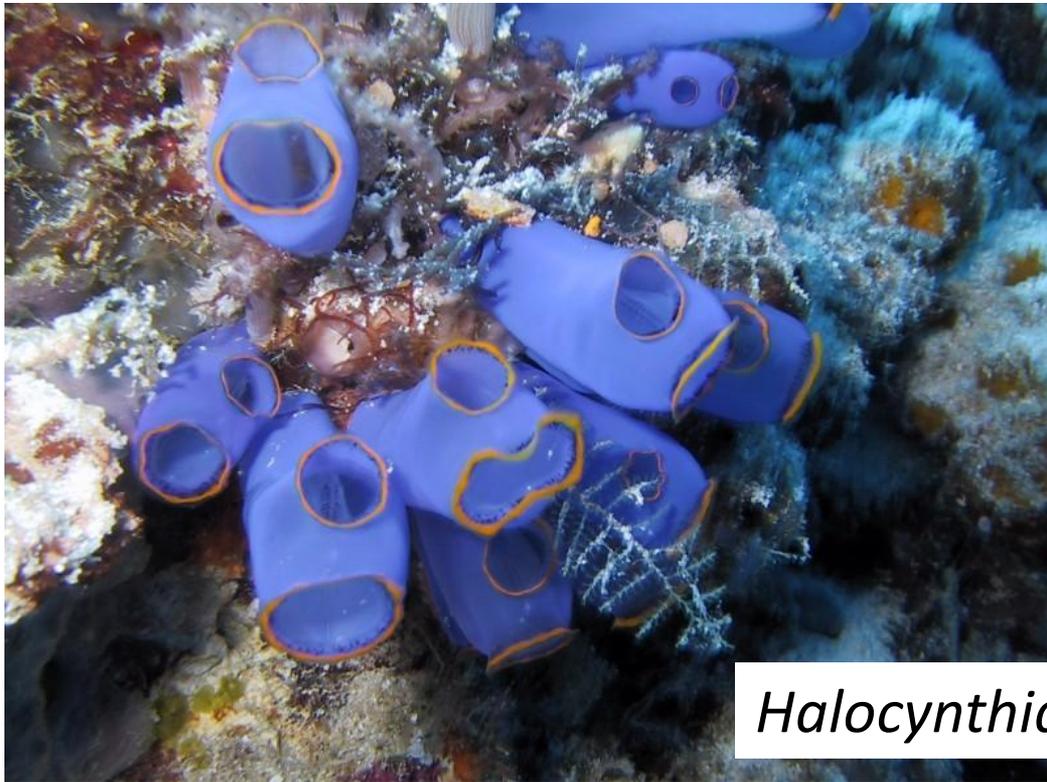
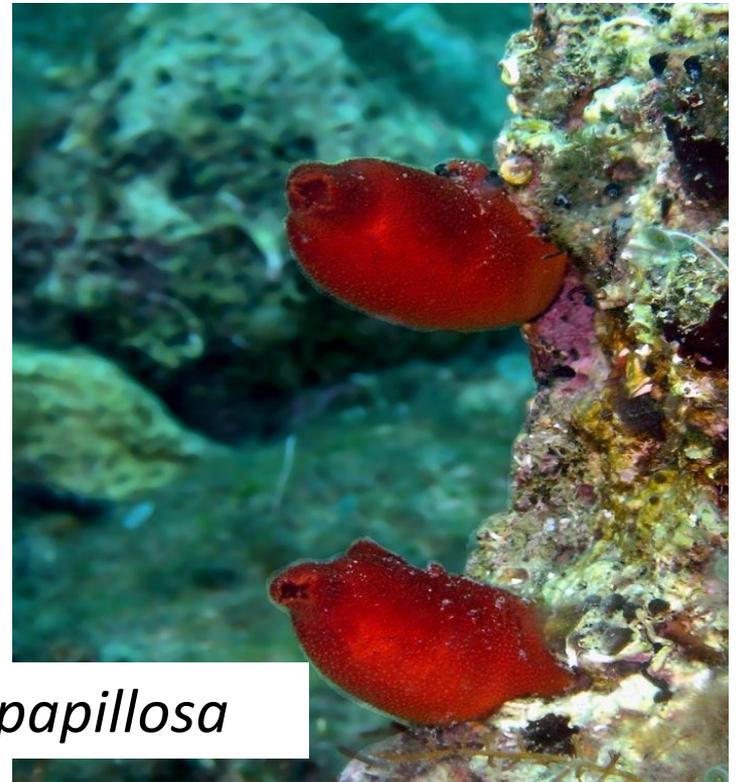


# Conceptual Framework for Information History Macropatterns



*Halocynthia papillosa*



*László Z. Karvalics*

Vienna, ISIS Summit, 2015 June 4.

