

SOCIAL LASER THEORY

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ABSTRACT

During the last years our society was permanently disturbed by the coherent information waves of high amplitudes. These are waves of huge social energy. Often, they are of the destructive character, a kind of information tsunami. But they can carry as well positive improvements in the human society, as waves of decision making matching rational recommendations of societal institutes. The main distinguishing features of these waves are their high amplitude, coherence (homogeneous character of social actions generated by them), and short time needed for their generation and relaxation.

We show that such social phenomenon can be modelled on the basis of the recently developed social laser theory. This theory can be used to model stimulated amplification of coherent social actions.

"Actions" are treated very generally, from mass protests to votes and other collective decisions, as, e.g., acceptance (often unconscious) of some societal recommendations. We point to the main distinguishing features of the modern society simplifying social lasing: a) transformation of humans into social atoms - loss of individuality and increase of indistinguishability; b) generation by mass-media of powerful information fields leading to information overload of social atoms; c) creation of powerful social resonators based on internet Echo Chambers. Functioning of internet based social resonators leads to increase of the power of the quantum information field as well as its coherence.

Keywords: social laser, social atoms, social energy, Echo Chambers