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RC07

DEBATING FUTURES

GLOBAL TRENDS, ALTERNATIVE VISIONS, PUBLIC DISCOURSE AND THE NEW TASKS OF SOCIAL RESEARCH

PROGRAM WITH PROPOSED ABSTRACTS

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DEBATING FUTURES: GLOBAL TRENDS, ALTERNATIVE VISIONS, PUBLIC DISCOURSE AND THE NEW TASKS OF SOCIAL RESEARCH

The International Sociological Association Research Committee Futures Research (ISARC 07) presents an exciting program for the First ISA Forum of Sociology, to be held in Barcelona, September 5-8, 2008. The sessions are convened under the title “Debating Futures: Global Trends, Alternative Visions, Public Discourse and the New Tasks of Social Research.” The program is meant to provide an integrative platform for discussing the challenges of our globalizing world and the contributions of scholarly research to the wider public debates about the (more or less contested) making of (alternative) futures. A broad range of sessions explores current political, economic and cultural trends, the agency of social movements and elites, the role of media, technology, values and symbols. Other sessions provide opportunities to concentrate on conceptual issues and the role of academic research in a changing environment. The enthusiastic response to the Call for Papers promises a fruitful encounter. The contributors come from dozens of different countries on all five continents and employ a broad spectrum of methodological and theoretical approaches, often across disciplines. Thank you all for your contributions! And many thanks to the Local Organizing Committee led by Arturo Rodríguez Morató and the Spanish and Catalan Sociological Associations who have been working hard on the preparations to ensure a successful event. Enjoy the conference!

-- Markus S. Schulz, President & Program Coordinator, ISA-RC07

- PROGRAM WITH PROPOSED ABSTRACTS -

Session 01: New Trends in Globalization I

Saturday, Sept. 6, 9:00-11:00

Location: Faculty of Philosophy, Geography and History, University of Barcelona, Room 208

Chair: Jan NEDERVEEN PIETERSE (UIUC, USA)

Presenters:

Roland ROBERTSON (U Aberdeen, UK): *This Millennial Moment: The New Phase of Globalization*

ABSTRACT: It is proposed that the present phase of globalization is best described as millennial. This argument is presented as an extension of the author's previous attempts to periodize long-term globalization. Particularly since 9/11, the world as a whole has witnessed

numerous manifestations of apocalyptic thinking, as well as utopian and dystopian visions. Some of these visions are highly pessimistic and some are, on the other hand, very optimistic. Also in evidence are both premillennial and postmillennial trends. The overall argument is presented in terms of Robertson's conception of the global field. Specifically, this involves attention to the four main aspects of the present millennium: national societies; individual selves; international relations; and humanity. Each of the main regions/civilizations of the world are invoked in relation to a discussion of the complexities of global culture. Central will be critical interrogations of some of the principal ways in which the present "era" has been characterized, including such notions as the clash of civilizations, the end of history, new forms of modernity (including postmodernity), and -- most importantly -- global secularization. In sum, the leading thesis involves both an emphasis upon contemporary millennialism and a post mortem on the diagnosis of both secularization and atheisticization.

Manisha DESAI (U Connecticut, USA): *Rethinking Globalization: A View from The Perspective of Gendered Actors*

ABSTRACT: In my paper I highlight globalization as a gendered process and analyze several gendered actors of globalization namely, cross border traders in Africa, transnational feminist activists in Asia, and new cultural actors in Latin America. Contrary to much globalization theorizing, I show how these actors are not just victims of globalization adapting, reacting or resisting global forces but are in fact constitutive of these global forces and are actively shaping them. By moving away from disembodied macro processes and actors, my analysis offers not only a more nuanced analysis but also possibilities for global social justice.

Markus S. SCHULZ (UIUC, USA): *Globalization 2.0: New Media Trends and Their Social Implications*

ABSTRACT: This paper explores the role of the New Information and Communication Technologies (NICT) in the accelerated globalization of markets and publics. The diffusion patterns of NICT are examined in global and comparative perspectives. Rejecting the binary notion of a "digital divide," the concept of "digital inequalities" is defined to include not only basic access but also the varying degrees and modalities of access in terms of bandwidth and the skills of navigation, information processing, and content production as well as control over privacy, surveillance, censorship, property rights, and standard-setting. It is argued that NICT exclusion is not merely a reflection of existing or just another dimension of social inequality but a factor that increases existing inequalities. Yet it is also shown that social actors are not just passively impacted by NICT but that they can influence how these are shaped to the extent of their active appropriation and involvement in regulatory processes. The paper concludes with a normative discussion of the regulatory stakes in the shaping of the new global communication relations and the choices available to social actors.

Jan NEDERVEEN PIETERSE (USA): *New Balance: Globalization 21st Century*

ABSTRACT: The advanced economies that in the 1990s pushed globalization now retreat to economic nationalism. The imbalances in the world economy (American overconsumption and deficits and Asian surpluses) are producing a reorganization of global finance and trade, which is reinforced by the 2007-08 US credit crisis. What used to be a marginal view, that neoliberalism and market fundamentalism are unworkable, is increasingly a mainstream view. The old 'core-periphery' relations no longer hold. Developing countries look sideways and build south-south

relations in trade, energy, finance and security. Amid the reshuffling and reorganization of capitalism and global realignments political concerns and priorities shift markedly.

Session 02: New Trends in Globalization II

Saturday, Sept. 6, 11:30-13:30

Location: Faculty of Philosophy, Geography and History, University of Barcelona, Room 208

Chair: Jan NEDERVEEN PIETERSE (UIUC, USA)

Presenters:

Mun Cho KIM (Korea U, South Korea): *Cosmopolitan Turn in Social Theory*

ABSTRACT: While cultural globalization is transforming our 'culture-scape' people come to experience, the impact of multiculturalism on their life-world has not been theoretically explored in the field of sociology.--Multiculturalism represents cultural heterogeneity as opposed to homogeneity. According to conventional unilateral perspective, cultural assimilation is conceived as being opposite to the idea of multiculturalism. But cosmopolitan vision is more inclusive than that of assimilation because it does not insist that all members of a society share the core cultural traits.--Cosmopolitanism can be classified into three broad categories; moral, social and cultural. Moral cosmopolitanism is based on a notion of universal morality. Social cosmopolitanism can be identified in terms of the citizenship directly associated with the civil rights of welfare society. Cultural cosmopolitanism corresponds to the coexistence of rival ways of life.--The key idea of cultural cosmopolitanism is the notion of cultural pluralization. Since those who share the logic of multiple modernity are thought to develop culturally refined notion of cosmopolitanism, theories of multiple modernity will help to advance the idea of cultural cosmopolitanism giving particular emphasis to post-universalism. The post-universal cosmopolitanism remains to be very cultural in the sense that plural lifestyles or plural life strategies coexist to the point that the individual, the local, the national and the global are combined in diverse way.--This post-universal cosmopolitanism tends to be seen as the *Zeitgeist* of the day, where the universal order of the cosmos and the human order of the polis collide. Given the condition of high cultural cosmopolitanism, more promising theories of multiculturalism are expected to come.

Lynne CIOCHETTO (Massey U, New Zealand): *Globalization and Sustainability: The Impact of Global Consumer Goods Companies and Their Advertising on the Economic and Environmental Sustainability of Developing Nations*

ABSTRACT: What I plan to explore are the implications of the role of global consumer good companies and the key role they are playing in the contemporary globalization of the economy, both the benefits in terms of capital, jobs, technology and raising of standards of living and the adverse effects of the focus on profits, domination of local economies, social and environmental impact.

Franciszek CZECH (Jagiellonian U, Poland): *Global Events: The Huge Consequences of Short Occurrences*

ABSTRACT: Globalization is often defined as a set of processes. In my presentation, I will develop a different approach to the globalization, which emphasize the importance of global events. I refer to the concept of global event introduced by Mariles Glasius, who in *Global Civil Society 2001* (eds. H. Anheier, M. Glasius, M. Kaldor) collects information on events organized by International Nongovernmental Organizations (INGO). However, I conceptualize this term as much broader than connected with the sphere of global civil society. Global events, in my opinion, seem to be relatively important (socially recognized) facts bringing international consequences. They frequently occur for a short time, simultaneously in various parts of the world or they gain international attention via the media. The examples of global events include, among others, the Olympic Games and some other sport competitions, cultural events (such as Live Earth – 24-hour long cycle of music concerts held on all 7 continents). Global events of other kind were September the 11th terrorists attacks and protests against the war on terror in which participated over 11 million people in 800 cities around the world on February the 15th, 2003.--In my speech, I wish to clarify in details those initial remarks on the notion of global events. I also decided to present a typology of global events. But the main task is a more theoretical reflection. Globalization processes, such as migration, international trade, diffusion of ideas, as many theorists show, are very old phenomena which only increase in strength throughout last decades. From this perspective, current globalization is just a more intensive version of the long-running processes. On the other hand, global events seem to be solely contemporary occurrences. Thus, it is perhaps a remarkable way to give more specific meaning to the term “globalization” and underline qualitative – instead of only quantitative – character of changes.

Distributed Paper:

Timothy W. LUKE (Virginia Tech, USA): *How Flat is the Earth? Mapping ‘Geo-Greenism’ on Thomas Friedman’s Ever-Flatter World as Transnationality*

ABSTRACT: Whether it is Al Gore's concerns about the Earth still hanging in the balance of systemic climate change or Lester Brown's programs for attaining really existing sustainability, the designs of ecological modernization today seem to be morphing the old ‘land ethic’ of Aldo Leopold into a new transnationalist program to manage the planet for maximum ecological and economic sustainability. Thomas Friedman of the *New York Times* casts this ethico-political impulse as ‘Geo-Greenism.’ Seeing it as a path to revitalize both American democratic politics and the American neo-liberal capitalist economy, and thereby sustain existing modes of development in the current world system, he also actively points to many transnational cases in other countries to find the best practices needed for flattening the world even further. This paper will explore some of the roots of his ‘geo-green ethic,’ asking why he is articulating it, to whom is he expressing it, and what social forces are most likely to embrace his analysis as a strategy for dealing with the current crises of the Earth's environmental systems at a planetary scale of operation in various world scientific, economic, and political organizations.

Session 03: Public Sociology, Policy Making, and Power**Sunday, Sept. 7, 11:30-13:30****Location: Faculty of Philosophy, Geography and History, University of Barcelona, Room 208****Chairs:** Raquel SOSA ELÍZAGA (UNAM, Mexico) and Markus S. SCHULZ (USA)**Presenters:****Barbara ADAM (Cardiff U, UK): *Future Matters for Sociology***

ABSTRACT: Future making is an integral aspect of what it is to be human. We see it everywhere and all the time. Yet, for the discipline charged to study social life the future poses almost insurmountable problems: as the not yet the future of our making eludes factual investigation and evidence-based science. It has not always been that way. Rather, our discipline originated with efforts to shape the world and make it a better place. It was during the long and distinguished course of sociology's professionalization and its development of a range of perspectives and knowledge practices that the future became ever more difficult to integrate until today it is bracketed from most of our disciplinary practices. I will show that this is not an acceptable strategy and argue that sociology needs to find ways of encompassing future making and the not yet at the very heart disciplinary knowledge practices. I will draw on Michael Burawoy's four-fold division of sociological labor and suggest that taking the future seriously requires a two-pronged approach. By way of examples I will demonstrate what this might entail. It first necessitates disciplinary critique across our diverse knowledge practices (perspectives, theories, methodologies and explanations) on the one hand and key implicit assumptions on the other. It secondly demands public engagement with future making and social structures that underpin it. This involves public sociologists in a) developing critical analysis of social practices and institutions, b) putting that critique on the public agenda for debate, c) identifying openings for change and, d) where appropriate, assisting publics in the search for alternative practices.

Jenny ANDERSSON (Swedish Institute for Futures Studies, Sweden): *The Privatization of the Future*

ABSTRACT: As the belief in the Good society and the infatuation with planning has faltered in recent decades, the sphere of the future has gone through fundamental transformations. Future planning and futures studies, once perceived as a fundamental state activity in the national interest, have been decentralised and fragmented in a process similar to institutional changes in many other fields. From public institutions and planning bodies have emerged a multitude of new institutions and actors; lobbyists, think-tanks and consultancies; concerned with producing future visions. Public institutions themselves have oftentimes moved from planning to strategic thinking or risk analysis, that is from ideas of steering and governing the future to notions of reducing risk and uncertainty, not through forecasting but through the extension of scientific reasoning to new areas of social life. New technologies such as increasingly complex econometric or demographic models and scenario techniques, the use of focus groups create new forms of expertise while also potentially opening up for new forms of participation or indeed 'citizen expertise'. The paper "The privatisation of the future" presents preliminary results from a research project into the changing governance of the future in Western Europe, from the hypothesis that there has been, in the period from the 1980's onwards, a shift in the centre and

scope of futures thinking and futures planning from public institutions to essentially private actors, in the form of network agencies, business departments, new forms of research agencies, and private consultancies and think-tanks, whose activities aim, in various forms, at influencing the future, be it in the form of long term decision making in politics or in the form of corporate action. The line of demarcation between public and private is a crucial analytical problem for the project, as are the relationships between science and democracy, expertise and participation/active citizenship, and the changing forms of knowledge production in the social construction of the future.

Patricia NICKEL (Victoria U Wellington, New Zealand): *Critical Theory, NGOs, and the State: 'Humanitarian Public Sociology' as a Regime of Truth*

ABSTRACT: Public sociologists have much to say about humanitarianism (Burawoy 2006), but say curiously little about the power/knowledge relationship in which it is embedded or the epistemological hierarchy that it assumes. Recent discussions of public sociology as humanitarianism place an emphasis on the intersection between public sociology, NGOs, the state, and professionalized knowledge (Beck 2005; Burawoy 2006; Delanty 2006; Pubantz and Moore, Jr. 2006). However, absent from this discussion is recognition of how this regime invisibly governs policy, often not through discourse, but through private and state monies dedicated to the transfer of productive knowledge. Humanitarian public sociology fails to problematize the cosmopolitan humanitarian regime, which often is an undemocratic and hierarchical regime of power. In this paper I analyze the conception of public sociology as humanitarianism through the lens of critical theories of the state and the politics of knowledge. I argue that the epistemological hierarchy imposed by this regime of knowledge, right, and the state-cum-NGO speaks truth not *to* power, but on *behalf* of power, thus eroding transformational discourse and suppressing alternative visions.

Olga MALINOVA (Russian Academy of Sciences-Moscow, Russia): *Doing Political Science in Post-Soviet Context: Academic Community and Political Practice in Russia*

ABSTRACT: The problem of interrelation between academic activity and social environment is double-sided: on the one hand academic research is supposed to give results that potentially might advance social practice, on the other hand, social environment essentially determine conditions of professional activity of social scientists. The proposed paper analyzes an experience of development of political science in post-Communist Russia since its official recognition in 1989. This process took place in uneasy context as far as economic reforms of the beginning of 1990s dramatically changed the social conditions of academic scholarship. At the same time there was an objective need in professional analysis of the going political transformations that stimulated development of the young discipline. Basing on data collected by the Russian Political Science Association we'll try to trace some indicators of institutionalization of the professional community of Russian political scientists making a special emphasis on the problem of its relationships with political structures and civic society. We'll try to determine factors that facilitated the development of this academic community and difficulties that impede this process. Finally, we'll address the most dramatic problem: what might be the future of the newly institutionalized discipline in the changing political context where the very object of its research seems to disappear. We'll try to contest Samuel Huntington's thesis about inevitable weakness of political science in countries with weak democracy and suggest some possible perspectives of its development.

Geci KARURI-SEBINA (Human Sciences Research Council, South Africa) and David HAMSON: *South Africa's State of the Future Index and Its Potential to Contribute to Policy Dialogue in the Region*

ABSTRACT: The paper will report on progress made in South Africa in constructing its first "State of the Future Index" (SOFI) based on the methodology of the global Millennium Project as an important way to introduce future-oriented indicators and discourse into the policy field which is typically focused only on a range of burning, contemporary issues. The paper will indicate progress made both in the scholarly research undertaken, as well as the policy dissemination and engagement process, and an assessment of what promise this method holds for other nations in the region.