# How Big History?



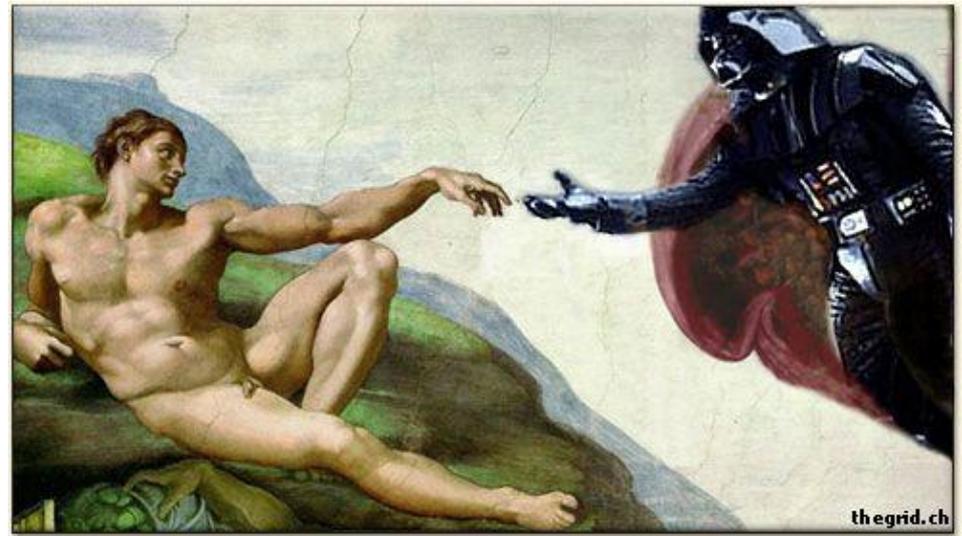
- *No Cosmo –*
- *No Geo –*
- *No Bio –*

ZOO –

HOMO –

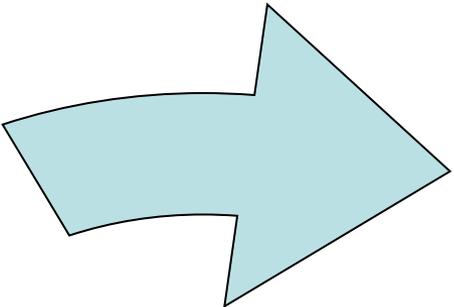
***„Only” 650 million years ...***

# How about ... The starting point of the Story



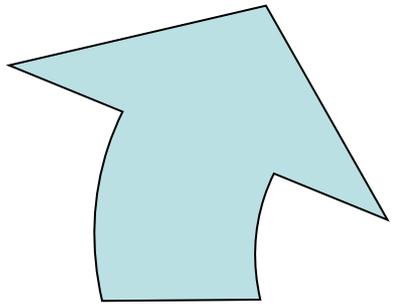
- The first information act (behavior?)
- How did it evolve from pre-information forms?
- Which elements we need to define the first, but most simple information cycle?
- If it has a systemic nature in its minimal way, how about the complex (information) systems and cycles?

**The Origin explains Everything!**



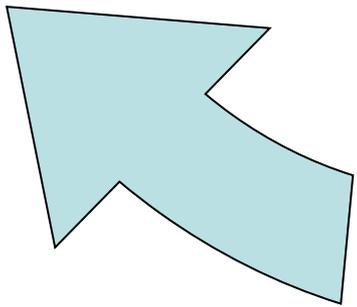
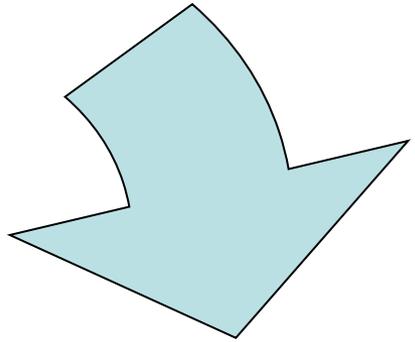
Environmental effect

