Cultural Hermeneutics
&
Technology Transfer

Technology and the Lifeworld: Program Two

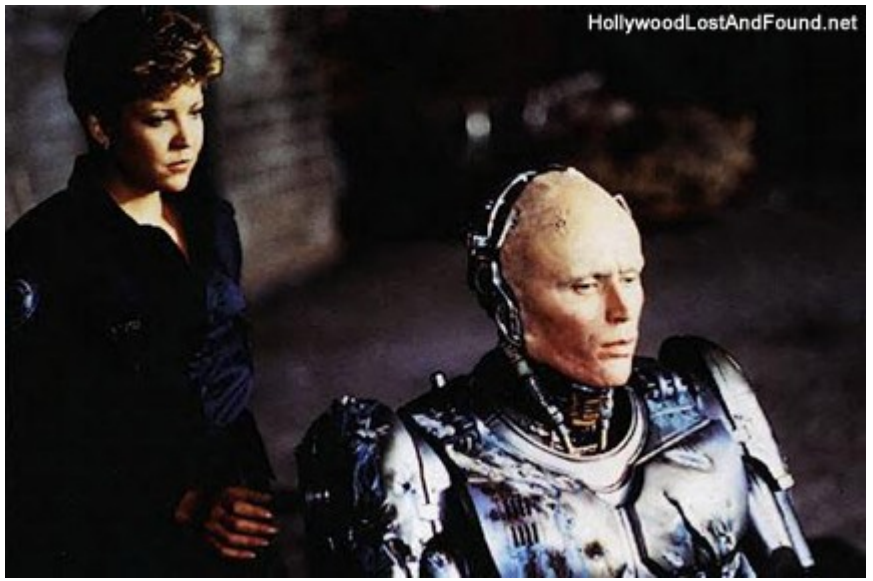
Disposition

- Introduktion til Don Ihdes projekt
- Technology Transfer og udviklingsarbejde
- Ihdes syn på Technology Transfer
- Multistabilitet
- Plurikulturalitet
- ICT4D

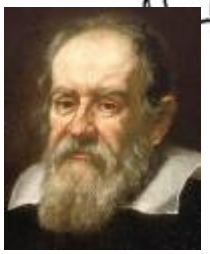
Teknologiens karakter

”Whatever else may enter the analysis of human-technology relations, I wish to retain the sense of materiality which technologies imply. This materiality **correlates** with our bodily materiality, the experience we have as *being* in an environment”

(Ihde 1990, s. 25)



Livsverdenens materalitet



Galilei Galileo (1564-1642)

Leon Battista Alberti (1404-1472)

Teknologisk udvikling

Modernization

Empowerment

Escobar & Moderniteten

- Et produktionssystem der sætter folk i social relation til teknologi, produktion og industrialisering
- Et foucaultiansk magtsystem der normaliserer, differentierer og disciplinerer praksis
- Et betydningssystem der placerer folk i lingvistiske og diskursive relationer til økonomisk teori og oplysningsfilosofi

Escobar & Moderniteten

Den dobbelte kontekst

- For det første skal teknologien indlejres i en umiddelbar brugskontekst. Artefakter bliver teknologisk set ”hvad de er” i relation til brugskonteksten. Overlappende brugskontekster er således en fordel for problemfri TT
- Derudover er teknologien også del af den førnævnte større kulturelle betydningskontekst

Kulturelle reaktioner på ny teknologi

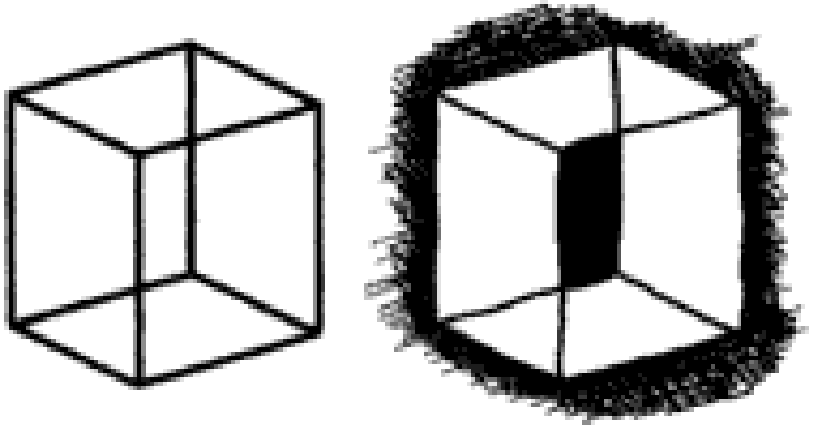
- Der er ”monokulturer” af den traditionelle type, der bliver overvældet af den indkomne kultur-teknologi
- Der findes en art kompromis-tilpasning af enkelte artefakter til lokal kultur
- Der er kulturer, som modstår det meste af den indkomne kultur-teknologi
- Der findes kulturer, der tilpasser både sig selv, og hvad de finder brugbart i den indkomne kultur-teknologi

