Philosophy of Technology

TURN BY TURN

• Early
  • Perfection of human life: utopian view
  • Kapp, Marx, Transhumanism

• Classical
  • Technology takes control: dystopian view
  • Heidegger, Ellul, Ambient Intelligence threat

• Empirical
  • Always positive and negative impacts: ambivalent view
  • Ihde, Latour, Winner., mediation approach

• ... Practical turn
  • Apply in design
Philosophy of Technology

TECHNICAL MEDIATION APPROACH

• Technical mediation
  • McLuhan, Ihde, Latour, Feenberg, Verbeek
  • Human-technology relations

• Application in practice
  • R&D role (Ihde)
  • Philosophical Accompaniment of design (Verbeek)
Philosophy of Technology

PRODUCT IMPACT TOOL

- Repertoire of types of impact
  - 12 types of impact
- Seizing points
  - 4 quadrants
- Human existence enwrapped in technology
  - Variant of technical mediation approach
Design Cases
THREE DIFFERENT PROJECTS

The eBike interface

Solving a littering problem at a secondary school

Digital Camera Evolution
Design Case 3
DIGITAL CAMERA EVOLUTION

Student Research Project
Tom Feij & Sven Deinum
Design Case 3

DIGITAL CAMERA EVOLUTION

1939
Kodak Reflex
Low-priced range finder popular for its size, shape and sold around 2 million units

1946
Hasselblad 1600F

1946
Polaroid 95

1948
Canon III & Canon IV

1951

1948

1954
Asahi Pentax & Nikon SP

1957

1954

1959

1959

1963

1959

1963

1963

1963

Leica M3

One of the most successful Leica's ever made, selling around 220,000 units. This camera is one of the most lust-ed after camera of all times.

Nikon F

Nikon's first SLR camera. It was the most advanced SLR of its time and was an instant hit for professional photographers and enthusiasts.

Argus C3

The first Polaroid camera produced. It was an instant hit selling out on the first day. In total approximately 4,000,000 units were sold.
Design Case 3

DIGITAL CAMERA EVOLUTION

- **Pentax Spotmatic**
  - The first SLR camera to successfully market and sell a camera using spot metering technology.
  - Combined with top of the line lenses this camera was a great success for enthusiast
  - **1964**

- **Rollei 35 Series**
  - A camera designed to be as compact as possible. It was a great commercial success selling approximately 2 million units.
  - **1966**
    - **1972**
      - Polaroid SX-70

- **Olympus OM-1**
  - The first SLR from the Olympus OM-series.
  - The camera became a success due to its size, weight and versatility and is still today a success on the used market
  - **1972**
    - **1975**
      - Kodak Digital Camera Prototype

- **Asahi Pentax K1000**
  - An affordable camera aimed at the amateur photographer. This camera was a great success especially with students. It is still a must have for collectors.
  - **1975**

- **Polaroid 1000**
  - Probably the most iconic and recognizable polaroid of all times.
  - This camera was made as an cheaper alternative to the SX-70 camera
  - **1977**
    - **1978**
      - Konica C35AE
    - **1981**
      - Polaroid 600
      - Pentax MZ-F & Polaroid 600
“In embodiment relations, technologies form a unity with a human being, and this unity is directed at the world: We speak with other people through the phone, rather than speaking to the phone itself, and we look through a microscope rather than at it.” (Verbeek, 2015, p. 29).
Design Case 3
DIGITAL CAMERA EVOLUTION

Mediation Theory;
From Embodiment Relation
(Human – Technology) ➔ World
To Alterity Relation!
Human ➔ Technology (➔ World)
Design Case 3
DIGITAL CAMERA EVOLUTION

Mediation Theory;
From Embodiment Relation
(Human – Technology) → World
To Alterity Relation!
Human → Technology (→ World)
And back?
(Human – Technology) → World
Better Design by Use of Philosophy of Technology?

NEW PERSPECTIVES ON HUMAN-TECHNOLOGY RELATIONS

Critical Perspective on Human-technology relations
Better Philosophy of Technology by Collaboration with Design?

MAKING “ALTERNATIVE TECHNOLOGY” TANGIBLE

Practical contribution of Philosophy of Technology can be “proven” in practice
The Practical Turn in Philosophy of Technology x Design:

DOING DESIGN MORE WITH THE HEAD
DOING PHILOSOPHY MORE WITH THE HANDS
REFERENCES


