Attitude formation in organizations; the ghost in the machine

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The work presented in this thesis was carried out within the department of Organisational Sciences of the faculty of Social Sciences at the Free University of Amsterdam. This research was financially supported by the Radboudumc.

Title
The phrase "ghost in the machine" was first used by the British philosopher Gilbert Ryle's in his critique on René Descartes' mind-body dualism. Ryle referred to the idea of a fundamental distinction between mind and matter as "the ghost in the machine". Later it has been used in various contexts. Arthur C. Clarke's novel 2010: Odyssey Two contains a chapter called "Ghost in the Machine", referring to the virtual consciousness inside a computer and X-Files-series named an episode involving a rogue AI computer system "Ghost in the Machine".

In analogy to these this, I used the phrase "ghost in the machine" to express that, although the model presented in this thesis is built on a pure mathematical algorithm (the machine), its outcomes are nevertheless unpredictable as if it has a mind of it own (the ghost). In the perspective of the school of scientific management, organizations are often seen as machines, machines that can be adapted at will. However, as shown in this thesis, also organizations seem to have a mind of their own explaining why organizational changes will rarely generate the outcomes as anticipated, and strategies may just, or are even more likely to emerge than to be planned by management.

Cover
The cover is a 3D stereogram and although it may look like a bunch of random colors, when you stare long enough and try not to focus on the details but try to look through the picture you will see a 3D donut emerge from the chaos.

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