Embedding Politics Into Technologies

A Design-Oriented Approach of Online Political Participation

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How do digital technologies of participation organize power relationships?

➜ They "make act"

➜ They "make interact"

➜ They "make happen"

Making act

➡ Digital technologies mark out, direct and shape our online activities

(Lessig, Cardon, Benkler, Bowker & Baker...)

➡ At the website scale : why design matters

Framing actions by allowing them

Making interact

→ Organizing relationships through technical resources

→ Embedding models of participation into technologies

Online... (Coleman, Bennett, Wright, Monnoyer-Smith, Wojcik, etc.)

... as offline (Barry, Blondiaux & Cardon, Laurent, etc.)

Making act/ making interact

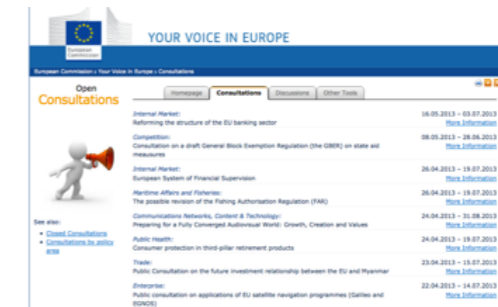➔ The exemple of the European Commission's online consultations

Your Voice in Europe

The European Citizens' Consultations

Making act/ making interact

→ The exemple of the European Commission's online consultations

Your Voice in Europe	->Hyperlinks pointing towards an information stage
->Opening up the consultations towards new publics	->Weak constraints on text production
->Regulating lobbying	->Individual participation (no forum)
->Mobilizing new sources of expertise	->Publication of the contributions
	->Categorization of participants

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Making act/ making interact

→ The exemple of the European Commission's online consultations

The European Citizens' Consultations	->Personal account
->Bridging the European democratic deficit	->Customization of content production
->Experiencing online transnational debates	->Collective participation
->Mobilizing "lay citizens"	->Debates, proposals and votes
	->Hyperlinks pointing towards the most popular proposals

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Making act/ making interact

➡ Shaping actions

➡ Framing interactions

➡ Assigning roles

➡ Allocating resources

=>Technologies build power relationships according to the values they embody

Making happen

➜ On the performativity of technical devices
  (Austin, Denis, Callon & Muniesa, Barry...)

➜ Embodying/ spreading values
  Making web users behaviors comply with models of
  participation

Conclusion

➜ From the design of websites to the "governmentality" of technologies of participation

Understanding the logic of "conduct of conducts" behind the "making act"