PRACTICE HACKS:
EXPLORING THE CENTRALITY OF MATERIALS IN SOCIAL CHANGE

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ABOUT ME / CONTEXT

- Matthew Hanchard

- PhD Student (part-time) – University of Sheffield > Newcastle University

  - *Topic:* Extent digital maps anchor mundane social practices

  - *Aim:* Develop practice-oriented digital sociology of maps

- *One theme:* **Practice Hacks**

- Acknowledgements

  - *Track 091* organisers (inviting me)

  - *EASST conference committee* (fee-waiver)

  - *University of Sheffield* (funding me in full)

OUTLINE

- **Definitions**

  ○ **Digital Maps**   -- What are they? -- What do they do?

  ○ **Practice Routines**   -- What are they?   -- How do they work?

  ○ **Practice Hacks**   -- What are they? -- What do they tell us about materials

- **Problematise materials gaining significance through practice**

  - **Examples throughout**

DIGITAL MAPS

- **What are digital maps?**
  - Remediate / Hypermediate
  - Slippery / entangled
  - Spreadable

- **What do they afford?**
  - Relational orientations
  - Taken for granted / Ready-to-hand
  - Engagement in practical consciousness

*"…RightMove and Zoopla apps pretty helpful…we both have mobile phones…both log in and look up and save things to our list…get home we would go onto the laptop to get a better view…sit down together and go through…generally put in a route to somewhere from here, and how far is it from the flat…the train station, things like that." - **Kelly***

*"…it's just a time-save, that interactivity."- **Matt***

*"Google Maps is just handy, and it's just there." – **Tom***

PRACTICE ROUTINES

- Routine practices allow engagement in practical consciousness

- Routines are anchored arrangements

> "…I knew the bus stopped near the bus station, but I didn't know where…got my little iPhone out…means I am less likely to use taxis, which are more expensive…better for green impact…having a digital map gives me the reassurance of knowing I know where I am…" – *Laura*

PROCESS OF ROUTINISATION

- Affiliation as innovation or part of rearrangement

- Routinised (normalisation) ← ***Liminal space***

- Social inertia (recursively re-enacted routine) ← From discursive to practical consciousness

"…I know the old fashioned way where everybody sent paper copies…they just e-mailed you with a link to Zoopla, RightMove, things like that.…what I found on the map and then going and actually looking…
…without digital maps I wouldn't have actually viewed them. I wouldn't have put them on my list." - **Pam**

PRACTICE HACKS

- Limitation (inhibits stable routine)

- Rearrangement to re-establish routine (discursive consciousness)

- Practice hack exposes liminal moment (rearrangement in flux)

  - Similar to breaching experiments in ethnomethodology

ROLE OF MATERIALS

*"…couple of times I've been unsure of where I am…stopped and taken out my laptop…put it on a window ledge even a quite wide window ledge to check my calendar…maps to see where that is from there." – **Mike***

*"…daren't play because I have a habit of…upsetting the computer sometimes if I don't know what I'm doing…son-in-law has to come and sort it…he says 'don't click this, don't do this, don't download that'…" – **Stacey***

- Materials central in practice hacks…so are social relations

- Materials made significant through practice and <u>also</u> in social interaction

- Following practice routine leads to a socio-material position

QUESTIONS?

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ADDITIONAL STUFF

PRACTICE APPROACHES TO MATERIALS

Author	Conceptualisation of materials	Role of materials in practice
Giddens	Allocative/authoritative resources	Dualities (subject-object reflexively practised)
Schatzki	Practices + Materials	Arrangements (materially mediated)
Shove	Element / Resources	Practices (as performances and entities)
Reckwitz	Artefacts	Participants (subjects/objects not fully defined)
Suchman	Contextualise situated action	Interactive (environment, social, material)
Orlikowski	*Constitutively entangled*	Socio-material enactments