

Digital Needs and the Public Sphere

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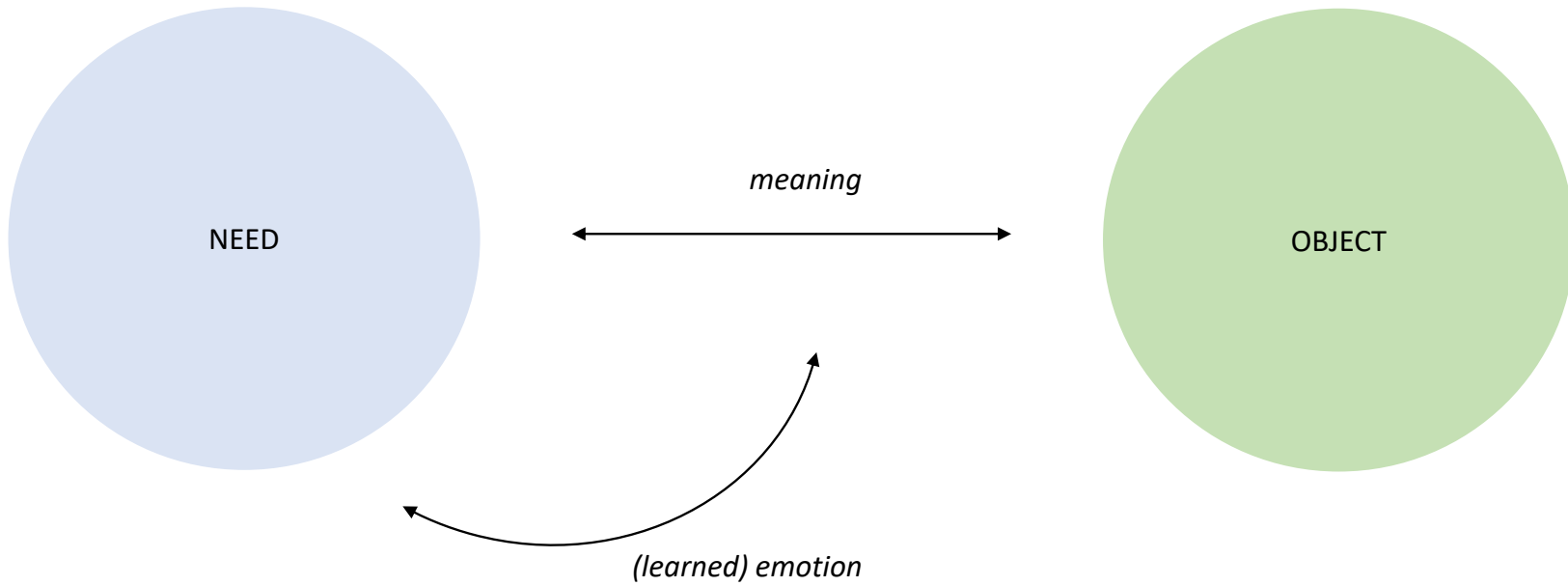
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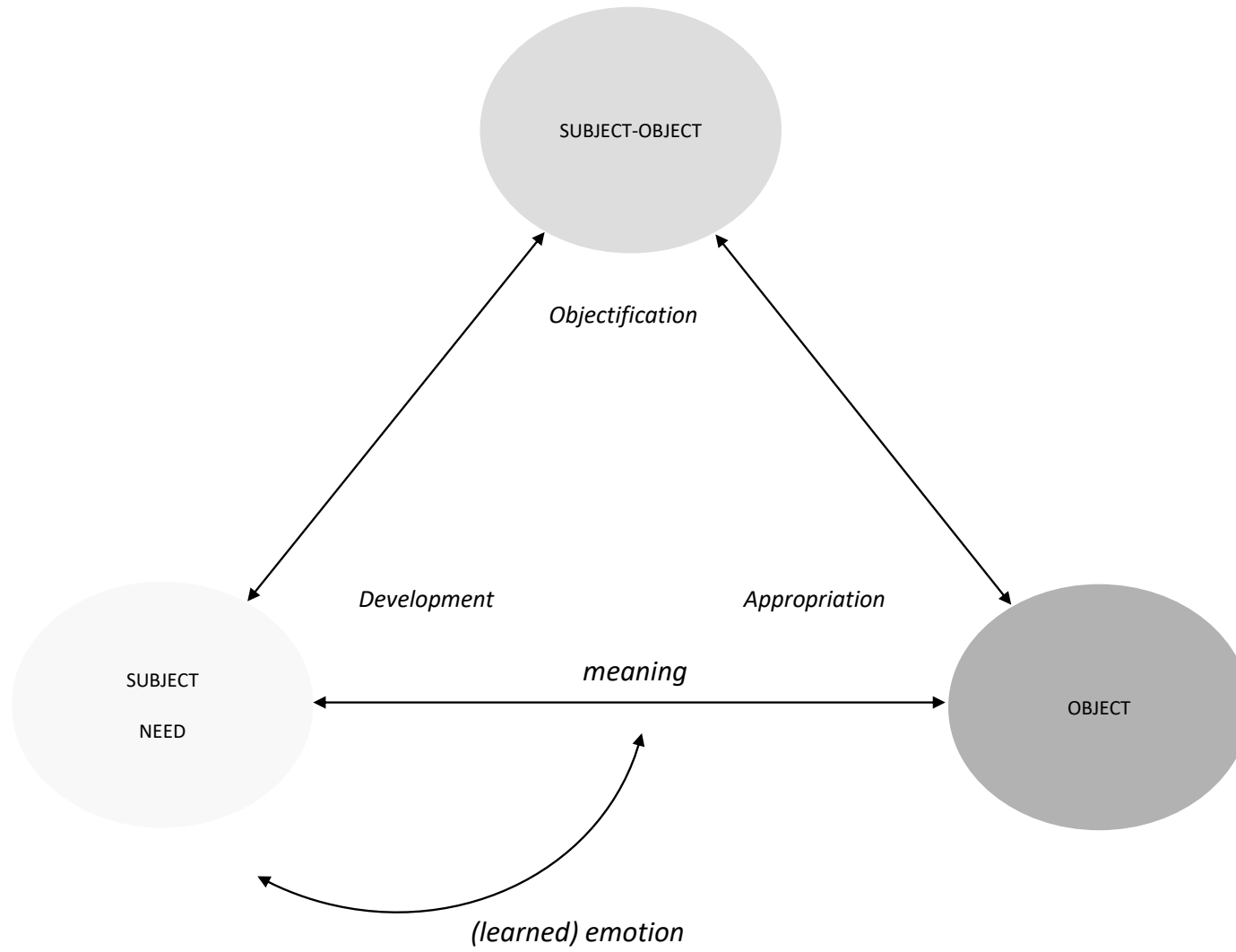
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“consumption creates the need for new production, and therefore provides the conceptual, intrinsically actuating reason for production, which is the pre-condition for production” (MEW 13, 624f.)

