

Socionomics–Toward a Science of Surprise

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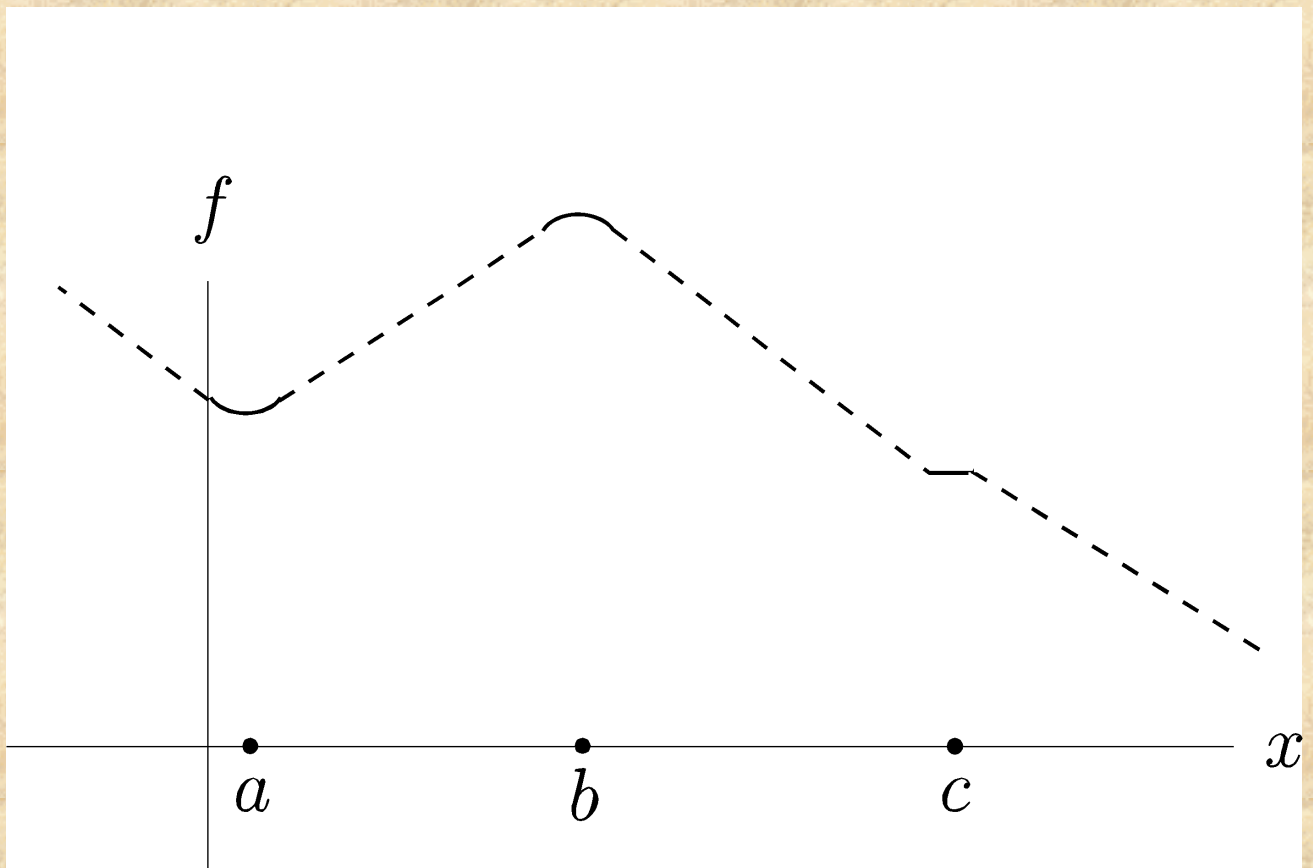
Vienna, Austria

