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The social cognitive actor

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1. A simulation is worth more than a thousand pictures.
(Adapted Chinese proverb)
2. Forgetting is not only physiologically but also socially desirable.
3. A semiotic level of description is necessary to connect the social and cognitive level of description.
(This dissertation: chapter 3, section 3.4.1)
4. An organisation consists of actors who share a collection of social constructs. These social constructs are formed through interaction with others and are internalised as representations in the mind of those actors.
(This dissertation: chapter 3, section 3.4.3)
5. “Semiotics is concerned with everything that can be *taken* as a sign. A sign is everything which can be taken as significantly substituting for something else. This something else does not necessarily have to exist or to actually be somewhere at the moment in which the sign stands in for it. Thus *semiotics is in principle the discipline studying everything which can be used in order to lie.*”
(Umberto Eco, A Theory of Semiotics. Bloomington: Indiana University Press, 1979, p. 7)
6. During a re-organisation, management should apply the second school of communication. This involves the understanding of the personnel’s signification system and sign production at the lower levels of the organisation, which probably results in a better and coherent social construction of the organisation as a whole.
(This dissertation: chapter 3, section 3.3.2)
7. If all political parties and their leaders are represented as chunks in individual memory, then the combination of base-level activation and associative strength could provide a start for a cognitive plausible election model of the individual.
(This dissertation: chapter 4)
8. Research, education and being a PhD candidate is more than exploitation alone. They all need to maintain an appropriate balance between exploration and exploitation, which is a primary factor in system survival and prosperity.
(Based on James March. A Primer on Decision Making. New York: The Free Press, 1994, p. 237)
9. Het ontwikkelen en invoeren van een wetenschappelijk carrièrepad kan de toekomstperspectieven van postdocs binnen de wetenschap verbeteren.
(Aanbeveling 7: rapport VSNU, Jonge wetenschappers: competent talent!?)
10. A good scientist should be more than an economic agent alone; he should have social and cognitive capabilities at the same time.

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