



FEEDBACK

From a philosopher's point of view



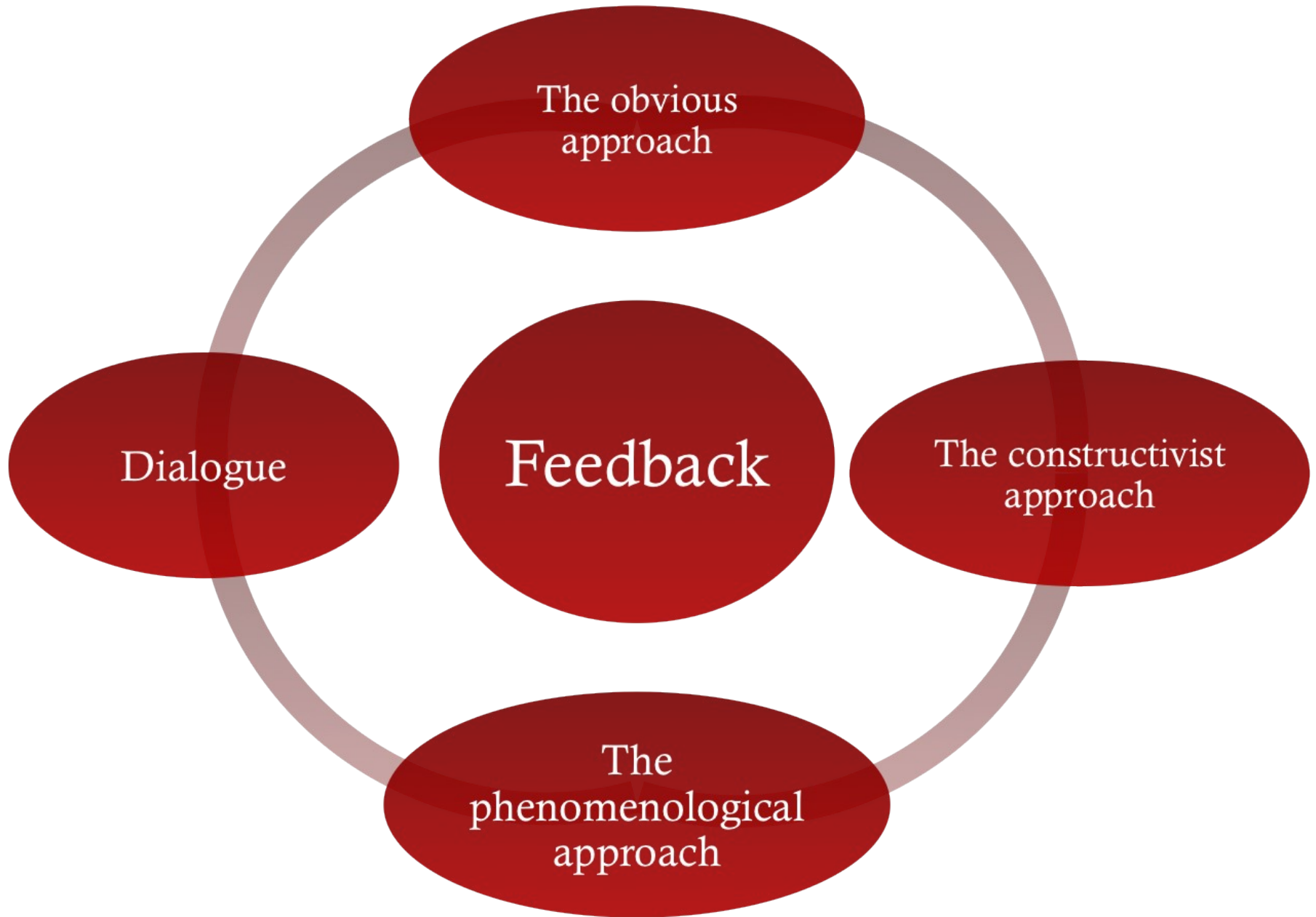
The obvious
approach

Dialogue

Feedback

The constructivist
approach

The
phenomenological
approach



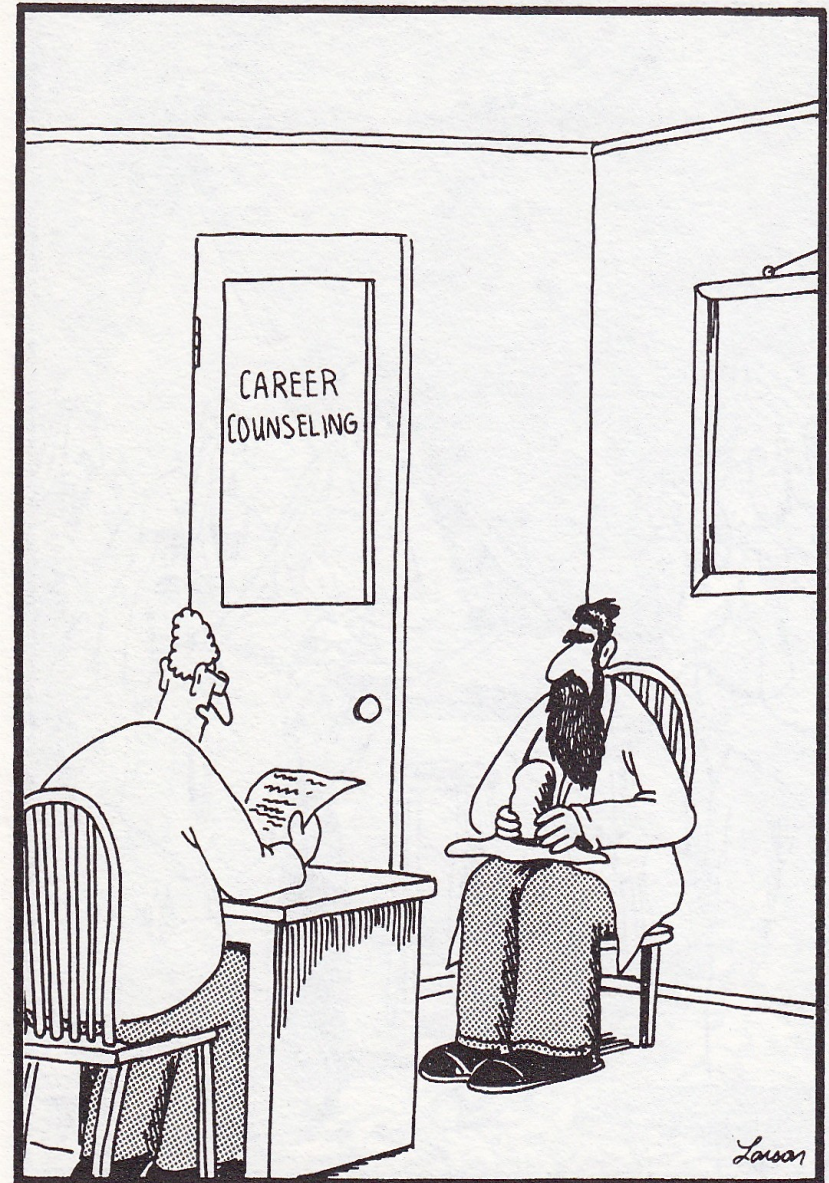
The Ginger Problem

Personal feedback fails to reach the person addressed, if we don't speak the same language.



The Buffalo Bill Problem

Instrumental feedback is only as good as it is „Fit“ for the person adressed.



“Well, Mr. Cody, according to our questionnaire, you would probably excel in sales, advertising, slaughtering a few thousand buffalo, or market research.”