AND

**Commodicast, Inc., *Santa
Fe, NM and Princeton, NJ,*
USA**

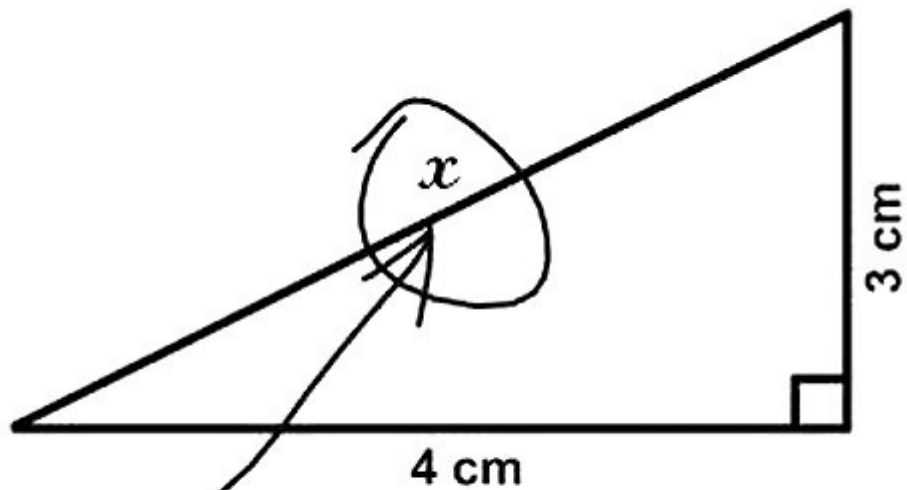
**SimWorld, Ltd, *London,*
UK**

“Futurology”



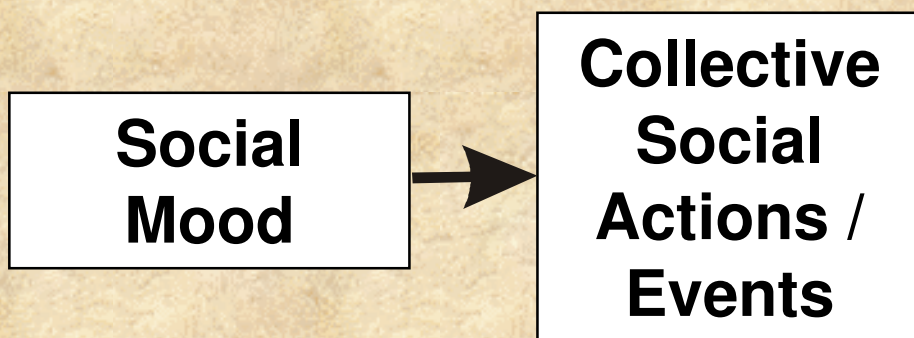
Information Content = 0

3. Find x .



Here it is

Central Hypothesis of Socionomics



**“Feelings and Beliefs
Create (‘Cause’) the
Conditions for Collective
Social Actions and Events”**

Social Mood

- “**Mood**” \approx How you feel about the future—on ***all*** time scales

(Note: this is *psychology*, not physics)

- “**Sociometer**”: A scale for measuring the mood of a population

Observation: The financial market averages serve as a good sociometer in most situations

Polarities

Positive Mood (+)

unifying

liberating

togetherness

supportive

open

happy

hard-working

manic

tolerant

Negative Mood (-)

