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**II. TECHNOETHICS - "TECHNOETHOS"**

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Today we are going through a disempowerment in the social-institutional mechanisms of control, an accelerated process, based essentially on the technological revolution. Despite its bottom-up (egalitarian) development, the Information Society seems to run the risk of bringing forth a new elite. Within this emerging information world order, globalization is being established in the virtual domain as well. The information elite whose key objectives are to gain control over technological research, design, development and its applications seems to be characterized by a lack of support for human values that are increasingly being sacrificed to technological progress and priority given to information. The new class of information technologists, this 'invisible elite' that possesses the means and the know-how to promote the new technological society while bypassing and ignoring basic human values, disregards social solidarity, gender equity, equal opportunities, democratic dialogue, economic justice and aesthetical creativity. As a result, new questions and issues have arisen, such as: (1) Are we witnessing the emergence of new underprivileged social groups or non-mainstream groups? (2) Is this a prediction or foresight into future exclusions, and primarily the massive under-representation or exclusion of women? (3) Are we witnessing the emergence of a new form of modern 'slavery', virtual servitude and alienation, notably the emergence of new vulnerable social groups destined to become the servants of the new information elite, since they will not be able to participate in the socio-production processes, thereby developing, not only technophobia or digital illiteracy, but an imaginary or metaphysical relationship with technology rather than a productive one? (4) Is this elite's key objective to gain control over technological research, design, development and its applications. There is a real threat that 'digital despotism' may in the end succeed in drawing the boundaries of exclusion for many social groups and women in particular, according to results from international and intercultural gender research. Among the plethora of new questions and issues that have emerged, are the effects of technological developments on our natural environment (Gibbs et al., 2003). In order to preserve life and an environmental balance on our planet, we must look for solutions, not in the traditional economic profit rationale, but in the framework of a socio-economic, life-centric rationale and in the formulation of a technological code of ethics. Environmental policies and directives must be firmly and strictly implemented and self-restriction, self-restraint and self-control exercised as far as consumption and production are concerned- avoiding or limiting the unnecessary, needless and extravagant squandering of resources.

