



Thinking Technological [or
Images of Future,
Technology and
Development in current
Latin America]

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What is an image?



157	153	174	168	150	152	129	151	172	161	155	156
155	182	163	74	75	62	33	17	110	210	180	154
180	180	50	14	34	6	10	33	48	106	199	181
206	109	5	124	131	111	120	204	166	15	56	180
194	68	137	251	237	239	239	228	227	87	71	201
172	105	207	233	233	214	220	239	228	98	74	206
188	88	179	209	185	215	211	168	139	75	20	169
189	97	165	84	10	168	134	11	31	62	22	148
199	168	191	193	158	227	178	143	182	106	36	190
206	174	155	252	236	231	149	178	228	43	95	234
190	216	116	149	236	187	85	150	79	38	218	241
190	234	147	108	227	210	127	102	36	101	255	224
190	214	173	66	103	143	96	50	2	109	249	215
187	195	235	75	1	81	47	0	6	217	255	211
183	202	237	145	0	0	12	108	200	138	243	236
195	206	123	207	177	121	123	200	175	13	96	218

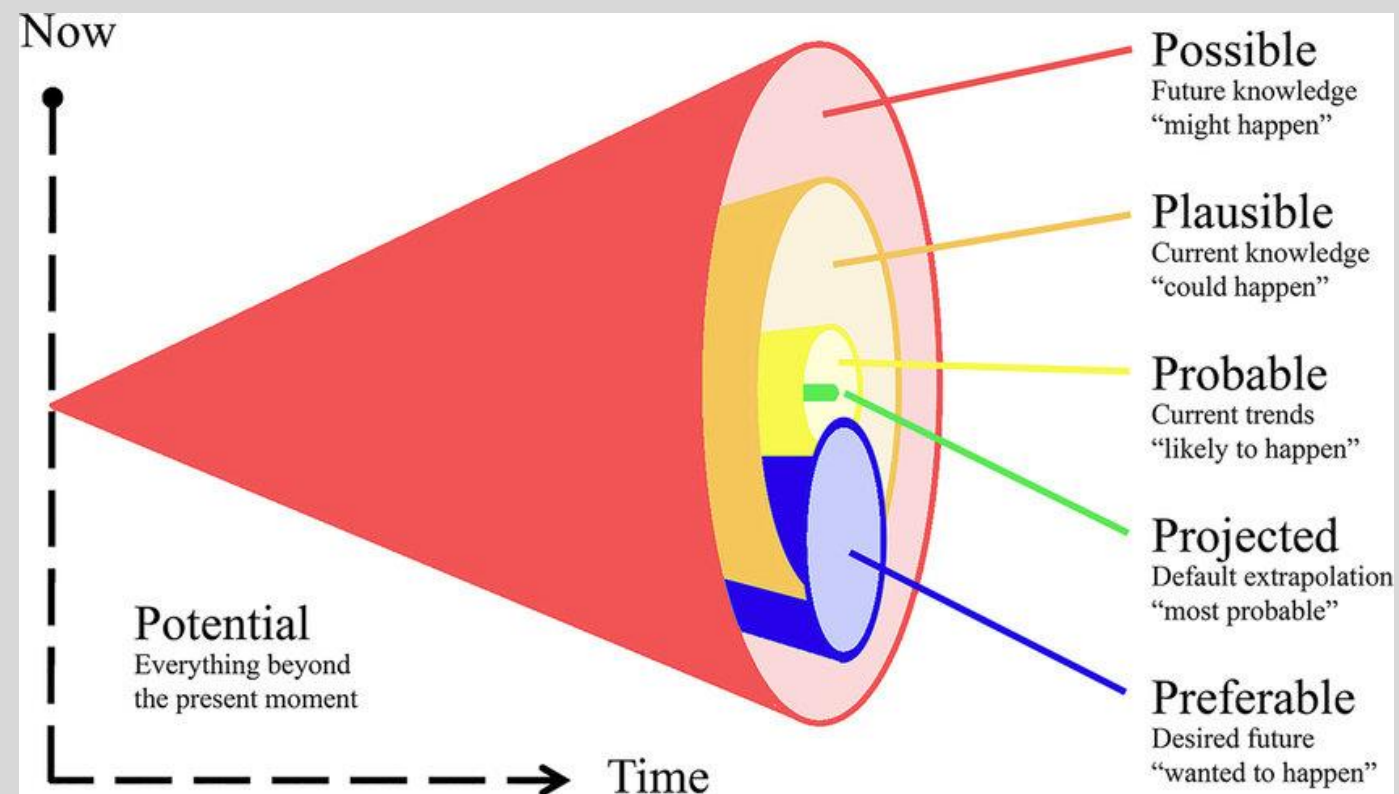
157	153	174	168	150	152	129	151	172	161	155	156
155	182	163	74	75	62	33	17	110	210	180	154
180	180	50	14	34	6	10	33	48	106	199	181
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189	97	165	84	10	168	134	11	31	62	22	148
199	168	191	193	158	227	178	143	182	106	36	190
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Images of Future



