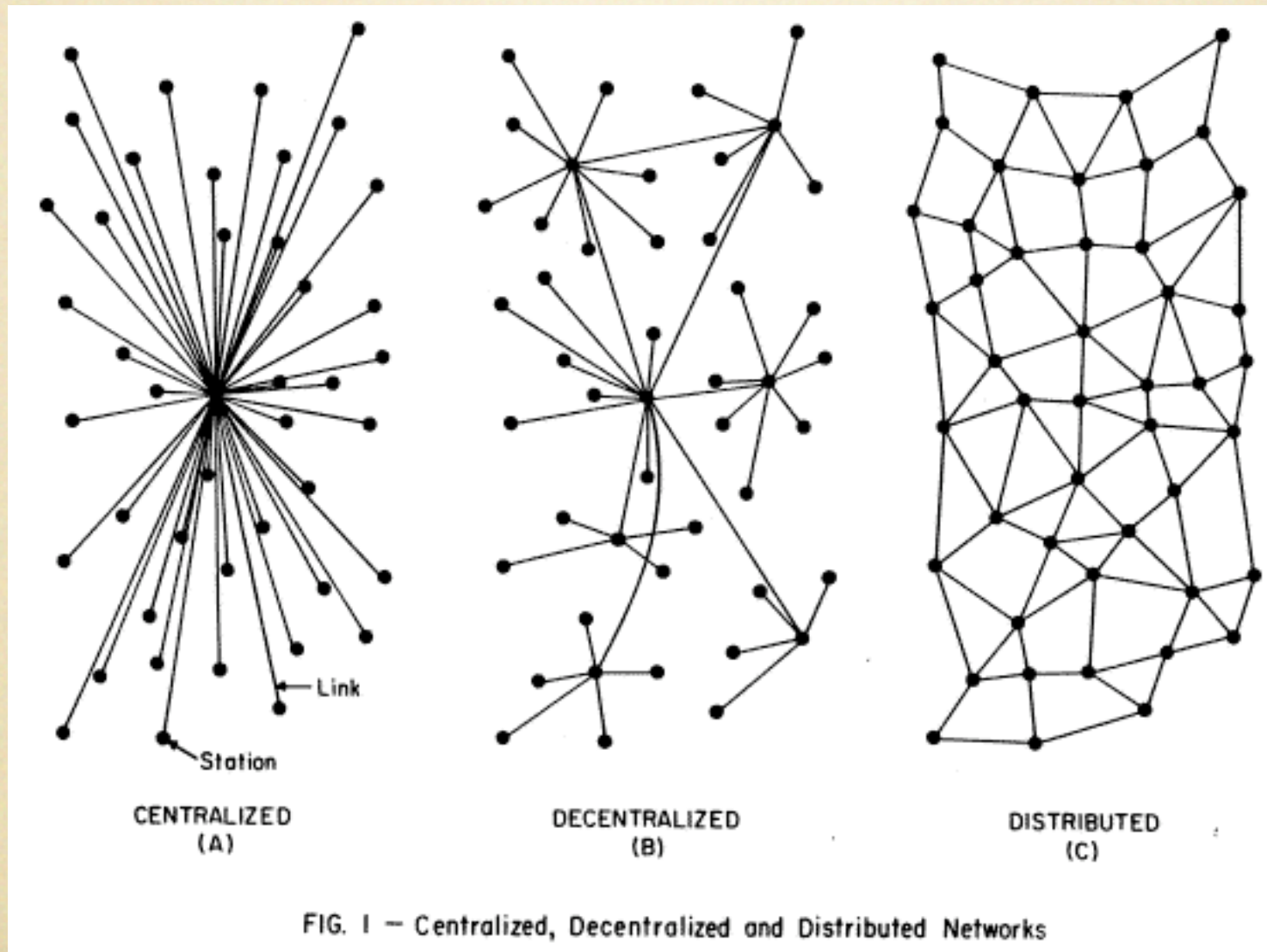
Posztmodern organizationek

- Hálózatok
- Network Society
- Network Enterprise

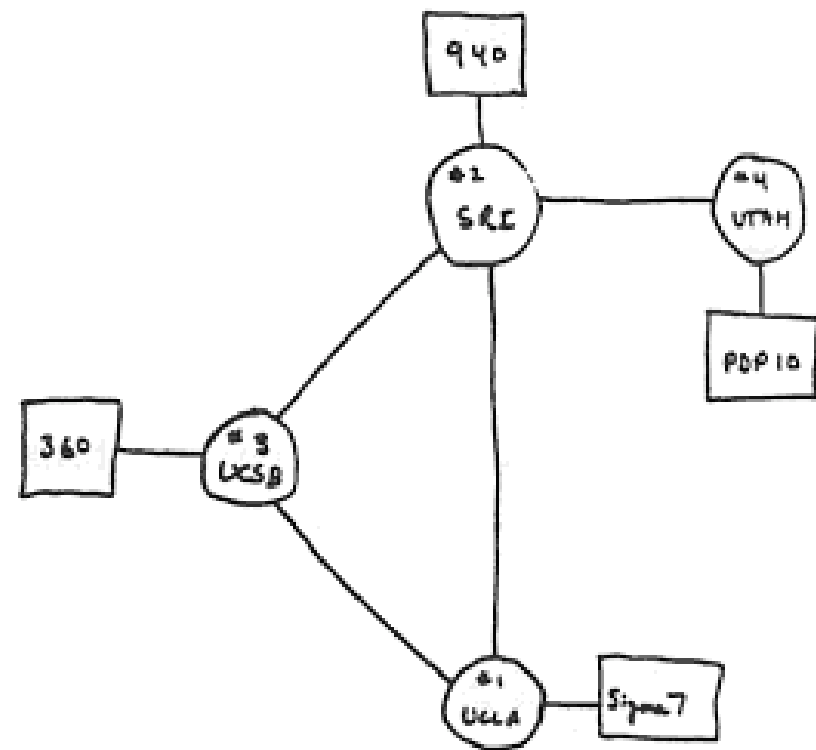
Manuel Castells



Centralized and Distributed Networks



ARPANET, 1969