divisive

restricting

separation

opposing

closed

sad

lazy

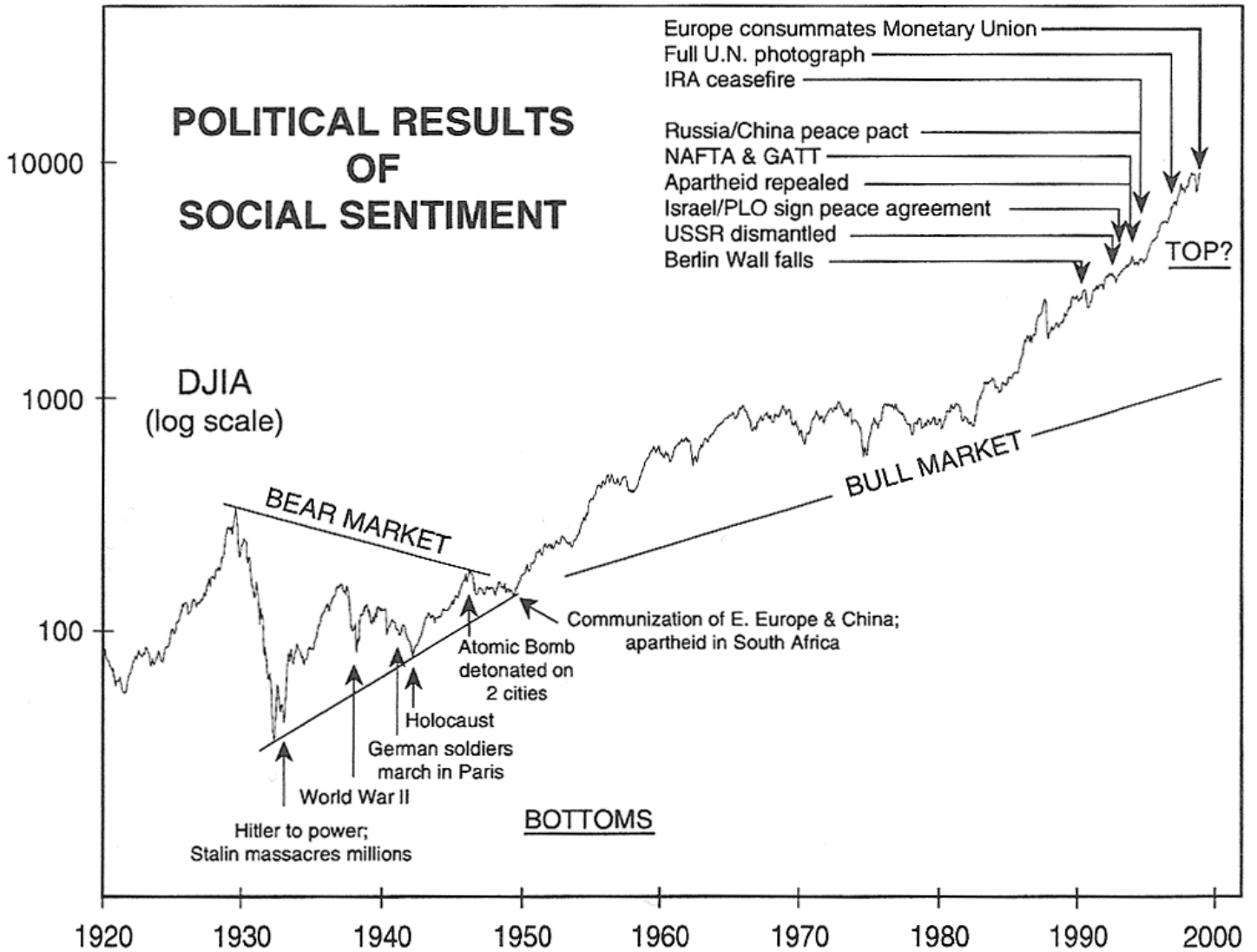
depressive

bigoted/xenophobic

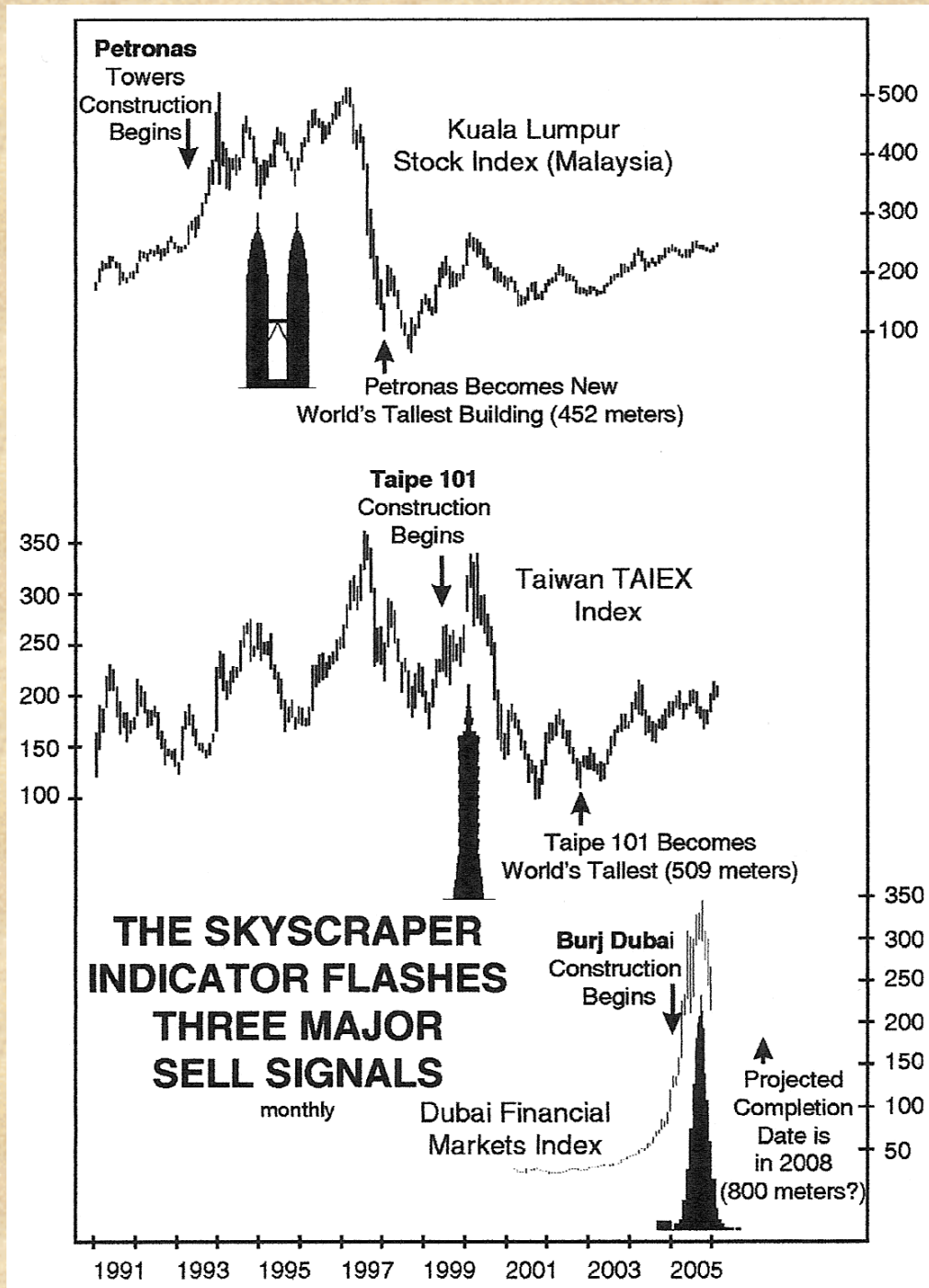
Examples

- World Events (1920-2000)
- “Skyscraper” Index

World Events



“Skyscraper” Index



The Logic of Globalization

- Collective human social activity in a given population is “*caused*” by the population’s overall social “mood”

