

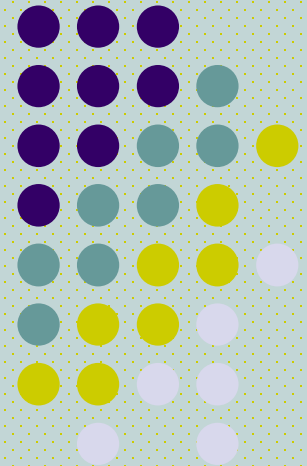
A MODEL OF SOCIAL ACCEPTANCE FOR TECHNOLOGICAL INNOVATION APPLIED TO PORT DATA SHARING INTELLIGENT PLATFORMS

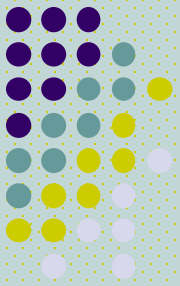
Jonas Pigeon, Olivier Joly, Patrick Gravé
Normandie Univ, France ; ULHN, IDEES ; CNRS,
UMR 6266, F-76600 Le Havre, France

*IPaSPort 2017 Normandie University, Le Havre,
France – May 3-4, 2017*



Normandie Université



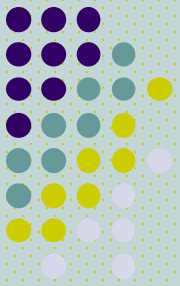


Part 1. What about “Social Acceptance”?

Part 2. **Building and applying a model of sociotechnical acceptance** based on interaction between Possible futures, sociotechnical imaginaries and sea port ecosystems

Part 3. Our contribution

Part 1. What about “Social Acceptance”?



Major concern of industrial players and institutional stakeholders

Risk of opposition from local populations (Hawaiian case)

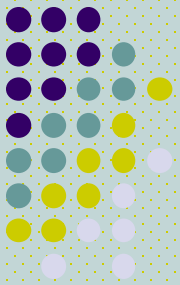
Embarrassment of SHS researchers to the notion of social acceptability linked to the normative nature of this notion

Often thought afterwards...
(i.e. after the technical device)

Confusion between Acceptance / Acceptability (a marketing-oriented methodology)

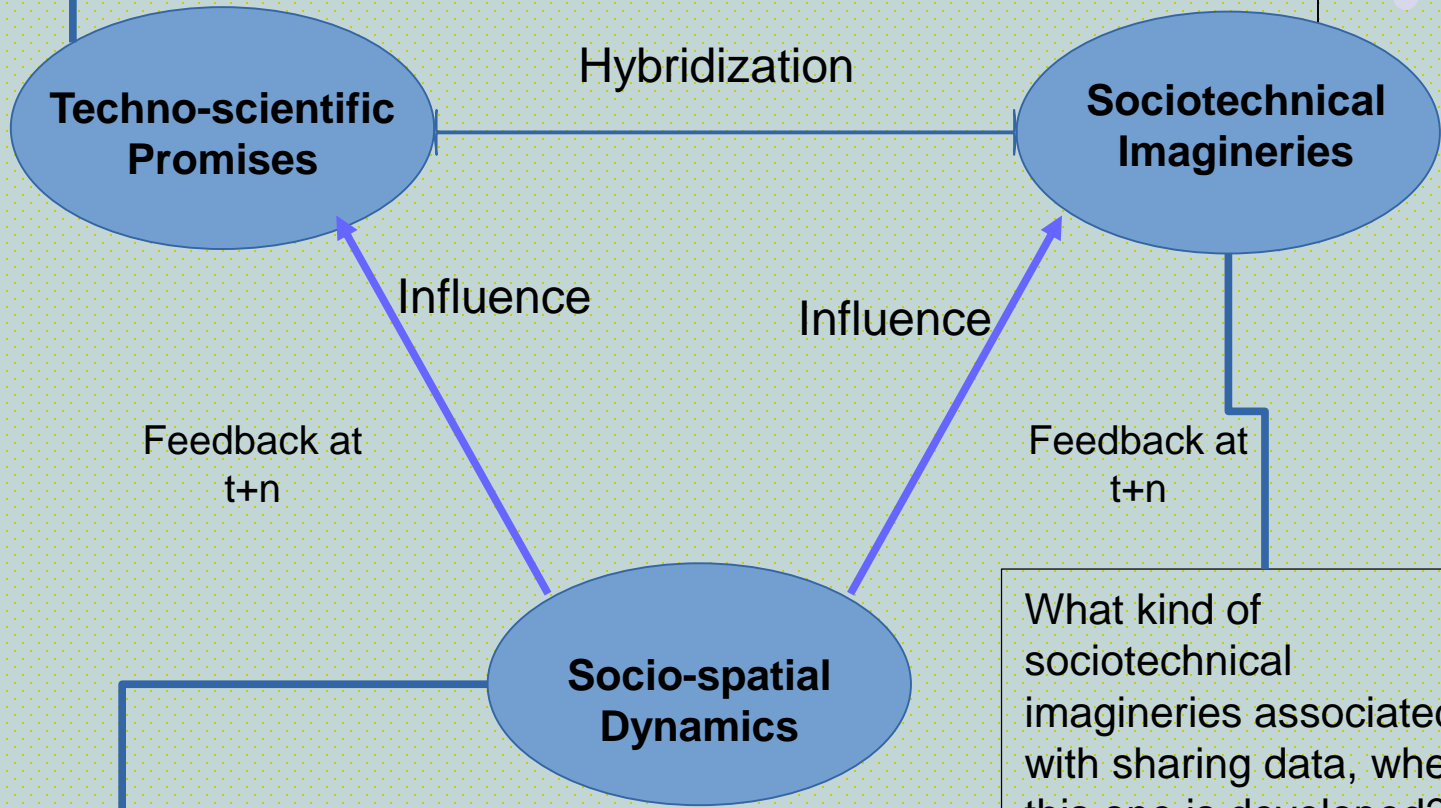
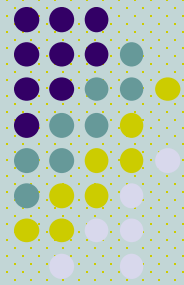
No questions about **technology** and its **social links...**

