

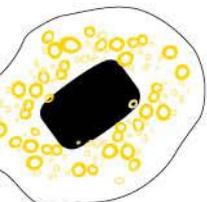
# UNIVERSITY OF TWENTE.



**CTIT**



**IGS**  
INSTITUTE FOR INNOVATION  
AND GOVERNANCE STUDIES



FACULTY OF BEHAVIOURAL, MANAGEMENT AND SOCIAL SCIENCES  
DEPARTMENT STøPS

## How Users Still Matter. Rethinking User-Technology Relations

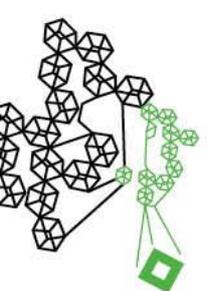
Program farewell symposium – Nelly Oudshoorn

Date: 28 May 2015

Time: 13.00-18.00

Venue: Conference hotel Drienerburgh (Zaal E & F)

A route description to the University of Twente / Conference hotel Drienerburgh is available via:  
<http://www.utwente.nl/en/contact/route/>



To register to the symposium, please contact Evelien Rietberg ([e.rietberg@utwente.nl](mailto:e.rietberg@utwente.nl)) preferably before 1<sup>st</sup> May.

### Introduction

Understanding user-technology relations is an important theme for researchers in the social sciences and engineering. In the past decade, scholars in the fields of Science and Technology Studies, Innovation Studies, and Human-Computer Interaction have developed a rich vocabulary to capture the role of users and non-users in socio-technical change and design practices. Concepts such as co-creation, prosumers, and participatory design reflect a re-conceptualization from users as passive consumers to active participants in shaping, negotiating and creating new technologies.

Although users have always mattered, the ways in which they interact with technologies and the challenges they face keep changing. Current transformations in the socio-technical landscape such as the move towards open innovation, crowd-sourcing, converging health technologies and the fusion of technologies and bodies by implanted devices introduce new configurations of user-technology relations that urge us to rethink theories, methods and the normative implications and politics of the various approaches.

The invited speakers of the symposium will address some new developments in the field of user-technology studies and invite the participants to discuss promising areas of research by exploring and playing with some innovative technologies.

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### Program

- 13.00-13.15 Welcome. Stefan Kuhlmann. Professor of Science, Technology and Society. Chair of the Department Science, Technology and Policy Studies (STePS), University of Twente.
- 13.15-13.45 *Technoscience, politics and users: approaches and themes.* Jane Summerton. Professor at the Swedish National Road and Transport Research Institute (VTI), Linköping, Sweden.
- 13.45-14.15 *Co-creation in health innovation.* Ellen Moors. Professor of Sustainable Innovation. Department of Innovation Studies, Copernicus Institute of Sustainable Development, Utrecht University.
- 14.15-14.45 *The user-dominated technology era: Dynamics of dispersed peer-innovation.* Sampsa Hyysalo. Professor in co-design at the Aalto School of, Art, Design and Architecture in Helsinki, Finland.
- 14.45-15.15 Tea break
- 15.15-15.45 *How non-users also still matter.* Sally Wyatt. Professor of Digital Cultures in Development. Faculty Arts and Social Sciences, Department Technology & Society Studies, Maastricht University; and Program Leader of the e-Humanities Group of the Royal Netherlands Academy of Arts and Sciences (KNAW).
- 15.45-16.15 *Technologies inside bodies. Rethinking agency and vulnerability of users.* Nelly Oudshoorn. Professor of Technology Dynamics and Healthcare. Department Science, Technology and Policy Studies (STePS), University of Twente.
- 16.15-17.00 *Next Generation – Some Future Avenues for User Studies.* Louis Neven, lector Active Ageing at the Academy for Health Care the, Avans University of Applied Science, Breda; Sabrina Sauer, researcher at the Faculty of Humanities. Department Media & Culture, University of Amsterdam; and Tjerk Timan, researcher at the Tilburg Institute for Law, Technology, and Society. Tilburg University.
- 17.00-18.00 Drinks

### Abstracts

#### Jane Summerton

*Technoscience, politics and users: approaches and themes*

A key theme in Oudshoorn's important work over many years is the inherent politics of user-technology relations: for example, the politics of configuring user identities; user groups, activism and the politics of resistance; and politics in matters of care. In my contribution to the symposium, I will discuss a few examples of recent empirical and theoretical work in these and related areas within Science & Technology Studies. I will also reflect on the possible implications of these approaches for further work in exploring the intertwinings of technologies/technoscience, politics and user groups.