&

- Globalization is a worldwide, *collective* human social activity

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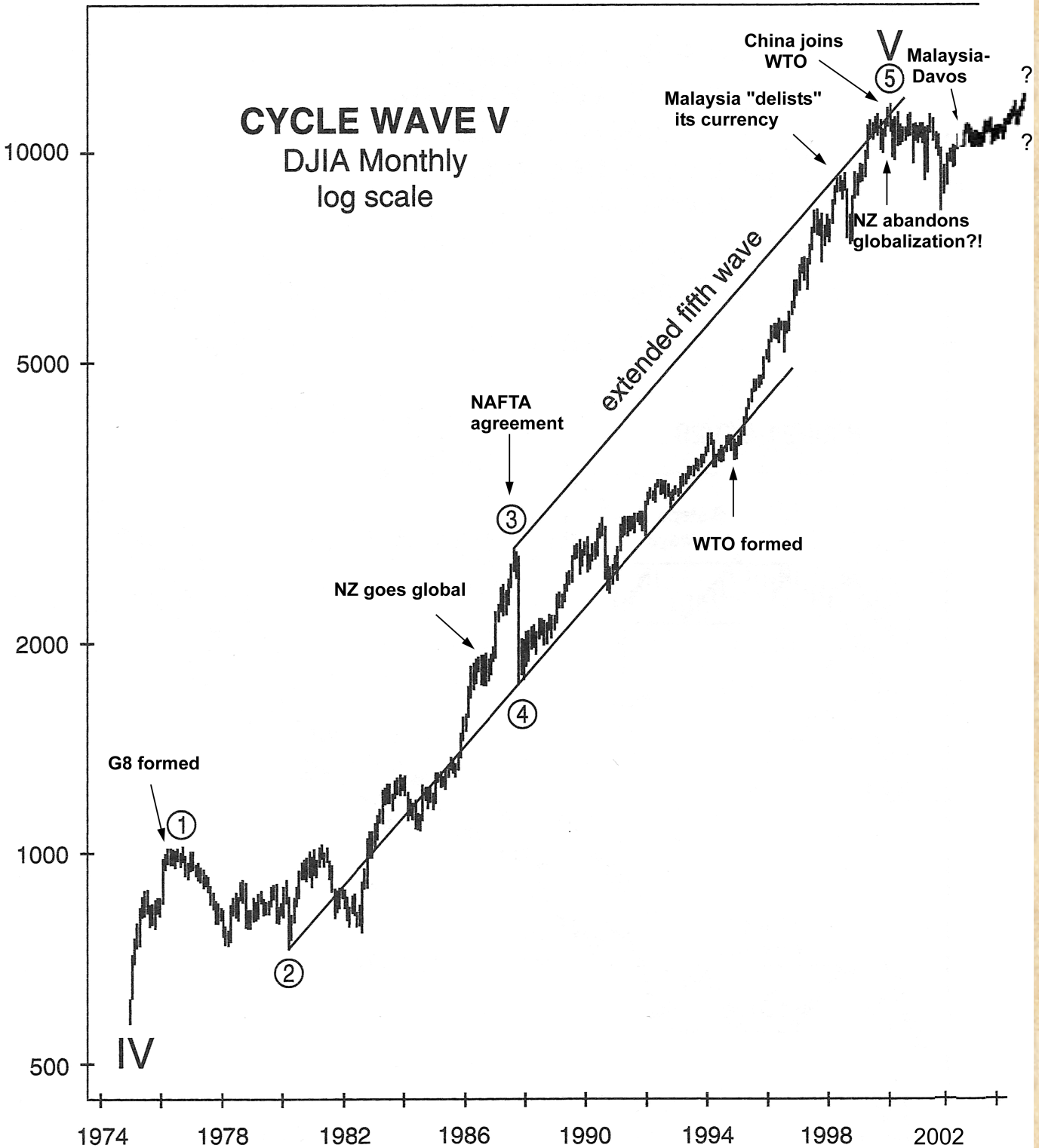
- Globalization is driven by the worldwide social mood