Romana XEREZ (Technical U Lisbon, Portugal): *Sociological Research in Portugal: Public Sociology Perspective*

ABSTRACT: What is the reflection of sociology teaching and research in Portugal? I propose that despite the recent development of sociology in Portugal, this science has had a strong influence on the Portuguese public sphere, after the 70's. The recent changes - in tandem with the Bologna University model - have generated a stronger public interest in Portuguese sociology regarding: teaching, research and employment. I have analysed the importance of the sociological research according to ISI indicators in a comparative way: EU, USA and Canada and Japan. I have examined the pros and cons of this method regarding public impact and the debate of Portuguese sociology mainly in terms of Universities rankings, financings and families and student choices. This paper reports the importance of sociological research concerning public dimension and different publics in effectiveness of sociology. The results confirm the specificities of sociology in Portugal, the growing potential of the discipline and the importance of good practices in the sociological field with public visibility.

Raquel SOSA (UNAM, Mexico): *Public Sociology and Alternative Experiences of Public Practice: The Legitimate Government of Mexico*

ABSTRACT: My paper deals with the experience of contesting power groups that have installed the federal government after the electoral fraud in 2006 in Mexico. As a member of this legitimate government and as a professional sociologist, I wish to present what has been the experience of conforming a moral and political authority to resist neoliberal policies, defend popular economy and national strategic industries and patrimony.

Session 04: The Role of "Future" in Sociological Theorizing (Joint Session RC07 with RC16 Sociological Theory)

Sunday, Sept. 7, 9:00-11:00

Location: Faculty of Philosophy, Geography and History, University of Barcelona, Room 208

Chairs: Elisa P. REIS (UFRJ, Brazil) and Markus S. SCHULZ (UIUC, USA)

Presenters:

Guillermina JASSO (New York University, USA): *Basic Theory and the Future*

ABSTRACT: Basic sociobehavioral theory yields predictions that are held to apply universally – in the past, present, and future. Some of these predictions pertain to issues and topics that have another life of their own and inspire the keenest interest. This paper examines a selection of predictions for the following behavioral domains: (1) the quantitative characteristics and possessions that persons value (such as wealth, beauty, or intelligence; (2) the qualitative characteristics that persons value (such as their race, gender, ethnicity, religion, or language; (3) the primordial sociobehavioral outcomes persons value (such as justice, status, or power; (4) individuals' portfolios of identities; (5) all the inequalities (such as wealth inequality or status inequality, between persons and between subgroups); (6) the extent of individuals' attachments to self, subgroup, or group and the ensuing potential for group and subgroup fissures as well as for intersubgroup coalitions; and (7) individual happiness and social harmony. The paper concludes with a brief look at some theoretical insights and an ensuing sketch of alternative pathways to the future.

Emília RODRIGUES ARAÚJO (U Minho, Portugal): *Technology and Imaginary: Towards Governance of Future*

ABSTRACT: Time governance is normally considered to be an action, due to policy makers and actors situated in a time present. That is why time is considered as a resource and as something which must be managed and allocated. Only recently, very much due to the prospective studies referring the continuity of life in Earth, future appears to be conceptualized in itself as a true object of study and therefore, considered as necessarily subjected to governance. This paper presents different visions regarding the conceptualization of future as well as distinct views concerning the understanding and the action towards the future. Analysing critically some of the more important authors dealing with the concept of future, above all Luhmann, the author discuss the concepts and representations of future, social change, time and irreversibility considering both that future is already made in the present and that technology is protagonist and main narrator of contemporary societies. Using the main theoretical frameworks of diverse social theorists to address the relation between identities and the conceptualization of future, the author sustains that there is a need of reconceptualize the relation between future, linearity and irreversibility. The paper is supported by data from an empirical study referring to the way technology is envisaging bringing about different ways of interaction between individuals, of specific socio-political organization and of actual modes of understanding the desire for time manipulation.

Radim MARADA (Masaryk U, Czech Republic): *Anticipated Generations: Generational Logic of Historical Time in Modernity*

ABSTRACT: The paper explores the theme of *future* as both a theoretical challenge for sociologists and a practical perspective of social actors. It does so by focusing upon the question of generational sensitivity as a socially effective understanding of historical time in modernity. It draws on two theoretical sources in particular: 1) Koselleck's concept of historical semantics, specifically his thesis about the widening gap between the horizon of experience and the horizon of expectations in modernity; and 2) Ricoeur's phenomenological account of historical time, specifically his understanding of Schutz's account of the *anonymous* relationship between contemporaries, predecessors, and successors as a sociological projection of the idea of succession of generations.--The expectation of a continuous generational change has become a ready-made scheme of interpretation (Schutz, Goffman), present at the core of modern culture and readily activated in various contexts of action and relationships. Such a constant expectation

of generational succession not only reflects the revolutionary logic of modern historical time, it alone revolutionizes the latter's perception and opens the horizon of the future for social actors. Yet it also intervenes in theoretical attempts to account for future social and cultural developments – especially in projecting new trends of today into dominant patterns of tomorrow. Generational sensitivity is thus more than a sense of generational belonging resulting from a shared historical experience of an age cohort. It is an active cultural and social force as well. Modern revolutions (political, social, cultural, and also technological) not only bring about new generations, they alone are defined by an explicit hope in them. Such expectation itself shapes perception of social relations, it often works as a self-fulfilling prophecy, and it makes revolution an almost everyday experience.

Nina ELIASOPH (USC, USA) and Iddo TAVORY (UCLA, USA): *The Future Tense: Two Ethnographic Studies of Problematic Negotiations of a Temporal Trajectory*

ABSTRACT: In many situations, negotiating the future is problematic, Using two fields—an ethnography of youth volunteers, and an interactional study of flirtation in everyday life—we show how “future laden” moments are created, the interactional work that goes into the negotiation of future, and the strategic ways in which specific futures are made and suspended. In the case of youth volunteer groups, where spontaneity is the hallmark of a successful group, organizers need the youth to “spontaneously” think in an organizational future frames. Thus, the interactional game is one of pushing the volunteers to conceive of time in a way that is similar to the way the institution does, yet without explicitly forcing them to do so. Actors have to take for granted a predictable future, but cannot acknowledge it. On the other hand, in flirtation, a successful flirtation is one in which the adherence to a specific future frame is suspended. This playful suspension of the future is part of what defines an interaction as flirtatious. Though superficially dissimilar, through these two cases show the ways in which everyday life projects are negotiated through the management of “time-work.” In both cases, interaction in the present depends on actors’ coordinating their unspoken ways of imagining the future together. Both cases show what goes into this implicit coordination, in everyday situations.

Session 05: Comparative Research on Religious Values and Symbolism

Saturday, Sept. 6, 15:30-17:30

Location: Faculty of Philosophy, Geography and History, University of Barcelona, Room 208

Chair: Reimon BACHIKA, Kyoto, Japan

Presenters:

Reimon BACHIKA (Bukkyo U, Kyoto, Japan): *Values as Multidimensional Cultural Phenomena*

ABSTRACT: The study of values and ethics has received renewed interest in the last decades of the 20th century. Surveys in social, cultural, political, moral, and religious values have been conducted in all countries of Europe (EVS = European Value Studies), in the United States, and Japan. Thus, the relevance of values for personal and social life is well recognized, but the manner in which is not sufficiently clear, even though theoretical research is not lacking (Charles

Taylor, Hans Joas, Geert Hofstede, Ronald Inglehart, Zygmunt Bauman). This paper discusses the role of values as conceived of by the authors of the EVS and those of a forthcoming publication by RC 07 Values and Culture: The Social Shaping of the Future. The main characteristic of values in the latter publication seems to be ambivalence. Values not only pertain to several domains and are therefore not one and the same subject, they may have socially positive and negative effects; they are considered to be normative or inspirational in nature, either rational or irrational, as having directly motivational relevance for behavior or as being mediated by material/spiritual goods as well as by images and symbolic representations. This paper is an attempt at clarifying the functioning/operation of values.

Jacqueline A. GIBBONS (York U, Canada): *Islamic and Coptic Religious and Symbolic Features in Girls' Orphanages: Egypt*

ABSTRACT: This paper addresses the varied ways that religion manifests itself in the context of orphanages in Cairo, and Upper Egypt. We examine, using visual data and other forms of documentation, certain typical architectural features and particular features in interior decor. We also analyze specific clothing styles and expressions of values since this shed light on contemporary concepts of Islam and Christianity in the region. (This work is part of a larger longitudinal study which explores girls' orphanages in institutional context.)

Michael GEORGE (St. Thomas U, Canada): *Recognizing the Moral Stranger: Ethics, Religion, and Moral Possibilities*

ABSTRACT: The project of this paper is to articulate some of the major problems that can be anticipated in the construction of a globally relevant ethical discourse. The metaphor of the "moral stranger" (borrowed from the work of the work of the American Bioethicist, H. Tristram Englehardt, Jr.), provides an opportunity to explore the practical and relevant aspects of religious symbolism in promoting, or obstructing, a functional ethical discourse. In particular, the nature of specific, or religiously exclusive, symbols allows or permits a certain range of ethical possibilities and expressions. Given the range of ethical perspectives that can be identified across the planet, and the growing recognition that specific problems and issues demand a globally coherent response, the need for an ethical framework that enables all parties with vested interests a forum for participating that recognizes and legitimizes all relevant voices and perspectives while not privileging certain select groups is urgent. The metaphor of the "moral stranger" identifies the ethical other as a primary partner in discourse and problem solving. Moving to the point where practical ethical decisions must be made requires a recognition of the necessity for limited or exclusive claims of value or priority to be put aside, if only to guarantee the legitimacy of a global project. At this juncture, questions must be raised concerning the ethical viability of particular sets of symbols and images, inasmuch as a globally inclusive project is either anticipated and welcomed, or negated and precluded. Further questions concerning alternate, synthetic, or syncretistic symbols that might serve or supplement the ethical project will be raised. The feasibility of existing discourses, including that of human rights, will be addressed.

Tetsuo MARUYAMA (Bukkyo U, Japan): *Religious Values as Universal Elements of Culture in Globalizing Societies*

ABSTRACT: The concept of culture may be defined as a system of meanings expressed by symbols, which is distinguished from the social and personality systems that are more directly related to concrete realities. Most sociologists use the concept of culture in their theorizing, because symbolization is inherently characteristic of human beings and because the system of

meanings expressed by symbols is an essential part of human action. Further, cultural patterns are institutionalized into the social system to become a structural part of it. They are internalized into the personality system to form a part of need-dispositions. Socialization ensures that individuals internalize cultural elements as they grow up. In social-interaction, norms and values as elements of culture, regulate and make predictable the action of the actors concerned. In this paper I argue that religious values, as evaluative elements of culture, seem to be concerned with particular problems of the social and the personality systems in local situations. However, at the same time, religious values also have universal aspects in present-day societies, because these values are expected to solve the common existential problems of human beings, particularly in the age of globalization.

Seil OH (Boston College, USA): *Holistic Spirituality of Mind-Body Practitioners: Exploring the Social Implications of Holism*

ABSTRACT: There has been much research on spirituality distancing it from religiosity which is anchored in institutional religions. Many researchers explored new spiritual phenomena viewing them as alternative religious cultures and emphasizing their holistic views. However, the implications of such “holistic” practices in the United States have yet to be examined.--This research investigates the social implications of holistic spirituality, exploring multiple dimensions, including personal, interpersonal, communal, and political. The study relies on surveys (N=385) of mind-body practitioners of Yoga, Dahn Yoga, Art of Living, Tai Chi, and Falun Gong recruited via snowball sampling in Boston area. The survey data was also supplemented with in-depth interviews (N=16).--Regression analyses focused on general health, integrative (i.e., mind-body-spirit) experiences, altruism, organizational participation, and political engagement as the dependent variables. Spirituality and religiosity were main independent variables, and control variables included (1) type of mind-body practice, (2) type of religious affiliation, and (3) socio-demographic variables including gender, race/ethnicity, income, education, and age.--The findings indicate that on the personal level, the spirituality of mind-body practitioners in the United States exhibits a strong association with individuals’ overall health and with the degree to which they experience mind-body-spirit integration. In the interpersonal dimension, higher levels of spirituality are linked to increased levels of altruism. However, spirituality does not affect one’s participation in various organizations but cultural associations. Furthermore, political engagement is not associated with spirituality, although it exhibits a positive relationship with religiosity. The study concludes that although holistic spirituality in the United States appears to promote individual well-being and altruism, it does not facilitate community participation or political engagement.

Session 06: New Media, Social Movements, and Democracy (Joint Session RC07 with RC48 Social Movements, Collective Action, and Social Change)

Saturday, Sept. 6, 11:30-13:30

Location: Faculty of Philosophy, Geography and History, University of Barcelona, Room 206

Chairs: Markus S. SCHULZ (USA) and Benjamín TEJERINA (U Basque Country, Spain)

Presenters:

Veronica ALFARO (New School for Social Research, USA): *Comparing Action and Social Movements in the Virtual Public Sphere: Web 1.0 to Web 2.0 From Silence and Disruption to Acting in Concert*

ABSTRACT: Cyberactivism, hacktivism, and a diversity of similar concepts have been seen as the new contentious politics of the Information Society. What is particular to the context of cyberspace in performing this type of political action? How can these practices be understood producing social and cultural changes?--Arguing that action is first articulated by communicative practices, I explore how on-line politics constitute a kind of public space, through the comparison of three key moments of activism in cyberspace that reflect the evolution from Web 1.0 to Web 2.0.--First, I analyze the early stage of strategic silences, through the actions of the Electronic Disturbance Theater, a group that developed (in support of the Zapatista movement) the virtual sit-in as an action of electronic civil disobedience. Second, I analyze the struggles for acting in concert through the orchestration of the protests against the WTO in 1999, which are almost a counter-example of the early virtual activism. Finally, I explore later actions that have produced a virtual symphony of voices and provide a space for engaging in discourse in the blogosphere, specifically the Global Voices project, which focuses on blogging, but also in practices of e-advocacy that are best exemplified by practices of cyberactivism that are related to the conflict in Myanmar (Burma) from August 2007 to date.--While recognizing the much discussed danger of a “comfortable activism,” I explore the reformatting of political activity in a way more suitable for a period of advanced modernity and a changing social model that is becoming more liquid, reflexive, and networked.

Frederico BERTAGNOLI (NYU, USA): *Human Rights, Wireless Technologies, and Organized Crime in Contemporary Brazil*

ABSTRACT: Brazilian organized crime is just as powerful within the prison system as it is on the outside. São Paulo’s largest criminal faction, Primeiro Comando da Capital (First Command of the Capital), has provided prisoners with a powerful voice to negotiate prison regulations. Created in 1993, its professed aim is to “fight oppression inside the penitentiary system in São Paulo” and to “avenge the death of the 111 prisoners,” victims of the massacre of Carandiru, when the São Paulo State Military Police stormed the now extinct Casa da Detenção (Detention House) and executed the inmates of the 9th pavilion. On May 12, 2006, to protest the removal of the faction’s leaders to prisons scattered around the state, the PCC orchestrated – from inside prison walls – 373 attacks against the city and the police during eight days. Using the riots in as a case study, I ask three questions: How does an underground social movement establish a connection between culture and politics and proceed to embed it in collective action? How does the dialectics between power and counter-power become altered once the dominant institutions of society no longer have the monopoly of communication networks? And how has the confluence of wireless technologies and discourses of citizenship rights become a crucial weapon not only in the struggle against social exclusion and inequality but also in the widening of the meaning of politics itself?

Sartaj CHANCHAL (U Texas, USA): *The Role of Media in Advancing the Cause of the Feminist Movement in America*

ABSTRACT: There is dearth of literature that explores the role of media in advancing feminist movement in United States of America. The present paper attempts to fill the void by presenting a historical-contemporary perspective on the direct and indirect (via civic engagement and

subsequent creation of social capital) impact of media in advancing the influence of feminist movement on political commitment towards gender emancipation and thus, making politics and administration gender sensitive. Further, the paper will trace the changing role of media in advancing women related issues consequent upon its own transformation and advancement over the years. The paper employs time-series analysis to empirically map the history of interaction among feminist movement, media engagement and political institutional structure since 1848.-- The paper tests two hypothesis: first, media has a positive and significant impact on political commitment towards greater representation of women in government and administration (senior executive services) and second, the contemporary (new) media has yielded greater influence on political will towards engendering politics and administration. The study holds its significance in identifying the prominent elements in the role of media that have facilitated the political addressing of women related issues which can be projected in future efforts to gain better prospects for women.