“how could humans ever get to the point that they produce the conditions of their survival socially, if there is only a need to consume socially produced goods but no need to create them”? (my translation, Osterkamp 1990, 18).

The **productive needs** are, so to speak, the emotional side of action potency. [...] Humans are not satisfied when they merely reduce particular momentary need tensions, such as hunger or sexuality; rather, they achieve a fulfilled, satisfied state only when they can anticipate the possibility of satisfaction of their needs within the prospect of a provisioned and secure individual existence, that is, when they can develop their action potency in the process of participation in control over societal life conditions. We have shown in detail that the "human" quality of satisfaction of [...] needs is so formed that it can only be achieved in the context of generalized provision and, more broadly, that the development of sensuousness means at the same time freedom from anxiety; that is, it means the development of action potency (Holzkamp 1991, 59f).

Productive needs

motivational base for participation in the process of societal provision



Agency/ action potency

individual participation in the process of societal provision



Antagonistic social relations in capitalism

Satisfaction, development, human flourishing

Dissatisfaction, stagnation, human withering

Generalised agency

Inclusive protection of agency and extension of individual participation in the process of societal provision

Restrictive agency

Protection of agency at other's charge and no extension of individual participation in the process of societal provision

Human development (Phylogenesis)	Sociality	Qualitative steps	The psychic				
			Objective side		Subjective side		Informational aspects of need development
Pre-human	Coordinated group	Tool using Learning (anticipation) 'Social' tool using (driver-hunter-example)	Meaning		Needs/Demands		'Informational needs' 'Communicational needs' (language)
			Orientalional meanings	Executive meanings	Executive needs/demands	Orientalional needs/demands	
			Learned orientational meanings	Preferred meanings	Learned needs/demands	Control needs/demands	
Field of transgression from animals to humans	Inter-individual cooperation ('community')	Tool making species being Means-end-reversal (axe-example)	Meanings of means			Participatory needs in cooperative participation (social control)	'Medial needs' (representation in symbols, script)
Human	Trans-individual system of cooperation = Society ('society')	'Transgression of the immediate' Relations of potentiality	Societal structures of meanings (ideologies)	Socially determined primary meanings	Sensual-vital needs	Productive needs	'Mass medial needs' (individual/society)

The phylogenetical development of informational needs

Human development (phylogenesis)	Sociality	Media development	Informational aspect of need development
Pre-human	Coordinated group	Mimetic-dramatic proto-language (Spoken) language	,informational needs' ,communicative needs'
Field of transgression from animals to humans	Inter-individual cooperation (,community')	Script	,medial needs' (representation in signs)
Human	Trans-individual system of cooperation (,society')	Modern mass-media (letter press, broadcast)	,mass-medial needs' (individual/society)
	World-society	Internet	,Digital needs' (informational needs of convergence)

The development of forms of sociality, media, and informational needs

Three critical arguments:

- First, there are productive and informational needs, which are a feature of being a human.
- Second, it is a problem if productive and informational needs are restricted and people fall back to immediate forms of need satisfaction.
- Third, it is a problem if productive and informational needs are not satisfied according to the potentials and demands that exist in specific historic stage.

Thank You for Your Attention

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