

Li Kiang ON INFORMATION SIGNIFICATION

Some aphorisms, sayings, maxims, adages, dictums, epigrams, proverbs, precepts attributed to Li Kiang by Albert G. Wilson.

1. Signification is required when there is under structuring of experience.
2. The necessity for signification arises in an environment of abundance or over abundance, for in such environments the best and most useful can be easily overlooked.
3. Advertising is a signification industry,
4. in the post industrial age the problem is no longer how to produce, but what we produce.
5. In an environment of scarcity everything has been signified and even fought over.
6. Knowledge, is signified experience, Wisdom is signified knowledge.
7. The signifier is to information what the chairman is to management.
8. Importance is what is interesting to the signifier.
9. Signification is required because of the limits to the information processing power of the human mind.
10. Reality is a signification of the hills and valleys of experience.
11. The one who knows the most learns the most from any exchange.
12. The information rich get richer faster than the information poor.
13. The information we select, we label signal; The information we reject, we label noise.
14. The richer one's codebook, the more the information that can be gleaned from any message.
15. The greatest truths are not hidden. They are everywhere, but only one who can signify can find them.
16. Those with no skill in signification, become addicted to authorities.
17. You must live by dogma until you can signify
18. Form is information.
19. The meaning is not the message, it is in the codebook
20. Signification in science is not so much problem oriented as product oriented. That is, research selections are based not on the

21. intrinsic significance of the problem but on the probability of success in solving it.
22. The introduction of Information destabilizes.
23. The media, the institution charged with signification, can't and doesn't.
24. Meaning has to do with relation to context. Human alone, humans in automobiles, humans in cyberspace. The change in context effects both change in being and a change in meaning.