Gert VERSCHRAEGEN (U Leuven, Belgium): *Commons-based Knowledge Production as a Strategy for Development*

ABSTRACT: This paper argues that the growing movements for source-, data-, and knowledge-sharing (Open Access, Open Source, Open Courseware etc.) are crucial to strategies of ‘informational development’. Facilitated by the technical structure of the internet, these movements enable individuals or organizations to cooperate effectively to provide and share information, knowledge or cultural goods without relying either on market pricing or managerial hierarchies. The opportunities that the new movements for collaborative knowledge production offer, however, often run counter to the global policy tendency in the international trade and intellectual property systems, aiming to reinforce proprietary protection of knowledge as the core information policy for growth and development. This paper will explain why the existing policy is unsound from a development perspective and how new movements for commons-based, non-proprietary knowledge production offer better solutions to problems of information production and exchange. The paper will explore the potential of commons-based knowledge production more specifically by looking at the sectors of free software, scientific publication and commons-based research in agriculture and medicine.

Jürgen GERHARDS and Mike S. SCHÄFER (Freie Universität Berlin, Germany): *Is the Internet More Democratic Than Traditional Media? Comparing Newspapers and Internet in the US and Germany*

ABSTRACT: The importance of the internet has increased significantly in recent years. The accessibility of this relatively new medium has sparked expectations for a democratisation of public debates and of the public sphere in general. Many authors argue that the internet will make actors and interpretations of topics heretofore marginalized by “old” media more visible to the broader public. This should especially be true in countries such as the United States, where internet access and usage are relatively high. To assess these claims, we conducted an empirical analysis to compare internet and print media communication as well as US and German internet communication. For the case of human genome research, a bioscientific topic that received extensive media coverage in both countries, we analyzed which actors received public attention and which evaluations and frames came to the forefront. In contrast to the claims mentioned above, our findings indicate that internet debate does not differ significantly from the offline debate in print media. Furthermore, US internet communication is not more democratic than German internet communication.

Fen LIN (U Chicago, USA) and Yihu ZHOU (Beijing U, China): *Behind Technology: Changes of State-Society Relationship and Media Technology*

ABSTRACT: Regarding the relationship between technology and democracy, scholars present mixed and even contradictory pictures. Technology can break the state's control over information, and paradoxically turns to be the tool manipulated by the state to strengthen its control as well. Realizing the contingency of technological impact, this paper therefore proposes a state-society relationship perspective to understand the issue. We argue that the nature of technological impact is a function of intertwining the life cycle of a technology with the state-society conflicts at the time when the technology is used. At the early stage of new technology, it will become popular if its technological characteristics can articulate the most salient state-society conflicts at that time, but because of this it will be soon regulated. When the development of the technology becomes more mature, the negotiation of regulation and anti-regulation will change the society's usage of the technology and the state's control measures. This process will keep going until the state-society conflicts change or the technology becomes out of date, whichever occurs first. Then new technologies will replace old technologies and the cycle will repeat. We illustrate this mechanism by investigating how changes of news media technology – print, broadcasting and internet – affect political communication in society in China and Russia over the last three decades.

Session 07: Social Movements and Alternative Futures (Joint Session RC07 with RC48 Social Movements, Collective Action, and Social Change)

Saturday, Sept. 6, 15:30-17:30

Location: Faculty of Philosophy, Geography and History, University of Barcelona, Room 207

Chairs: Mark HERKENRATH (U Zurich, Switzerland) and Raquel SOSA ELÍZAGA (UNAM, Mexico)

Presenters:

Hannah NEUMANN (Berlin, Germany): *If We Can Train People For War, We Can Train Them For Peace!' The Peace Zone Movement as an Alternative Form to Pacify Ethno-political War and Conflict*

ABSTRACT: The question of how long-lasting protracted armed conflict can be put to an end is of particular importance (not only) for the world's conflict regions. Yet recent research has shown that civil society movements like the Peace Zone movement can ensure a territorial and temporary peace (Hancock/Iyer 2004; Santos 2005; Hancock/Mitchell 2007). On this foundation Peacebuilding measures can be established, addressing issues and relationship problems fuelling the conflict (CRS 2005; Wünschel 2007). Doing that, Peace Zones create a shared identity uniting the conflicting parties and thereby lay the foundation for a mutual and peaceful future (Layson 2003). The questions about the *preconditions* for the foundation of Peace Zones, the *methods* to establish, extend and empower them, their *effects* on the overall Peace process, and the role, motivation, methods and visions of *key persons* in this process have been thoroughly analyzed in a case study including regional and international literature as well as interviews with founders, members and operators of a prototype Peace Zone in Pikit, Philippines. The insights

gained have been evaluated along a set of theories adapted to the special needs of ethnopolitical conflicts. They include Senghaas' Civilizational Hexagon (Senghaas 1995) in order to identify whether key elements of Civilization are being addressed and Lederach's Framework for Peacebuilding (Lederach 2006) to gain insights from a rather hands-on perspective. The additional use of Habermas' theory of Communicative Action (Habermas 1984; 1987) to explain the success of these Peace Zones has proven to be very clarifying and opened new approaches for the scientific field of Peacebuilding.

Mangala SUBRAMANIAM (Purdue U, USA): *Persuading Behavior Change: Current Trends in the Discourse on HIV/AIDS in India*

ABSTRACT: Social movements play a significant role in civil society to challenge power and demand rights for the disadvantaged. Comprising a variety of organizations varying in form and scope, movements engage in various activities to seek change. But their persuasive power may be influenced by political opportunities or constraints as well as by actions/policies of the state and donors. In developing countries, such as India, Non-governmental Organizations (NGOs) have been active in grassroots action as well as advocacy. The persuasive power of NGOs in health movements particularly as related to HIV/AIDS has consequences for arresting infection rates as well as advocate for rights of those infected. With scientific research still battling for a cure for HIV/AIDS, NGOs disseminating information and advocating for rights of those infected are struggling to balance priorities of resource providers on the one hand and to adhere to the needs of government agencies on the other. For social movement theorists, this paper will provide insight into the cultural dimension of movement activity specifically in negotiating meanings of issues that may induce change in behavior; an aspect that is understudied in the developing world. Moreover, it will help to understand how health movements interact with governments and transnational power structures over fundamental issues of social inequality.-- The data for this paper is drawn from field based work started in July 2007 and expected to end in December 2007 in India with specific attention to the southern state of Tamil Nadu. I also draw on several primary documents of NACO, government agencies in the state of Tamil Nadu, international agencies and NGOs. Both, NGOs and the state level government agencies have been actively shifting and opening the discourse on health as well as issues of body and sexuality with little inhibition. Unlike international agencies that have adopted a conservative moralistic stance, the state government agencies and NGOs have focused on providing options and aiming at behavior change. In fact, a HIV/AIDS bill is in the making; it is currently under consideration by select groups of members of the Indian parliament. While gender is mentioned by all agencies and vulnerability of women is acknowledged, the discourse is silent on the gendered power dynamic in marriage and within the family.

Ajay GUDAVARTHY (Jawaharlal Nehru U, India): *Democracy and Development: Radical Social Movements in Southern India*

ABSTRACT: This paper is an attempt to delineate the political processes initiated by the human rights, women's, and the regional movements in Andhra Pradesh (southern India) and the State responses to them over the last two decades. It argues that grassroots movements have made repeated attempts of bringing in developmental issues onto the center stage through various creative inter-linkages. This has over the last two decades led to novel political debates on 'politics of development' and issues of governance, post-economic reforms. This paper limits itself to tracing three such axes around which changing State regimes and social movements in Andhra Pradesh have posited mutually exclusive dichotomies in understanding the means and

possible ends of development and governance. How these emerging dichotomies are settled through policy response would to a large extent determine the larger social outcome of the developmental process and its implication for the vulnerable social groups. For this we need to trace the historical trajectories of each of these movements, which broadly form the context around which State has responded and formulated its own policies.

Karen Manges DOUGLAS (Sam Houston State U, USA) and Gideon SJOBERG (U Texas at Austin, USA): *Environmental Issues and the Construction of Alternative Futures*

ABSTRACT: This paper is founded on two pillars: one empirical, the second, theoretical. Regarding the empirical, we shall use the case of the creation of the Edwards Aquifer Authority in Texas as a point of departure for examining the future. This Authority was established in the mid-1990s in order to more effectively cope with the social and economic consequences of future droughts in Central Texas. The first-named author has studied the construction of this Authority for the past decade or so. The second pillar is theoretical. A few years ago (2003) the second author co-authored an article: "Countersystem Analysis and the Construction of Alternative Futures," for *Sociological Theory*. This paper seeks to justify why sociologists must think seriously about the construction of alternative futures in order to address the risks associated with advanced modernity. Herein we strive to link the abstract theoretical issues regarding the construction of alternative futures with on-going problems relating to plans for coping with a major drought (and in the process mitigate the consequences of). Specifically, what are the central issues involved in constructing a set of new alternative organizations and institutions in order to cope with a future disaster of this sort?

Session 08: Architecture, Design, Robots, and the Making of the Future

Sunday, Sept. 7, 15:30-17:30

Location: Faculty of Philosophy, Geography and History, University of Barcelona, Room 208

Chair: Jörg GLEITER (Free U Bozen-Bolzano, Italy)

Presenters:

Sandra GUERRERO (Zayed U, Abu Dhabi, UAE): *Cities Behind Fences: Will Gated Communities Prevail in the Future? The Case of the Middle East and Latin American City*

ABSTRACT: By comparing /contrasting relevant features of the contemporary urban form of Latin American and Middle Eastern cities, this paper attempts to anticipate their future built environments. While both regions seem to follow the American model of urban development, there are however, specific factors that determine their respective growth. Along with dramatic demographic change, Gulf cities vying to attract international tourism, are characterized by significant and rapid transformations through government sponsored mega projects involving "starchitects," and stern competitions for the more whimsical building, largest shopping mall or colossal entertainment park. Dubai signals the appearance of a new, emulated or rejected

paradigm, based on specialized city-clusters and where luxurious gated communities built on reclaimed land coexist with crowded labor camps located deeper in the desert. By contrast Latin America's tendency is towards urban-urban migration, with a slower pace of rural-urban migration. Sharp socioeconomic contrasts are reflected in socio-spatial segregation characterized by the upper classes' marked preference for gated communities. Other features include suburban sprawl encompassing hinterlands, gentrification, urban renewal, consolidation, upgrading of squatter settlements, proliferation of shopping malls and informal economic practices. Despite Americanization tendencies for both, demographics, urban planning and economic resources will continue to shape cities in these regions differently.

Diane M. RODGERS (Northern Illinois U, USA): *The Varying Visions of Early Twentieth Century Human Ecology: Robert E. Park and Radhakamal Mukerjee*

ABSTRACT: Human Ecologists of the early twentieth century theorized the global future in terms of human interaction with the environment. Yet, as evidenced in the futuristic claims of Robert E. Park and Radhakamal Mukerjee, differences developed in the understanding and application of this school of thought. Park represented the idea of a competitive, individualistic, industrialized community, while Mukerjee promoted a more regional, rural and sustainable approach. For Park, the ideal model for a global human ecology could be exemplified in the modern Western city. The increasing exportation of modern capitalism, communication and technology would bring about a more unified and homogenous community of the future. Mukerjee believed the village was the basis for any human ecological models and predicted that the "city of tomorrow" would incorporate more of the values and living conditions of rural life. His "regional-ecological" approach focused on preserving local arts and culture and stressed environmental concerns and social justice. Mukerjee's concern with globalization was the loss of regional diversity, unlike Park who viewed more homogenization as beneficial. One might argue that Park's vision has been the predominant one in the globalized present, but that Mukerjee's vision is needed more than ever.

Jörg GLEITER (Free U Bozen-Bolzano, Italy): *Architecture, Social Space and the Digital Habitat*

ABSTRACT: This paper focuses on the relation between architecture, social space and media technology. In the age of the new media technologies we are witnessing an unprecedented shift of the cultural dominant (F. Jameson) from modernist object production to post-industrial image consumption. No doubt, the liquification of the boundaries between the material world of objects and the immaterial world of digital images threatens the idea of the modernist time-space relation. As K. M. Hays holds, today the idea of social space is inconceivable without a concept of media and its two constituents, electronic consumer technology and heterogeneous communication. Interestingly, for long there had been no doubt about the ontological status of architecture. Architecture was taken for durability, stability and constructiveness (*firmitas*). However, with the collapse of the boundaries between the world of analogue objects and the world of digital images, today the digital cultural force field seems to undermine the traditionally so stable notion of the built human habitat, contaminating architecture with the self-doubt and self-contradiction of modernity. Doubtlessly, more than the postmoderne, poststructuralist and deconstructivist discourses it is the digital technologies that lead to a weakening of the ontological status of architecture and the formerly so stable condition of the built environment.

Vera BORGES (U Lisbon, Portugal): *Architecture, Architects, and the 'Digital Love': A Sociological Point of View*

ABSTRACT: In this paper, we will consider the role played by architecture and architects in the age of digital technology, according to the contributions presented by the Sociology of the artistic professions and of the professional know-how. To do so, we will discuss some of the major findings of a survey and a set of biographical interviews conducted in the *ateliers* of Portuguese architects enrolled in their professional “Ordem”. As such, we intend to illustrate who are today’s architects, what do they do and how they do it; to describe their new sets of experiences, their learning processes and their work conditions, through the study of their innovative practices, their work methods and their use of CAD/CAE/CAM technologies; and, finally, to portray the new styles produced in their *ateliers* in association with other artists.

Kazuo MIZUTA (Kyoto Sangyo U, Japan) *Robots in the year 2025: Mobilizing Parts to Innovative Mobility Toward a Better Quality Life*

ABSTRACT: Present: The immediate images one will have when he or she hears the word, ‘robots,’ is an industrial model working along with the assembly line. Assembly line robots putting parts together with such precision for twenty-four hours a day! They are tireless, durable, much more patient than men on the job. As for the robots on the job, we have a lot of various types these days such as cleaning robots, rescue robots or eco-robots going through the mud of contaminated water using chemicals that analyze what chemical components caused the contamination. All these robots are working. Are the working robots a global interest? In the globalization of robots, I will explore an emerging, humane, a partner to human-oriented robots in the near future.—History: Robotics or rather surprise mechanisms or magic toys can be found as early as the 16th century. Since then automated toys kept the people charmed up to the present. The mechanics kept searching for more sophisticated mechanisms. ‘Automata’ is one good example that the art of cogwheels and springs highlights the human dream of producing a mechanical brother.--In the year of 1662 in Japan, Ohmi Takeda, a sand clock artisan in Tokyo surprised not only Japanese spectators but Dutch envoys by showing mechanical dolls playing a drama. The clock artisans kept developing skills to produce more complicated automatic products that act, look and think like us, humans.--In the year 2025: Behind the ideal to make mobile dolls or toys more like us, a part of our family are two trends: one comes from the public sector and the other, from the private sector. The Japanese government recognizes the importance of implementing various measures to meet the major social trends such as the decreasing number of children, rapid increase of aged people and hope for an even better quality life.--The private sector takes these social trends as good chances for more technological and production innovations, thus creating new markets. More innovations will be applied to the production lines. And at the same time, scientists and engineers are now concentrating their energy to create a robot like the Honda’s model, ‘ASIMO (Advance Step in Innovative Mobility).’ This figure can speak, understand spoken language, play with kids and help mother or father doing errands around the house. When a family needs someone who would take care of aged parents, they can find an ASIMO. It is designed with latest safety devices and useful capabilities. Robots, providing various services, will be here to heighten the quality of life.

Session 09: Newage y tercera vía: paradojas e incomodidades de la modernidad (New Age and Third Way: Paradoxes and Inconveniences of Modernity—Spanish Language Session)

Saturday, Sept. 6, 9:00-11:00

Location: Faculty of Philosophy, Geography and History, University of Barcelona, Room 207

Chairs: Ricardo F. MACIP (ICSyH-BUAP, Mexico)

Discussant: Ángel Gustavo LÓPEZ MONTIEL (ITESM-DF, Mexico)

Presenters:

Edmundo HERNÁNDEZ AMADOR (BUAP, Mexico): *Los compadritos de la tradición: Historia y hegemonía entre los danzantes tradicionales en la ciudad de Puebla*

ABSTRACT: El ensayo analiza dos vertientes: por un lado, la apropiación de la historia prehispánica por los grupos de danza tradicional en un contexto de exclusión en el neoliberalismo. En este sentido, la supuesta tradición mexicana resulta ser en realidad una versión New Age de la historia acorde a los supuestos del multiculturalismo. Por otro lado, este tipo de "movimientos", lejos de ser una alternativa de lucha política, sobresale por su esterilidad y fragmentación a la vez que es un estandarte mestizo con tintes "indianos". En el proceso hegemónico, la historia tiene un papel central en el que el Estado juega un papel preponderante.

