

Use of ICTs, Paradoxes and Social change: opportunities for non-conventional applications in mobile and wireless technologies.



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Evolution of the social norm of the individual behavior

- **→ During the 40's- 50's: To do his duty at his social place**
- **Years 60's-80's :To be successfull**
- **Since the Years 90's: To find fulfilment in his own life**



The Double Bind

- To find fulfilment in his own life =

To be at the same time
autonomous and conform.

→ double bind, specific to our post-modern and complex society



The use of new ICTs as a social identity issue

- In a complex society, people find social identity issues everywhere (in their job, in urban or rural living, in family life, in using manufactured objects, in various leisure activities ...)
- **Specifically in the use of new Information and Communication Technologies**, individuals are expressing and building their identities (personal/collective issues, autonomy / social norm)



The variables of the social identity building and expressing process

Relation to

- time
- self
- others
- space
- action
- organisation
- knowledge and know how
- power

Cf. Le Consommateur au cœur de l'innovation, sous la direction de Jean Caelen, édition CNRS. 2005



Paradoxes and changes

- On each of these variables, we can notice a paradoxical way of living and conceiving the use of ICTs
- These paradoxes make exist at the same time, previously distinct, contradictory and opposite phenomena
- These paradoxes are symptoms of important changes in our way of living in society : towards a real knowledge society?



Relation to time

The use of ICTs for :

**GAINING
TIME**

&

**WASTING
TIME**

Relation to self

The use of ICTs for:

**EXPRESSING
HIS or HER
INTIMATE SELF**

&

**MEETING
OTHERS'
INTIMATE SELF**

Relation to others

The use of ICTs for:

**LIVING
SEPARATE**

&

**LIVING
TOGETHER**

Relation to space

The use of ICTs for
living in:

**A « real » world
augmented by
virtual
capacities**

&

**A « virtual » world
enriched by real
perceptions**

Relation to action

The use of ICTs for:

**Concentrating
on one task**

&

**Devoting to
multitasking
activity**

Relation to organisation

The use of ICTs for :

**Setting up an
anticipated
organization
(strategy)**

&

**Realizing a « last
minute »
organization
(tactic)**

Relation to knowledge and know-how

The use of ICTs as:

**Support to an
inductive
process of
knowledge**

&

**Support to a
deductive
process of
knowledge**

(try and error)

**(hypothesis and
verification)**

Relation to power

The use of ICTs for:

**Living a
« master-slave »
relationship to
technical device**

&

**Living a
« friendly »
relationship to
technical device**

Understand these paradoxes and live with them

- Untie the Double Bind which paralyzes and pushes to flee into :
 - living with submission to gourous (sectarian groups, fundamentalism..): **extreme conformity**, or
 - living with glorification of individualism (drugs, addictions...): **extreme autonomy**.

>>> Accept these paradoxes and conceive « ambivalent innovations » in phasis with these transformations of the social norm of individual behavior !



EXAMPLES

- **Four examples of paradoxes in the use of ICTs extracted from our researches in UMAN Lab (Usages , Markets , Attitudes and Nanotechnologies Laboratory)**

Researchers: Valérie Chanal, Fabrice Forest, Michel Brun, Jean-Paul Laurencin, Magali Cros, Céline Verchère, Timothée Jobert, Jonas Hoffmann, Gilles Roehrich, Tiana Delhome Marie –Laurence Caron...

The Mobility paradox

- **1)The paradox of mobility and immobility , activity and inactivity:**

The user wants devices and services helping him to be active and inactive , mobile and immobile when he wants , when he needs!

The personalization paradox

- **2)The paradox of personalization:**
The user wants a personalized service adapted to what he is and what he does and he also wants a personalized service adapted to what he could do and what he could be!

The Geo-Localisation paradox

- **3)The user wants a service to help him know where he is and he also wants a service to let him get lost .**

The passive acceptance of new technologies and services

- **4)The user criticizes some aspects of proactive and mobile services and he also considers that the society in general will accept all these aspects;**
- **He formulates a passive acceptance of these innovations**