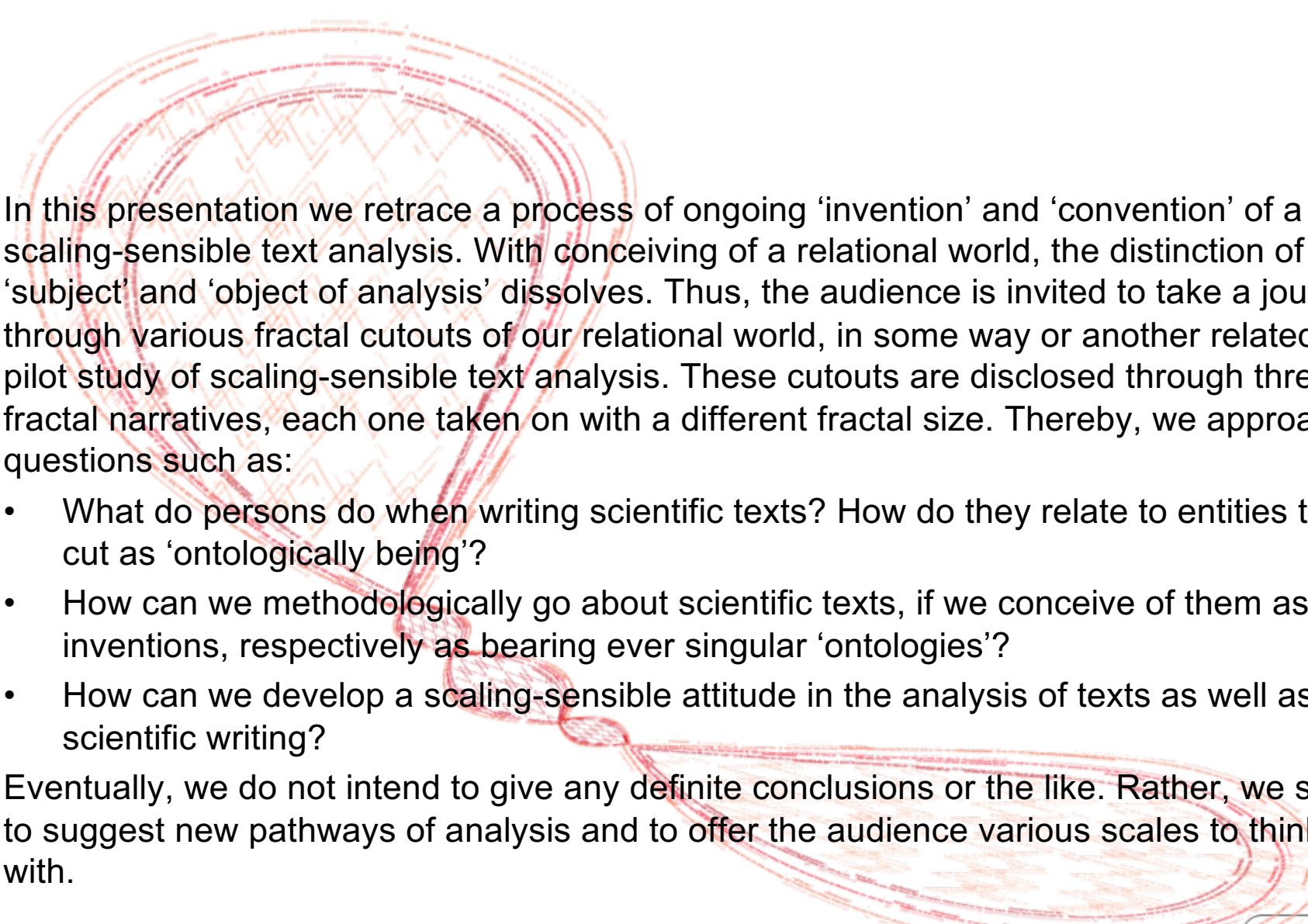


Text analysis reinvented: towards a scaling-sensitive approach

28th Conference of the Nordic Sociological Association
August 11th-13th 2016, Helsinki