Luis MARTÍNEZ ANDRADE (École de Hautes Etudes, France): *New age y posmodernidad: Metamorfosis de las ideologías coloniales.*

ABSTRACT: Desde un eurocentrismo muy provincial, Lyotard señala que los relatos (conocimiento, comunicación, poder-saber) son materia de juegos remitiéndonos a la virtualidad. Sin embargo, el hambre en África y la pobreza en América Latina son reales. La razón como instrumento de dominación es vigente, actual y concreta. La razón instrumental es legitimadora moderna de los saqueos al tercer mundo, de las limpiezas étnicas y de la nulificación del otro. La idea del fin de los grandes relatos (razón y revolución) se relacionaría con la entelequia de dominación que proclama el "fin de la historia", puesto que ya no existe lugar para la emancipación, la subversión y la resistencia. En este sentido la lucha de contra-poder está deslegitimada. Simplemente es old fashioned revolution. El new age y el discurso posmoderno ("el abajamiento" de Vattimo, "el sujeto social" de Touraine o "la modernidad líquida" de Bauman, entre otros) se han articulado, de tal manera, que pareciera que los debates sobre la "toma del poder" estatal o su referencia a ella se han extinguido. En este sentido, la lucha de clases -y su vigencia- es historia. Sin embargo, desde una postura crítica sostenemos que estos discursos son "caballos de Troya" del pensamiento neoconservador.

J. Antonio MORFIN LIÑAN (U Autónoma Metropolitana, Mexico): *El new age y la crisis del trabajo abstracto*

ABSTRACT: Podemos entender la crisis del trabajo abstracto como un punto de quiebre del proceso de abstracción real que nos presenta las formas de hacer de los seres humanos como [trabajo abstracto e indiferenciado y en contradicción con el capital. En estas nuevas coordenadas de análisis podemos situar las nuevas formas de de lucha contra el capital

enfrentándose, ahora, al trabajo como existe históricamente en la forma social específicamente capitalista: el (trabajo abstracto). La acción política que de este antagonismo se desprende es la de la negación de las formas de existencia del trabajo en esta su especificidad histórica y las formas de subsumir la acción humana reificándola como trabajo abstracto indiferenciado y genérico. Que tiene en el multiculturalismo y al new age ha sus defensores y naturalizadores más acérrimos; cómo apuntalar una alternativa teórica que nos permita pensar la estrategia política en su radicalidad mas virulenta? Hacia esa construcción tiende este trabajo.

Sonsoles SAN ROMÁN GAGO and David SERRANO (U Autónoma de Madrid, Spain): *Los nuevos valores sociales en la empresa española: un reto para el sistema educativo*

ABSTRACT: Parece aceptada, desde el conjunto de la sociedad española, la falta de valores de toda índole que afectan a la convivencia en los estamentos e instituciones de la sociedad. La educación desde el aula, y la calidad de la misma, son señaladas como principales referentes a este respecto.--Por otro lado, los datos que facilita el informe PISA sobre la educación española no son muy positivos y esperanzadores. El fracaso escolar y la baja excelencia de los alumnos dibujan un panorama sombrío alrededor del modelo cultural en España y su repercusión en un futuro laboral. Desde la empresa también se perciben preocupaciones ante los retos que tendrán que lidiar con esa nueva situación: procesos como el interculturalismo, la convivencia intergeneracional a la que nos vemos abocados (cuatro generaciones conviven ahora mismo en el mercado laboral) con la más que posible extensión de la vida laboral y la revolución tecnológica. En esta situación a los últimos llegados al mundo laboral se les ha denominado “la generación Y”, nativos digitales con una serie de valores asentados en un modelo cultural distinto al que profesa la escuela actual, anclada en una dimensión cuanto menos analógica. Está por ver si la introducción de las nuevas metodologías y de la tecnología en el modelo educativo produce un cambio en la calidad de la enseñanza y en el concepto de cultura que repercute positivamente en la sociedad y en sus distintas organizaciones.

David VARGAS (Universidad Politécnica de Catalunya, Spain): *Actores sociales y ecoturismo comunitario en México*

ABSTRACT: Tomando como base el estudio de cuatro comunidades cercanas al desarrollo turístico masivo, ubicadas en dos diferentes contextos regionales; se analizan los intereses y las relaciones que se establecen entre los principales actores sociales involucrados en la gestión de lo que busca ser un “ecoturismo comunitario”. Los resultados demuestran que volver operativos los objetivos que plantea el ecoturismo comunitario, posee profundos límites estructurales. En particular, la estructura sociopolítica que se genera—en la que participan tanto empresas, como organizaciones gubernamentales y no gubernamentales—ocasiona un contexto que tiende a fragmentar las comunidades, siendo la industria turística global la más beneficiada.

Ricardo F. MACIP (ICSyH-BUAP, Mexico): *Mientras exista el mundo, permanecerá la gloria de México-Tenochtitlán*

ABSTRACT: Tomando como punto de partida la celebración del equinoccio de primavera en el punto más meridional de México esta ponencia discute la amalgama de performances de identidad prehispánica y comunión con la naturaleza. Al hacerlo identifica las inconsistentes fuentes culturales del coctel posmoderno y analiza sus efectos despolitizantes en un contexto de privatización de recursos comunales y acumulación capitalista en el paraíso ecoturístico de Mazunte. El combo que celebra la herencia cultural azteca y la conservación de la naturaleza por el ecofetiche de la tortuga marina une efectivamente energías para ignorar el presente.

Session 10: New Approaches in Interdisciplinary Perspective**Saturday, Sept. 6, 11:30-13:30****Location: Faculty of Philosophy, Geography and History, University of Barcelona, Room 207****Chair:** Hermilio SANTOS (PUCRS, Brazil)**Presenters:**

Hermilio SANTOS (PUCRS, Brazil) and Marcelo Blois RIBEIRO (PUCRS, Brazil): *Systemic Theory and Multi-Agents Systems: Theoretical Approximations and the Simulation of Network Institutional Arrangements*

ABSTRACT: One of the central characteristics of complex societies is the relevance of institutions on social differentiation. The process of becoming a more complex society does not necessarily provoke an institutional dispersion or fragmentation. Such differentiation can also be accompanied by an increased degree of interaction and exchange among distinct institutions. This interaction stimulates the emergence of institutional arrangements of the network kind, which implies a more flexibility of the internal organization, combined with greater cooperation among other institutions. In an ever increasing competitive world, building networks can offer a higher degree of certainty on the present and future behavior of other actors. In this sense, acting in networks tends to reduce the uncertainties involved in a global world, especially on the innovation process. On the search for a less uncertain future, could networks be simulated? The aim of this paper is to address these issues through a transdisciplinary approach, between sociology and computer science.--This paper discusses some theoretical convergences between the systemic theory (in Sociology) and the multi-agents systems (in Computer Science), with the aim of building scenarios in complex contexts with high degree of uncertainties. Multi-agents systems (MAS) are appropriate for domains that are naturally distributed. The use of agent concepts for distributed systems engineering provides several advantages for reducing complexity, including: autonomy, situated execution in an environment and high-level interactions. Interaction between agents enables the construction of a community of software programs very similar to communities of social organizations. Using the above mentioned theoretical mapping we propose a prototype that simulates the behavior of institutional agents from different subsystems (economy, polity, societal community and socialization, in the terms of Parsons). The prototype also provides a visualization feature to allow arrangements' representation for distinct scenarios according to institutional contexts and interests.

Arunachalam PRABAHARAN (Public Action, India): *Frontiers of New Research in Sociology*

ABSTRACT: Frontiers of new research in Sociology the global development is speeding up in unbelievable pace. All the estimates in the past are turning to be false in most cases. Today global warming, technological crime and cross border terrorism are threatening to damage the harmony of the global fabric. This makes the social and natural scientists to work out different strategies to research and find solutions to the pending problems and future tensions. A complete overhaul of the sociological research is needed. In this context, I visualize the following areas in the coming days to occupy centre stage in sociology and other social sciences. 1. Global warming: The sociology of ecology or environment is all set to gain the master place in the

crucial field of research. It needs a thorough investigation into the impact of global warming to the developed and developing countries 2. Technology, crime and conflict: With the arrival of cyber space, crime is getting hopped into the new space. The existing field of sociology of technology needs more attention. Moreover the nanotechnology and molecular medicine needs special attention 3. Cross border terrorism: Never before the terrorist activities have gained global scale today. This is bound to grow manifold due to the franchising and brilliant networking of terrorist groups. A separate branch in sociology needs to probe this field. The Al Qaeda, Hamas, LTTE, Naxalites deserve a serious scrutiny. 4. Global business: MNCs and TNCs are traveling far and wide to establish business enterprises. In the new age, not only Americans and Europeans have occupied centre stage but also Indians and Chinese are gaining foothold fast. This field along with local cultural consequences deserves attention 5 vulnerable groups. A consolidated study to check the problems faced by youth, women, children and old age people are necessary.--Although sociology is not exclusive of all these issues, it is crucial now to recharge the batteries of sociological research to include all the new developments. Especially the developing countries like India which takes a decade later to go into these issues right now to gear up for the future course of action.

Patricia VENDRAMIN (U Louvain-la-Neuve, Belgium): *The Social Bond Facing Individualisation of Work: Integrated Approach Through the Concepts of Network, Project and Individual-Subject*

ABSTRACT: The proposed communication concerns the transformations of the social bond in a work sphere strongly characterized by *individualization*. The key hypothesis is that the social bond, solidarity and collective consciousness in the work field are not disappearing but that the forms and temporalities of the social bond within work are changing. They are closer to a logic of network, organized around projects, with subjective involvement of individuals. This is quite different from the communitarian logic that is at the core of the trade-union institution and the traditional approaches of the social bond in the work field.--The transformation of social bond at work is analyzed through an approach that gathers these three concepts: *network*, *project* and *individual-subject*. The network metaphor reflects the current structure of many groups/bodies. The network paradigm seems well adapted to the growing complexity of relations and interactions at the workplace and in society in general. However, the concept of network alone is insufficient to explain the subjective involvement in a group, should it be in work or outside work. The project is the element that activates a network, the catalyser of a collective body.--The concept of individual-subject refers to an individual that want to control his environment, to override affiliations, to be recognized for himself and to play an active part in his personal story. The approach through the individual-subject helps to understand patterns of individual commitment in groups. In society as a whole, the concept of individual-subject authorizes the analysis of individual commitment in a group as a new form of social movement focused on the defense of the individual-subject rather than on social classes or group affiliations.--This approach to social bond at work fits well to the new industrial model characterized by the network enterprises, in which individuals work on projects, with a relation increasingly personal and subjective to work.

Tamara ADAMYANTS (Russian Academy of Sciences-Moscow, Russia): *High Level of Communicative Skills as a Universal Problem*

ABSTRACT: Processes of globalization are impossible without mass skill of people to understand each other adequately. It is an obligatory condition of dialogue and mutual understanding, the constructive decision of problems. Ability of the person to understand communicative intention of the author adequately, and also his ability to inform own communicative intention adequately we connect with a high level of his communicative skills.-- The opportunity to differentiate an audience on a level of communicative skills (so-called social-mental groups) is given in the frames of *semio-socio-psychology* paradigm developed by Russian scientist Tamara Dridze. In the basis of this paradigm is the representation about an opportunity of allocation in any complete communicative act the structure of cognitive programs which are united by author's intention. The complex of special research procedures (a method of the motive-goals analysis) allows to understand, how the consciousness of the person interprets the author's *intention*, what degree of understanding it. It is necessary to emphasize, that the question is understanding only. Необходимо подчеркнуть, что вопрос понимает только. The researches executed by us, show, that the problem of adequate perception is actual even for those people which communicate in the same language, within the same cultural field.--The using of *semio-socio-psychology* paradigms enables to improve communicative skills of people also. The first curriculums for students and schoolboys are already created. Such experiments are carried out in a number of high schools of Moscow. Positive results are received. The problem of perfection of communicative skills demands the further researches, new manuals and mass actions on training people.

Mary Ann LAMANNA (University of Nebraska at Omaha, USA): *Novels of Terrorism: Reading Between the Lines*

ABSTRACT: Literary scholars have long examined the relationship between novels, history, and politics. Cultural sociologists have become interested as well. A surprising number of writers of fiction have included terrorism as a theme in their work. What political message emerges from this writing?-- In this paper I analyze the perspectives of three novels of terrorism: *The Dancer Upstairs* (N. Shakespeare 1995); *Casa Rossa* (Marciano 2002); and *Bel Canto* (Patchett 2001). These novels are set in the Peru of Sendero Luminoso; the Italy of the Red Brigades, and the Peru of Túpac Amaru (which seized the Japanese embassy in Lima and held hostages for some months).--My choice of novels is serendipitous, but perhaps not unrepresentative of recent novels of terrorism compared to earlier ones. Common to these novels is a minimization of the social justice issues that existed in the real-life contexts of the novels. The novels convey a quite reasonable condemnation of terrorism—and government terrorism as well. But such literary techniques such as narrator standpoint serve to downplay the social, economic, and political circumstances that gave rise to these revolutionary movements that employed terrorism as a tactic.--The paper concludes with reflections on the role of literature in the definition of social problems as illustrated by the novels and informed by sociological, political, and literary scholarship (including Jeffrey Alexander on “the sociology of evil”).

Alexander SUNGAROV (Higher School of Economics-Moscow, Russia): *Centers for Public Policy: How to Force their Influence on Public Policy in Future?*

ABSTRACT: The paper will be devoted to the possible ways of development of the Public Policy Centers, the special kind of Think Tanks, targeted to inforce of public participation in government's decisions. The role of such Public policy Centers is especially great in post-Communist countries, where traditions of open public policy are very weak. Proposed paper will be based on the research of development of such Public Policy Centers in the Russia and in the

other post-Soviet countries.--One of the possible ways to enhance their effectiveness is to develop its collaboration with expert communities, as well as with grassroots NGOs and other civil society groups and association.--The other way is to use more efficiently modern information technologies, Internet etc.--The third way is to enhance international collaboration with other Public Policy centers above national boundaries. The paper will analyze possible positive and negative perspectives of Public Policy Center's activity also.

Yury V. POPKOV (Russian Academy of Sciences-Novosibirsk, Russia) and Evgueniy A. TYUGASHEV (Novosibirsk State U, Russia): *Scenario Analysis of the Future: System-Genetic Prospect*

ABSTRACT: The standard model of scenario analysis of the future assumes the calculation of potentially infinite set of scripts by means of quantitative parameters variation. Thus, the realization of the concrete script looks like a result of casual coincidence of circumstances.--Scripts are developed as an applied scientific product for strategic management of the interested social subject. The conceptual circuit of the script is determined by objective logic of development of the social subject for which this script is developed, and by the character of the solving of previous crises of its development, by the types of the elected alternatives. In system-genetic prospect the scripts of the future are considered as various outcomes of resolution of conflicts which repeatedly met in the past.--The center of the scenario potential of the social system is composed of the basic culture archetypes determining tendencies and countertendencies of cultural development. Situational distinctions in the historical environment define the scenario variations of realization of the standard models of the social subject behavior.--Genetically primary form of the scenario analysis is the art script. The nature of scenario approach determines the limitation of the scripts' set by subject archetypes of narrative circuits of the world literature. The choice of fundamental archetypes oppositions has crucial importance for efficiency of the scenario analysis.

Session 11: The Internet: From Utopia to Nightmare? (Joint Session RC07 with RC14 Communication, Knowledge and Culture and RC23 Sociology of Science and Technology)

Friday, Sept. 5, 18:00-20:00

Location: Faculty of Communication Blanquerna, University of Ramon Llull, Room A101

Chairs: Ann DENIS (U Ottawa, Canada), Binay Kumar PATTNAIK (Indian Institute of Technology Kanpur, India) and Hermilio SANTOS (PUCRS, Brazil)

Presenters:

Ann DENIS (U Ottawa, Canada): *The Effects of Age and Time: Internet Use by Young People in Barbados*

ABSTRACT: Use of the Internet has rapidly increased in Barbados since the turn of the Millennium. Furthermore it seems that age also affects how much young people use the Internet, and for what purpose. Using data from a longitudinal study of Barbadian students who were in their middle and final years of high school at the time of initial contact (2004-5), this study

examines the effects of age and the time of data collection (the second time of data collection was two years after the first) on the students' reported use of the Internet. These effects are examined with controls for sex, social class and prestige of school.

