Users: Theories of Tech Use

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Users as

• Sources of information
• Collaborators/co-designers
  – Participatory design
  – Frequent consultation
  – Frequent testing
• People who engage in design-in-use
Theories of tech use

- Technological frames (Bijker (SCOT), Orlikowski)
- Domestication (Silverstone)
  - consumers take technology and “tame” it, determining its significance, how it will be used, circumstances
- Apparatgeist (Katz and Aakhus)
  - “to suggest the spirit of the machine that influences both the designs of the technology as well as the initial and subsequent significance accorded them by users, non-users, and anti-users,” the “common socially-developed strategies and principles of reasoning” that consumers and producers – and non-consumers as well -- bring to technologies
- Practice, performative configuration (Suchman)
  - Technologies-in-the-making, ongoing practices of assembly, demonstration, and performance.
- **NOT adoption**
Theories of tech use: implications

- Multiplicity of technologies
- Dynamic, not defined once and for all
- Importance of users and others
- Context – meaning of techs is situated
Configuring Users

• Co-construction of users and technology

• Woolgar: configuring the user includes
  – defining the identity of the putative users
  – Setting constraints on their likely future actions

• Delegation and re-delegation
  – Door closer
Performing Technologies

http://www.apple.com/

http://www.youtube.com/user/Apple?feature=pyv&ad=4586539306&kw=ipad#p/u/0/1-YAQ1wfNqc