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In this presentation we retrace a process of ongoing 'invention' and 'convention' of a scaling-sensible text analysis. With conceiving of a relational world, the distinction of 'subject' and 'object of analysis' dissolves. Thus, the audience is invited to take a journey through various fractal cutouts of our relational world, in some way or another related to a pilot study of scaling-sensible text analysis. These cutouts are disclosed through three fractal narratives, each one taken on with a different fractal size. Thereby, we approach questions such as:

- What do persons do when writing scientific texts? How do they relate to entities they cut as 'ontologically being'?
- How can we methodologically go about scientific texts, if we conceive of them as inventions, respectively as bearing ever singular 'ontologies'?
- How can we develop a scaling-sensible attitude in the analysis of texts as well as in scientific writing?

Eventually, we do not intend to give any definite conclusions or the like. Rather, we seek to suggest new pathways of analysis and to offer the audience various scales to think with.

Scientific text come scale (1)

	Text	Scaling horizon-	-as- (specification)	-through-author(s)-at- time-in-materiality-on- page-in-line	-as- (fractal size of the author)	-in-relation-to- (cuttings and/or persons and/or places and/or materialities in time)	-as-	-come-scale-as-
S1	7 SOCIAL WORK AND THE HUMAN SERVICES Summary <i>This chapter examines social work and the human services in the context of development and shows how the social work profession and human services programmes are attempting to enhance their relevance to the development needs of the countries of the South.</i>	social work and the human services	profession and programmes	Hall, A. & Midgley, J. (2004), in <i>Social Policy for Development</i> , p.205, l.1 – 7	this chapter	development	the development needs of the countries of the South	attempting to enhance their relevance
	<i>The chapter has three sections. The first section offers a definition of the terms 'social work' and 'the human services' and provides a historical account of their evolution both in the industrial and the developing countries.</i>	social work and the human services	'terms' (definition) evolution	Hall, A. & Midgley, J. (2004), in <i>Social Policy for Development</i> , p.205, l.7 – 10	the first section [out of three sections of the chapter]	the industrial and the developing countries		historical account
	<i>It shows that the human services and professional social work were exported to the developing countries during colonial times.</i>	social work and the human services	professional	Hall, A. & Midgley, J. (2004), in <i>Social Policy for Development</i> , p.205, l.10 – 11		it [historical account] the developing countries during colonial times		exported
	<i>The next section focuses on the challenges facing social work and the human services. These challenges include the appropriateness of social work and the human services to development, the problem of coverage and the issue of costs.</i>	social work and the human services		Hall, A. & Midgley, J. (2004), in <i>Social Policy for Development</i> , p.205, l.10 – 14	the next section	development coverage costs	appropriateness problem issue	challenged

Scientific text come scale (2)

Although remedial practice has long dominated social work, the remedial emphasis has been controversial ever since the profession's early days.	social work	the profession	Hall, A. & Midgley, J. (2004), in <i>Social Policy for Development</i> , p.215, I.24 – I.25	remedial practice	has long dominated	the remedial emphasis has been controversial ever since the early days	
In the early twentieth century, there were sharp differences of opinion among the profession's founders about social work's proper scope and mission.	social work	proper scope and mission	Hall, A. & Midgley, J. (2004), in <i>Social Policy for Development</i> , p.215, I.25 – I.27	the profession's founders		In the early twentieth century, there were sharp differences of opinion	
Although most of the social work educators who taught at the first schools of social work in Europe and North America believed in an industrialized approach in which a professional social worker sought to treat the social problems of their clients through giving sympathetic advice and support, others believed that social work should engage in community organizing to mobilize local people to improve their social conditions. Others argued for an activist approach by which social work would engage in lobbying and political action to bring about social change.	social work	an industrialized approach	Hall, A. & Midgley, J. (2004), in <i>Social Policy for Development</i> , p.215, I.27 – I.35	most of the social work educators who taught at the first schools of social work in Europe and North America		a professional social worker sought to treat the social problems of their clients through giving sympathetic advice and support	
				others		should engage in community organizing to mobilize local people to improve their social conditions	
				Others		would engage in lobbying and political action to bring about social change	
Yet others believed that social needs and problems could only be addressed through massive government intervention and that this required the election of progressive political parties that would enact reformist legislation and introduce comprehensive social programmes. These programmes, they believed, would provide an appropriate context in which social workers could practice effectively.	[social work]	comprehensive social programmes in which social workers could practice effectively	Hall, A. & Midgley, J. (2004), in <i>Social Policy for Development</i> , p.215, I.35 – I.40	yet others		social needs and problems could only be addressed through massive government intervention	this required the election of progressive political parties that would enact reformist legislation
The issue of social work's proper role and scope has been extensively debated by the profession but it has not been resolved	social work	proper role and scope	issue	Hall, A. & Midgley, J. (2004), in <i>Social Policy for Development</i> , p.215, I.41 – I.42	extensive debates by the profession		has not been resolved