Adolfo ESTALELLA and Edgar GÓMEZ CRUZ (Universitat Oberta de Catalunya, Spain):
Embodied Practices for Constructing Revolutionary Narratives of the Internet

ABSTRACT: Internet's narratives have proliferated over the past decades. These narratives are variable (utopian, dystopian and supposedly neutral) depending on the collectives that are responsible for them and the context in which they are mobilized. They not only describe a state of affairs (whether current or potential, present or future) but perform it through the prescription of a particular order for different collectives (narratives ascribe different roles to users, designers, entrepreneurs, technology; attribute them properties: the liberating technology, the evil entrepreneur, the participatory user; and finally establish relationships among them).--This communication is aimed to discuss two aspects of the construction of one of these narratives in the context of the Spanish Blogosphere: (i) the relationship between the embodied practice (Law, 2004) of the blogger and the narrative which prescribes a state of affairs for a collective (which sometimes may be the Blogosphere, the Internet or the society, etc.), and (ii) the strategies that are put at stake for attributing inherent properties to technology and using an asymmetrical type of explanation that depending on the context imputes responsibilities to people or technology when the collective's state of affairs is explained.

Lech W. ZACHER (Leon Kozmicki Academy of Entrepreneurship and Management, Poland):
Multiple Trajectory Evolution of Information Societies

ABSTRACT: Various emerging information societies are differentiated and probably will have differentiated info-futures. Apart from certain similarities and universalization the growing info-diversity may occur and shape greatly world's societies. Even general model (pattern) of information societies may need re-interpretation. Prophase patterns of development (known as Japanese, American and Western European one) will probably not match the real potentials, needs and aspirations of billions people.--Moreover various known ideas and concepts like e-herd, e-swarm, human aggregates, intelligent mobs etc. should be embedded somehow in the real world. Some classes of submodels of info-society futures seem to be required. Their info-diversity ought to be predicted and considered, also as a challenge in the world intercultural communication and exchange.--So two approaches can be recommended: one general model based mainly on trends (technology, civilization, economy, globalization), present strategies and people's behavior, the second deeply embedded in cultures, traditions, religions, not to mention various obstacles (financial, technological, educational, psychological etc.). Together they could illustrate what is possible and what is probable (under the assumption that people have some ideas about their desirable future).

Cotoi CALIN (U Bucharest, Romania): *Global Technologies and Modern Identities: Cyber-ethnicization of Ethnic and Linguistic Minorities in Central and Eastern Europe*

ABSTRACT: The growing of the new technologies of information and communication is undermining the dynamics and structure of the social, cultural and national systems of modernity. Due to their capacity to transcend the temporal and spatial limits of modern organizing and to give new significations to social relations, this kind of technologies are leading, supposedly, to a major restructuring of identity patterns.--The politics of difference/identity brought by the weakening of the social classes and cultural identities

embedded in the “great narratives” of modernity seem to find an ideal frame in this new communicational space. The effects of using a communication “tool” that is more a social space than an object, can be traced in the case of the recent re-imagining of ethnic/linguistic minorities in Central and Eastern Europe.--The weakness of the nation-states and the modern forms of governance and identification does not imply a disappearance of ethnonational identities and the interests they arouse. Global technologies using extended networks of organizations, associations, scientific institutes, forums etc. are used to forge national myths and ethnic identities. There are images of the *ethnos* in cyberspace that, as long as they inhabit only this hyper-geographic space, have no classic representational value. Representational problems appear when such “virtual tribes” are expelled in the world of daily social reality. The strange cyber-ethnicization that takes place through the new global industries of the imaginary sustains a strange nationalist awakening that is using postmodern tools and discourses entangled with modernist national myths and historicizations.

Eglė BUTKEVIČIENĖ and Eglė VAIDELYTĖ (Kaunas U Technology, Lithuania): *Information Society in Postcommunist Context: Patterns and Social Implications of ICT Diffusion in Rural Communities of Lithuania*

ABSTRACT: Diffusion of information and communications technologies is all-encompassing and pervasive throughout many spheres of contemporary societies, and is one of the key processes of technological and social change underlying the shift towards information society. The internet and other ICT are novel for most of societies, especially for the post-communist countries such as Lithuania. ICT could therefore be approached as an innovation; and the diffusion of ICT in general, and of the internet in particular, can be analysed from the theoretical and methodological perspective of the diffusion of innovations (see Rogers, 1983). The analysis of theoretical approaches also indicates several features that are important for understanding of role of ICT in social and economical development of post-communist societies: the emergence of new modes and conditions of social interaction, emphasizing networking and mobility, and new kinds of divide, particularly perceived not only in terms of gender, age, income, education, but also in terms of access to the information and information technologies.--The paper aims to explore the patterns and social implications of ICT diffusion in the rural communities of Lithuania, analyzing two opposite perspectives on the role of the Internet for development of community: (1) The internet as a new medium of communication, helping to cope with an issue of social exclusion, and providing new opportunities for building social capital, and (2) The internet as a tool to strengthen social inequality and widen the information gap, when one part of the population uses digital devices, while the other part of the population is in a digital divide.--The paper is based on a public opinion survey of rural population and a series of focus group discussions with the members of rural community centres in different regions of Lithuania. Referring to the theory of diffusion of innovations, the adoption of the internet by Lithuanian rural dwellers can be considered as being in the early adoption phase to follow the normal distribution or S-shape model. At individual (micro) level patterns of the internet adoption depend on rural dwellers’ socio-demographical characteristics, personality traits and attitudes towards the internet. Rural residents who have positive attitudes towards the internet tend almost three times more to be the internet users. As the study finds out, those rural dwellers that are most engaged in community activities and civic participation are at the same time among innovators in the adoption of internet and other ICT. One of the forces that fosters the diffusion of the internet in rural communities and diminishes the risk of digital divide is establishment of public internet access points in rural regions of Lithuania, as public access facilitates

disadvantaged social groups to get the access to the internet. The empirical data show, that the use of the internet at public internet access points facilitates local community building.

Kenneth M. KYLE (CalState U, USA): *The Use and Misuse of the Internet in Responding to Hurricane Katrina: A Cautionary Tale*

ABSTRACT: I will present a paper examining the roles, both positive and negative that the internet has played, and continues to play in shaping responses to the Hurricane Katrina disaster. Specifically, I will examine a sample of mainstream media accounts prior to the disaster, shortly after the disaster and three years later. I will highlight trends in the portrayals and the seeming impact of these news accounts. Similarly, I will review internet sources on the topic in the same periods; again noting the trends in portrayals. It is my contention that the impact of the internet as a means of communicating has mixed results. The internet has facilitated the exchange of much important and timely information that has helped and continues to help those victims who are net-savvy and connected; and even some who aren't. This is in contrast to mainstream media sources which, after an initial flurry of activity, seems to have moved on to other concerns. In all, the response by national government authorities has been disappointing. Interestingly, the very "success" of these internet exchanges, and their association with criticisms of the government appears to have two noteworthy effects: (a) it has been used by some on the right and some administration officials and their supporters to downplay information coming from such sources; and (b) it has been used as a means of excusing inattention by the national government, since the internet is presented as an enabling force allowing individuals to take care of themselves.

Session 12: Intellectual Property, Digital Inequality, and Global Hegemony (Joint Session RC07 with RC14 Communication, Knowledge and Culture and RC23 Sociology of Science and Technology)

Saturday, Sept. 6, 18:00-20:00

Location: Faculty of Communication Blanquerna, University of Ramon Llull, Room A101

Chairs: Hermilio SANTOS (PUCRS, Brazil) and Jochen GLÄSER (U Lancaster, UK)

Presenters:

Gérard VALENDUC (FUNDP/UCL, Belgium): *Understanding and Preventing the Second Order Digital Divide*

ABSTRACT: The paper addresses both the theoretical foundations and the political relevance of the "second order" digital divide, which concerns growing inequalities among users of information and communication technologies (ICT) as fast as the access gap is narrowing.--From recent research, it appears that the main explanatory factors of the second order digital divide are the ability to face continuous technological upgrade, the autonomy of use, the required skills (steps in digital literacy), the availability of social support, and the individual efficiency of usages. These factors however appear too technology-driven. The process of diffusion and appropriation of Internet-related innovations is indeed more interactive, notably in the perspective of further development of Web 2.0 networks and services. Users build up a wide variety of "usage trajectories", according to their opportunities and needs, their material and

cognitive resources, and their social capital. There is a process of reciprocal shaping of e-services and usages (social shaping of technology). Differentiation of usages and usage trajectories may be a source of positive diversity, but differentiation can also result in inequalities, when high-profile or low-profile usages lead to segmented or stratified access to the benefits of e-services and on-line communication.--Current policies for digital inclusion mainly aim at bridging the first order digital divide (unequal access). Future policies should explore issues and solutions related to the next steps in the diffusion of Internet (differentiated use) and the future Web 2.0 usage prospects. The anticipation of emerging social inequalities linked to Internet usages is at the core of the proposal.

Chris ARMBRUSTER (Max Planck Digital Library, Germany): *Cyberscience and the Knowledge-based Economy: Open Access and Trade Publishing: From Contradiction to Compatibility with Nonexclusive Copyright Licensing*

ABSTRACT: Open source, open content and open access are set to fundamentally alter the conditions of knowledge production and distribution. Open source, open content and open access are also the most tangible result of the shift towards e-Science and digital networking. Yet, widespread misperceptions exist about the impact of this shift on knowledge distribution and scientific publishing. It is argued, on the one hand, that for the academy there principally is no digital dilemma surrounding copyright and there is no contradiction between open science and the knowledge-based economy if profits are made from nonexclusive rights. On the other hand, pressure for the ‘digital doubling’ of research articles in Open Access repositories (the ‘green road’) is misguided and the current model of Open Access publishing (the ‘gold road’) has not much future outside biomedicine. Commercial publishers must understand that business models based on the transfer of copyright have not much future either.--Digital technology and its economics favor the severance of distribution from certification. What is required of universities and governments, scholars and publishers, is to clear the way for digital innovations in knowledge distribution and scholarly publishing by enabling the emergence of a competitive market that is based on nonexclusive rights. This requires no change in the law but merely an end to the praxis of copyright transfer and exclusive licensing. The best way forward for research organizations, universities and scientists is the adoption of standard copyright licenses that reserve some rights, namely Attribution and No Derivative Works, but otherwise will allow for the unlimited reproduction, dissemination and re-use of the research article, commercial uses included.

Vincent H. SHIE (Fu Jen Catholic U, Taiwan), Craig D. MEER (Australian National U, Australia), and Hung-Yi HSU (Fu Jen Catholic U, Taiwan): *The Global IP Gap: Towards an Unsustainable World-Economy?*

ABSTRACT: Global inequality depicts itself in many ways, such as discrepancy of disposable income, education, life expectancy, and of recreational activities, to name a few. In a knowledge-intensive epoch, intellectual property (IP) rights to protect investors’ monopolistic priority can be a principal criterion when judging the competitiveness of a company/nation. By measuring patent-related activities, we argue that a tendency, i.e. widening IP divide between the rich countries and the poor, has been widely ignored.--Hardware dragon Taiwan and software tiger India have capably performed in the global information technology (IT) market. Currently Taiwan is the hub of original design manufacturing (ODM) in hardware production; India the nucleus of software subcontracting. Both can be seen as exemplars in the development “school,”

giving some lessons for other late industrializing countries. Thus, it seems that Asia has risen and the pessimism of dependency theorists has hardly been realized.--However in the knowledge-based economy, a country's capabilities of gathering expertise determine its future development. Universities, as major space of knowledge accumulation, play a critical role in innovative activities. Top 100 universities in 2006 were almost all located in western countries with only a debatable case in Russia. None of them can be found in either Taiwan or India. If human capital is considered as one of the most valuable assets in the new economy, then our two cases seem not quite competitive in the next run.--Patent filings can be regarded as more direct evidence to show the strength of research and development. Statistics present that although the R&D activities of Taiwan and India have grown at a rapid speed, the enlarging gap between advanced economies, e.g. the US and Japan, and our two examples, greatly concerns us. This paper aims to demonstrate the possibility that the world-economy may turn out to be unsustainable in a foreseeable future, for more and more royalties will be paid by developing countries. Thus, less and less surplus value can be delivered from the South to the North.

Bruno SANGUANINI (U Verona, Italy): *ICT: A Chance for Leapfrogging Development?*

ABSTRACT: The sociological literature considers the development of ICT and TLC (Digital Galaxy) to be one of the most significant indicators of both the innovation of the social systems and the digital divide of each country or EU area. It was almost twenty years ago that the European Community of the most industrialized countries started along the road of digital modernization by adopting guidelines against government monopolies, and for the liberalization of local markets, free competition, the consumption of new technologies, and digital citizenship. Each country, however, although sharing the pre-established objectives, has cultivated its own 'national way' marked by a governance at times standardized and at others somewhat heterodox (deferment policies, uncontrolled delays, biases, sectoral emphases, etc.).--The paper examines the 'Italian case' in regard to long-period developments (1990-2007) in ICT and TLC systems. Its focus is the governmentality (gouvernementalité) – parallel or divergent, public and private, of production or consumption – that has been effected in brief periods (1990-1993, 1994-1997, 1998-2001, 2002-2007). Four social phenomena are analysed: e-government by the state, (ii) the e-business of manufacturing firms, (iii) bias in news, (iv) public consumerism. Corresponding to each phenomenon is the 'digital social performance' (informance) of a cultural apparatus (computer, internet, mobile phones, videogames, etc.) which, sociologically construed as ideal-types, makes trends in ICT & TLC development intelligible. Specifically analysed are the levels of the digital divide, conformance with a 'European style' or an 'Italian style', the cultural consequences of its social impact, the functioning of the Digital Galaxy as a 'social device'.--The paper seeks to answer a number of questions. Firstly, what are the 'digital apparatuses' of ICT or TLC that dominate the short-, medium- and long-period national reality? Secondly, how do the localization of the global (by computer, internet, online advertising) and the globalization of the local (by cell phones, digital news, videogames) come about? Thirdly, what are the time-scale and forms of divergence/convergence and specialization/interconnection of ICT and TLC? Fourthly, what constitutes the 'tradition' of quasi-duopolistic governance of media systems (Rai/Mediaset; Telecom Italia/Vodafone; Microsoft / etc.) and of the spheres of production and consumption (state/firm; state/local bodies; education/entertainment, etc.) of the Digital Galaxy?--The analysis suggests sociological indicators with which to evaluate levels of development – in terms of progress/delay, advance/retreat, acceleration/slowdown, etc. – of the so-called 'knowledge society' in relation to the goals set by the 2010 Lisbon Programme. The key-

concepts are the informance of e-Italy, distortions in the quasi-duopolistic national market, the governmentality (gouvernementalité) of ICT & TLC, and European-scale integration.

Savaş ÇAĞLAYAN (Mugla U, Turkey): *Internet: The New Dimensions of Inequality from Democratization to Digital Gulf*

ABSTRACT: It's obvious that the social change is faster and different from the past considering globalization. And speed of the change is more and more accrue. Technological development, in this context, appears as one of the most influential factors that affects the speed and structure of social change. Especially internet as a social technology, because of its effects on social structure, is one of agents that determines change and speed of change.--Potential of transformation and changing, participation feeling that is a result of lack of real and visible owner or governors, perception of attending public sphere for the reason of accessible everyone are some images of internet as a social technology. In the frame of these images, the internet is self-changing and transforming while changing and transforming democratic, egalitarian social structure thereby appears as a fact that attenuates or abolishes existing infinite reality.--In this paper, the terrain and potential of internet in social world will be evaluated with the help of examples from Turkey and the other countries. The internet will not try to analyze in a structuralism but interpretative way. In this context, the invisible faces, in other words background, of internet will try to display that is important as much as visible faces.--Internet will be analyzed in a spectrum from democratization to digital gulf in the above. In the way of understanding existing structure better and more comprehensively, role of internet in creating mono voice not polyphony voices and fixing existing infinite structure and adding new infinities by interpretative perspective.