shutterstock.com • 732378577

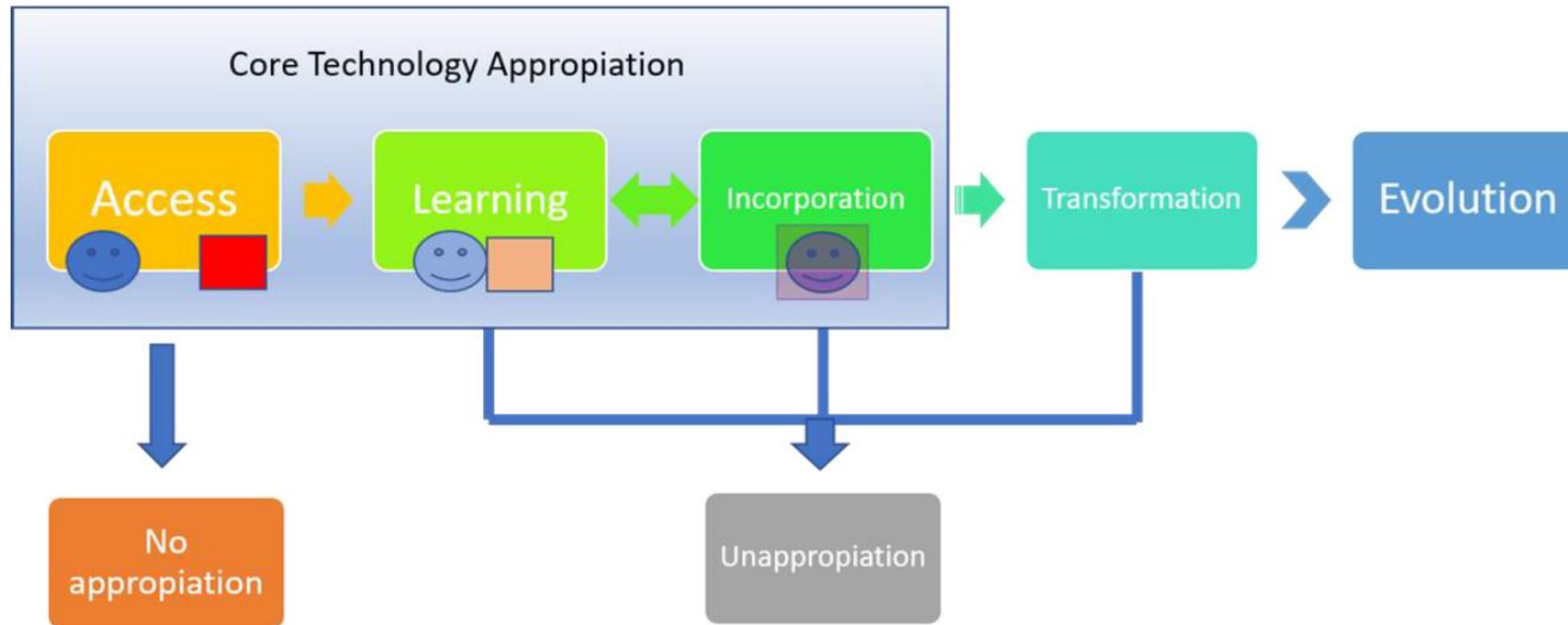




Images of Technology



Rational Model of Technology appropriation



Quezada, C., & Comisso, M. P. (2016). De telegrafía sin hilos a radiodifusión: Apropiación tecnológica de la radio en Chile, 1901-1931. *Hib: Revista de Historia Iberoamericana*, 9(1), 103-125.



