

passé, par conséquent, le rôle de l'information est celle d'un nouveau capital, d'une précieuse marchandise d'échange, qui peut être accumulée, niée ou impôt, en devenant ainsi une nouvelle forme de pouvoir, et en imposant dans cette manière un weltanshaung précis, qu'il s'entend rechercher. L'analyse est donc réalisée en observant les interactions mutuelles entre technosphère, entendue comme le système délégué à la production de la valeur économique et infosphère, entendue comme le système délégué à la production d'information, dont le système utilise pour survivre.

2010S02053

Pierides, Dean C & Woodman, Daniel T (Department of Management and Marketing, University of Melbourne, Victoria 3010 Australia [e-mail: d.pierides@pgrad.unimelb.edu.au]), **Object Oriented Sociology and the Performance of Organisations**, *International Sociological Association, Gothenburg, Sweden*,

¶ Significant contributions have been made to sociology, particularly in science & technology studies, by material semiotic analyses that take all things to be the effects of their relations. These performative accounts describe relations as enacted, heterogeneous, simultaneously material & discursive. More specifically, actor-network theory accounts emphasize the multiplicity & flux of objects thereby making it possible to show that all actors are the products of, & are ordered by, their relations. However, in this account, it becomes impossible to describe organisations as objects that can be more than their relations. Yet, the current primary alternative is casting organisations as representations (or more specifically as social constructions) of an epochal ethos and this approach makes it impossible to account for the changes and contingencies that material semiotic analyses seem to highlight so well. For the first account, objects are too transient to manage change (each change equals a new object) in the second they appear too intransigent to manage change, undeviating until a point of revolutionary rupture. Using the Royal Commission into the 2009 "Black Saturday" bushfires that killed 173 people in the Australian State of Victoria, this paper explores a new "realist" object-oriented approach in contemporary philosophy that provides ways to theorise the performative & relational dimension of organisation without reducing them entirely to these relational effects (DeLanda 2006; Harman 2009). This new approach makes a contribution to material semiotic analysis by retaining a central place for the emergent properties of sociological objects. Accordingly, we explore whether a new way to provide an account of the Black Saturday Royal Commission that more adequately addresses and performs the relationship between organisational knowledges and the practices of organising can be made from this perspective. References DeLanda, M. (2006). *A new philosophy of society: assemblage theory & social complexity*. London: Continuum. Harman, G. (2009). *Prince of Networks: Bruno Latour & Metaphysics*. Melbourne: re.press.

2010S02054

Piggin, Joe & Lee, Jessica (Loughborough University, Loughborough [tel: 01509223492; e-mail: j.j.piggin@lboro.ac.uk]), **Un-making Obesity in the UK's Change4Life Health Promotion**, *International Sociological Association, Gothenburg, Sweden*,

¶ Commencing in 2009, the UK Department of Health has implemented a health promotion scheme named Change4Life. Change4Life attempts to "drive, coax, encourage & support people [to] eat well, move more & live longer" (2009, p. 3). With a marketing and promotions budget exceeding 75M pounds sterling over 3 years, Change4Life is certainly "on a scale never previously witnessed" (Department of Health, 2009, p. 6). In order to understand more about the dynamics employed in the Change4Life marketing, this research critically examines a central aspect of the campaign - the notion of "simplicity" (or simple marketing messages) in the context of a "complex" social problem. We use a semiotic methodology to consider the tensions & tactics that occur in the production and presentation of the Change4Life marketing campaign. Specifically, we examine the logic of the Change4Life marketers which omitted all references to, & images of obesity. Various reasons were offered for this omission including the insulting nature of the term and the apparent lack of understanding about obesity by parents. While well-intentioned, we argue the omission of obesity contributes to the stigma that currently surrounds it. Further we argue that this silence about obesity neglects the apparent need of some parents to develop understanding about the issue. References UK Department of Health. (2008). *Healthy Weight, Healthy Lives: Consumer Insight Summary*. London, England: UK Department of Health. UK Department of Health. (2009). *Change4Life Marketing Strategy*. London, England: UK Department of Health.

