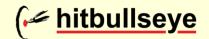# TOPIC OF THE WEEK
FEB'19 (21 to 27 Feb)

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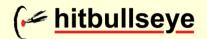
Social engineering to society making

If we look at Scotland and you'll see social engineering being hailed as a success. Legislators there have drastically altered the public behavior of citizens, winning the enthusiastic approval of the majority. The ban on public smoking has resulted in cleaner air for all and an almost guaranteed health dividend. Social engineering is a discipline in social science that refers to efforts to influence particular attitudes and social behaviors on a large scale, whether by governments, media or private groups in order to produce desired characteristics in a target population.

Society and human life always go together. From childhood to till old age, every human being expects that his or her desire is to be fulfilled for which their arise conflict of desires or claims which comes under the term "interest". It is impossible to fulfill all the desires of a human being. So to fulfill the desires of maximum human being for the welfare of society the concept of Social Engineering was emerged and which was coined by Roscoe Pound. It is an attempt to control the human conduct through the help of Law.

Both the social interest and individual interest co-exist. Both of them have equal priority. Roscoe Pound has given the idea of Social Engineering for the American Society but this concept is followed universally for dispute resolution. India also followed the same concept in establishing a societal welfare. Both Judiciary and Legislators play an important role in enacting the statutes which fulfill the various desires of human being. In this techsavvy society desires of human being grows and to fulfill their desires new policies, strategy has been developed.

The theory of evolution applies to societies. By this mechanism the species / society will evolve toward the more fit characteristics, and away form those which are not fit. This has been stated numerous times before from Karl Marx and the Nazi theorists to numerous other more "acceptable" social theorists. The problem is application of this theory to social engineering. The factors that allow evolution of a new species are:

1) Diversity within the "parent" species, culture
2) Isolation to prevent continued homogenization of the subsets that are to evolve,

2

3) Adversity: SELECTION: conditions probably CHANGING conditions that will select for some characteristic, some factor or factors, reducing or eliminating by social pressure, killing off or preventing "reproduction" growth of those with the adverse factors and allowing survival and expansion / reproduction of other individuals or groups with the different beneficial factors,

4) A biome where the new culture / species can grow, reproduce, and dominate that niche, dominating, or avoiding lethal conflict with any adverse competition.

The sociological jurisprudence based analysis has helped us to understand the way law and society had interacted with each other during the colonial and post-colonial times. It has also shown us that sociological jurisprudence has contributed much to the social transformation and judicial process in India.

In India, social engineering was effectively in the state of Bihar, on a grander scale, to unify different castes after 2005. The coherency of voting allegiances based on social extremes among upper castes and Dalits were challenged by this vote.

The social engineering ambitions of economics have never been so high. Economists are increasingly invited to construct markets from scratch or to design mechanisms that mimic the market. Science students take these social engineering efforts as evidence for the capacity of economists to make the economy more like its description in economic theories.

China has embarked on a large scale social engineering project. The most populous country in the world is creating an algorithm-driven social credit system to rate the trustworthiness of its 1.38 billion citizens. The apparent goal of the project is to have a society that is comprised of only honest citizens, where the honest and trustworthy will be rewarded and the dishonest disciplined. Financial inclusion is cited as another objective of the project. While many provincial governments are currently piloting small social credit projects, this ambitious nation-wide project will go live in 2020.

In whichever theory you believe in, social engineering can be used for both good and evil. In layman terms, social engineering means is that ability to be a good actor and

lying to people to obtain valuable information. Social engineering is the art or better yet, science, of skillfully maneuvering human beings to take action in some aspect of their lives. Social engineering is used in our day-to-day life. For example, doctors and nurse make use of social engineering to convince patient to take particular actions that are best for them, meanwhile, con artists use social engineering to convince individuals to take decisions that would turn to a loss to them, the goal might be different but the approach used is very similar.

References:

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Additional Reading:

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- https://www.theguardian.com/commentisfree/2019/feb/18/the-guardian-view-on-facebook-the-arrogance-of-power

- https://www.nytimes.com/2019/02/15/opinion/mars-rover-opportunity.html

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