

Inductive Reasoning's Role in New Media

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Induction is a reasoning process in which a conclusion is drawn from particular cases. This philosophy has undergone scrutiny in recent years, since application of theory is often not a main concern of Induction, thus possibly limiting its scope of true native understanding. "*What you see is what you get*" is a sometimes criticism of Induction—and none of us can be sure that what we see is what we get. There may be intervening variables and perhaps other obfuscations in the Inductive empiricism process.

Deductive reasoning is not at task here, but it argues that the conclusion of phenomena logically follows from the premises, and that the conclusion must largely be true if the premises are true

But to mass communications: Inductive reasoning would take the

form of using new media to share events through social media and e-mail; electronic descriptions of personal situations which may or may not be verifiable in any sense; and the transmission of perceptions to perhaps thousands of other persons (as through FaceBook, Twitter, etc.) that the message is believably drawn from a particular case. A case which may be reliable to its base – or a case which is nonsense.

Such is the nature of new media. Rather than the receiver deducing from traditional media the meaning of events, new media provide opportunities to induce perceptions. New media—and in particular social media—thus pave the way for more relativistic interpretations of the world. One would suspect that this is neither good nor bad, but merely a hallmark of our communicative times.

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