

Users: Theories of Tech Use

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I214

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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
- Apparatusgeist (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>