Message formation and message transfer

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The human being is just one of the species of life on the globe. The total amount of their activities is quite rapidly increasing as compared to that of the other species. Their activities produce undesirable phenomena such as air pollution, water pollution, global warming, etc. Their activities are based on the resources on the globe but the amount of resources on the globe is limited. Nowadays, it has become an important problem to study how to manage human activities in allowable extent and allowable manner. The new science is named "sustainability science", which deals with wide range of problems related to coexistence of the human being and the global environment. Once we have got something in the study of sustainability science, we must share it with the other people. The knowledge sharing is important in any sciences, especially in sustainability science, because the problems of sustainability science are essentially "global" by nature. This paper deal with message transfers in society from scientific point of view. This problem is related to social psychology, sociology, linguistics, informatics, etc. In this paper, social network theory and artificial society theory are noted. How to put the problem in the framework of these theories is explained in details. The last part of this paper concerns a computer networking system to realize massage transfer and knowledge sharing in Asian Pacific countries.

Key words: Sustainability, Social network theory, Artificial society model, Risk informatics, Multimedia, E-learning

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