

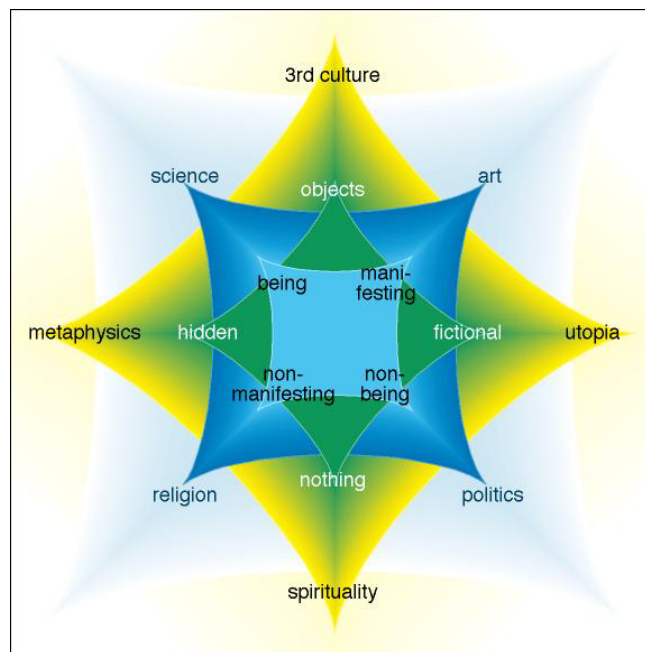
# Cybersemiotics

## Why information is not enough!

A Trans-Disciplinary Approach to Information, Cognition and Communication Studies, through an Integration of Niklas Luhmann's Communication Theory with C. S. Peirce's Semiotics.

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Doctoral dissertation (Habilitation) in Philosophy,  
Copenhagen Business School, Department of Management, Politics and Philosophy,  
2006



What information, cognition, communication, intelligence and meaning are, is a very old philosophical problem. But today these questions, since Shannon's information theory and Wiener's cybernetics, are formulated in the trans-disciplinary context of computers, information systems, and ultimately the Internet demanding a framework encompassing the complex area of information, cognition and communication science. The current cognitive science information processing paradigm is criticized from a phenomenological and ethological point of view as being an insufficient foundation of information science because it lacks an evolutionary theory of embodied first person experience and signification. As a constructive alternative is formulated a new trans-disciplinary framework (Cybersemiotics) based on an integration of a modernized version of Peirce's semiotics in the form of biosemiotics with Luhmann's communicational systems theory which uses second-order cybernetics and autopoiesis theory, plus elements from embodied cognitive semantics, ethology and language game theory. As this endeavor is a challenge to Snows two cultures in its working towards a third culture the theory development is embedded in an ongoing philosophy of "science" reflection on the possibility of transdisciplinarity, since it after postulates a sort of unity of sciences at a metalevel distinguishing the sciences from other symbolic generalized media such as politics, art and religion.

A long Danish and a shorter English summary can be read at  
[http://www.cbs.dk/forskning\\_viden/fakulteter\\_institutter\\_centre/institutter/oekonomi/lpf/menu/medarbejdere/menu/videnskabelige\\_medarbejdere/videnskabelige\\_medarbejdere/lektorer/soeren\\_brier](http://www.cbs.dk/forskning_viden/fakulteter_institutter_centre/institutter/oekonomi/lpf/menu/medarbejdere/menu/videnskabelige_medarbejdere/videnskabelige_medarbejdere/lektorer/soeren_brier)

Cand. Scient. Ph. D. Søren Brier, holds a master in biology from Copenhagen University from 1979 and a Ph.D. in philosophy of Science from Roskilde University (RUC). He has since august 2003 been an Associate Professor at the **Department for Management, Politics and Philosophy** paid by president Finn Junge Jensen's funds. From 1998-2003 he was assoc. prof. in Phil. of Science at the Royal Veterinary and Agricultural University Copenhagen (KVL). From 1987-1998 assoc. prof. of science and technology information systems at the Royal School of Librarianship, Aalborg Branch, Denmark.

His areas of research are: the philosophy of science of information, cognitive and communication science including semiotics and the design of information and document retrieval systems and technology and science popularization in the mass media agora of the knowledge society as one symbolic generalized media among others plus an interest in the possibility of inter- and trans-disciplinary scientific knowledge.

- He was founder and ed. of the Danish interdisciplinary journal **Paradigma** 1986 - 1990.
- A founder and board member of the **Danish Academy of Applied Philosophy** 1986-1996.
- He is the founder and ed. In chief of the interdisciplinary quarterly journal **Cybernetics & Human Knowing**, 1992-. and of **The International Association for Biosemiotic Studies** in 2005 and the **Journal of Biosemiotics**, a trustee for the **American Society for Cybernetics**.
- Member of the board for RC52 for **Sociocybernetics** in ISA (Int. Sociological Assoc), **Centre for Ethics and Law**, Copenhagen, of the journals **TripleC** journal, **Systems Research and Behavioral Science**, **J. of Transformational and Social Change**, **J. of Transpersonal Psychology** and **J. of Biosemiotics**.

He has received the gold medal of the University of Copenhagen 1981 for a prize essay in psychology, on probabilistic and hierarchical models of motivation. The International Institute of Advanced Studies in Systems Cybernetics and System Research Foundation's Distinguished Service Award 1993, and Systems Research Foundation Award for his great contribution to advancement of Cybernetics and for his excellent editorial work in publishing *Cybernetics* and *Human Knowing* 1996 plus EMCSR 2002 Best paper award for the symposium Foundation of Information Science and has since 2000 been portrayed in **Marquis Who's Who in the World** (2000- ).

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