Mahjabeen Khaled HOSSAIN (Institute of Hazrat Mohammad, Bangladesh): *E- Accessibility for the Disabled in Bangladesh*

ABSTRACT: One of the social groups that have been most dynamic in using technology innovatively for social progress is the disabled. With the growing importance of the movements-such as the disable movement ,or those concerned with independent living-ICT has become an important part of envisioning and realizing change to daily life for individuals, as well as the architecture and systems of community and society .In a third world developing country like Bangladesh it is estimated 3.4 million children and 10 million adults living presently with disabilities .With greater social awareness ,the people with disability can take shelter in the international ICT movement in order to demand their and their ICT rights in Bangladesh. ICT now play an indispensable role in the social and political organization online around welfare issues, in state and private administration of welfare, in processes of identity- formation concerning welfare. However ,in Bangladesh ,the disabled people are facing multiple barriers to access the ICT and the skill required to use these technologies .Further ,keeping pace with newer growths in ICT is also opposing serious challenges for them .Therefore this paper will reflect the problems encountered, and the future course of action for creating accessibility for disabled people.--Islam came and revolutionized old system of oppression and injustice in all sectors of society. Therefore, this research will also aim to discuss the rights of disable recognized by Islam and the examples from the teachings of prophet Mohammad (SAW) and his implementation of the divine laws of the Holy Quaran. It will make a comparative study to those that have been established by other bodies such as the United Nations, Amnesty International, and the Universal Declaration of Human Rights etc.

Andrew KIRTON, Matthew DAVID, and Paul JONES (U Liverpool, UK): *Somewhere Over 'In Rainbows': Music Online and the Disruption of the Field*

ABSTRACT: The appropriation of network and digital technologies in popular music processes has emphasized a number of existing fault-lines in industry business models. The advent and mobilization of ICT by record companies, artists and consumers has seen many long running struggles over the production, distribution and ownership of music take on sometimes new and distinct forms. Despite some claims concerning the 'revolutionary' potential of these technologies for processes of production and distribution, record companies--mindful of losses in their core business--have been actively repositioning themselves in order to harvest more intensively what revenue they can from income streams previously left largely in the hands of artists. Reacting to losses in large part attributable to over-exploitation of the market for the 'physical product' (such as CDs) and an associated loss of legitimacy, music labels are increasingly seeking to intensify their control over other aspects of artists' earning potential. For example, record companies are preparing increasingly invasive contracts for new artists in the form of '360° Contracts', which extend beyond rights over physical product and royalties and into performance and merchandising revenues.--Such renewed attempts by labels to maximize surplus value notwithstanding, the advent of digital compression and file-sharing software afford the opportunity to bypassing commercially packaged music altogether. Such technologies afford the potential for artists to bypass record labels and distribute their music online direct to their fans, thus cutting out the traditional production, distribution and promotion networks over which labels have previously held something of a monopoly. A number of these disparate tensions found a focus when one of the most successful bands of the current era, Radiohead, chose to release their latest album *In Rainbows* as an optionally priced download via the bands own website in October 2007. Having recorded the new work whilst 'out of contract' and thus free to do with the recordings as they wished, Radiohead chose to allow those downloading the album to pay whatever they believed was appropriate. However, three weeks later it was announced that the album was also be released in traditional physical format via a record company. What does this example illustrate of the tensions characterizing musical production? How far does the Radiohead case illuminate the 'space of possibles' afforded to artists and record companies by digital technologies?

Session 13: Las Nuevas Tecnologías de Información y Comunicación en el Mundo Latino: Perspectivas Sociológicas desde Europa y América Latina / The New Information and Communication Technologies in the Latin World: Sociological Perspectives from Europe and Latin America (Joint Spanish Language Session RC07 with RC14 Communication, Knowledge and Culture and RC23 Sociology of Science and Technology)

Sunday, Sept. 7, 18:00-20:00

Location: Faculty of Communication Blanquerna, University of Ramon Llull, Room A101

Chairs: Hermilio SANTOS (PUCRS, Brazil) and Cristobal TORRES (UAM, Spain)

Presenters:

Eguzki URTEAGA (Universidad del País Vasco, Spain): *Las Estrategias empresariales: Entre Innovación e Imitación*

ABSTRACT: Las empresas necesitan diferenciarse de sus rivales a través de la innovación en un mercado cada vez más competitivo. La crisis económica de los años 1970, las políticas públicas de inspiración liberal elaboradas y luego puestas en marcha durante los años 1980 y 1990, primero en Estados Unidos y después en Europa, y la apertura de los mercados europeos a los productos y a los servicios provenientes de los países emergentes, han condenado las pequeñas, medianas y grandes empresas, a invertir masivamente en investigación y desarrollo, a tomar nuevas medidas de contratación y de formación, a concebir organizaciones del trabajo adaptadas y a reunirse en clusters para inventar nuevos productos, servicios y procesos. Estas innovaciones son tanto el hecho de los empresarios como de los empleados y de las redes de innovadores. No obstante, la necesidad de innovar no debe hacernos olvidar la importancia que tiene la imitación que obedece a estrategias que pueden ser muy rentables y pertinentes en contextos de incertidumbre y cuando se trata de lograr una legitimidad o de construir una identidad social. En este sentido, la mayoría de las empresas oscilan permanentemente, a veces sin saberlo, entre estrategias de innovación y de imitación.

Ma. del Carmen DOMÍNGUEZ RÍOS (Benemérita Universidad Autónoma de Puebla, México): *Difusión de las TICS en PYMES exportadoras en México*

Laura SARTORI (U Bologna, Italy): *A Global Digital Divide: What Modernization Theory Can Tell Us About It and Where Are We Now?*

ABSTRACT: This paper focuses on the global digital divide, defined as the differences in levels of Internet access between countries. It identifies the relationship between a country's level of development and its level of Internet access. The data will show that it is simplistic to ascribe a nation's level of Internet access to its income alone. Such factors as education, the level of spending in the research sector, infrastructure, and various institutional constraints also have a strong influence on the spread of the Internet in any given country. The paper also evaluates the digital divide's evolution over time, particularly in comparison to the spread of such older media as radio and television. I demonstrate that the spread of mass media tends over time to reduce disparities between countries, in both the developed and the developing world. Still, imbalances in the use of the Internet tend to subside more quickly than economic inequalities. It is thus useful to distinguish between socio-cultural and economic dimensions when discussing development, relying on the theory of modernization and its critiques. A special comparison between Latin America and Southern Europe will be made. A tentative review of the policies developed to struggle against the digital divide will also be presented.

Jose Manuel ROBLES (IESA-CSIC, Spain): *Participación digital y brecha digital: un estudio para el caso de Andalucía*

Teresa GONZÁLEZ DE LA FE (U La Laguna, Spain), José Luís GARCÍA (U Lisbon, Portugal), Ana Ma. GONZÁLEZ RAMOS (U Oberta de Catalunya, Spain), and Helena JERÓNIMO (U Técnica Lisbon, Portugal): *Science, Technology and Innovation in Portugal and Spain: A Comparative Analysis*

ABSTRACT: Portugal and Spain are included in the Iberian Peninsula and they have held similar historic events, but they have lived separately. European Union has been one factor of the

most importance to increase their relationships and to bring both nations together, since they have similar roots in fundamental aspects: linguistic, ethnic origins, culture and past.--This work focus on the policies of science, technology and innovation in the last twenty years in Portugal and Spain, attending to similarities and differences between them, especially the research goals and priorities. This comparative study would show some factors in order to explain the state of the art of R&D and innovation in Portugal and Spain. We think that their peripheric situation, especially in relation to the innovation systems, could be explained by priorities in the scientific policy and the policy makers' decisions.--We use national and European statistics sources (Portuguese INE, Spanish INE, Eurostat, OECD) in the last twenty years for describing Portuguese and Spanish R&D system in public and private sector: government, higher education and business enterprise. Exploratory study will compare the situation of the science and technology in both countries concerning to their position in R&D indicators.--Both countries show outputs in R&D indicators (Gross domestic expenditure on R&D, human resources as share of labour force and others) very close. It is sure that historic roots, such as Roman Catholic tradition, colonial past and, mainly, significant delay in industrial revolution and their own Fascism administrations of the XX century, are cause to the underdevelopment of the R&D and innovation system in Iberia. They also display similar regional unbalances and strong dependences from public funds, instead of private resources. We will emphasize the exchange relationships and research networks among Spanish and Portuguese universities and research centers. All these features could aid us to identify strengths and weaknesses in R&D of the Portuguese and Spanish countries and too, the path that they might walk for integrating entirely the European research area.--In the background, this research area supposes to think about several general topics: the dependence upon scientific solutions and significance of risks and uncertainties of the own innovation process, the democratic regulation of the ethic of the science in pluralist contexts, the political and civic responsibility, the increasing interrelation of the business and science, and the changes in the academic research centers. New scenario of the information society proposes new dilemmas which is an interesting dare for the social scientist. In this debate, sociology of science do not may forget very close links among science, politics, economy, industry and society, connecting these big spheres in order to point out problems generated by the collision between them.

Airton JUNGBLUT (PUCRS, Brazil): *The Use of the Internet for Religious Groups in Brazil*

ABSTRACT: It is intended in this paper the exhibition and analysis of data obtained in research accomplished in the year of 2007 on patterns of use of the communication mediated by computer (Internet) for religious groups that act in Brazil. It is aimed to expose, to compare and to analyze the variations verified between the several religious groups and its followers, observing its self-presentations strategies through the Internet, its forms of exhibition of its public image, its manifestations in defense of its faiths, its proselytizing practices, etc. The central purpose is to understand how these groups are appropriating and using the resources facilitated by that media in attention to the demands of the involving religious market, paying attention to the possible alterations in the practices of public exhibition of the groups and individuals involved in this process.

Session 14: Las Nuevas Tecnologías de Información y Comunicación en el Mundo Latino: Perspectivas Sociológicas desde Europa y América Latina - Segunda Parte / The New Information and Communication Technologies in the Latin World: Sociological Perspectives from Europe and Latin America (Joint Spanish Language Session RC07 with RC14 Communication, Knowledge and Culture and RC23 Sociology of Science and Technology)-- Part II

Monday, Sept. 8, 9:00-11:00

Location: Faculty of Communication Blanquerna, University of Ramon Llull, Room A101

Chairs: Markus S. Schulz (UIUC, USA) and Cristobal TORRES (UAM, Spain)

Presenters:

Claudia LAUDANO (Universidad Nacional de La Plata, Argentina): *Argentina: Reflexiones acerca de las Políticas Públicas para reducir la brecha digital*

ABSTRACT: El trabajo presenta resultados de una investigación encargada de analizar las políticas públicas del Estado Argentino tendientes a reducir y/o eliminar la brecha digital, especialmente en la última década, pre y post Cumbre Mundial de la Sociedad de la Información de la ONU. En tal sentido, si bien se contemplan tanto estrategias diseñadas para su resolución desde una perspectiva individual como de un modo colectivo o “comunitario”; se focaliza en el análisis de las últimas. A tales efectos, resultan pertinentes dos políticas implementadas a través de distintas instituciones de la/s comunidad/es. Por un lado, la centrada en las instituidas bibliotecas populares y, por otro, la que crea los “innovadores” telecentros comunitarios; si bien, en algunos casos éstos toman como epicentro de acción instituciones sociales preexistentes.--Se contrastó la información obtenida de fuentes secundarias (programas, planes, sitio web PSI del Estado Argentino, entre otras) con la información generada de fuentes primarias recopiladas ad hoc, con una muestra de bibliotecas populares y centros tecnológicos comunitarios en la ciudad de La Plata, capital de la provincia de Buenos Aires (la de mayor población nacional), y complementada con investigaciones vinculantes realizadas en otras ciudades del país. En ambos casos, del análisis documental como de los estudios exploratorios se relevó información acerca del estado de la cuestión en cuanto a equipamiento técnico, servicios brindados, los perfiles de usuari@s/beneficiari@s predominantes, las condiciones de disponibilidad de las tics y los modos de participación y/o apropiación de los grupos o comunidades entre 2006 y 2007.--Por último, se plantea una serie de reflexiones en torno a los alcances de la reducción y/o eliminación de la brecha digital por parte de las políticas públicas instituidas, los límites en la apropiación comunitaria de las tics y los recursos ofrecidos así como las instancias de organización generadas a partir de dichas políticas a nivel local, que valorizan los recursos informáticos anudando significaciones sociales imaginarias vinculadas con el desarrollo personal, familiar y barrial.

Cristóbal TORRES ALBERO (UAM, Spain), Carlos Manuel FERNÁNDEZ RODRÍGUEZ (UAM, Spain), and Manuel FERNÁNDEZ ESQUINAS (Consejo Superior de Investigaciones Científicas, Spain): *El estado de la sociedad de la información en España, y el papel de las representaciones sociales de las TIC en su desarrollo*

ABSTRACT: La ponencia pasará revista a la evidencia empírica disponible, destacando las variables sociodemográficas y culturales que están propiciando los procesos de exposición,

adopción y absorción de las tecnologías de la información y la comunicación (TIC) entre la ciudadanía española.--Junto a la constatación de la triada edad-nivel educativo-perfil ocupacional como principales factores que, según su concreción, propician o inhiben el tránsito por los procesos referidos, la ponencia atenderá al relevante papel que las representaciones sociales de las TIC tienen como inhibidor o potenciador en la introducción, extensión y consolidación del uso de estas tecnologías entre la ciudadanía. El papel de esta variable es todavía más notorio en tanto que las representaciones sociales acaban reforzando los de por sí ya sólidos factores sociodemográficos arriba indicados.--Al hilo de ello, se expondrán los ejes principales que están conformando los discursos protecnológicos y tecnofóbicos, entendidos como tipos ideales que se polarizan en los extremos a la par que conforman un continuo actitudinal. La interacción de esta variable cultural y psicosocial con la propia singularidad de cada uno de los más populares artefactos de las TIC (ordenador, internet, telefonía móvil, etc.) explica también las diferencias de uso y absorción de cada una de estas tecnologías en la sociedad española (masiva en el móvil y retraída en el resto).

Virginia LINARES RODRÍGUEZ and Leticia PORTO PEDROSA (U Complutense de Madrid, Spain): *Las nuevas tecnologías de información y comunicación: Perspectivas sociológicas del E-learning*

ABSTRACT: La utilización de las nuevas tecnologías de la información y comunicación han cambiando las formas de organizar el trabajo y comunicarse en la sociedad actual, alterando la relación de las personas con el espacio y el tiempo a la hora de conseguir un valor añadido. Parece cada vez más obvio, que los cambios radicales que se están dando en la vida ordinaria son consecuencia del manejo de abundantes cantidades de información, mediante la utilización de los ordenadores, de las autopistas de la información y los medios audiovisuales.--Una de las fortalezas que las TIC's ha desarrollado en el proceso educativo y formativo global es la enseñanza *online* o *e-learning*, con características novedosas que ayudan a mejorar viejos esquemas, dando lugar a procesos de aprendizaje flexibles y organizados en las demandas individuales y del entorno.

Antonio ARELLANO-HERNÁNDEZ (Universidad Autónoma del Estado de México, Mexico): *The Construction of Informatically Mediated Communities: Exploring the Truth (LaNeta)*

ABSTRACT: In this paper, I apply the notion of dispositif to the knowledge of the construction of informatically mediated communities (Arellano, 1999b). To do this I analyse the case of the establishment and of a Mexican NGO of informatics services called LaNeta (<http://www.laneta.apc.org/laneta/>). 'La neta' (LaNeta) is a colloquial expression used in Mexico which means 'the truth' (telling 'la neta' means telling 'the truth', the real content of an asseveration'. Also, 'La Neta' is used by this NGO as the Spanish feminine version of 'the Net'.--LaNeta is the first national organisation in Mexico constituted as a virtual NGO, it represents the rising of a device of heterogeneous relations, which is born when hardware and software become a technical object for social action which, by making use of information and communication technologies, makes visible 'virtually' the social actions of other NGOs.--The analysis presented here allows us to explore a field of study in relation to the constitution of dispositif expressed in the form of informatically mediated communities, of virtual presence in the society. In my paper, I approach some relevant historical stages of LaNeta, the technical and symbolic constitution of its webpage as well as its organisation an image, its use of ICTs and finally, the participation of the NGOs which have been incorporated in LaNeta in order to acquire visibility on the Internet.

