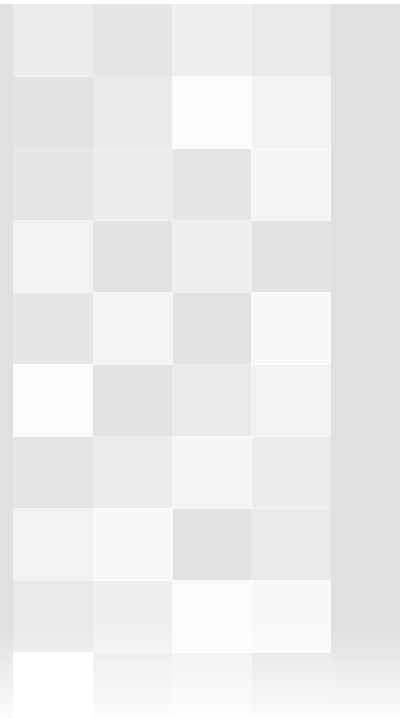


Mind the Gap? Translating science and technology projects with TED

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Agenda

- 1. Background and motivations**
- 2. Case study: TED**
- 3. Conclusion**

Translational research

- *Originally, translational research was supposed to foster the multidirectional integration of basic research, patient-oriented research, and population-based research, with the long-term aim of improving the health of the public.*
- *T1 research expedites **the movement between basic research and patient-oriented research** that leads to new or improved scientific understanding or **standards of care**.*
- *T2 research facilitates **the movement between patient-oriented research and population-based research** that leads to better patient outcomes, the implementation of best practices, and improved **health status in communities**.*
- *T3 research promotes interaction between **laboratory-based research and population-based research** to stimulate a **robust scientific understanding of human health and disease**.*

Rubio et al. (2010)

Translation

*“So, the word ‘**translation**’ now takes on a somewhat specialized meaning: a **relation** that does **not transport causality** but induces **two mediators into coexisting**.*

*If some **causality** appears to be transported in a predictable and routine way, then it’s the proof that **other mediators have been put in place** to render such a displacement smooth and predictable (see Part II).*

*I can now state the aim of this sociology of associations more precisely: there is no society, no social realm, and no social ties, but there exist **translations between mediators** that may **generate traceable associations**.”*

Latour, Bruno. *Reassembling the Social: An Introduction to Actor-Network-Theory*. Clarendon Lectures in Management Studies. Oxford University Press, 2005.

Cultural capital

Three forms of cultural capital:

- the embodied state,
- the objectified state and the
- institutionalized state.



Focus

The “**embodied state**” refers to the cultural capital that resides within an individual

The “**institutionalized state**” refers to titles, diplomas and similar types of artefacts that represent achievements in the “cultural” domain.

Recognition

Three main dimensions (Iser, 2013):

- **equal respect** awarded to all agents capable of autonomy;
- **esteem** due to one's achievements, emphasizing difference and the uniqueness of specific and cultural features;
- **recognition** of concrete individuality as love and friendship.

Honneth (1996) points out distinct stages of recognition along which individuals gain

- **self-confidence**,
- **self-respect** and
- **self-esteem**.

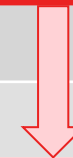
Recognition, on the one hand, allows for **the creation and preservation** of a **subject's identity**, granting others the status of an **epistemic authority**; on the other hand, it allows one to build a **normative space of reasons, commitments and entitlements**, enforcing the subject as being **capable of responsibilities** and **exercising authority** (Brandom 1994)

Valuation

"(...) how value is produced, diffused and institutionalized" (Lamont, 2012)

"[how] the value or values of something are established, assessed, negotiated, provoked, maintained, constructed and/or contested." (Doganova et al, 2014)

Categorization	Legitimation
<ul style="list-style-type: none"> • classification systems conventions • stabilization • institutionalization 	<ul style="list-style-type: none"> • how does an object gain value? • recognition of value by you and me



Cultural & symbolic capital

table adapted from Lamont, 2012.

Public sphere

Private realm	Public Sphere	Public authority
civil society	political realm	state
family's internal space	world of letters	court
	"town"	

Adapted from Habermas, 2003 p.32

1. Formalization of public discussion (**speech acts**)
2. Publicness as publicity (**marketing**)
3. Public Discussion as commodity and business (**reification**)
4. Media sets the agenda (**translation**)

Information Infrastructures (IIs)

*“...characterized by openness to number and types of users (**no fixed notion of ‘user’**), interconnections of numerous modules/systems (i.e. **multiplicity of purposes, agendas, strategies**), dynamically evolving portfolios of (**an ecosystem of**) systems and **shaped by an installed base** of existing systems and practices (thus restricting the scope of design, as traditionally conceived). IIs are also typically **stretched across space and time**: they are shaped and used across many different locales and endure over long periods (decades rather than years).”*

Monteiro, E., Pollock, N., Hanseth, O., & Williams, R. (2012). From Artefacts to Infrastructures. *Computer Supported Cooperative Work*.