Globalization Hypothesis

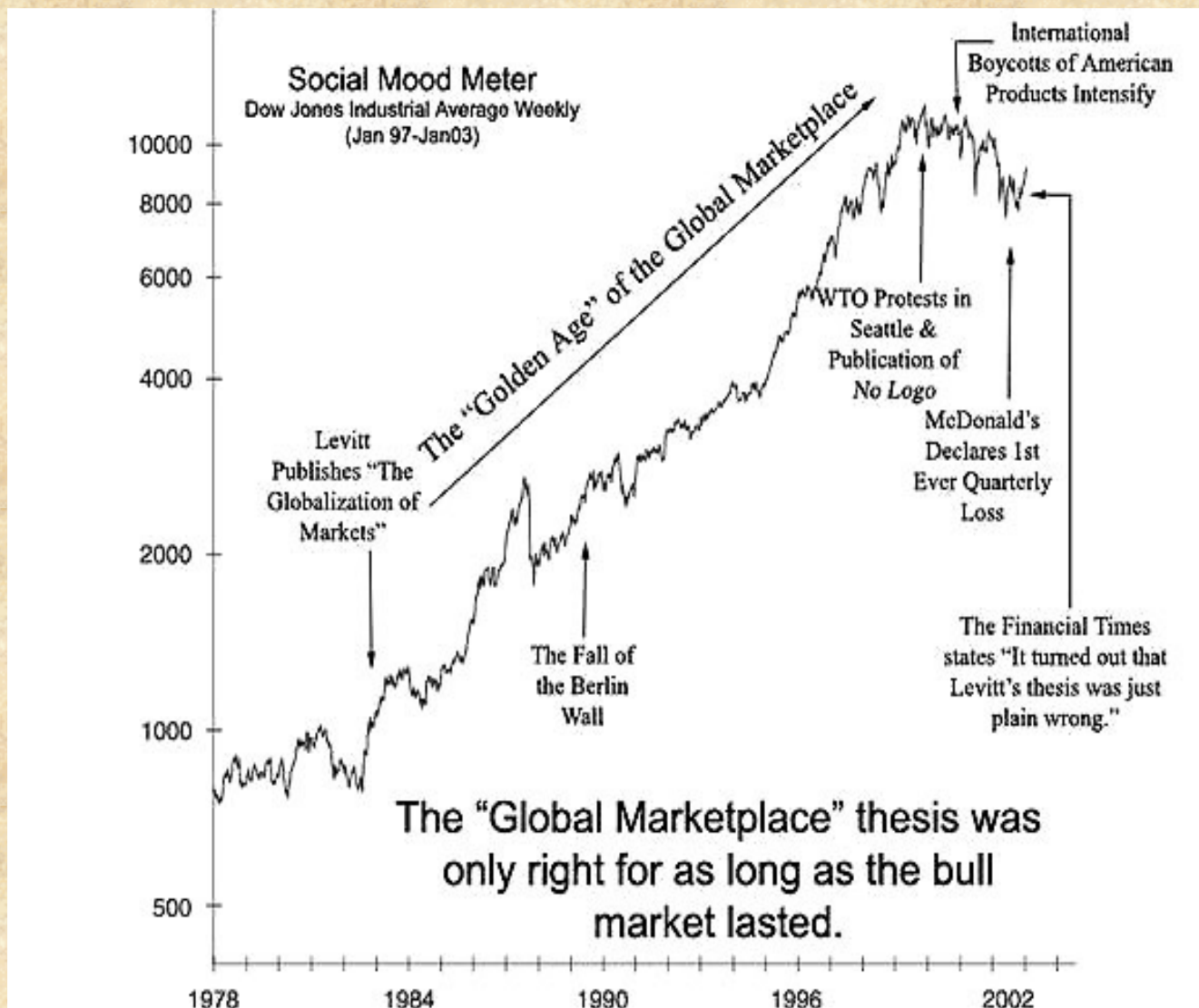
Globalization is a “bull market” phenomenon

Implication: Globalization is the product of a generally increasing, positive global social mood, and will decline, and ultimately vanish, as the global social mood turns increasingly negative

