

Acceptance between innovation and participation

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Schloss Leopoldskron

PD Dr. Heike Walk

Structure:

- General introduction to the debate about acceptance, science and technology development
- Different types and models of acceptance
- Forms of participation: different motivations and functions

Introductory Information:

- Research on technology acceptance is very wide and located in numerous disciplines
- Increasing general technophobia among the German population
- Research programs have been launched:
 - 1) To improve research on technology acceptance
 - 2) To improve technology development

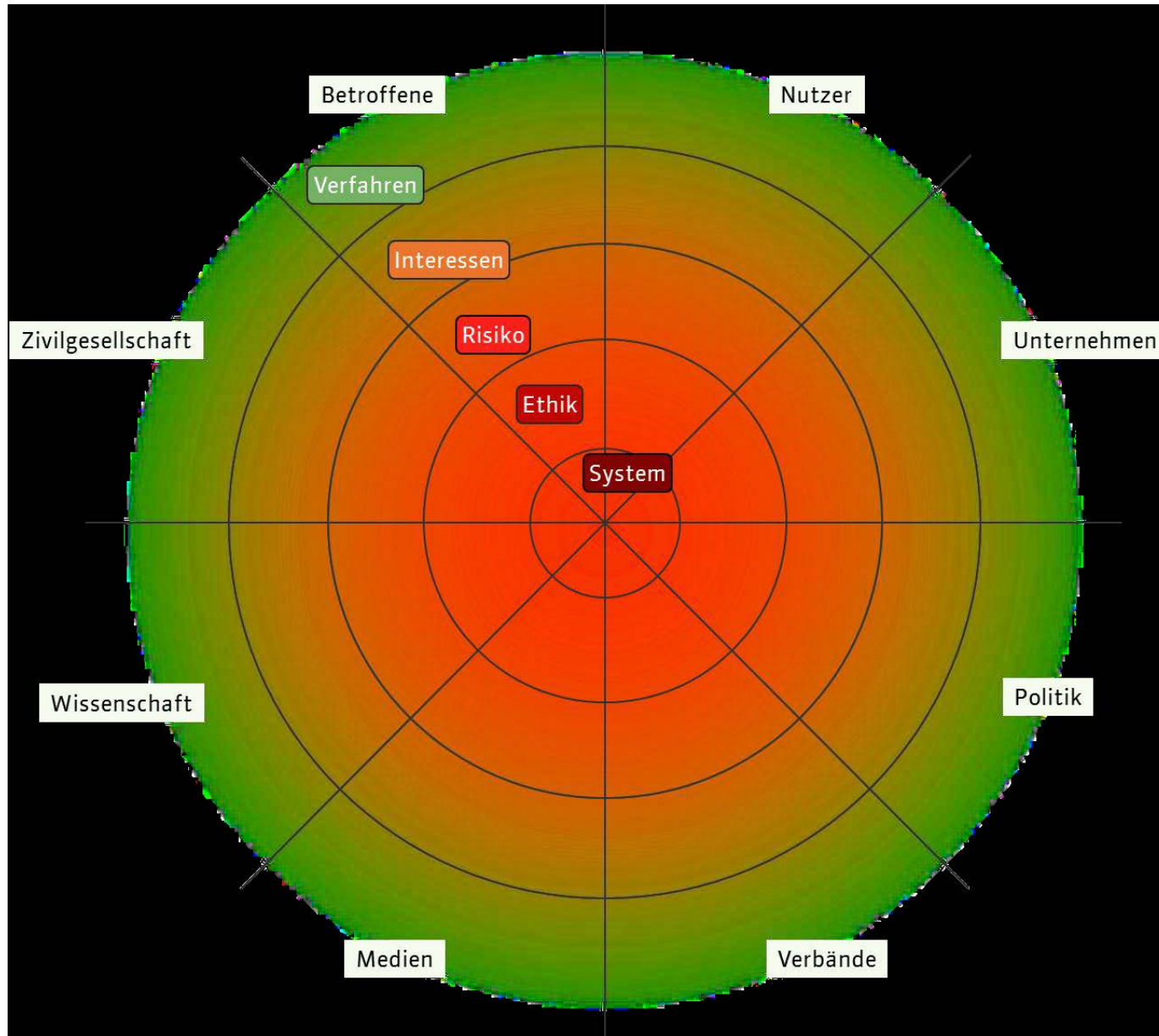
Types and levels of acceptance:

1. Active opposition to the planned project
2. Rejection, which is expressed verbally or non-verbally
3. Discord which can be assigned to neither acceptance nor unacceptability
4. Indifference in terms of a lack of subjective concern
5. Toleration, which is caused by intervention
6. Conditional acceptance
7. Approval, in which the object is positively evaluated by the acceptance subject
8. Commitment or Engagement