Digital Information Infrastructures

Types of Generative Mechanisms

Situational mechanisms (macro–micro level, explaining how the infrastructure **enables and constrains** its various components)

Action-formation mechanisms (socio-technical action, explaining how desires and beliefs **generate a specific action**)

Transformational mechanisms (micro–macro level, explaining how different components interact to produce an **outcome**)

Evolution Mechanisms

Adoption: A self-reinforcing process by which more **users adopt the infrastructure** as more resources invested **increase the usefulness** of the infrastructure

Innovation: A self-reinforcing process by which **new products and services are created** as infrastructure malleability spawns recombination of resources

Scaling: A self-reinforcing process by which an infrastructure expands its reach as **it attracts new partners** by offering incentives for collaboration

Henfridsson, O., & Bygstad, B. (2013). The Generative Mechanisms of Digital Infrastructure Evolution. *MIS Quarterly*, 37(3), 907–931.

TEDTalk



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6:26

Joshua Roman, Somi and Bill T. Jones
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17:57

Abe Davis
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17:49

Pamela Ronald
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16:04

Alice Goffman
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419K views • May 2015



17:04

Sophie Scott
Why we laugh

443K views • Apr 2015



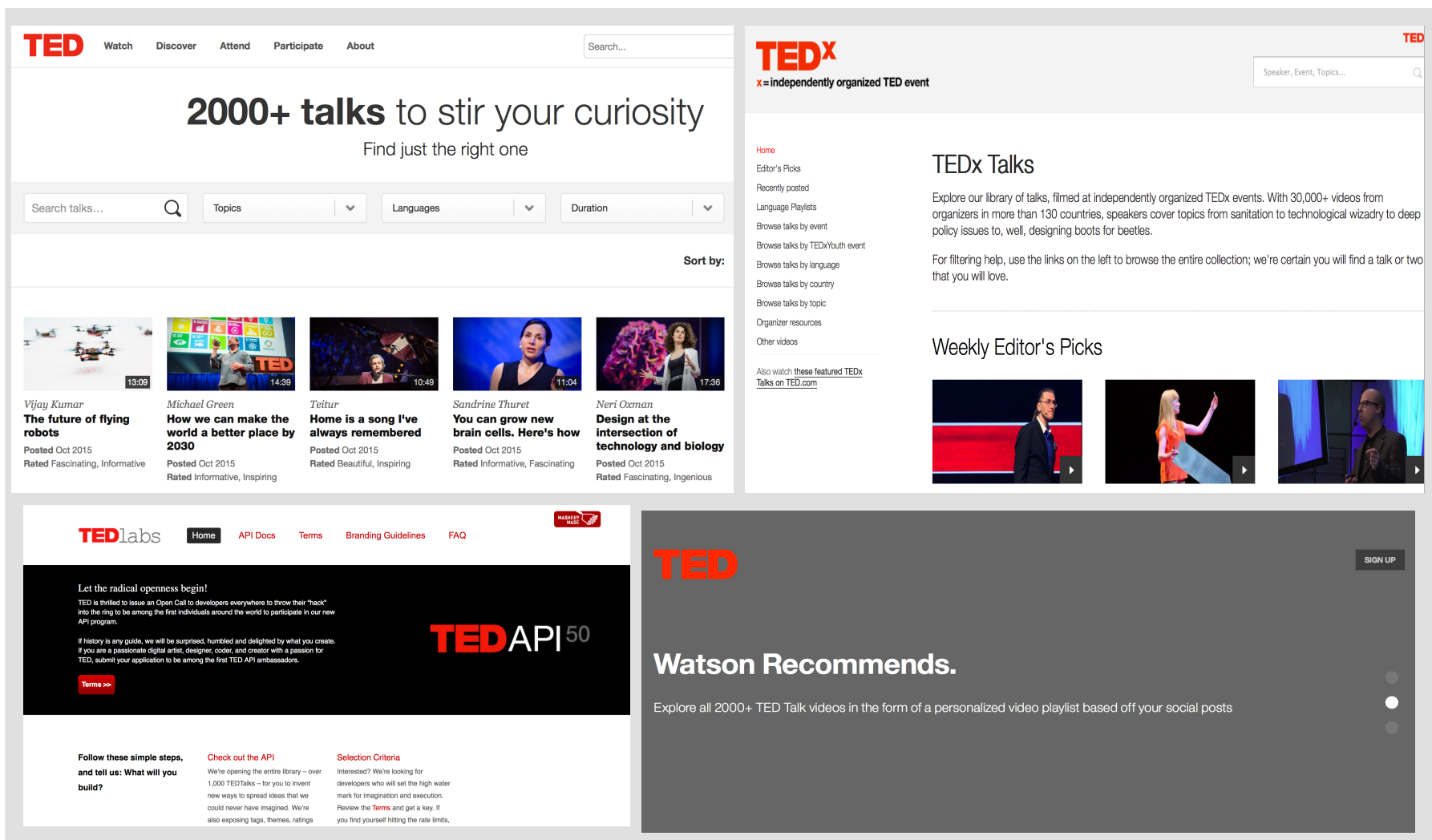
5:52

Greg Gage
How to control someone else's arm with your brain

1.6M views • Apr 2015

These formatted talks contribute to **translating science projects** in general and more specifically those projects related to **technological innovation**

TED ecosystem



The screenshot displays the TED website interface. At the top, there is a navigation bar with links for Watch, Discover, Attend, Participate, and About, along with a search bar. The main heading reads "2000+ talks to stir your curiosity" with the subtext "Find just the right one". Below this, there are search filters for "Search talks...", "Topics", "Languages", and "Duration". A "Sort by:" dropdown is also present.