The Road to Globalization-I

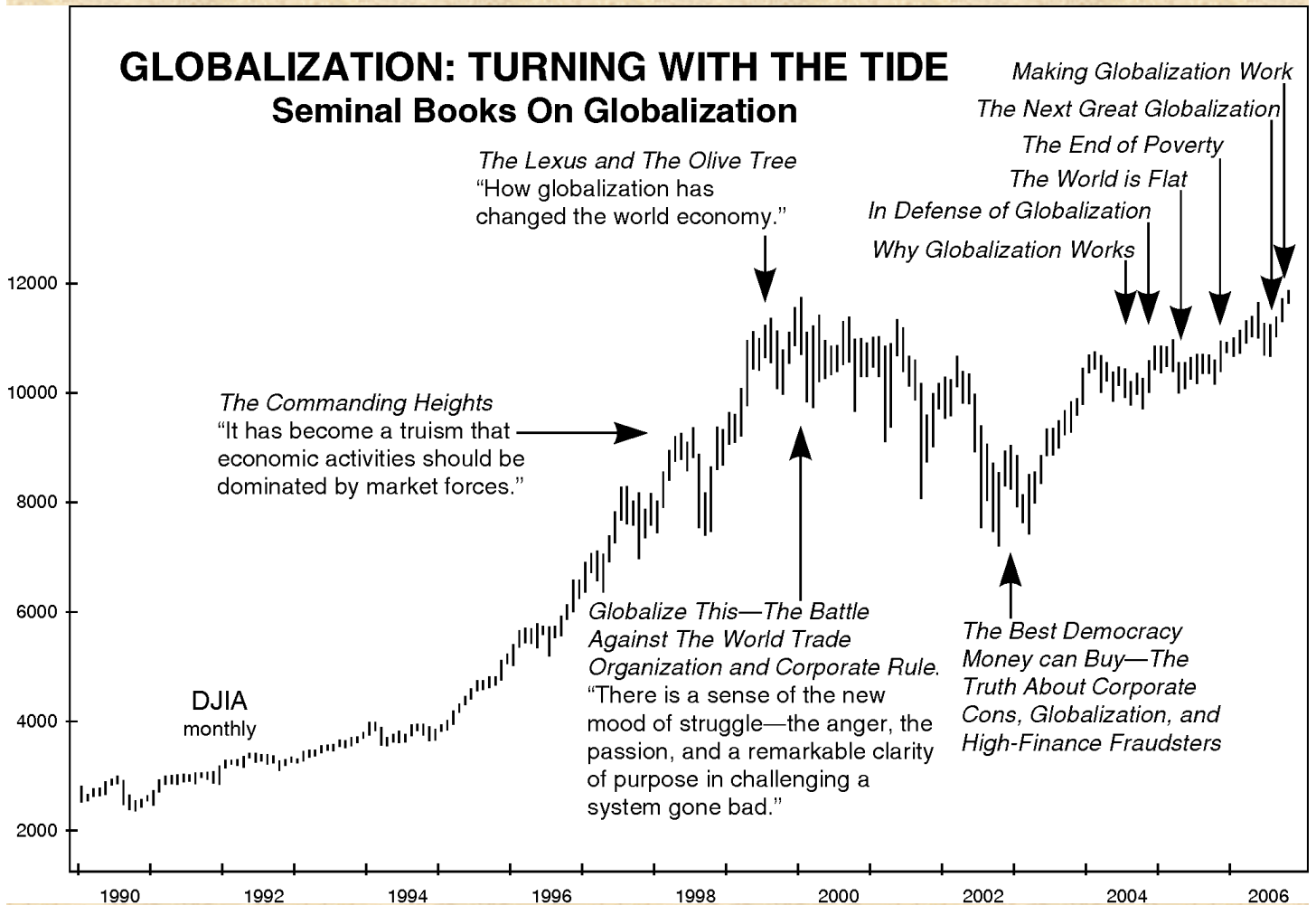


The Road to Globalization-II



Globalization Books

GLOBALIZATION: TURNING WITH THE TIDE Seminal Books On Globalization



Anti-Globalization Articles

