

Scales	Evolution of human societies	Physical world	Virtual world	Thoughts
	(Johnson & Earle, 2000)	Properties - Bound by biology & laws of physics	Properties - Bound by technology & laws of physics	Hypothesis - People have built the virtual world in such a way where it puts the content of higher scale structures into lower scale structures. The systems are limited in building block structure to scale 3, but are being applied at scale 6. If this is true, what are the positive and negative effects? - Manja was right, the structure in the virtual space is unnatural to the physical space it is supposed to emulate. I stand corrected.
-1		Organ systems - Includes physical attributes of a person	Organ systems - Self-generated attributes	
0		Individual - Person as a whole	Individual - Self-generated identity - Personal websites, personal webpages on sites - IP address - Computer identifiers - Humans as virtual hunter-gatherers, of media?	- Personal website = would this be "home"? Some people maybe use certain websites like Facebook as their "home".
1	Family stage - Hunter-gatherer kinships	Inter/intraspecific relations of individuals - Kinships - Sodalities (people come together on something. Can be 2+). - Small businesses	Inter/intraspecific relations of individuals - Messenger services (interaction of 2+) - Email services? - Phone and video communication - Forum threads - Facebook pages & groups, friend lists - Google+ circles - Twitter followers and following - People come together and share the virtual media that has been hunted and gathered?	- Question: Do different online services always represent things that exist in the physical world? Are there cases where virtual services exist in a way that could not exist otherwise? - Email = postal mail. Note that Facebook tried to implement email service and no one used it. - Forum threads = editorials in news papers - Pages = news or magazines on topics - Google+ circles = circles of people - Twitter followers and following = ??? Is this something that can't exist in the physical world without this tech? - Unlike the real world, virtual objects that have been hunted and gathered can be copied (Tangled anti-piracy ads result, hence "You wouldn't download a car, would you?")
2	Village/clan - Small groups form living spaces together - Small groups that do not share living spaces may occasionally meet and exchange	Ethnos of kinships and sodalities - Cultures - Ethnic groups - Neighborhoods - Villages - Clans - Institutions - Medium-size businesses	Ethnos of kinships and sodalities - Facebook pages & groups - Forum websites * Note: This is interesting. Scale 1 and 2 share some of the same things - self-generated content (tumblr) - recommendation system?	- Creating global cultures? Would this explain things like the Arab spring? - Google, Apple, Microsoft, Facebook. Which one has fully coordinated scale 1 into a fully integrated system?
3	Chiefdoms - Small groups come together in larger groups. Chiefs are selected or take power to lead.	Society of ethnos - Combined cultures, ethnic groups and institutions as centralized society - Cities - Municipalities - Districts or counties - Larger businesses, often with multiple locations * Note: Different societies have different sub-divisions how this scale is divided	Society of ethnos - Facebook website - Forum websites (if they are large enough? Facebook is basically a Forum website?)	- In terms of building blocks of online virtual spaces, Facebook seems to not build larger than this scale. - It seems to me that what is going on is that these online spaces are creating an international society, but that's... not correct. It skips from scale 4 all the way to scale 6. This reminds me of feudalism somehow. It also reminds me of China who are trying to have a national culture, essentially skipping the 3rd and 4th scales, and we know that it has created a lot of problems for them.
4	States - Simple chiefdoms in relationship to other simple chiefdoms result in complex chiefdoms. When the interior is reorganized technologically and generates a standard of military, bureaucracy and religion, it is called an archaic state, and when further reorganized through feudalistic and integrated markets, it is called an agrarian state. It is at this tier that a social organization can be intentionally reorganized - by means of the chief / emperor / king / or other single governmental figure with or without electoral process.	Provinces / States of societies - Province and state governance across societies. - Corporations that are state-wide	- No virtual representations / abstractions?	- It seems pretty clear at this scale that your (Manja's) notion of the online chaos due to virtual space not being reflective of physical space, is correct. It seems like, to users, and to information systems architects, how the previous scale is coordinated at this scale in the space is not being done. Maybe at best, its internet provider services, but that's the technology in the physical world, not a scalarity in the virtual world in any virtual-tangible way. - Is the problem that corporations are fighting over providing services instead of strategizing together how to combine them into an integrate framework? The idea is foggy but relevant.
5		Nations / Federations of states - National and federal governance across provinces or states - National corporations, small conglomerates	Nations / Federation of nations - No virtual representations / abstractions?	- Nations pass laws in response to big corporations like Facebook and Google.
6	Free markets - Nations relating to other nations can produce International social development.	International / Union of nations - International law - European Union - United nations - Multinational corporations, larger conglomerates	International / Union of nations - No virtual representations / abstractions?	* Note: Facebook and Google's business is at this scale, and their virtual spaces cover this physical space, but not build in the virtual space. There do not seem to be any international laws for virtual spaces.
7		Anthroposphere / Globalization of international communities - The internet is approaching this scale - Our species is approaching this scale, but its uncoordinated.	Anthroposphere / Globalization of international communities - WWW search engine can search at this scale, even if the building blocks of scales haven't been built yet.	- WWW wouldn't be able get to scale 7 because not all international communities are in the same virtual space online, some nations separate from the rest.
8		Interplanetary - Have not evolved to this yet		