Scientific text come scale (3)

S102	Social work in developing countries had emulated European, and particularly North American theories and practice methods;	Social work		Hall, A. & Midgley, J. (2004), in <i>Social Policy for Development</i> , p.217, L34 – L35	developing countries		had emulated European, and particularly North American theories and practice methods
	by the late 1960s, some social workers from the South began to question the usefulness of these approaches.	[social work]	these approaches [emulated from Europe and particularly North America]	Hall, A. & Midgley, J. (2004), in <i>Social Policy for Development</i> , p.217, L35 – L37	social workers from the South	some	the usefulness was questioned by the late 1960s
	For example, Almanzor (1967), a leading Filipina social work educator, questioned the belief that social work concepts and theories were universal and she argued that many of the principles governing social work practice in the West did not apply to the developing world.	social work	the belief that concepts and theories were universal practice	Hall, A. & Midgley, J. (2004), in <i>Social Policy for Development</i> , p.217, L37 – L40	Almanzor (1967), a leading Filipina social work educator	the West	was questioned many of the principles did not apply to the developing world
	Nagpaul (1972), an Indian social worker, fulminated against the uncritical importation of culturally inappropriate social work theories and practice methods from the West	social work		Hall, A. & Midgley, J. (2004), in <i>Social Policy for Development</i> , p.217, L40 – L43	Nagpaul (1972), an Indian social worker	the West	fulminated against the uncritical importation of culturally inappropriate theories and practice methods
	and, in a comprehensive critique, Midgley (1981) alleged that social work in the developing world was the product of 'professional imperialism'.	social work		Hall, A. & Midgley, J. (2004), in <i>Social Policy for Development</i> , p.217, L43 – p.218, L1	Midgley's (1981) comprehensive critique	the developing world	the product of 'professional imperialism'
	Midgley complained that the uncritical replication of Western social work theories and practice approaches in many developing countries had limited the profession's relevance and effectiveness.	social work		Hall, A. & Midgley, J. (2004), in <i>Social Policy for Development</i> , p.218, L1 – L4	Midgley	developing countries many	the uncritical replication of Western theories and practice approaches had limited the profession's relevance and effectiveness