José Antonio RUIZ SAN ROMÁN (U Complutense, Spain) and Jesús ROMERO MOÑIVAS (U San Pablo, Spain): *Cómo la sociología de la tecnología y los estudios sobre televisión se pueden beneficiar mutuamente*

ABSTRACT: La clave de la sempiterna polémica acerca de la televisión y la calidad de sus contenidos está fundada en una doble diferenciación acerca de los responsables últimos de esa (supuesta) baja calidad: bien los responsables de la programación o bien las demandas de la audiencia. Pero junto al debate acerca de los contenidos ha ido naciendo otra cuestión paralela, con respecto a la propia «tecnología» televisiva: esta segunda polémica mantiene la misma estructura bipolar de «profesionales» y «públicos». Así, partiendo de algunas reflexiones de la historia y la sociología de la tecnología, se introduce en el debate a la propia tecnología como un «tercer actor» que puede estar condicionando la baja calidad que unos y otros denuncian. De modo que al conflicto: «televisión públicamente demandada» frente a «televisión ofrecida por los profesionales», se añade la reflexión sobre la televisión «tecnológicamente» ofrecida mediante la reflexión a través de la distinción entre «determinismo tecnológico» y «construcción social de la tecnología»

Magda GARCÍA QUINTANILLA (U Autónoma de Nuevo León, Mexico): *La tecnología como agente de cambio para la enseñanza y el aprendizaje*

ABSTRACT: Las universidades Mexicanas promueven y comparten el conocimiento apoyándose en las tecnologías, pero no existe aún un espacio académico que ayude a la investigación y reflexión sobre cómo éstas herramientas han cambiado las relaciones entre la comunidad universitaria; presentamos un diagnóstico del uso de la tecnología en las aulas de nuestra universidad a través de la recuperación de la experiencia de docentes y alumnos en esta área, desde donde señalamos algunas líneas de reflexión sobre: (1) La falta de transferencia y actualización acerca del uso de las tecnologías de profesores a alumnos. (2) Los profesores no están familiarizados con los recursos ni el lenguaje utilizado por los jóvenes en esta área. (3) La transferencia de conocimientos en el aula continua siendo básicamente oral. (4) Existe dispersión y falta de coordinación de plataformas y recursos tecnológicos al interior de la institución--La difusión y el uso de las tecnologías genera desfases entre las apropiaciones que realizan de ellas las nuevas generaciones y las generaciones que enseñan. Lo que obliga a que los profesionales de la educación sean al mismo tiempo aprendices de nuevas estrategias de aprendizaje y contenidos, así como renovadores pedagógicos frente a una herramienta tecnológica que los alumnos aprenden a usar con mayor celeridad que ellos. El uso de las tecnologías de la información y la comunicación ha hecho una reconstrucción geo-política del mapa mundial redefinido y reestructurado las identidades humanas.

Session 15: Gender, Science, Technology, Innovation, and the Future (Joint Session RC07 with RC04 Sociology of Education, RC23 Sociology of Science and Technology, and RC32 Women in Society)

Saturday, Sept. 6, 18:00-20:00

Location: Faculty of Communication Blanquerna, University of Ramon Llull, Room A102

Chairs: Solange SIMOES (U Minas Gerais, Brazil) and Radhamany SOORYAMOORTHY (U KwaZulu-Natal, South Africa)

Presenters:

Uta RUSSMANN, Ursula SEETHALER, and Max HARNONCOURT (U Vienna, Austria):

Gender-specific Behavior in Web Based Communication Networks: Gender Barriers to Access and Gender Barriers to Usage

ABSTRACT: This paper explores gender-specific barriers which evolve from communication and interaction of men and women in internet based social networks. Although a number of studies have examined that gendered language use as observed in face-to-face communication (Costa et al. 2001, Hornscheidt 2000) also applies to various modes of CMC such as chats and discussion forums (Cornelius 2002, Herring 2000, 2001, Kotthoff 2002, Wischermann 2004), none to date have examined gender-specific behavior on information and communication platforms in an office or university setting (e.g. e-learning). Theory is discussed in terms of how the social gender influences our “virtual” behavior and by this the use of platforms and second, in what ways and to what extent technology shapes human online behavior. Gender differences are explored by a content analysis of four information and communication platforms looking at the following aspects: *language use, choice of topic, participation and involvement, and access to platforms*. In addition, interviewed experts were asked for their long-time experiences on gender-specific online interaction. Analyses reveal gender differences in all four categories which hinder women in using the “new” social software. Therefore, the question is, what and how can “undoing-gender-actions” help to resolve the disadvantages of gender-specific processes and patterns of communication and interaction which occur between men and women in web based communication networks? Based on the findings, we offer 10 practical models (strategies) for users, teachers, and moderators giving guidance and advice on implementation and use of platforms to avoid gender-specific barriers in online communication and interaction.

Christiane GROSS and Monika JUNGBAUER-GANS (U Kiel, Germany): *Women in Science—Aliens No More?*

ABSTRACT: The social mechanisms of gender discrimination have been described in various metaphors: e.g. glass ceilings, hurdles and thresholds. This paper focuses on answering the following three questions: (a) Which of these mechanisms resembles the best description of the empirical situation of women in academia? (b) How has the situation changed over time? (c) And which theory yields the most evident explanation?—Beginning with the last question we discuss the adaptability of different approaches to explain gender discrimination in the academic workplace: approaches derived from rational choice theory (human capital theory, statistical and taste based discrimination, new home economics), social capital theories and Bourdieu’s social reproduction theory.—The empirical test uses data derived from a sample of German academics, who passed their “Habilitation” between 1985-2005 in one of three different subjects (sociology, mathematics or law). This event history data provides evidence of gender based discrimination in different academic environments having different sex ratios and varying possibilities to negotiate the value of scientific performance (depending on the level of standardization). We do not only examine direct discrimination concerning the occupational career of professors, but also focus on indirect discrimination mechanisms regarding different forms of social capital and social support. Which mechanisms best explain the empirical situation and how they vary over time will be analyzed.

Luisa LEONINI (U Milan, Italy): *New Media and Pornography: How the Internet has Modified the Sex Business*

ABSTRACT: The use of new technologies, in particular that of the Internet, not only discriminates between who can afford to use it and who cannot, the difference of gender, level of education, possibility of access, etc. as the debate on the *digital divide* has clearly brought to light (Sartori, 2006) but it can become an instrument of exploitation and violence towards the weakest group of the population, for those that through poverty and ignorance are most easily blackmailed. The experts of media consumerism maintain that on-line pornography is the main category where money exchanges hands on the web, reaching, in 2000, a turnover of 400 million American dollars (Bushin, 2000). Web technology has supplied the sex industry with new instruments to exploit, sell and commercialize products and people (above all, but not only, women and children) to an ever growing number of consumers.--In this context, the diffusion of the new media has brought to us a vast production of virtual products which, in the case of pornographic consumerism, has had success both in the direction of “*virtual sex*” and in that of “*interactive sex*”. An example of *virtual sex* can be found in the numerous electronic games with an erotic/sexual background where the protagonists become more and more sexually characterized and more erotic in a popular global culture in which erotic features constitute a fundamental characteristic for the attraction of the product. The virtual sexual experience is perceived by the consumer as pure entertainment devoid of any social relevance, a pastime like any other. The images can be those built by the virtual game or those that are real taken from real life in some unrecognisable place and therefore irrelevant, in an indefinite time and so unimportant, and where one, consequently does not feel responsible. Bodies have traditionally been instruments and means of exchange, this has again today been normalized by the various services connected to the sex business. Globalization penetrates social life through the planetary circulation of the culture of consumerism, producing the merchandizing and commercialization not only of forms of culture or ideologies but also of human bodies. The women and children of poor countries are the subjects, and at the same time, the main objects of these processes of merchandizing. The global economy forms the new division of international work on the base of different nationalities, ethnic groups, races and gender (Pettman 1996). Appadurai (1997) speaks of ethnocapes to explain the movement of people, movement that is also characterized by gender, and which contributes to the deterritorialization of the world, that deterritorialization of the world that becomes a constant experience on-line. Paraphrasing the words of Appadurai, one could dispute that mass migration and the widespread circulation of technology and information mark the experience of the contemporary because they heavily influence the work of the imagination: spectators and images are at the same time in circulation and are not easily traceable to local spaces, nations or regions.

Nuria VALLES (Fundació CIREM, Spain): *Construction of Gendered Technological Identities in the School Space*

ABSTRACT: The educational advancement of women during the last years has been favoured, among other factors beyond, for mixed schools. Anyway, some questions remain to be answered. Although girls account for approximately 50% of graduates at all educational levels, they continue being under-represented in the more technological studies in post-compulsory education. Many data show the horizontal segregation between girls and boys in professional studies and in the university. Women are scarcely represented in ICT studies or careers (as informatics, engineering's or mathematics) and also in ICT jobs or sectors (as information technologies, telecommunications, electronics or audiovisuals). If girls are theoretically free to choose whatever they like, the so called “voluntary resignation”, why they continue choosing professional careers traditionally considered as feminine and are less present than boys in

technological studies?--The aim of this paper is to present the results of a research about construction of technological identities for girls and boys and gender bias transmission in mathematics and technology in secondary education. The research focuses on the late stage of compulsory secondary education, just before the students are faced to choose between different educational pathways. The objective is to inquire into the black curricula that is transmitted to girls and boys through mathematics and technology lessons in the formal education. The main aim of the research is to analyse in which way there is a gender bias in the transmission of scientific and technological contents in the school. The results are based on observations of lessons in secondary schools, interviews to professors and students and content analysis of books and other materials used during the lessons of mathematics and technology. This analysis is aimed to identify the way in which scientific-technological identities are built in the school space, from a gender perspective. The research conclusions include some recommendations that contribute to eliminate the reproduction of gender inequalities and gendered horizontal segregation in professional careers.

Helene SCHIFFBAENKER (Joanneum Research, Austria): *Female career orientations in Science and Technology*

ABSTRACT: Women have better education and are more than half of all students, and yet they do not succeed as well as men on the scientific career ladder. Even specific funding programs for female scientists in Austria do not bring the success we expected and women already integrated in the scientific field leave it again (opting out). So the questions have to be raised: how exactly do female career expectations look like? What do women mean by “personal career”? Is the expression “career” mainly a male concept? Is there a female “career-model” that differs significantly from the male one?

Ana M. GONZÁLES RAMOS, Cecilia CASTAÑO COLLADO, and Milagros SÁINZ IBÁÑEZ (Universitat Oberta de Catalunya): *The Role of Women in ICT-related Projects Within the 'Plan Nacional' in Spain: A Potential for Science and Technology*

ABSTRACT: Most European reports highlight the importance of expanding the number of scientists in the European research area. In this sense, immigrants and women are considered a future stock of human resources in the field of science and technology. In fact, several regional, national and international initiatives are being developed in order to promote their participation in the research area (*Green Paper. The European Research Area: New Perspectives, 2007, Commission of the European Communities, COM (2007)161 final*).--On the other hand, the impact of ICT on the economic indicators and on the business competitiveness proves that this field of research is one of the most important within the knowledge economy. Nevertheless, women are underrepresented in careers related to science and technology, despite the moderate growth in their rates of participation in the last decade. Literature identifies many factors as possible causes to the different participation of men and women in these research fields: stereotypes, cultural and institutional barriers, personal elections, among others.--This work contributes firstly to remark the significant participation of women in the ICT-related research activities. Secondly, to examine some differences and similarities between men and women in the election of areas related to ICTs. Thirdly, to make a comparative analysis of the number of applications submitted by men and women researchers and of the awarding of their research projects. In order to achieve these aims, we will analyze the information from *Plan Nacional* in the two last years.

Session 16: The Role of University Research in the Future (Joint Session RC07 with RC04 Sociology of Education and RC23 Sociology of Science and Technology)

Sunday, Sept. 7, 18:00-20:00

Location: Faculty of Communication Blanquerna, University of Ramon Llull, Room A201

Chairs: Tamás KOZMA, (U Debrecen, Hungary), Jaime JIMENEZ (UNAM, Mexico) and Radhamany SOORYAMOORTHY (U Kwazulu-Natal, South Africa)

Presenters:

Fernanda SOBRAL (U Brasilia, Brazil) and Marcello BARRA (IPEA, Brazil): *Academy in the Face of Electronic Leviathan: Reflections on University and Research in the Future*

ABSTRACT: This paper presents the original concept of the Electronic Leviathan before the international scientific community. As a singular result of empirical research and sociological analysis, this concept emerges as an explanation to the Brazilian's electronic government (egov) main artifact: PKI-Brazil, the Brazilian Public Key Infrastructure. Considering this ICTs-oriented environment – egov –, technoscience comprehension overcame “separated” science and technology approaches. Given the traditional centrality of academy to science, we decided to observe the role of University within such technoscience scenario. How (and why) had the academy positioned herself in face of the emergence of an electronic state? Original data obtained from 24 interviews with PKI-Brazil builders supports sociological explanation of academy's behavior and also offers possible implications to the future of university research.

Sjoerd BAKKER (Utrecht U, Netherlands): *Arenas of Expectations for Future Hydrogen Technologies*

ABSTRACT: While car manufacturers are building numerous hydrogen prototypes, no one knows if or when the hydrogen economy will take off. In the midst of this uncertainty, numerous science & technology communities compete for a spot in the prospective chain of technologies that could constitute a hydrogen energy system. Because none of their technologies or concepts is ready (in terms of costs, efficiency, or durability) continued funding and investments for R&D is needed in order to meet the demands of the future market.--In our paper we develop a quasi-evolutionary model of technology development in which expectations are at the heart of the enacting and selecting game. Enactors, the actors that develop technological options, have to feed and maintain expectations of their own. Selectors have to assess these expectations and select the most promising options.--The exchange of expectations takes place in arenas in which they are circulated, supported by colleagues and other proponents, and criticized by competitors. Expectations range, given the complexity of this prospective technological system, from the materials and methods used to future global energy needs. In order to compete, all enactors have to take this range of expectations into account. Successful communities of enactors receive further mandate for their work, stay on the hydrogen agenda and align others with their own work.--We illustrate our model by describing two case studies. These were studied using the material manifestations of the arenas such as journals and government and industry reports, from which expectations and future claims were distilled. Furthermore, interviews were held with members of the enacting communities.--The first case study is concerned with metal hydrides, a promising option for on-board hydrogen storage. This case shows how a predominantly scientific

community succeeds in jumping on the hydrogen bandwagon through the use of expectations. The second is concerned with hydrogen fuel cells for the conversion of hydrogen into electricity. This case shows how a heterogeneous community from science and industry has continued to feed and maintain expectations throughout multiple decades, and thereby prolonging their mandate, without substantial market success.

Irene RAMOS-VIELBA, Maria JIMENEZ-BUEDO, Manuel FERNANDEZ-ESQUINAS
(Spanish Council for Scientific Research, Spain): *Beyond Spin-offs and Patents: Other Forms of Knowledge Transfer in the Future of University-Industry Collaborative Linkages*

ABSTRACT: Third mission activities in universities are currently an issue of growing importance in the agenda of university strategies and R&D policy initiatives (Martin, et al. 1996; Mowery. et. al 2001; Etzkowitz et al. 2000). However, the emphasis is normally put, both for policymakers and scholars devoted to the study of third mission activities, only in what so far are considered the core activities involved in the transfer of technology from universities to industry at large: i.e., the generation of patents and the creation of spin-off firms stemming from research projects.--This emphasis is built on a biased assumption about the environment of what constitutes an average university. On the one hand, only a minority of universities have the capacity to engage in patenting activities and the creation of spin-offs (Owen Smith, 2003). On the other hand, the productive environments of a considerable proportion of universities are constituted by firms that have little knowledge absorptive capacities given their limited size and the relatively low technological content of their production (Laursen and Salter, 2004). As a result, an increasing number of scholars are pointing to the need for further research on types of collaborative links between firms and universities other than patents and spin-offs (D'Este and Patel, 2007; Hellström, 2007).--Our paper focuses on the wide variety of channels through which the process of knowledge transfer between university and industry occurs. We present a case study based on an ongoing project aimed at studying the conditions of generation and success of collaborative activities between universities and firms in Andalusia, a region of Southern Spain traditionally characterized by its weak industrial tissue and an emerging yet detached university system that is representative of a considerable number of European regions (Garlic, 1998; Howells, et. al. 1998). In the framework of this project, we have carried out a survey to 800 firms located in the region aiming at creating an exhaustive indicator set that includes collaborative R&D activities that go often unreported in a majority of studies. Drawing on the exploitation of this data set, we contend that for a majority of universities the thrust of their collaborative experiences is thus devoted to advisory work, non-academic teaching, informal networking and academic dissemination, joint research projects, leasing of university facilities, etc.--The results of our study allow us to draw important policy implications for university administrators and policymakers: A focus on patents and spin-offs as indicators of success of collaborative research ignores the limits of many of the economic and productive contexts in which universities are embedded and may be detrimental to the strengthening of emerging trends that are oriented towards softer collaborative experiences and other forms of knowledge transfer between universities and firms.

