

Philosophy of Technology x Design: The Practical Turn

WOUTER EGGINK

STEVEN DORRESTIJN

UNIVERSITY OF TWENTE.



Philosophy of Technology

TURN BY TURN

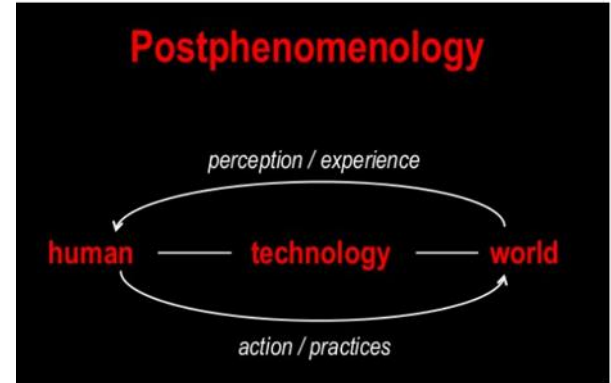
- Early
 - Perfection of human life: utopian view
 - Kapp, Marx, Transhumanism
- Classical
 - Technology takes control: dystopian view
 - Heidegger, Ellul, Ambient Intelligence threat
- Empirical
 - Always positive and negative impacts: ambivalent view
 - Ihde, Latour, Winner., mediation approach
- ... Practical turn
 - Apply in design



Philosophy of Technology

TECHNICAL MEDIATION APPROACH

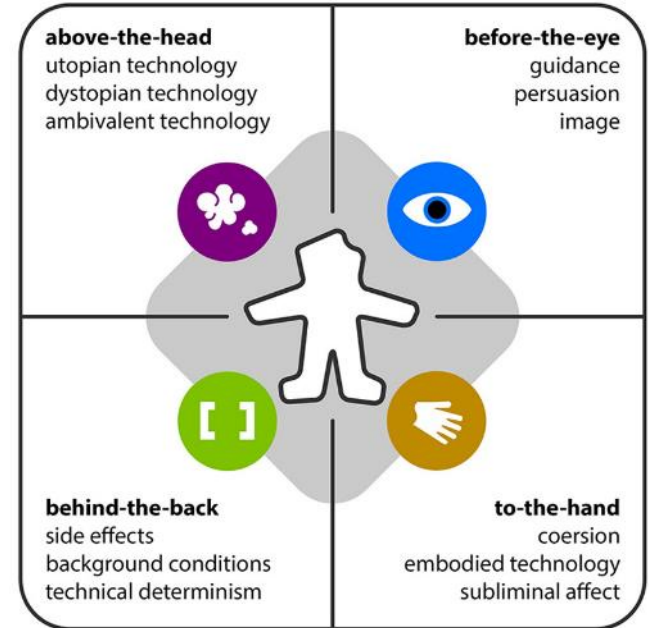
- Technical mediation
 - McLuhan, Ihde, Latour, Feenberg, Verbeek
 - Human-technology relations
- Application in practice
 - R&D role (Ihde)
 - Philosophical Accompaniment of design (Verbeek)



