



NEW MODE OF INTEGRATION :

Individuality and Sociality in
Digital Networks

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"Society not only continues to exist by transmission,
by communication,
but it may fairly be said to exist in transmission,in communication."



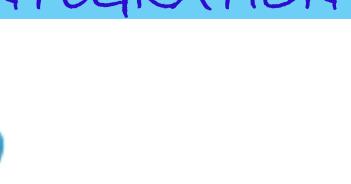
A new mode of social integration:
communicative ties in the network era

Individualization

it denotes a historical process that results in increased individual freedom.

individuals are disembedded due to :

1. Their removal from traditionally social forms.
2. They confronted with the loss of traditional security
3. They are re-embedded through a new type of social commitment.



"NETWORKED INDIVIDUALITY serve as a modern source of societal reflexivity. and therefore for social cohesion through COMMUNICATIVE INTEGRATION "



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