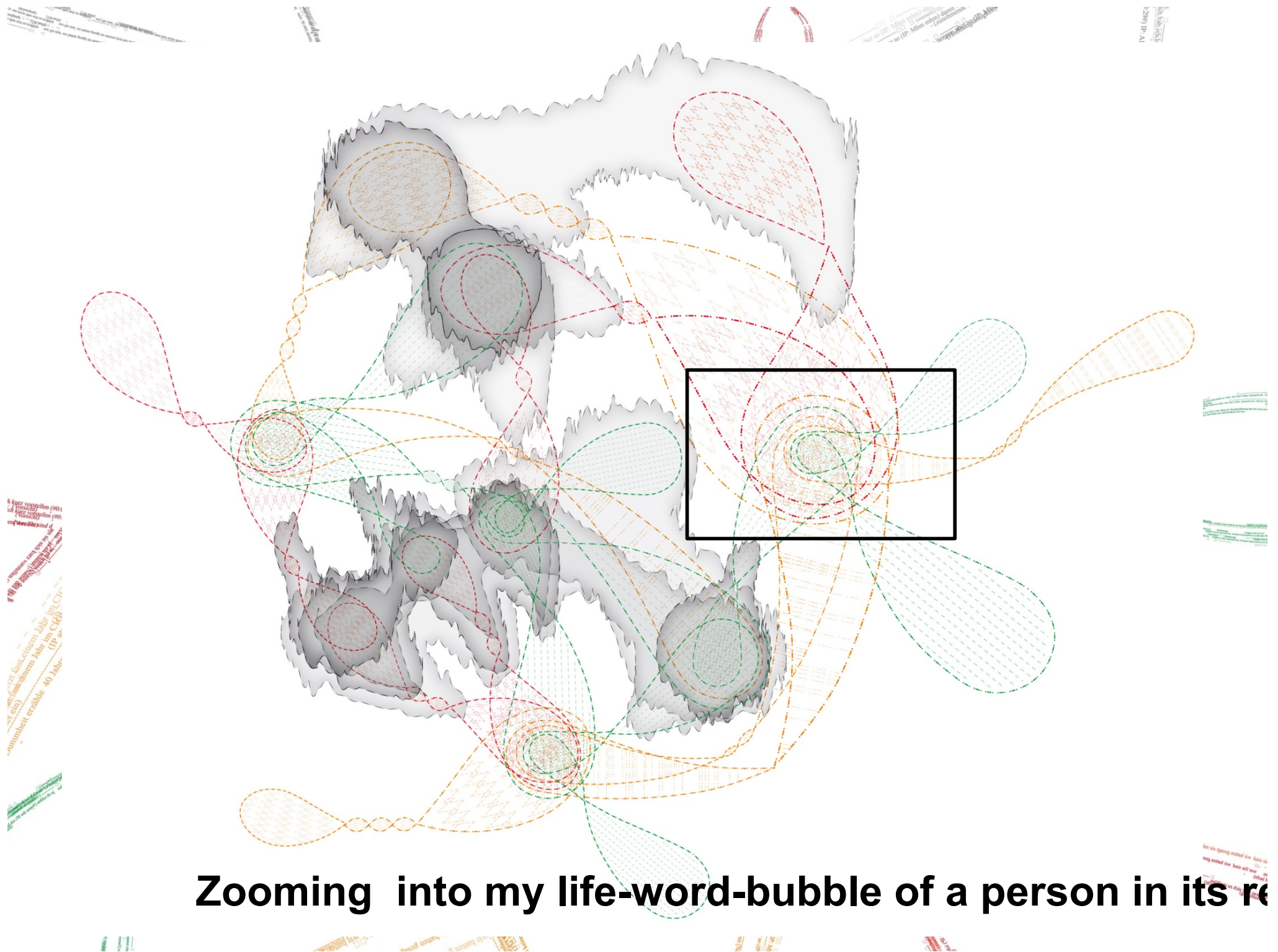


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Appendix

Extract loop 1

'They eat people in Papua New Guinea'

For various family-related reasons I've experienced several relocations throughout my childhood and teenage years. While my family and I have been moving within German nation-state borders, a befriended family¹⁸ expatriated to Papua New Guinea. From relational scaling work with Bärbl Mertin, 'my-mother-friend-supporter-businesswoman'¹⁹, I learned that they would 'go there to teach some tribes our way of living'. This made sense 'for these tribes were wild and some would even eat people – which obviously is not right to do'. The father of our befriended family – as I can everse myself nowadays with reference to the wider accumulations in my life-world-bubble and an enriched scaling repertoire – took a job opportunity as a missionary in a church funded project of international development cooperation (IDC); the other family members went along with him. Back then, of course, I could not have grasped such scales. But I could grasp that 'someone would have to teach these wild tribes our way, the right way of living; a way of living that excludes eating other people'. Such a scale was commensurable with my scaling repertoire of that time. I was sad that my friends would move away, to a country on the other side of the planet. I was worried because 'in that country people would get eaten', while at the same time, I was happy not to go there myself. All this would remain emotionally agglutinated within my life-world-bubble and, hence, accessible for further relational scaling work.