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



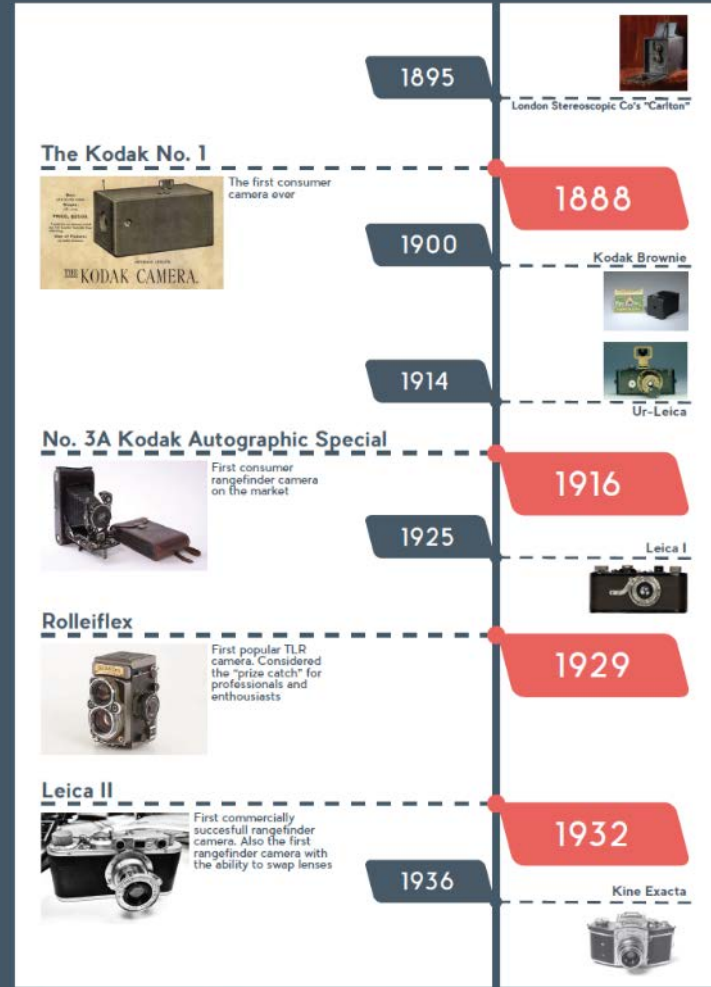
Digital Camera
Evolution

Design Case 3

DIGITAL CAMERA EVOLUTION

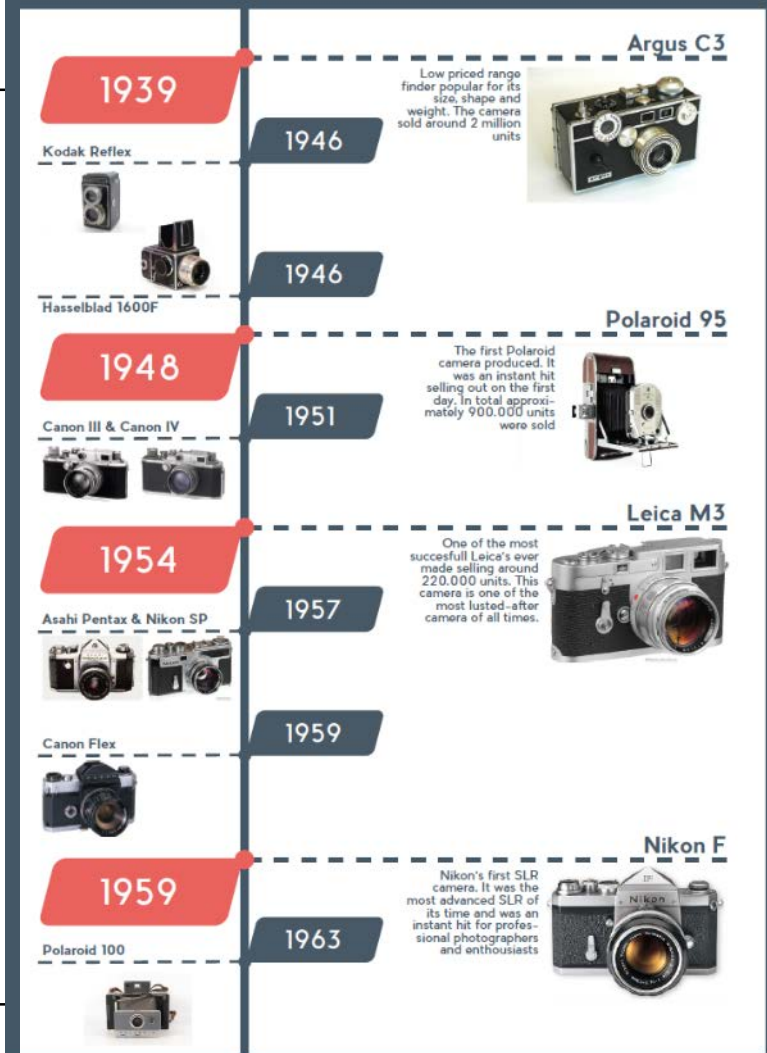
Student Research Project
Tom Feij & Sven Deinum