2010S02055

Piket, Pieter, Eijgelaar, Eke & Peeters, Paul (NHTV University

of Applied Sciences; Tourism Academy, PO Box 3917 4800 DX Breda The Netherlands [tel: 0031765332756; fax: 0031765332295; e-mail: piket.p@nhtv.nl]), **Tourism Transport Scenarios in the Era of Climate Change: An Inconvenient Choice**, *International Sociological Association, Gothenburg, Sweden*,

¶ Preventing dangerous climate change requires significant global emission reductions from 2015 onwards. Tourism CO2 emissions, the majority of which are caused by tourism transport, are projected to grow by more than 150% within the next 25 years, surpassing the full 100% of a "safe" global carbon budget somewhere halfway this century. Surpassing this budget can lead to certain climatic tipping points being reached, the consequences of which are hard to predict. Only a scenario of stringent policy measures, sector innovation & market based instruments can bring about a low-carbon emission tourism future. This paper explores the two ultimate ends of the scenario-scale: either dangerous climate change is avoided, meaning that tourism has to reduce the share of air transport to reduce its emissions within one or two decades, or climate change reaches a tipping point that may cause strong international political instability & ecological disasters which may specifically hit the long haul market by the end of the 21st century. The main question we will explore in this paper is to find a strategy that benefits the sector most in both scenarios, leading to inconvenient choices now in order to prevent an inconvenient future.

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Pilch Ortega, Angela (Department of Educational Science, University of Graz, Graz, Austria, A-8010 [tel: ++43 316 3802552; fax: ++43 316 3809710; e-mail: angela.pilch-ortega@uni-graz.at]), **Competing Profiles of Knowledge - Biographies between Marginalisation and Modernisation**, *International Sociological Association, Gothenburg, Sweden*,

¶ The "collision" of fundamentally different structures of relevance is a phenomenon from which those groups of social actors are more strongly affected, whose view of the world is not primarily based on modernity. The triumphal procession of modernity & the continuing effect of hegemonic power entail the erosion of dissimilarly figured horizons of sense of the living environment as well as the marginalisation of the group of persons concerned. The empirical study investigated indigenous constructions of life of the Highlands of Chiapas in Mexico. The dynamics of the social space are characterized by a high level of inequality. The data includes twelve narrative-biographical interviews conducted in Spanish & data which were collected through field investigation done in the Highlands of Chiapas in Mexico. On the basis of grounded theory as a research style, the data were sequentially analysed & exemplarily elaborated. The research interest focused on concepts of action which have been developed by the people. Especially informal learning & education processes which have been developed in the encounter with divergent structures of relevance are of interest. The analysis led to the abstraction of objectively possible figures of sense, which made different types of models of structures of sense visible.

2010S02057

Pilon, André Francisco (University of São Paulo, Av. Dr. Arnaldo, 715, São Paulo S.P. Brazil 01246-904 [tel: 55 11 3083-3501; fax: 55 11 3083-3501; e-mail: gaiarine@usp.br]), **An Ecosystemic Approach to the Problems of Difficult Settlement or Solution in the Contemporary World**, *International Sociological Association, Gothenburg, Sweden*,

¶ Problems of difficult settlement or solution in the contemporary world cannot be solved by segmented academic formats, market-place interests or mass-media headlines; instead of dealing with "taken for granted issues" (the apparent "bubbles" in the surface), public policies, research & teaching programmes should detect the issues & deal with them inside the "boiling pot", in view of the dynamic & complex configurations intertwining, as donors and recipients, four dimensions of being-in-the-world: intimate (subject's cognitive & affective processes), interactive (groups' mutual support & values), social (political, economical and cultural systems) & biophysical (biological endowment, natural and man-made environments). The process of change must take into account the singularity of each dimension & their mutual support, as they combine to induce the events (deficits & assets), cope with consequences (desired or undesired) & contribute for change (diagnosis & prognosis). Heuristic-hermeneutic experiences are designed to enhance the connections & seal the ruptures between the different dimensions, considering their mutual support and dynamic equilibrium. New paradigms of growth, power, wealth, work and freedom are unveiled; cultural, social, political, economical and environmental aspects of ecosystemic & non-ecosystemic models of culture are