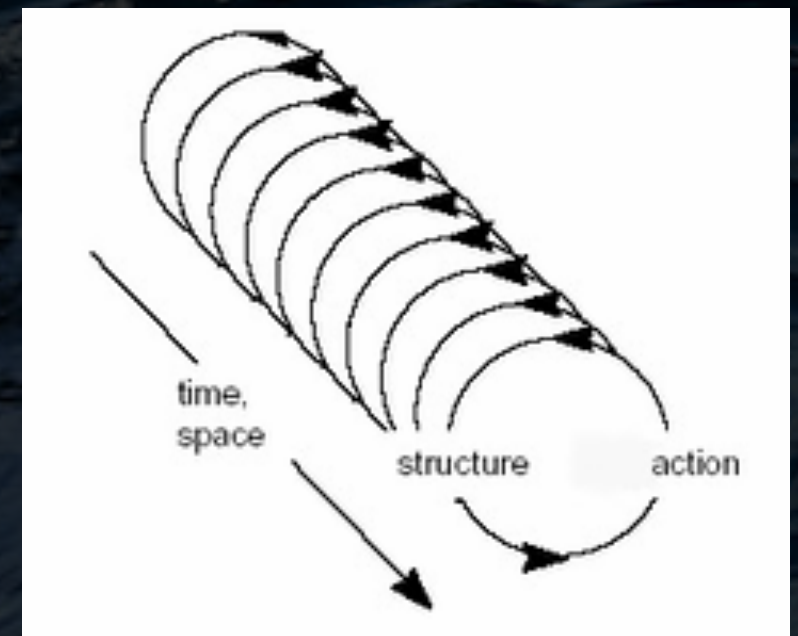


Structuration

- *The Duality of Structure*: Social structures exist both within individuals as *memory traces* (social actions embedded in memory) and are acted out by these individuals.
- Thus, established ways of doing things (e.g., institutions) exist, but can be ignored, replaced, or reproduced, either in the same way or completely different.



Structuration