The imaginary and
the rational-the
visionary and
objective vision -
hover close together

Donna Haraway (Situated
Knowledges, 1988)

The Future as a Strategic Landscape

'The Star'—

Our enduring and guiding social role

'The Mountain'—

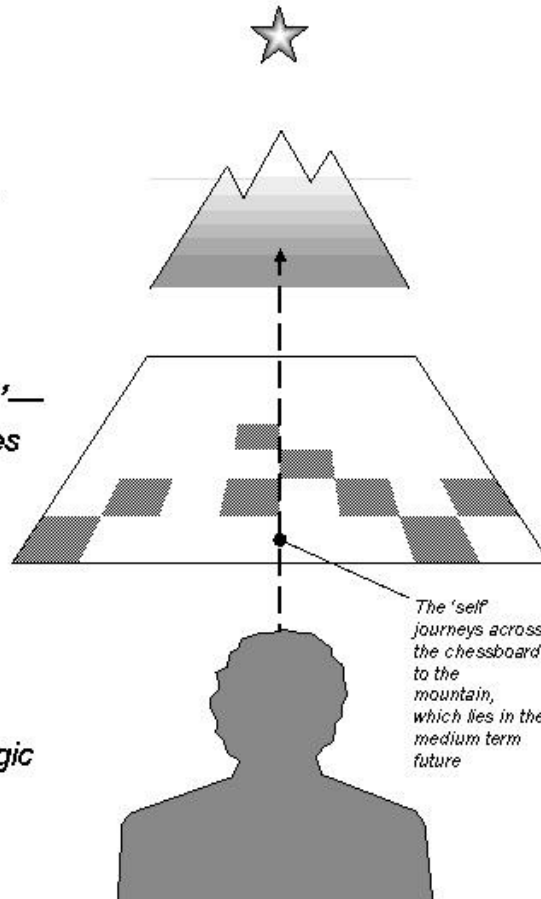
What we hope to achieve

'The Chessboard'—

Issues and challenges we are likely to face

'The Self'—

Our values and attributes as a strategic player



The purpose of the organization

- A "future-focused role image"
- Not completed or "used up"

The strategic objective:

- A compelling, relevant future
- BHAG—"Big Hairy Audacious Goal"
- A concrete, specific goal
- A challenge, but achievable

The strategic environment:

- Strategic implementation and tactics
- Threats and opportunities
- Actions of other strategic actors
- Driving forces
- Mapped and understood using scenarios

Strategic identity:

- Current reality
- Self-knowledge
- Strengths and weaknesses
- Values
- Preferences and experience

What are the relations between images of technology and images of future?

