

Reflexive (interactive) design

Bram Bos



ANIMAL SCIENCES GROUP
WAGENINGENUR

OPDRACHT/PROBLEEMSTELLING

- How do practices of reflexive design take place, how do they relate to their evolving institutional environment, and to what extent and how may they be legitimated?
 - Elaboration of methodology
 - Theoretical underpinnings (reflexivity, effective reformism)
 - Democratic legitimization (i.r.t. governance)



Reflexive (interactive) design

- A coherent collection of methods for interactive design and realization of system innovations.
 - Tapping on, not replacing a range of methodologies (SNM, ITA, STD, MO)
- *Doing* reflexive modernization (Beck/Giddens)
- Keeping the idea of progress, without repeating the mistakes of first modernity
- Dual nature of reflexion



AANPAK

- Analysis of current interactive innovation projects in animal husbandry, that are explicitly acting on structure in order to reach certain (policy) goals
 - Houden van Hennen; Welzijn/Comfort Class Stal; Welzijnsindex; Hercules
 - Document analysis; interviews; data collection by participation;
 - Feedback to project leaders and other participants;
- Focus on the interaction between action and structure (Giddens)
 - Constraints imposed by the dominant sociotechnical regime
 - Practices of 'opening up' and 'closing down' (Voß & Kemp 2005)
 - Strategies for changing structure (effective reformism)



INHOUDELIJK RESULTAAT 1

■ Constraints

- Regime 'talks back' (Schön): recession from reflexive to ecological modernization (*case: Hercules*)
- Traditional division of labour in first modernity between science, economics, politics and morality (Latour) (*case: Welzijnsindex*)



INHOUDELIJK RESULTAAT 2

- Practices of 'opening up'
 - Transgressing fact/value distinction in design (*case: Houden van Hennen*)
 - Balancing strategic action and interaction (*case: Houden van Hennen*)
 - Highlighting the structuring effect of traditional roles (*case: Welzijnsindex*)
 - Practices for identification and deconstruction of structuring presuppositions (*cases: Houden van Hennen, Welzijnsindex*)



INHOUDELIJK RESULTAAT 3

- Effective reformism
 - Experimenting with new roles for institutional actors (*case: Comfort Class*)
 - Short-cuts in the chain (case: Houden van Hennen)



VERVOLG IN BO/KB/MARKT

- Articulation of the Reflexive Interactive Design approach
 - product/expertise description
 - systematical elaboration (i.c.w. KSI)
- Further refinement by doing in BO 07-009 (2007-2009)
 - Opportunity for a PhD project (KB/KSI)
- Current cases will be followed as they continue (KB/KSI)



Afsluiting

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