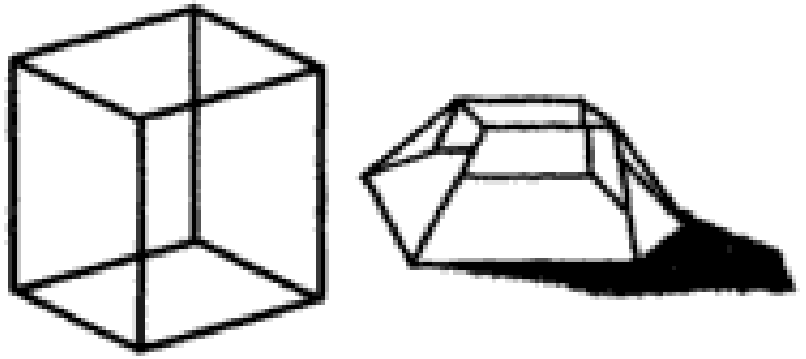
Cultural Appropriation

TABLE 1. The Cultural Appropriation of Technology and Science

Analytical Level	Phenomenal Level		
	Facts and Artifacts	**Systems**	**Structures**
Discursive	**Semantics**	**Grammar**	**Language**
Assimilation	*Familiarization*	*Disciplining*	*Transformation*
Organizational	**Movements**	**Institutions**	**Rules, laws**
Mediation	*Dissemination*	*Incorporation*	*Professionalization*
Practical	**Behavior, identity**	**Routines**	**Procedures, customs**
Use	*Internalization*	*Domestication*	*Habituation*

Multistabilitet





Bordet fanger!

Plurikulturalitet

The compound eye – a new technologically mediated microperception?

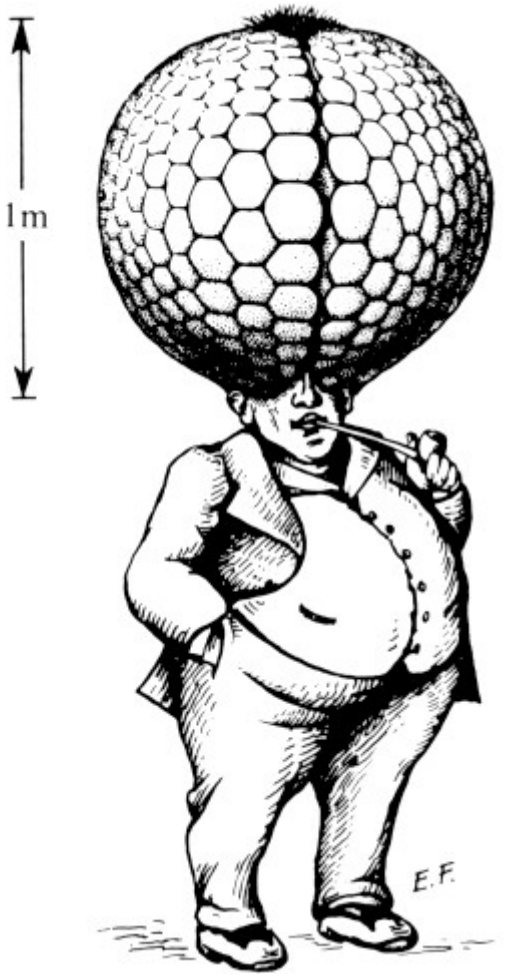


Fig. 2.8. A man would need a compound eye of at least 1 m diameter to get the same angular resolution as his lens eye. (From Kirschfeld 1976.)

Designing multiplicity

”Design, in the history of technology, usually falls into the background of a multiplicity of uses, few of which were intended at the outset. At an ever deeper level, this multiplicity of uses reveals a beginning phenomenological clue that must be followed. There is no “thing-in-itself.” There are only things in contexts, and contexts are multiple.”

(Ihde 1990, s. 69)

Designing multiplicity

The Zimbabwe Bush Pump

ICT4D