Subjective and Objective

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Sensing Changes

Service sector

Knowledge economy

drive

Technologies

extend

Human forces

message

Media

Sense perception

Social forces and conditions

Media laws

Enhance

Reverse into

Retrieve

obsolesces

Hot

Cool
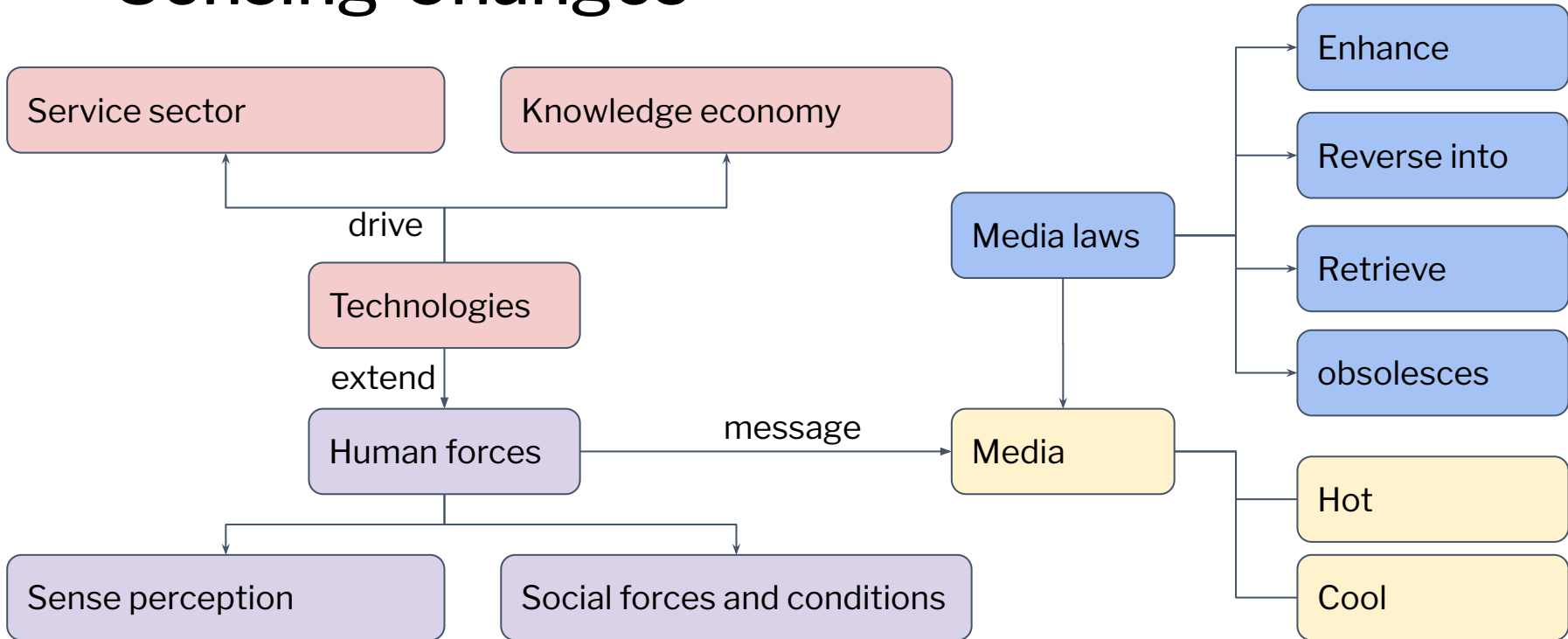
Examples	Enhance/ intensify	Displace	Views on items.
Computer	Users engaged in intense, interactive and enhancing relationships with machines	Human force Extension of human mind. Constitutive elements of psycho-existence	Users lack of experience to explore the machine. The cheating is inside the computer. Computer had the potential to reconfigure gender relations
Walkman	Provide bridge between the material world and symbolic world. Enhancing our bodies and our perceptual abilities.	Reading the story The drive to create a new device personal stereos as technologies of empowerment as well as isolation	This would break social conventions of politeness. The Walkman was a revolutionary technology Walkman gave it its own soundscape
iPod	Storage and share The opportunity for being rude	Walkman effect - can't share	Sonic -'urban chill'-distance, exclusivity and disconnection. Warmth-closeness, inclusivity and connection.

