

# Review of: "Methodological principles of research of social communication processes"

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Potential competing interests: No potential competing interests to declare.

## Comments on the text *Methodological principles of research of social communication processes*

Identifying the methodological principles of social communication research is an arduous and pertinent task in a field of studies lacking in-depth discussion on its transdisciplinary nature. In this sense, the article proposes an objective that seeks to contribute to that necessary debate and that seems to me to be a success.

Starting from understanding the investigation of social communication as the investigation of the processes that regulate the exchange of information that allows the functioning of society, the text raises as a problem the dispersion of the study methods of these exchanges due to the diversity of fields of application in which these exchanges occur.

This is precisely the conclusion of the study, which is why an unfruitful circularity is observed between the starting point of the investigation (hypothesis) and the point of arrival or result. And it is here where I stop to make my considerations regarding the chosen method and the operationalization criteria of the hypotheses.

1. It seems important to me that the choice of the holistic method is argued in the text taking into account the objectives of the study, not based on the premises of the method that is what the author does.
2. One of the fundamental consequences of justifying the method based on its premises and not on its relevance to the research objectives is that it generates conclusions that are equivalent to the starting point.
3. For example, in my view, the articulation between totality and information that is assumed from the postulates of quantum theory makes the author integrate two different levels of analysis: a level that is sustained in the abstract nature of holism that quantum theory endorses, and another level that is fixed to the concrete nature of the information as a relation of signification between subject and environment.
4. The overlapping of both levels leads the author to affirm that the whole is governed by its informative property (the WHOLE is information) and therefore all is information. That is to say, there is nothing beyond information, understanding by information what significantly articulates the Whole.
5. For this reason, the author concludes since there is no communication without information, the investigation of social communication processes must necessarily use mixed methodologies that operate under statistical and interpretive methods, because any imbalance would alter the study of the Whole. This is what justifies the dispersion of the methods and even of the themes, which is a finding that the author does not explore as a result, and I personally find it very relevant insofar as it sheds light on the pan-communicative nature of the Whole, which is by the way the commitment of Luhmann's sociology, which is not cited as a reference in the article.

6. On the other hand, the author seems talking about an holistical concept of totality that leaves out history, experience, memory, which are fundamental aspects in the processes of construction of social meaning where information is involved.
7. In this sense, the totality is assumed —wrongly in my opinion— from an abstract approach that also abstractly brings together the social, the natural and the human in a unit of information analysis whose description and operationalization is not addressed.
8. In this sense, I think it could be more fruitful to understand the totality as a concrete totality operating in the real network of relational networks where the human is historically involved in the production of information and its exchange through communication. This will make author concludes that the methodological dispersion of research of social communication processes is an attribute and not a problem since the essential matter of the social is communication.
9. In my point of view only from this conclusion is possible to affirm the links between the Whole as an abstract totality and information as an abstract unit of social communication processes.