



AUTUMN BROWN BAG SEMINARS 2009

13:15-14:15 W/222

20 October 2009 – Dirk Stemerding – *Genomics as a new innovation regime*

Dirk is principally interested in the societal embedding of new technologies. He is also an associate professor at the Dutch Centre for Society and Genetics, Science Technology and Policy Studies, University of Twente and is working on the dynamics and implications of the shift from established practices of clinical genetics to emerging practices of community genetics.

<http://www.mb.utwente.nl/steps/people/scientific/stemerding/>

27 October 2009 N/A

3 November 2009 – Mike Hardey – *Medicine 2.0*

This presentation is more of a speculation, as I want to share some developments and ideas with you. So what I am not going to offer is a coherent and completed research paper. What I do want to do is present and discuss some issue that have in common the digitisation of health and social life. With the caveat that I write this some months before the presentation I want to explore how embodied health and social life (i.e. wellness, lifestyle and so forth) moves across mediated spaces. This may involve thinking about 'swine flu', Web 2.0, Google, location and e-health.

17 November 2009 – Ellen van Oost – *Living with Social Robots: Exploring Technological Promises and Cultural Repertoire*

In the presentation I will shortly sketch the upcoming field of social robotics and its technological promises. Then I will discuss the framing of social and ethical aspects of these developments by roboethicists and juxtapose this with a social learning perspective from Science and Technology Studies.

Ellen is associate professor in the field of gender and technology at Twente and has a strong interest in ICT and gender particular, exploring the 'domestication' (in Silverstone's sense) of new technologies, and is especially interested in 'social robotics' in domestic settings and ageing. <http://www.mb.utwente.nl/steps/people/scientific/oost/>

24 November 2009 – Neil Pollock ‘Technology Choice’

The Business of Expectations: How Promissory Organisations Shape Technology & Innovation

The business of technological expectations has yet to be thoroughly explored by scholars interested in the role of expectations and visions in the emergence of technological innovations. However, intermediaries specialising in the production, commodification and selling of future-based knowledge, have emerged and exert new kinds of influence in the shaping of technology and innovation. We focus on the work of those specialist forms of consultants known as ‘industry analysts’ and consider them as promissory organisations to capture the fact they are successful in mobilising but also increasingly organising expectations within procurement and innovation markets.

8 December 2009 – Michael Morrison

I decided to go with the work in progress paper so my title is *Measurement, Medicalisation and the Making of Growth-Hormone-Deficient Short Stature*

As a description "This presentation considers how the production of 'severe growth hormone deficiency', the first diagnostic category for the legitimate use of human Growth Hormone as a growth-promoting agent in short statured children, influenced the medicalisation of growth and stature and how it continues to affect the treatment decisions of contemporary physicians"

(possibly) 15th December, 2009