

## **PENDING OR TRENDING? ASSESSING THE (DE)CONSTRUCTION OF TECHNOLOGY HYPES.**

**Maximilian Roßmann**

**Karlsruhe Institute of Technology (KIT)**

**Jascha Bareis**

**Karlsruhe Institute of Technology (KIT)**

**Janine Gondolf**

**Karlsruhe Institute of Technology (KIT)**

### **Abstract:**

This panel will be dedicated to technology hypes, considering digital platforms and digital methods, to foster understanding their nature, analysis, content, and power. Hype shall be transformed from a buzzword to a reflected term and applicable working concept.

What is at stake? False claims and inappropriate exaggerations (hypes & alarmism) about technological possibilities may prompt malicious action (e.g., poor health decisions, misdirected investments and resources, failure to pursue other solutions) and, more generally, jeopardize trust in science. On the other hand, there are versatile situations in technology development that demand un-accuracy, exaggeration, and visionary scenarios to orient research activities, to enable critical discourse on relevance and affectedness of methods and findings, to coordinate actions beyond disciplines and academia, and ultimately, to motivate (political) initiatives, e.g., for, in, or against technoscientific capitalism.

We want to give the opportunity to deconstruct and assess the impact of existing hypes along the lines of technology development narratives, thereby assessing multifold aspects, detangling interdependencies, and revealing underlying principles. Given the power of social media across cultures and recent possibilities of digital methods, there is a demand to examine and revise conceptual scrutiny and tools for analyzing hypes, differentiating between lofty tech talk or mature market entries calling for assessment and (de-)regulation. In this regard, the question remains of how stakeholders and researchers should deal with potential hypes and accompanying phenomena – when should they keep their heads down or take advantage? Or even counter ironically or artistically?

**Dr. Maximilian Roßmann**

Scientific Staff at the Institute for Technology Assessment and Systems Analysis (ITAS), Karlsruhe (ending 14.01.2021)

Post-Doc at the Faculty of Arts and Social Sciences, Maastricht University (starting 15.01.2021)

- Science & Technology Studies
- Philosophy of Imagination and Vision Assessment
- Empirical Social Sciences and Digital Humanities

**Jascha Bareis M.A.**

Scientific Staff at the Institute for Technology Assessment and Systems Analysis (ITAS), Karlsruhe  
Associate researcher at the Humboldt Institute for Internet and Society (HIIG), Berlin

- Political Science and Technology Governance

- Science & Technology Studies
- Communication and Media Studies
- Philosophy of Language

Janine Gondolf M.A.

Scientific Staff at the Institute for Technology Assessment and Systems Analysis (ITAS), Karlsruhe  
Associate researcher at the Department of Philosophy of Science and Technology, Technische  
Universität Darmstadt

- Philosophy and History of Science and of Technology
- Narratives in Science & historical epistemology
- Scientific Practice & Research Integrity

**Key words:**

Hype; Vision Assessment; digital methods