Constructive Technology Assessment – main elements

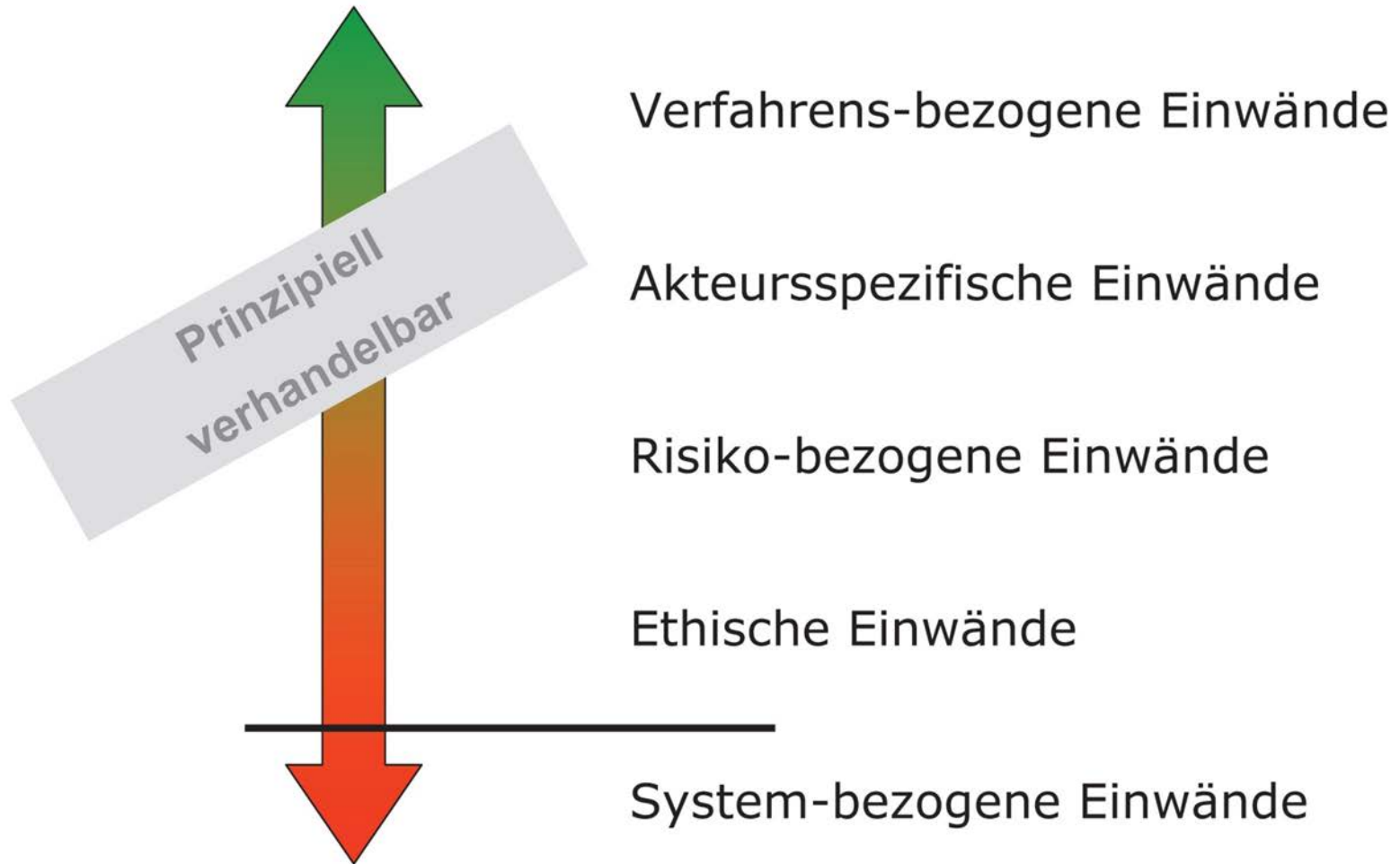
- Integration of anticipation of the future effects of technology into the promotion and introduction of technology
- Inclusion of relevant actors and aspects of technology during development and introduction of technology
- Enabling all actors to learn about ‘the possible new linkages between the design options and the demands and preferences of users’
- Actors should be ,reflexive‘ about the processes of co-evolution of technology

Acceptance radar



Quelle: inter 3,
Institut für
Ressourcenmanage-
ment

Acceptance radar



Participation events are offered from a drawing board

- A particular method is used because it is known
- There is no pre-planning
- Focus on the implementation and the methods
- Participation procedures should be reconnected with theoretical ideas
- Looking for specific interests and the intrinsic value
- Connect the discourse of acceptance with the discourse about participation

Thanks for the attention!