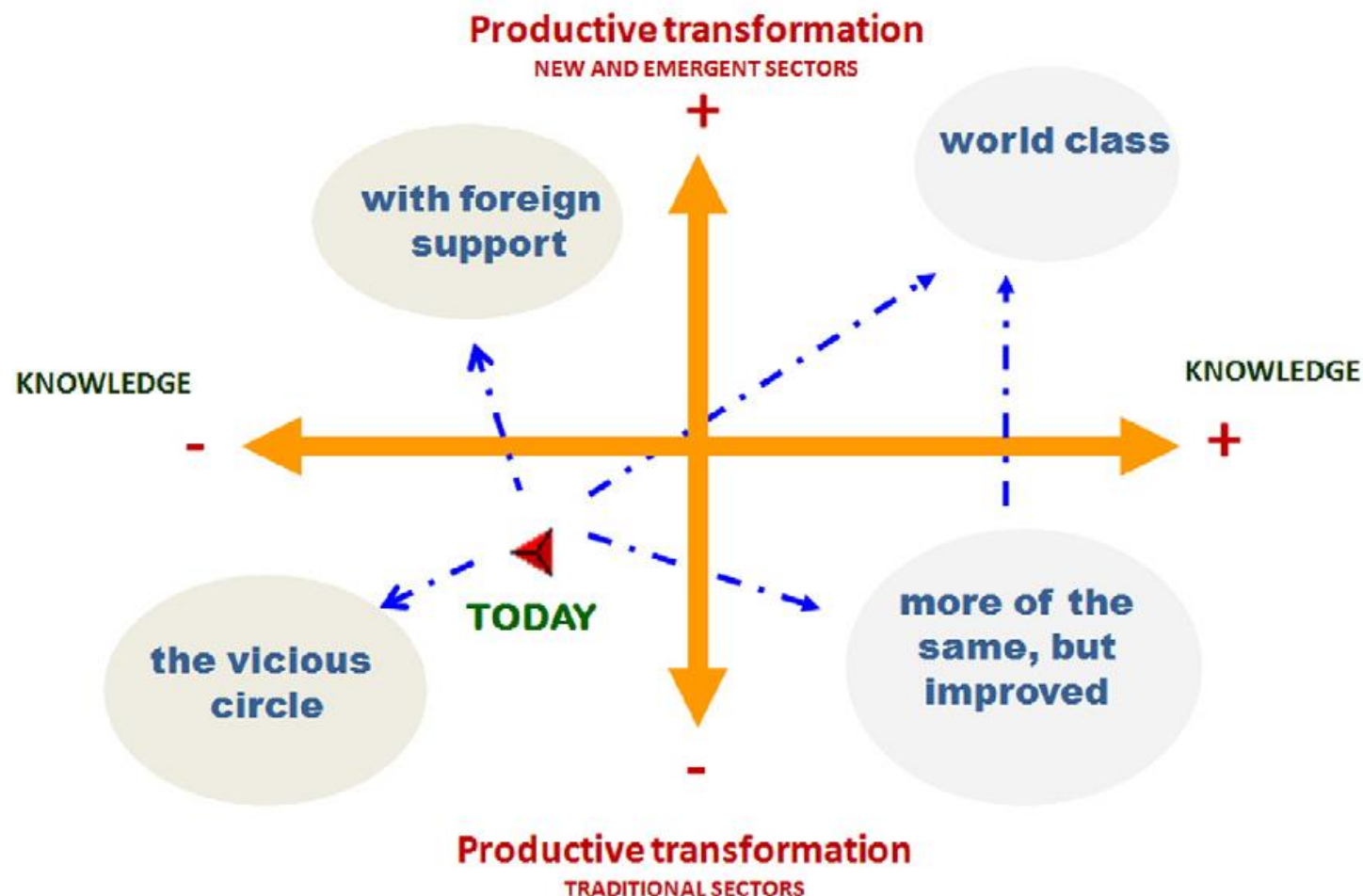
What happens when a image is unsituated?



Sub Sole (Baldomero Lillo)

The machinist, upon grasping the steel handle of the machine's controls with his right hand, instantaneously becomes part of the enormous and complicated iron organism. His freethinking being transforms into a thoughtless automaton. His brain paralyzes.

SCENARIOS AND ROUTES TO THE FUTURE OF THE “CONVENIO ANDRES BELLO” COUNTRIES



Foresight and Futures in Latin America (Mojica, 2010)

By definition, foresight thinking assumes that the future is multiple; in other words, that we can imagine various images representing either evolutions or ruptures of a current situation.



Silvia Rivera Cusicanqui

*"The internal enemy-
colonization – is within us
all, from elites to the
oppressed"*

Some questions...



How our Shared experience
“produce” images of technology?



Which methods are used to situate
and validated those images of
future and/or technology?



How we can resist the shortsights of
these images of technology?