

Social Psychology:

- 1) Parasocial Contact Hypothesis
- 2) Fundamental Attribution Error
- 3) Terror Management Theory - World-view Threat

Media & Communication

- 1) Negotiated Readings - Social Constructionism

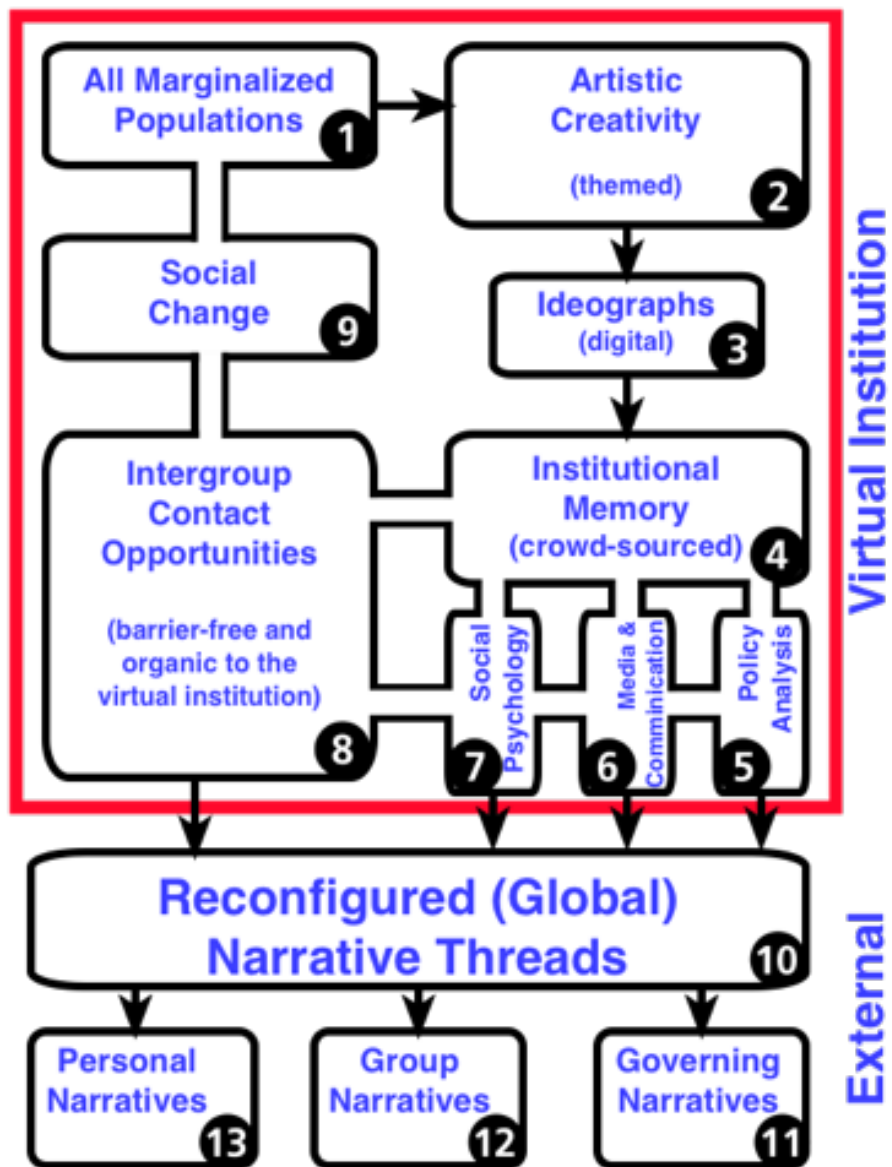


Figure 2 - The Virtual Institution

Virtual Institution

External

Box 1 & 2

All marginalized populations can be brought together in a virtual institution.

Box 3 & 4

The products of the artistic creativity created locally are crowd-sourced digitally.

Box 5, 6, & 7

Specialists from around the world are given the opportunity to connect with any group, anywhere, that would benefit from their expertise.

Box 8

Working primarily under the proven "parasocial contact hypothesis," media is leveraged to create new and innovative intergroup contact.

Box 10, 11, 12, & 13

New narratives become pervasive throughout the virtual institution.

Clifford Geertz (1973): "To look at the symbolic dimensions of social action - art, religion, ideology, science, law, morality, common sense - is not to turn away from the existential dilemmas of life for some empyrean realm of deemotionalized forms; it is to plunge into the midst of them. The essential vocation of interpretive anthropology is not to answer our deepest questions, but to make available to us answers that others, guarding other sheep in other valleys, have given, and thus to include them in the consultable record of what man has said."

Garth Morgan: "[If it is] possible to distribute capacities for intelligence and control throughout an enterprise so that the system as a whole can self-organize and evolve along with emerging challenges," then you can in fact have an institution that is, metaphorically speaking, "a brain."

By creating a virtual institution, geography and politics no longer stand in the way of collaboration, and unique efforts in one city can link with similar efforts across the world.

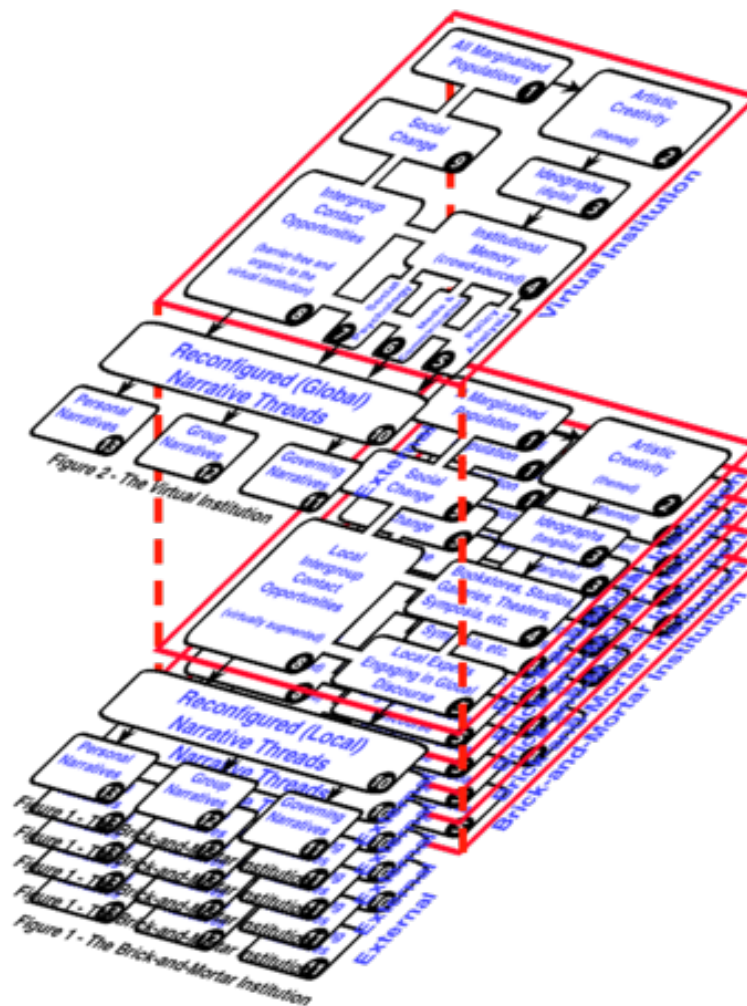


Figure 4 - The Global Stacking Mechanism