Elena IVANOVA (Russian Academy of Sciences, Russia): *Universities In Russia's National Innovation System*

ABSTRACT: Universities are one of the basic elements of the national innovation systems in the most countries in the world. In Russia they fulfill four major functions: (1) carrying out

fundamental research and getting new knowledge; (2) commercialization of the results of the scientific research; (3) training the new generation of scientists; (4) training high-skilled specialists.--In Russia, apart from universities, institutions of the Russian Academy of sciences fulfill the first three functions. One of the problems in Russia is to evaluate contributions from universities and Academy institutions to the development of the basic research in various scientific areas.--To resolve this issue, the author has collected information on all grants that were received by scientists from universities and institutes of the RAS, St Petersburg. The research grants from the Russian Foundation for the Basic research for the period of 1993-2007 were considered. The analysis of the data collected enabled to identify the science specialization of the RAS universities and institutes. About 70 percent of the basic research conducted in St Petersburg was done by the RAS institutions in the areas of “Physics, astronomy” and Biology, medicine”. Universities carried out about 60 percent of scientific research in the fields of “Mathematics” and “Chemistry”.--Nowadays, in Russia and St Petersburg, the goal is set to widen researches conducted in universities. This will enable to attract more undergraduates and postgraduates to conduct research. Some linking patterns for universities and institutes are used. One of the forms is to found new universities to train postgraduates. The teachers are scientists from the RAS institutions, and the postgraduates work in the laboratories of the RAS institutions.--Two of these universities have worked in St Petersburg since 1999. One of them specializes in sciences, the other in humanities.

Chris ARMBRUSTER (Max Planck Digital Library, Germany): Research Universities:
Autonomy and Self-Reliance After the Entrepreneurial University

ABSTRACT: The Entrepreneurial University is a failed idea. This is not to disparage the entrepreneurial activities of faculty, graduates and students. Neither is it to criticise industry sponsored research and co-authorship. University research and higher education have a role in innovation. However, if entrepreneurialism is institutionalised as a policy of governments and universities, all manner of things start to go wrong. Not only do participants suffer from disappointed expectations, as expected returns fail to materialise but also, more importantly, universities that 'go entrepreneurial' ultimately destroy the science commons essential to the university's continued existence.--A systematic critique of the concept of the Entrepreneurial University is offered and key data is reviewed. Simultaneously, a broader research programme on university autonomy and finance is advanced. ...

Session 17: Leisure: Dream or Reality? (Joint Session RC07 with RC13 Sociology of Leisure and RC 23 Sociology of Science and Technology)

Monday, Sept. 8, 9:00-11:00

Location: Faculty of Philosophy, Geography and History, University of Barcelona, Room Sala Gran

Chair: Jochen GLÄSER (Lancaster U, UK), Dirk STEINBACH (U Applied Sciences Salzburg, Austria), and Scott NORTH (U Osaka, Japan)

Presenters:

Scott NORTH (U Osaka, Japan): *Frayed White Collars: The Future of Leisure in Japan and the United States*

ABSTRACT: Japan and the United States boast the world's two largest GDPs and the OECD's longest working hours. How is it that in spite of their undeniable affluence, these societies are failing to produce a leisure dividend? Through a focused comparison of working hours and overtime practices in contemporary Japan and the US, this paper argues that unpaid "service overtime" in Japan and so-called White Collar Exemptions (WCE) from overtime pay in the United States are the visible manifestations of a shared, cross-cultural employer preference for long-hours jobs that increases inner-firm competition between workers and thwarts the dream of increased leisure. Recent revisions to the WCE in the United States have expanded the categories of exempt workers and made it more difficult for workers to sue to recover unpaid overtime wages. Japan is currently considering WCE legislation that would give legal legitimacy to customary "service overtime" practices, which workers are successfully challenging in court. The draft bill contains language lifted directly from position papers on the issue written by the American Chamber of Commerce in Japan. Just as the American Chamber of Commerce in China has tried to undermine stronger protections for workers' rights there, the export of American-style white collar exemptions and other cost-cutting management devices to Japan symbolizes how the spread of America's finance-centric executive culture, and its disregard for worker's private lives, is a key predictor of the future of leisure in the global economy.

Alan LAW (Trent U, Canada): *Undesirables, Unemployables and Other 'Social Malingerers': Containing the 'Post-War' Leisure Society*

Tatiana CHERNYAEVA (Volga-Region Academy of Civil Services, Saratov, Russia): *Tourism as a Frame of Leisure Society*

Sari PEKKOLA (Kristianstad U College, Sweden): *Diasporic Youth and the Internet: Bolivian Youth and Identity Work in the Cyberspace*

ABSTRACT: This paper studies the appropriation of virtual spaces by Bolivian youth in the Diaspora. I study virtual rooms as leisure spaces where old and new meanings of identity and relationships based on a sense of community can be pursued. One of the central questions in this paper is what kind of identities and interactions are produced and reproduced through new media. By describing the new media and its contents I try to understand processes of cultural production as a way of creating 'alternative cultures'. New media spaces as new places performing diasporic identities, or new social identities related to online as well as offline communities are focused.--In the paper I try to show how Bolivian diasporic communities of youngsters are created as 'alternative public spheres'. Issues such as how relationships between the local and global music cultures and new as well as old identities are articulated in the Internet are examined. I also give illustrations how contemporary social and political issues and changing identities are juxtaposed in complex collages. The central arguments of this paper maintain that the participants in these diasporic groups are continually discovering and rediscovering a dominated culture as well as creating different forms of diasporic communities in different virtual leisure spaces.--Ethnographic methods have been used in the project. Participant observation of relevant websites, where different forms of popular culture and popular music may be staged, are carried out to study questions of identity, origins and belongingness.

Session 18: Leisure in the Age of Technological Transformation (Joint Session RC07 with RC13 Sociology of Leisure and RC 23 Sociology of Science and Technology)

Monday, Sept. 8, 11:30-13:30

Location: Faculty of Philosophy, Geography and History, University of Barcelona, Room Sala Gran

Chairs: Scott NORTH (U Osaka, Japan), Jaime JIMENEZ (UNAM, Mexico), and Teus J. Kamphorst (Wageningen University, Netherlands)

Presenters:

Sumana V. PANDEY (Govt. College of Dausa, India): *Leisure in the Age of Technological Transformation in Rural India*

ABSTRACT: Leisure provides women with a chance to relax and recover from the stress and fatigue of everyday life. It also provides a creative outlet and an important opportunity to establish and maintain social networks. Leisure and Entertainment activities are a necessity for a balanced life. They help us explore new frontiers, build new relationships, enhance the variety and spice of life, and enrich our lives. They allow us to create our own delightfully imaginative world with its own innovations. They inspire us on to greater heights by providing us space for ourselves- giving us time to think, time to be different, time to be ourselves. Some consider leisure activities to be play and recreation. Leisure implies a less serious purpose without necessarily producing a product or skill. It implies joy, enthusiasm opportunity and energy. Some view leisure to be the opposite of work, i.e., “smelling the roses.” Leisure or free time, is a period of time spent out of work and essential domestic activity. It is also the period of discretionary time before or running a business, attending school and doing homework, household chores, and day-to-day stress.--In the world of leisure and entertainment, perhaps nothing is looked forward to as much as a Sunday. Wake up late, have an extended reading of the morning newspapers with all there supplements, a special brunch, spend time with the family, catch up with some TV and sleep, read the latest thriller, or just meet up friends. Sundays have that magical quality which makes them so special and eagerly awaited. It is a day which separates the work week just gone by and the coming, a day with leisure and entertainment at its heart. However, for many of us, due to a mix of technology and the increasing pressures of work, Sundays are gradually mixing with the rest of the week. Work becomes the central focus of all that we do, with dwindling time for everything else. Time for ourselves, friends and family is decreasing and becoming increasingly fragmented.--This study will focus on the leisure activities of the rural people in India in the age of technological transformation. How has the modern technological world entered the traditional village? Are modern type leisure services reaching the villages? Are leisure based voluntary associations being formed? How has the modern leisure activities altered the villagers’ lives? How villagers are accepting the modern technology like the TV, Disco Music, mobile phones, modern movies etc.? How are the female leisure activities different from the male leisure activities? Lastly is change in rural India bringing western-type leisure to the villages? And the most important part is whether such modern technology changing their traditional values and the norms?

Sara MONACI (U Turin, Italy): *Leisure On Line: New Experiences and Solutions for Edutainment*

ABSTRACT: New communication and information technologies are reshaping social processes and practices related to learning and sharing knowledge. Universities as well as cultural institutions--museums, libraries--are undergoing radical change in the ways they elaborate and disseminate knowledge. New media of communication such as the World Wide Web and mobile devices have a strategic role in this scenario. The term Edutainment (Education and Entertainment) is often used to describe new educational process supported by digital media of communication. The scenario is nevertheless more complex; on one side new media contribute to reshape formal processes and institutional settings of education. On line learning environments based on forum, blog, wikis, on line gaming represent new media experiences where an increasing part of educational processes (teaching, tutoring etc) now takes place. Those experiences involve a diversified audience: young people enrolled in different levels of formal education but also adult professionals attracted by new opportunities of learning and re-qualification. In this process education is getting more and more entertaining fostering peer to peer interactions and informal communication. On the other side new media such as on line gaming and simulations are turning to be ever more educational: video games and on line games originally conceived as entertainment products are increasingly used as platform for learning processes. Leisure experiences mediated by digital technologies are getting more and more intertwined with formal teaching and learning processes. Through the analysis of different case histories my paper will try to discuss the shift from pure leisure-media to new mixed solutions based on education and entertainment.

Ake NILSEN (U Halmstad, Sweden): *The Second Skin: Technology and Masculinity in the Context of Scuba Diving*

ABSTRACT: Based on an ethnographic fieldwork this paper explores the relation between technology and masculinity in the context of scuba diving. From a theoretical framework based on Heidegger/Kemp and Wajcman, two major questions are put to the material: How is technology influencing social relations and communication? And: How is technology perceived and handled? The first question is answered out of two angles: Judging performance out of handling the equipment and forming the social hierarchy. The second question is answered: out of a practical knowledge, through embodiment and trust.

Nuno de ALMEIDA ALVES (CIES-ISCTE, Portugal): *Computers and the Internet: Balancing Work and Leisure in Everyday Life*

ABSTRACT: Information technologies and internet based services have developed substantially in the last decade. The information technology revolution, together with a fierce market competition, brought affordable hardware, software and broadband connections to ever increasing numbers of individuals, families and organisations. A significant part of our lives and daily activities take place in an electronic setting. Computers, internet and broadband networks are used as a platform for performing numerous activities: Working, studying, shopping, gathering information (on products, travel arrangements, health issues, etc.), reading newspapers, chatting, playing and web logging. These activities can be performed wherever we are and whenever we want, since we have access to information technologies in our workplaces, homes and even when we are commuting between them. But is this an entirely positive feature of our contemporary societies? It certainly has its positive aspects, namely the unremitting availability

of information and services when and where we need them. But we should also consider its downsides, namely the growing blurring of borders between work-leisure activities and spaces, previously well separated in time and space.--This paper aims to discuss some of these issues. It will start with the identification of the several groups of actors (students, IT specialists, academics, journalists, professionals, etc.) that, for several reasons, have a constant proximity and use of information technologies. Afterwards, it will try to assess the type of management the users make of the digital resources (professional, informational and recreational) available to them in a typical workday (and in their leisure time). The last part of this paper will analyse the assessments these individuals make of their use of electronic services, their impacts and balance on their professional and private lives.--This paper is based on ongoing research on profiles of ICT users. The empirical data originates from surveys applied to Portuguese internet users and interviews.

Philippe TERRAL (U Toulouse III, France): *A Sociological Analysis of a Scientific and Technological Controversy in the Field of Sport Sciences: The Interest of Electric Stimulation to Increase Muscle*

This paper aims at presenting a scientific controversy in the world of sport sciences. It focuses upon electrical stimulation, a technique used to increase muscle with an electrical device sending electric impulses into the muscle. This technique was the subject of many scientific research studies, but the results stemming from them are contradictory, and thus create a typical controversy. This controversy involves several categories of actors, which this paper identifies while studying the type of arguments developed to impose one's point of view. Through the analysis of 50 scientific papers and 15 interviews of the main researchers involved in the controversy, this paper studies the social processes at work in the construction and resolution of the controversy. The latter engages various conceptions of scientific research, and particularly enhances the conflicts between fundamental and applied science. The controversy is also grounded upon axiological positions and values, notably various conceptions of competitive sport, or the relationship between research and the sport industry. In addition, this paper shows how the conflicts can be better understood if one considers the researchers' social stances in the sport science field and the interests associated with these stances.

Christine SCHIWETZ (Georgetown U, USA): *Youth Culture and Consumer Technology: An Investigation into the Larger Picture and Trend among Technological Consumption amongst Youth Culture and College Students*

ABSTRACT: Understanding that the global economy depends on youth culture and their consumption of technology—(on how youth culture currently consumes and purchases technology with prescience that they will be the future consumers) I will present research data resultant from classroom content analysis (Sociology class: Visual Sociology and Consumer Technology) to evaluate how students consume technology, their observation on how other students and their peers consume technology, what they would like in the future and what they “consider cool”.--The analysis is framed in a sociological and technological theoretical context of globalization addressing how technology moves around the world and has effected youth consumption, culture and the impact of stratification in regards to race, class and gender. Future research will expand to examine the consumption of consumer technology on the family and household.

Session 19: Business Meeting

Sunday, Sept. 7, 13:45-14:30

**Location: Faculty of Philosophy, Geography and History, University of Barcelona,
Room 208**

(There will be opportunity for a light lunch immediately following the business meeting.)

NOTES

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International Sociological Association Research Committee 07 Futures Research (ISARC07)

The International Sociological Association Research Committee 07 Futures Research (ISARC07) was founded in 1971 and is dedicated to the promotion of future-oriented social research. A newsletter with details of ISARC07's activities is published about once or twice a year. For more information on how to become a member, please visit our website at: <<http://www.isa-sociology.org/rc07.htm>>.

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**International Sociological Association Research Committee Futures Research (ISARC07)
ISA Forum, Barcelona, Sept. 5-8-2008
Sessions Schedule and Locations Overview***

Venues:	Faculty of Philosophy, Geography and History University of Barcelona	Faculty of Communication Blanquerna University of Ramon Llull
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Friday, Sept. 5

8:00 -	Registration opens, general opening events at Palau de Congressos de Fira Barcelona		
18:00-20:00		11 Internet Utopia – R. A101	
20:30 -	ISA General Welcome Reception (location tba)		

Saturday, Sept. 6

9:00-11:00	01 Globalization I – R. 208	09 New Age – Room 207		
11:30-13:30	02 Globalization II – Room 208	06 Media & Social Movemnts –R. 206	10 New Approachs. - Room 207	
Break				
15:30-17:30	05 Religion – Room 208	07 Social Movements: Visions - Room 206		
18:00-20:00		12 Intel. Prop/Inequality/Hegemony –Room A101	15 Gender/Science/Tech. - Room A102	

Sunday, Sept. 7

9:00-11:00	04 Theory – Room 208		
11:30-13:30	03 Public/Policy/Power – Room 208		
Break	19 Business Meeting –R. 208 (13:45-14:30)		
15:30-17:30	08 Architecture – Room 208		
18:00-20:00		13 NTIC/Spanish – R. A101	16 University Research - Room A201

Monday, Sept. 8

9:00-11:00	17 Leisure I – R. Sala Gran		14 NTIC/Spanish – R. A101
11:30-13:30	18 Leisure II – R. Sala Gran		
- 20:00	General closing session, conference ends		

* Please note: All information in this table may be subject to change.