¹⁸ In order to disclose this relation as comprehensive as I scale it appropriate for this paper, it should be noted that eventually, I would get to meet again Lena Heupel, one of the daughters of said family, at the University of Luxembourg, where she was spending an exchange semester in 2014/2015. The whole family, as I would learn from relational scaling work with Heupel, had moved back to Germany.

¹⁹ With reference to the metaphor of the 'fluorescent' life-world-bubble, the Theory of Scales suspends a conventional role theory (cf. Haas & Marthaler, 2014a, pp.30–31; 2015a, p.8). Any one 'role' – as one could argue without directly dispensing of such terminology – only ever constitutes an abstraction – i.e. a cutting – of a relational person to some isolated predicate. Of course, the somewhat experimental hyphen formulation deployed still underlies an abstraction mode (even though the hyphen is intended to symbolize an inextricable entanglement of the respective cuttings). But eventually, it's simply a tease via which I intend to indicate that just like I do not conceive of myself as only the 'writer' of the present paper but as a relational person (i.e. student-son-friend-skateboarder-traveler-etc.), as a matter of course, I also do conceive of the persons referred to as relational persons. Throughout this paper, I make use of the hyphen formulation when taking reference to persons I scale as particularly close to me, because – as it were – it suggests itself. For future work in a Theory of Scales approach it would be conceivable to produce a register within which the respective author could let all referred to persons come scale.

Extract loop 2

James Midgley come scale in relation to social development

As it turned out, in the one of 'Social Development: The Developmental Perspective in Social Welfare', Midgley (1995) lets social development come scale as a 'macro' approach, or rather as a conglomerate of such approaches, to promote people's welfare'. Its 'most distinctive feature' is 'the attempt to harmonize social policies with measures designed to promote economic development' (Midgley, 1995, pp.1, 8, 9). With the distinction implied, Midgley (1995) refers to philanthropy, social work and social administration as approaches that 'only have tangential links with economic development' and do not 'purposefully' seek 'to harmonize economic and social objectives' (p.1). Even though social development, the approach Midgley *advocates* for – as I scale it –, seeks to bring together the 'social' and the 'economical', Midgley presupposes a juxtaposition between these two somewhat entitative 'things'. Accordingly, he seems to allocate, for instance the generation of resources, fiscal problems, recession or structural unemployment to the 'economical' (cf. Midgley, 1995, pp.1–2) and the 'adaption of a modern lifestyle and attitudes' (which does not come scale any further within the introduction), access to health and social services, income and education or housing conditions to the 'social' (cf. Midgley, 1995, pp.2–3). In a social development approach, the bringing together, as Midgley (1995) everses himself, should be realized through the implementation of 'social policies' respectively 'social programs'

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which are 'compatible with economic objectives' (p.1, 2), while at the same time 'economic development shall be harnessed for social goals' (p.7). Thereby, as I scale it, the presupposed separate entities of the 'social' and the 'economical' appear as related in reciprocity; i.e. none of them appears as macrofied above the other.