#### Ellen Moors

*Co-Creation in Health Innovation*

Health and demographic changes have currently been identified as complex societal challenges, including wicked problems for which various innovative solutions need to be found. Simultaneously, new health innovations are evolving at high pace within the healthcare arena nowadays. Increasingly, these technologies are becoming more complex and converged, building on cross-cutting, multi-disciplinary expertise, such as in nanodrugs, biochips or point-of-care technology. These converging health technologies are highly transforming the current healthcare systems of treatment, diagnosis and prevention of disease, creating more individualized and personalized systems with a greater focus on health and wellbeing aspects. Multiple actors are involved in these transition processes: both public and private actors anticipate on the societal challenges such as health and ageing, individualization and personalization of health, care and diagnosis. Interactions between users, patients and developers of health technologies take place both in laboratory and clinic, and in the wider society where the application of health innovations not only meets a medical need, but is also accompanied by increased health awareness, wellbeing and lifestyle needs of citizens. Heterogeneous stakeholders in society provide feedback about how emerging health technologies, with still a high degree of uncertainty about measuring specific functions, technical specifications and related social, cultural and ethical aspects, matches their needs, preferences and performance criteria. The objective is to get insights in the dynamics of converging health innovation processes and to understand how several actors collectively create health innovations.

#### Sampsa Hyysalo

*The user dominated technology era: Dynamics of dispersed peer-innovation*

Users invent new products and product categories, but the assumption has been that manufacturers will supplant users if their innovation is of value to many. The current paper examines Russian all-terrain vehicles "karakats" to discuss a case of an era of extended user dominated technology and the related dynamics of dispersed peer-innovation. Karakat users have invented, modified, diversified and iterated this technology, as well as continued to self-build and self-maintain it. These vehicles are wide spread, have half a century of history and hundreds of design variants. Despite this, manufacturers have captured only a small subsection of the karakat market, albeit they have established new markets based on karakat principles. We find that the combinatory effect of previously known dynamics in user innovation research and science and technology studies offers a plausible explanation for the user dominance and dispersed peer innovation pattern, and manufacturers' failure to conquer the market.

### **Sally Wyatt**

*How non-users also still matter*

In my contribution to the important collection 'How Users Still Matter' edited by Nelly Oudshoorn and Trevor Pinch (2003), I put forward four categories of non-use: resistance, rejection, excluded and expelled. These related to non-use of the internet, and were intended to prompt reconsideration of the digital imperative, and the assumption that use and connection were always to be preferred. In this presentation, I will examine subsequent work done within STS, media studies and the sociology of health, which suggests the need for further refinement of the categories, especially given the rapid rise of social media. I will focus on how different methodologies and disciplines bring types of (non) users and practices of (non) use into being, and will discuss the normative implications of the categories and of the disciplinary approaches.

### **Nelly Oudshoorn**

*Technologies inside bodies. Rethinking agency and vulnerability of users*

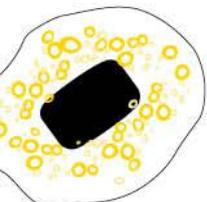
Living in a technological culture raises important questions about human agency. New technologies not only confront people with the choice to accept, resist, or modify them, they also introduce new vulnerabilities. By re-conceptualizing the role of users from passive recipients to active agents in socio-technical change, Science, Technology and Innovation Studies have provided very rich accounts of how users (and non-users!) matter. My concern in this paper is with what happens to human agency and vulnerability when technologies move under the skin. This is an urgent question because of the growing presence of hybrid bodies, such as people living with pacemakers, defibrillators, and emerging technologies such as brain implants. Technologies inside bodies present a crucial and complex case for understanding human agency. People living with internal devices seem to be more passive because they cannot exert any direct control over the working of the device or run away if something goes wrong. Technologies inside bodies thus challenge us to rethink human-technology relations. Inspired by recent feminist studies on the intimate, lived relationships between bodies and technologies, I suggest it is important to re-conceptualize agency and vulnerability by focusing on the sensory experiences and material practices involved in living with internal devices. This shift in focus from what people think to what they feel and do is crucial to understand how people may engage in sustaining their hybrid bodies and learn to cope with the new vulnerabilities they face.

