

UNSW Australia

ELEC4122

Term 1, 2019

Activity Week 2
Attitudes to Innovation

Engineers are involved with introducing technological innovations to society, which is composed of a wide diversity of people with an equally wide diversity of approaches to evaluating such innovations. This tutorial will help you think about this diversity, by exploring how other members of the class and the wider community think about a selection of innovations.

Engineers are familiar and comfortable with ‘technical’ criteria, e.g. bandwidth, weight—and often prefer these when evaluating innovations. Not everyone else is, and you will need to work with other people. An important part of successful leadership is recognising the way others respond.

Preparation

Complete the pre-readings provide on moodle. The material is from Norman (1998) & Rheingold (2004).

During Class

Work in groups of about 6 people. In the following exercises, you get some questions to answer individually. Then you swap answers with other members of the class. Discuss any answers with them that are different from your own.

this week’s out of class question

What reasons can you think of that would lead to people opposing a technological innovation?

THE FINE PRINT

This tutorial activity is designed to help students understand the diversity of attitudes and approaches people show towards innovation.