Extract loop 3

Scaleo-relationing, part 1: a journey through time and space

Hall and Midgley's fractal-relational scaling modes – i.e. compositions of their cutting modes, fractal sizes and scaling horizons – throughout 'Social Work and the Human Services' appear macro in general. The 'geo-political' one, that has been touched upon in the third narrative already, appears in various parts of the materialization; Hall and Midgley continuously cut in entities such as continents ('Africa', 'Asia', 'America' as 'North' and 'South America', 'Europe') as well as 'countries' or 'nations' – sometimes specified (especially 'Britain' and 'the United States', and also 'Bolivia', 'Chile', 'India', 'Singapore', 'China', 'South Africa', 'Pakistan', etc.), sometimes obscured ('many countries', 'in many parts of the world', etc.) (cf. S11, S13, S44, S45, S47, S55, S56, S58, S63, S65, S71, S80, S85, S88, S98, S112, S113, S122, S150, S177, S178, S179). 'Cities' as an entity appear only rarely; and if so, it is within examples, such as the establishment of an orphanage for girls in *Mexico city* as the first charitable institution in Latin America (cf. S56), in relation to certain macro 'actors' respectively their 'emergence', such as 'the Charity Organization Society [...] established in *London* in the 1960s' (S70), or in relation to specific macrofied instances of relational scaling work, such as 'the first Conference of Ministers Responsible for Social Welfare [that] was held in *New York* [in 1968]' or 'the World Summit on Social Development held in *Copenhagen* in 1995' (cf. S18). Furthermore, within the 'geo-political' scaling mode, the 'state', 'the government' respectively 'governments' and various fractalizations of it, as well as certain 'ministries' or 'departments' not only come into view as further central cuttings, that Hall and Midgley operate with, but also as influential macro 'actors' next to various 'international agencies', such as 'the United Nations' (cf. S3, S6, S8, S9, S10, S17, S22, S24, S27, S29, S30, S31, S54, S55, S61, S72, S84, S93, S122, S126, S129, S135, S137, S141, S153, S154, S155, S163, S183).

Extract loop 3

Firstly, what came into my view regarding the emotional dimension, was that Hall and Midgley deploy scales, that are emotionally charged in a more obvious way, on persons whose materialities appear throughout their eversions – ‘Nagpaul *fulminated*’, ‘Bose is *still complaining*’, ‘Khinduka *urges*’ (cf. S102, S152) – as well as on certain person-units. As for the latter, I’d like to disclose my scales on two specific cuttings of Hall and Midgley that appear several times throughout the chapter, namely ‘frustration’ and ‘demoralization’. These cuttings are deployed within the various relationalities of the person-units of ‘international donors’ and ‘social workers and social administrators’. For instance, ‘international donors became increasingly *frustrated* with government human service agencies which felt were not functioning effectively’, ‘and began to fund local voluntary organizations to implement a range of human service programmes’ (S130, S131); in turn, ‘social workers and social administrators’ became ‘*demoralized*’ as ‘funds [bypassed] established government human service agencies’ and hence, themselves as ‘the staff’ (cf. S126, S127). The cutting of ‘demoralization’ also appears in S111, which I got into view as the most micro focused scale that Hall and Midgley everse throughout ‘Social Work and the Human Services’. Within that scale, they relate to a study of Midgley on ‘social workers in government service in Ghana at the end of the 1970s’ as an example for ‘demoralization’ and ‘despondency’ of social workers. More specifically, they let these social workers come scale as ‘*most felt undervalued and were dissatisfied* with poor promotion prospects, inadequate resources and low status’.

Other than that mentioned, I could retrace Hall and Midgley’s emotional agglutination towards certain cuttings. They appear as negatively agglutinated towards the person-unit of ‘neo-liberals’ respectively the idea of ‘neo-liberalism’ (cf. S115, S116, S121, S153, S172) as well as towards the person-units of ‘politicians and political parties on the political right’ (S64). The latter, for instance, are related to the cutting of ‘attack’ (S64); also, that should be taken not of, Midgley already appeared as negatively agglutinated to ‘the political right’ in my ‘indirect’ relational scaling work with him through the materialization of his 1995 ‘Social Development: The Developmental Perspective in Social Welfare’. Therein, ‘minimalist welfare policies of the radical right’ are related to ‘severe reductions in collective provision during the 1980s and have not only exacerbated social needs but disquieted many concerned citizens’ (p.2). Also, Hall and Midgley seem to disclose negative agglutinations towards unspecified fractalizations of the person-units of ‘social workers and social administrators’ respectively ‘ministers and civil servants responsible for the social services’ by – as I would scale it – blaming