### **Louis Neven, Sabrina Sauer and Tjerk Timan**

*Next Generation – Some Future Avenues for User Studies*

We invite the audience to join us, as fellow technology users to participate in thinking about and using (innovative) technologies. To think about future uses of technology and what technologies stipulate about future users we will explore three different areas in which new fruitful theoretical combinations (and interesting use practices) are to be expected. These are the intersection of media studies and STS; social gerontology, robotics and STS; and surveillance studies and STS. We will explore these areas not through presentations, but through three installations or assemblages. We will use these to explore and play with these technologies, to discuss issues around use and users and to report back to each other how we give meaning to these technologies through use. Returning to the questions "what/who is a user", with these installations we collectively investigate how technologies frame our actions, and what this framing implies for us as users: both on the micro level - of what we are doing in this space together - and on a macro level - of what we as science and technology studies scholars do within user studies and in interaction with other fields of enquiry.

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### Biographies of presenters

Sampsa Hyysalo is associate professor in co-design at the Aalto School of, Art, Design and Architecture in Helsinki, Finland. His research and teaching focus on user involvement in innovation and the co-evolution of technologies, practices and organizations. He has published 40 peer review articles and book chapters. His most recent book is *Health Technology development and use: From practice-bound imagination to evolving impacts* (Routledge, 2010, New York).

Ellen Moors is full professor Sustainable Innovation at the Copernicus Institute of Utrecht University since 2012. She holds a MSc in biochemistry, and a PhD in technology management at Delft University. Her research focuses on technology dynamics, user producer interactions and smart governance in the health, food and life sciences field; on new business models for sustainable healthcare, and on responsible innovation. She received various research grants on societal and governance aspects of life sciences research. She teaches on sustainability, health and medical technology development, and on management of life sciences innovations.

Louis Neven is an interdisciplinary social scientist whose main interest is studying the relation between ageing and technology. In the past he has worked on the relation between ageing and robotics, nanotechnology, telecare and sustainable heating technologies. He currently leads the Active Ageing research group at Avans University of Applied Science in Breda. Along with the researchers of this group, he works on practical and theoretical issues around the design and use of gerontechnological innovations. Louis Neven is also a senior research associate at Lancaster University.

Nelly Oudshoorn is full professor of Technology Dynamics and Health Care at Department of Science, Technology and Policy Studies at the University of Twente. Her research focuses on user-technology relations. Her most recent books include *How Users Matter: the Co-construction Users and Technologies*, MIT Press 2003 (co-edited with Trevor Pinch), and *Telecare Technologies and the Transformation of Healthcare* which has received the Book of the Year Prize 2012 of the British Sociological Association.

Sabrina Sauer is assistant professor Media and information at the Media Studies department of the University of Amsterdam. She completed an MA in media and culture at the UvA (1998-2002), graduated from acting school De Trap (2003-2006) and obtained her PhD at the University of Twente (2009-2013). Her research centers on the role of users in ICT development processes. Fields of expertise include co-creation, user-driven innovation and comparative media studies.

Jane Summerton is full professor and chair of the scientific council at the Swedish National Institute for Road and Transport Research, VTI in Linköping, Sweden. Her current research focuses on transport infrastructures as sites for political activism on the part of various groups.

Tjerk Timan holds a position as PostDoc researcher at the Tilburg Institute for Law and Technology (TILT), where he is doing research on new privacy issues in the 21st century. He is also an occasional lecturer at the Erasmus University Rotterdam, where he is providing courses on digital humanities and big data and visualization. He completed his PhD thesis at the University of Twente in which he investigated emerging and existing technologies of surveillance in urban nightlife districts.

Sally Wyatt is full professor of Digital Cultures in Development. Faculty Arts and Social Sciences, Department Technology & Society Studies, Maastricht University; and Program Leader of the e-Humanities Group of the Royal Netherlands Academy of Arts and Sciences (KNAW). In addition she is Academic Director of WTMC, Netherlands Graduate Research School for Science, Technology and Modern Culture (<http://www.wtmc.eu>). Together with Anna Harris and Susan Kelly, she is working on a book about the selling of genetic tests via the internet. She remains a selective non-user of, amongst others, various transport and communication technologies.