From our space to my space: the privatization of public life

1. Books, Computers, Walkmans and iPods help to filter the world and make it more manageable.
2. Denial of shared space
3. The publicization of private life
4. Social isolation

Conclusion

Technologies change thoughts and deeds, our sense of self and others, and our orientation to the world.

Technologies have negative effects

We have emotional relationships with technology.

Studies of personal computing, Walkman and iPod use all note their empowering nature

Technologies do not only relate to empowerment and control, they also concern feelings.

Our disconnection from those around us. The connection is virtual .

'We are witnessing a new form of sociality in which the isolation of our physical bodies does not indicate a lack of connectedness but may be its precondition' -(Turkle, 2006, p. 3)

Objective Life: Things and Social Theory

I. **Things of Social Life**
II. **The Social Life of Things:**
- A. **Technological Life-Cycles**
- B. **Technological Life-Cycles and Ontological Exchanges**

III. **The Greening of Things: Never-ending Spirals**
IV. **Quasi-Objects: Posthumanism and Companion Species**

Things of Social Life: Technological Lifecycles

How things help to build solidarity within a group?

1. Durkheim took **religion** to be society's original organizing impulse. Shared religious belief, was the basis of social cohesion.
2. The **totem** can be read as a materialized and externalized social fact. He interprets it as an impersonal religious force made visible, as the *object* of religion.
3. People and their totemic objects in combination form a unified clan system.
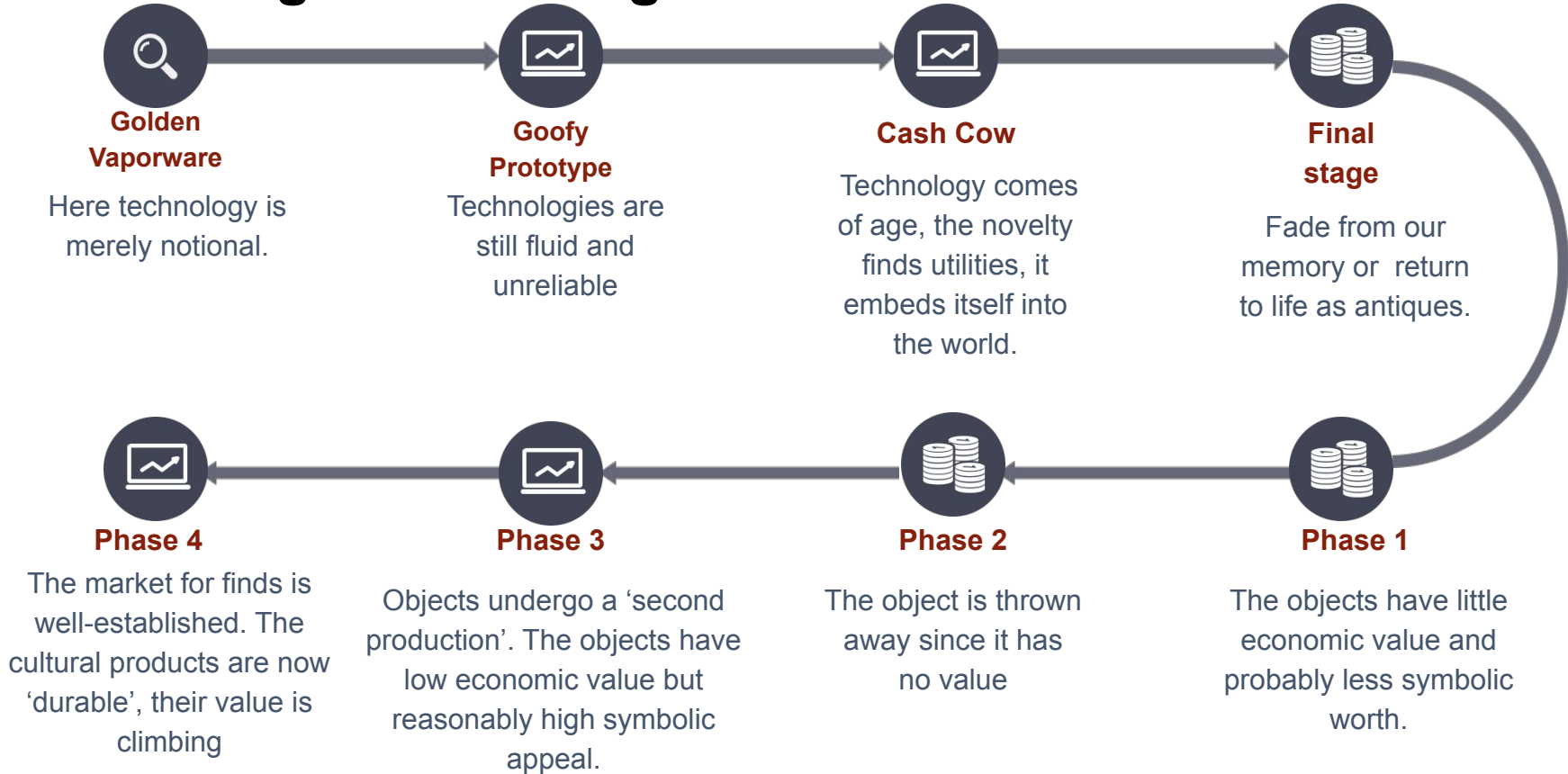
Things of Social Life: Technological Lifecycles