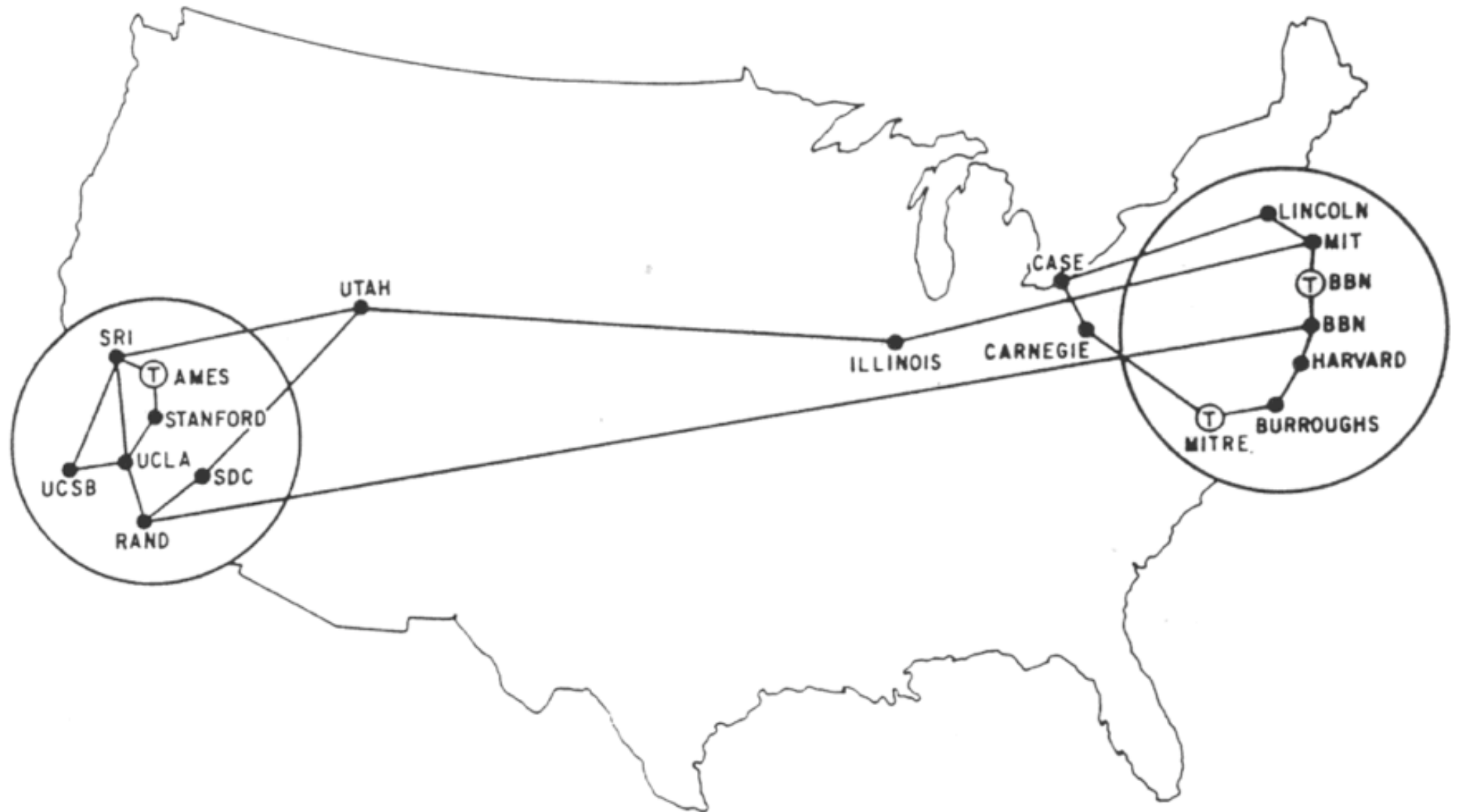
THE ARPA NETWORK

DEC 1969

4 NODES

FIGURE 6.2 Drawing of 4 Node Network
(Courtesy of Alex McKenzie)

ARPANET, 1971



MAP 4 September 1971

WWW: The Early Years





The WWW Today