A grid of five featured talks is shown:

- Vijay Kumar**: "The future of flying robots" (18:09). Posted Oct 2015. Rated Fascinating, Informative.
- Michael Green**: "How we can make the world a better place by 2030" (14:39). Posted Oct 2015. Rated Informative, Inspiring.
- Teitur**: "Home is a song I've always remembered" (10:49). Posted Oct 2015. Rated Beautiful, Inspiring.
- Sandrine Thuret**: "You can grow new brain cells. Here's how" (11:04). Posted Oct 2015. Rated Informative, Fascinating.
- Neri Oxman**: "Design at the intersection of technology and biology" (17:36). Posted Oct 2015. Rated Fascinating, Ingenious.

On the right side, there is a "TEDx" section with the tagline "x=independently organized TED event". It includes a search bar and a list of navigation options: Home, Editor's Picks, Recently posted, Language Playlists, Browse talks by event, Browse talks by TEDxYouth event, Browse talks by language, Browse talks by country, Browse talks by topic, Organizer resources, and Other videos. Below this is a "Weekly Editor's Picks" section with three video thumbnails.

At the bottom left, there is a "TEDlabs" section with a "Home" button and links for API Docs, Terms, Branding Guidelines, and FAQ. The main content of this section is a promotional banner for "TED API 50" with the text "Let the radical openness begin!" and "TED is thrilled to issue an Open Call to developers everywhere to throw their 'hats' into the ring to be among the first individuals around the world to participate in our new API program." Below the banner are three columns of text: "Follow these simple steps, and tell us: What will you build?", "Check out the API", and "Selection Criteria".

At the bottom right, there is a "TED Watson Recommends" section with a "SIGN UP" button. The text reads: "Explore all 2000+ TED Talk videos in the form of a personalized video playlist based off your social posts".

Situation, key issues, and remarks

Situation

Data collection started on February 2015

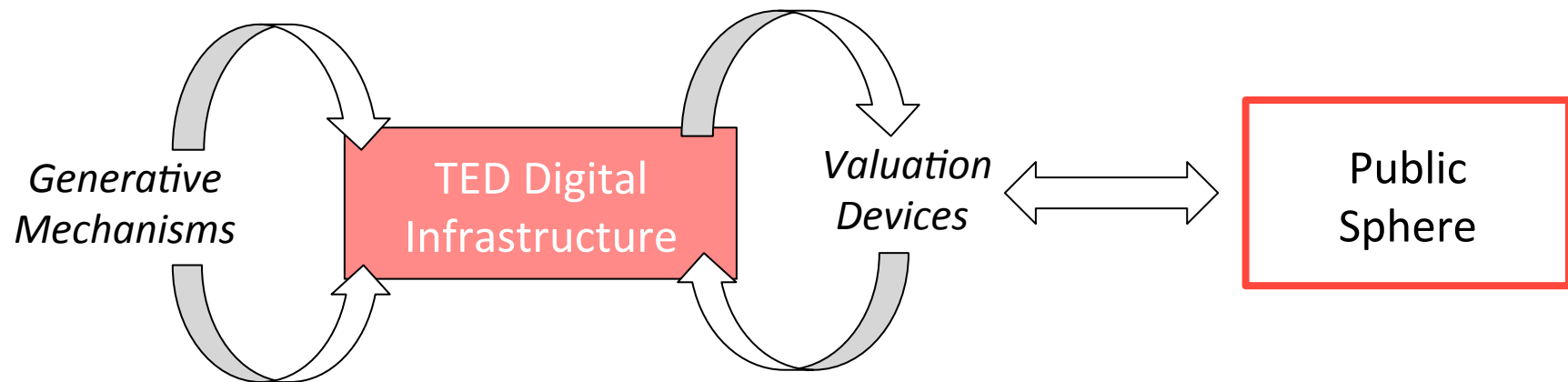
- TEDTalk repository (1969 records)
- 24 Informants selected and scheduled (TEDxLausanne)
 - 10 interviews done
- Attended TEDxLausanne on February 9th, 2015
 - Memos, etc

Key Issues

- Relationship between TED as a **valuation device** and the **translation of innovation**
- **Trajectories of TED Infrastructure.**

Focus point: understanding not only how relationships between the shareholders in S&T projects are constructed, but also how participation in the project reinforces individual and institutional cultural as well as symbolic capital.

Conceptual model



Insights and future work

- **TED as black box [for TEDx]**
- **Barriers to access are there [Not all TEDTalk or x online] but “be my guest”**
- **Subjectivity and subjection**
- **Protocols matter but “don’t say it”**

Future work:

- Completing interviews and expanding with cross country informants
- Open coding and selecting coding