How things help to build relations between groups?

1. Part of the power of **gifts** is that the presence of the giver is projected onto the object given. In this way gifts go to the heart of material and moral life.
2. Under capitalism money functions as 'almighty being'. Gifting is even flourishing.
3. Miller found that objects frequently functioned as modern totems, in the sense of symbolizing the person they are, were or would like to be. He takes Dave, an illiterate working class man from the city's South as an example and concludes that **we find ourselves in our objects**.

Things of Social Life: Technological Lifecycles and Ontological Exchanges

Golden Vaporware

Here technology is merely notional.

Goofy Prototype

Technologies are still fluid and unreliable

Cash Cow

Technology comes of age, the novelty finds utilities, it embeds itself into the world.

Final stage

Fade from our memory or return to life as antiques.

Phase 4

The market for finds is well-established. The cultural products are now 'durable', their value is climbing

Phase 3

Objects undergo a 'second production'. The objects have low economic value but reasonably high symbolic appeal.

Phase 2

The object is thrown away since it has no value

Phase 1

The objects have little economic value and probably less symbolic worth.

The Greening of Things: Never-ending Spirals

A Waste is a necessary end result of consumption

B Failed objects before they reach the market

C Consumers will often discard a product before it has been entirely consumed

D culture industries which encourage consumers into constant upgrades and the endless acquisition

E globalized nature of production and consumption lead to new form of waste. E.g., **Food miles, carbon footprint**

Zero waste proponents reject the notion of waste as the necessary end-point of production. Under such conditions technological objects and materials have never-ending spirals of existence rather than limited life-cycles. This constitutes a greening of technological thinking.

Quasi-Objects: Posthumanism and Companion Species

Views of Posthumanism	
Opens up the world to its contents.	It recognizes that our technologies are always in attendance, and that they are far from the only party to our human being.
Acknowledge other forms of (material) agency and stress the significance of changes across time.	Pickering argues that prior to the introduction of a new technology it is impossible to know what resistances will arise or how they will be placated.
Seek to theorize 'matter and humans within the same intellectual framework'	1.The sciences focus on a material world devoid of humans; 2. And the humanities on a human world without materiality;
Are inclined to argue that all objects have agency in as much as they materially affect other materials.	We should abandon the idea of essences. It is preferable to think of variable ontologies. And multiple agencies.
Reality has to be temporally, culturally and materially made in practice	Dispels the popular saying that **dogs have owners and cats have staff,** dogs also train us and that their domestication was a co-production.

Conclusion - Views towards the relationship between human and technologies.

McLuhan	Technologies are built on the assumption that they have complete immunity from inspection
Latour	Technologies are the "missing masses" ⎫ Technology makes
Law	Technologies are monsters ⎭ society possible
Bjørnar Olsen	Critical theorists have replaced on the material
Turkle	Three reasons to admit the emotional influence: Fetishism is equated with perversion, collecting with hobbyism and materialism with excess.
Karen Barad	Language matters. Discourse matters. Culture matters.
Haraway	People add, co-evolutionary entanglement with other creatures.

Reference

Mathewman, Chapters 7, 8, and conclusion--Left to our own devices and Objective Life, pages 126-176

Thank you for your watching !

Any questions?

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