

Klaus KRIPPENDORFF

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Klaus Krippendorff is the Gregory Bateson professor for Cybernetics, Language, and Culture at the Annenberg School for Communication at the University of Pennsylvania. He also sits on the boards for the Business Systems Laboratory, the World Complexity Science Academy, and the International Board of Economics & Business Knowledge.

Klaus Krippendorff's research interests include social constructivist epistemology and second-order cybernetics, scientific discourse and its artifacts, mathematical foundations of cybernetics, systems theory, communication and information theories, structural models of qualitative data, and cyberspace, social science methodology, reliability analysis, conversational and discursive approaches to the construction of reality, emancipatory theory and critical scholarship, and human-centered design principles for the information age.

He introduced Krippendorff's alpha coefficient, a statistical measure of the agreement achieved when coding a set of units of analysis in terms of the values of a variable. Krippendorff has authored several publications.

https://en.wikipedia.org/wiki/Klaus_Krippendorff