Hence the need for a socio-technical approach



Part 2. Building and applying a model of sociotechnical acceptance based on interaction between Possible Futures, Sociotechnical Imaginaries and Sea Port Ecosystems

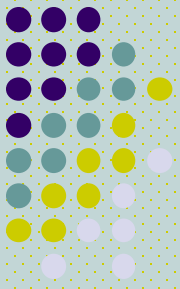
Understanding the Possible Futures of a Technological Device in a Sea Port Territory: Proposal of an Analysis Model



Promises data sharing (general level) ?
Promises associated with data sharing where it is used?
Promises data sharing in a Port Community?

What kind of sociopatial dynamics have influenced the evolution of data sharing?
Which are likely to influence implementation of these technologies in the Port Community ?

What kind of sociotechnical imagineries associated with sharing data, where this one is developed?
What kind of sociotechnical imagineries are presents in the Port Community?



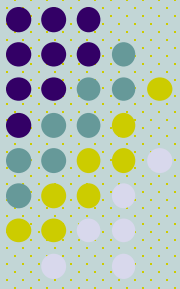
Overview of methodology

4 main methodologic linked tools

- Stories Analysis
- Conceptual Mapping
- Spatial Analysis
- Data Analysis
- + Sociological Surveys



From an interdisciplinary perspective and inspired by a realtime support for innovation approach



Part 3. Our contribution -1

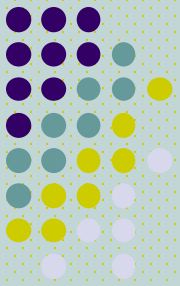
4 following fields:

1st-The analysis of the perceptions and representations of the socio-technical universes of the Big Data type

2nd-The complex approach of the socio-technical acceptance of innovation

which can be extended to analyze the strategies of the stakeholders involved in the data-sharing platforms linked to the activities of the port global logistics chains

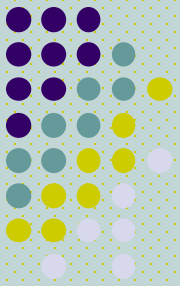
Part 3. Our contribution - 2



4 following fields:

3rd- A contribution and realtime support for innovation to the mobilization and structuring of interventions in the loop of innovation until the return of the end users

4th-A contribution to the analysis of the integration of the *selected medium sized seaport* in its “surrounding socio-technical area”



● **Thank you for attention!**