THE HISTORY OF CONSUMER CAMERA'S



Design Case 3

DIGITAL CAMERA EVOLUTION



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 enthusiasts

1964

Rollei 35 Series



A camera designed to be as compact as possible. It was a great commercial success selling approximately 2 million units

1972

1966

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

1975

1972

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 a cheaper alternative to the SX-70 camera

1978

1977

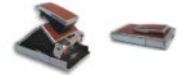
Pentax ME-F & Polaroid 600



1981

Pentax ME-F & Polaroid 600

Polaroid SX-70



Kodak Digital Camera Prototype



Konica C35AF



Design Case 3

DIGITAL CAMERA EVOLUTION

“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)

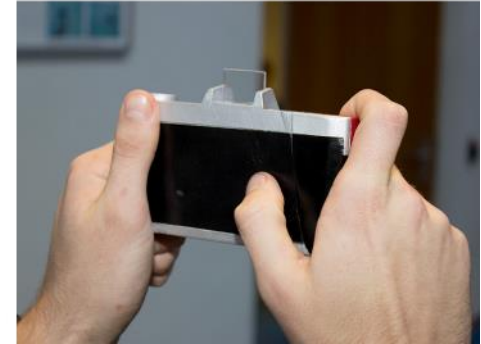
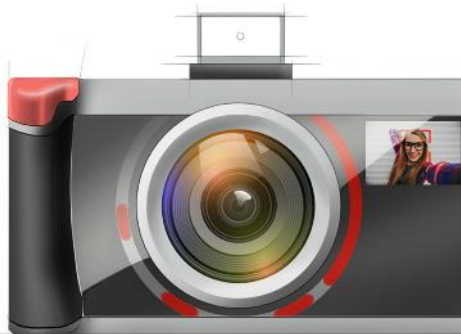
And back?

(Human – Technology) → World

CLOSE TO THE EYE



FAR FROM THE EYE



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

UNIVERSITY OF TWENTE.

SAXION
University
of Applied
Sciences

Thanks!

REFERENCES

- Dorrestijn, S. (2012). *The design of our own lives*. PhD Thesis, University of Twente, Enschede. Retrieved from <http://steven-dorrestijn.blogspot.nl/> & <http://doc.utwente.nl/81848/>
- Dorrestijn, S., & Eggink, W. (2014). *Product Impact Tool Workshop; mastering affect and effect in human-product relations*. Paper presented at the International Conference on Design & Emotion; Colors of Care, Bogotá. <http://www.stevendorrestijn.nl/tool/>
- de Waard, P. (2012). *Het zwerfafvalprobleem op het Eddy Hillesum Lyceum locatie Het Vlier* [The littering Problem at the Eddy Hillesum High School location Het Vlier]. Bsc Thesis, University of Twente, Enschede.
- Deinum, S., & Feij, T. (2017). *Learning from the past in a photo camera redesign project*. Scientific Challenges project. Engineering Technology. University of Twente. Enschede.
- Dorrestijn, S. (2011). Gedragsbeïnvloedende techniek en usability. *Tijdschrift voor Ergonomie*, 1(36), 5-12.
- Feenberg, A. (2002). *Transforming technology: A critical theory revised*. . New York: Oxford University Press.
- Ihde, D. (2002). *Bodies in technology*. Minneapolis: University of Minnesota Press.
- Latour, B. (2013). *An inquiry into modes of existence*.: Harvard University Press.
- Verbeek, P.-P. (2005). *What Things Do – Philosophical Reflections on Technology, Agency, and Design*. Penn State University Press.
- Verbeek, P.-P. (2010). Accompanying Technology: Philosophy of Technology after the Ethical Turn. *Techné: Research in Philosophy and Technology*, 14(1), 49-54.
- Verbeek, P.-P. (2015). Beyond Interaction; a short introduction to mediation theory. *Interactions*, 22(3), 26-31.