Perception  
Representation

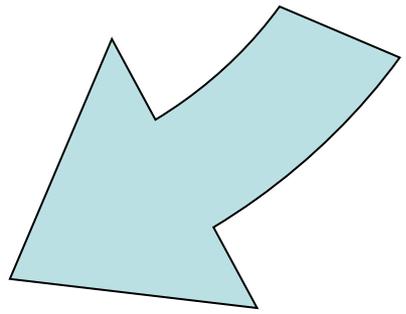


Action

Information



Decision





**In situ  
experiment**

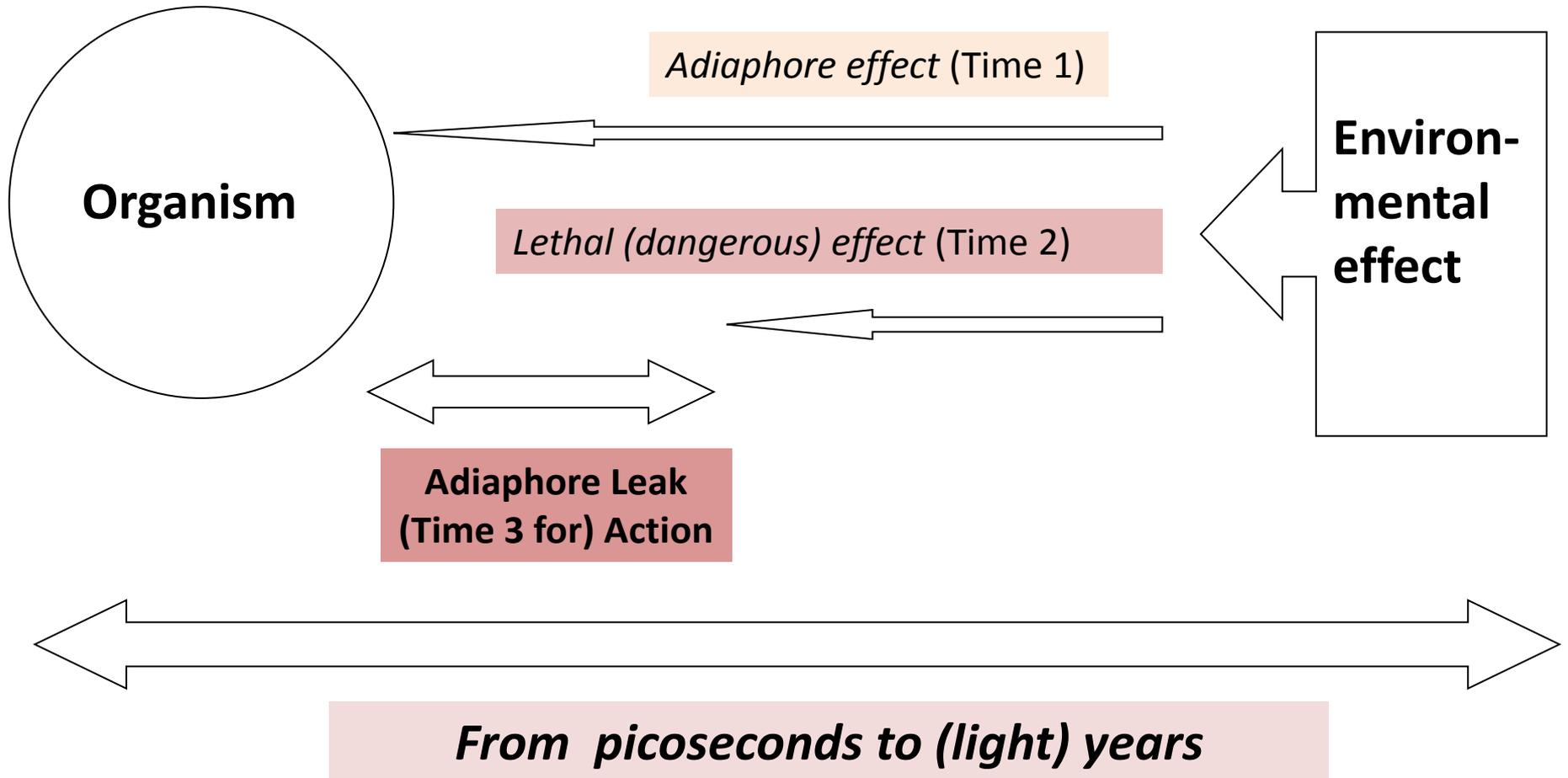
**(Prediction before throwing  
is cultural !!!)**



# Adiaphoria



Lajos KARDOS  
(1899-1985)



# ... accounts for lot of macropatterns

- (1) *Multidimensional sensory evolution* – widening the adiphore leak with bigger representation radius
- (2) Emerging inter-organismic *information games* – weakening the representation capacity, decision adequacy and action potential of the ‘others’
- (3) Constant representation technology endeavor *to extend the adiphore time leak*
- (4) The history of *augmenting visual representation* became the dominant form of perception - Light is the most effective adiphore effect

# Other macropatterns of social animals

- (5) The *size of sign-interchanging communities* and the *interconnectivity rate* of individuals is raising to a power the number of possible *transformations*, boosts the *information flow*, creates space for *information innovation*, augmenting the *overall information asset and action capability of the community*
- (6) constant pressure on *information accumulation*
- (7) Information architecture simultaneously means the *enrichment of the environment with information/content*, and the design of *exformation*
- (8) Cooperation is per se about performing common action. *Coordination as an exchange of meanings* is a precondition for successful cooperation

(9) **Information metabolism** can be *multiplicative* (when the size of information communities or the information asset of a community with fixed size is starting to grow, or separate information communities are merging) *distillative* (when the reproduction and flow of information is narrowing or hampered - information procedures can be reversible) and *invariable*.

## Origin of Social Information



# Facing Information Archaeology



**Thank you for your attention**