

Otto Neurath and the Representation of Social Facts in the Digital Age

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Abstract

This research paper shows how Neurath's invention of the method for creating pictorial statistics was primarily a result of his ambition to develop a tool that would transform the society. Ideas about transforming the society can be tracked back to his early economic writings about war economy and his experiences of an alternative social system during the Balkans wars. Neurath's method is analyzed in regard to its ability to transforming the society into a commonwealth of human brotherhood and shows how such action is supported by underlying principles of ISOTYPE. Finally, the paper proposes the replacement of the main medium of ISOTYPE, from two-dimensional poster to an interactive social web platform, in order to fix some of its shortcomings.