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backdrop, I draw on interview, observation and document analysis to focus on the case of 'Low Carbon Scotland'. Committed to the most ambitious renewable energy targets in the European Union, the Scottish Government creates an environment in which we can observe citizen-making (and citizen-limitatation) at first hand. How publics are imagined and formed, how they engage with the socio-technical networks involved in renewable energy technology and demand, the responsibilities cast upon local groups to mitigate national and international challenges all work to build a picture of citizenship in a technological culture. This presentation will contribute to a nascent understanding of scientific citizenship in the 21st century via an emergent typology of citizenship modes and commenting on the normative issues raised when conceptions of the scientific citizen are invoked.

Discussant:

Sheila Jasanoff, Harvard University

249. (52) Non-users, neglected users and anti-users - II

11:00 to 12:30 pm

Solbjerg Plads: SP205

Non-users, neglected users and anti-users

Chair:

Morten Krogh Petersen, DTU Management Engineering, Section of Innovation and Sustainability

Participants:

The Methodological Mind-set: How methods of gerontechnological user involvement foreground ageist images of older persons. *Alexander Peine, Utrecht University*; *Louis Neven, Utrecht University*

In this paper, we address the design of Smart Home technologies for older persons. We focus on the work and practices of designers to involve older technology users in innovation, and demonstrate how the existing repertoire of methods favours images of later life strongly associated with frailty and illness. More specifically, we have conducted 30 open interviews with key personnel in 12 design projects. We explored the methods used to involve older technology users, and applied an open coding scheme to understand the imagery of older users that has informed the projects. It was striking that, although most projects started with a broad and pro-active imagery of older persons, such images became gradually replaced by ideas of frail and ill older technology users. This suggests that incorporating an imagery of pro-active older technology users is posed with significant difficulties. We zoom in on one such difficulty: an imagery of frail and ill older technology users seems to fit nicely with existing methods to address and specify user needs as an input for product design. We explore in more detail this affinity between the methodological repertoire of user involvement we found in the analyzed projects and ideas about frail older persons. We conclude that the context in which designers have operated in these projects was highly conducive to ageist ideas, whereas it supressed more balanced accounts of older persons as technology consumers. Finally, we explore the design implications of these findings.

Users, non-users and 'resistance' to pharmaceuticals. *Kate Weiner, University of Manchester*; *Catherine M Will, University of Sussex*

This paper brings STS in conversation with medical sociology in relation to the uses and non-uses of a particular class of pharmaceutical – statins. These drugs to lower cholesterol have been widely available on prescription and sometimes over the counter. Our UK fieldwork explores not only their 'use' but also its limits. In medical sociology these limits have been described through the lens of 'resistance' to medicines (Pound et al, 2005), as a counter to medical concerns with adherence. However such discussions have not referred to STS ideas about non-use and the domestication of technologies. We examine points of articulation and difference between these frameworks, which share a concern to rehabilitate non-use as a potentially purposive action rather than a deficit to be remedied. In particular we wish to consider the value of Wyatt's (2005) taxonomy of non-users (resisters, rejecters, excluded, expelled) for our case. Where Wyatt usefully points to the temporal nature of use (by distinguishing between resisters and rejectors on the one hand, and the excluded and expelled on the other) we take from medical sociology an interest in patterns of experimentation that may lead to rejection and the social negotiations that shape these trajectories. Rather than seeing people as 'want nots' (Wyatt's first two categories) or 'have nots' (the latter two) this approach reveals dynamic engagements with particular products mediated by social relations with health professionals as well as family members (Oudshoorn 2011). We also reflect on the methodological challenges of studying non-use in this context.

How diversity gets lost: Age and gender in design practices of information and communication technologies. *Nelly Oudshoorn, University Twente*; *Louis Neven, University of Twente*

Diversity has been a major concern in feminist and STS-inspired research on user and technology relations. As early as 1987, Ruth Schwarz Cowan already stressed that users come in 'many different shapes and sizes'. Because of the strong involvement of feminist scholars, most research on diversity has focused on gender. To overcome this problem, scholars in gender studies have developed the intersectional approach. In this paper, we would like to suggest that intersectionality provides an important heuristic tool to study how various categories of difference are constructed and what difference is prioritized or silenced in the construction of facts and artefacts. Following Joyce and Mamo's call for 'graying the cyborg', an invitation to study the 'age, technology, science and gender junction', the aim of this paper is to adopt an intersectional approach to investigate how age and gender are represented, silenced, or prioritized in design practices in information and communication technologies (ICTs). Based on a comparative study of design practices of ICT devices for young children and older people the paper describes important differences in the ways in which designers tried to cope with diversity. However, there were important similarities between the two cases as well. Both R&D teams did not take into account the feedback of the test participants. Instead of listening to test participants, developers relied on hegemonic views of gender and age . Because of the reliance on hegemonic images of gender and ageing , the focus on diversity among young and older users was eventually lost.

The paradoxical powers of anti-users: examples from a pilot implementation of a hospital information system. *Line Melby, University of Oslo*; *Pieter Toussaint, Norwegian University of Science and Technology*

A large number of different information systems are currently implemented in hospitals. Some systems prove to be an immediate success, others fail. Users' perceptions and adoption of a system play an important part in the system's destiny. But what is the role of users in the phases before operational use? We have studied a pilot implementation process of an 'awareness system' in a Norwegian hospital, as part of a decision process to acquire the system. The aim of the system was to improve coordination and collaboration between staff along the surgical patient's trajectory. Methodologically we draw on a combination of data from participant observation, interviews and questionaires. Through studies of the implementation process we identified different groups of users, and one user group that stood out was the anti-users. Here our objective is to expand the concept of anti-users by looking empirically at their actions (or