Extract loop 4

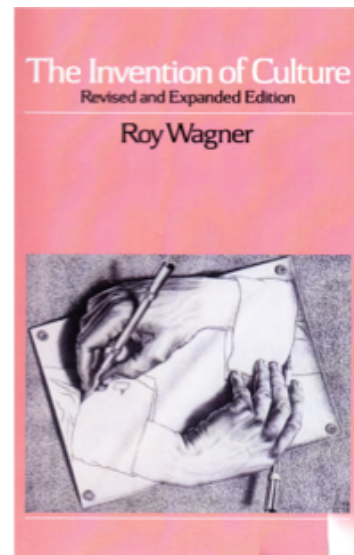
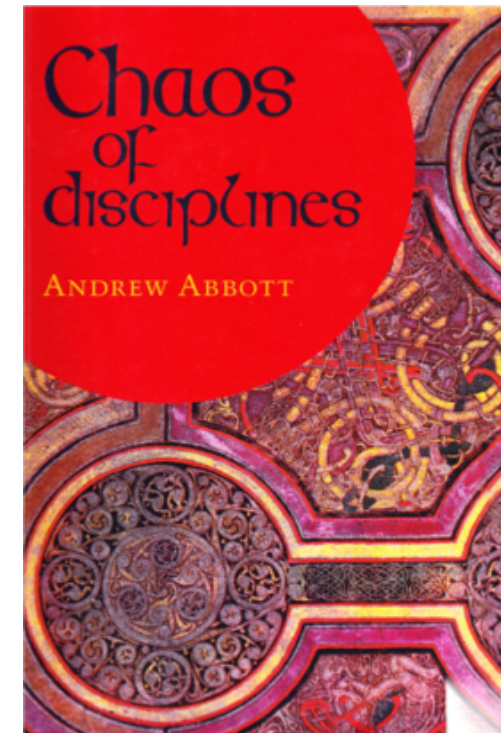
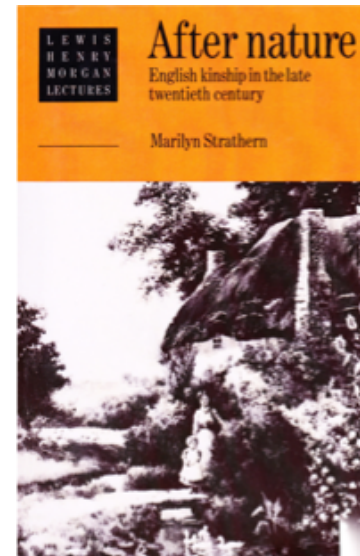
Scaleo-comparison, part 1: Social work come scale in relation to the human services

'Social work' respectively cuttings related to social work are scaling horizon in 34 scales and relationality horizon in 28 scales. Also, it should be taken note of 'social work and the human services', the cutting of a relationality that appears as scaling horizon in 19 scales. Actually, Hall and Midgley juxtapose the cuttings of 'social work' and 'the human services' not dichotomously, but in interrelation and distinction at the same time. In the glossary of 'Social Policy for Development', 'the human services' are defined as 'organized programmes provided by *government* and *non-profit organizations* with the purpose of improving *people's* welfare' (Hall & Midgley, 2014, p.xi), while social work is defined as 'a profession concerned with promoting the welfare of *individuals* and their *families*, as well as *groups* and *communities*' (Hall & Midgley, 2014, p.xiv). Considering the cuttings that 'the human services' respectively 'social work' are related to within these definitions, 'the human services' appear larger; and indeed, throughout the chapter, 'the human services' come scale as 'the provider of an organizational context for social work', while 'social work' as a 'profession' respectively as the person-unit of 'social workers' comes scale as 'involved in the administration and provision of the human services' (cf. S4). This idea of 'the human services' as a contextual embedment for the 'profession' of social work came into my view throughout various scales of the chapter (cf. S24, S25, 86, S89). Still, from my 'indirect' relational scaling work with Hall

To learn more about us...

- A series of working papers
 - More than 100 memos (documenting our theorising process)
 - First communications and publications
 - A website under construction
 - First ideas about the foundation of an “Institute for relational and scaling-sensitive work”
- ... and a lot more to come, hopefully 😊

... and some sources of inspiration



... and some further sources of inspiration

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Thank you for your participation!

