

# **Bringing technology home**

Gender and technology  
in a changing Europe

---

Edited by

CYNTHIA COCKBURN AND

RUŽA FÜRST-DILIĆ

**Open University Press**  
Buckingham • Philadelphia

# Contents

---

<i>Notes on contributors</i>	vii
Introduction: Looking for the gender/technology relation <i>Cynthia Cockburn and Ruža Fürst-Dilić</i>	1
1 Sweeping away the dust of tradition: Vacuum cleaning as a site of technical and social innovation <i>Riitta Smeds, Outi Huida, Elina Haavio-Mannila and Kaisa Kauppinen-Toropainen</i>	22
2 'Let's nuke the dinner': Discursive practices of gender in the creation of a new cooking process <i>Susan Ormrod</i>	42
3 Computerization in Greek banking: The gendering of jobs and payment practices <i>Katerina Arvanitaki and Maria Stratigaki</i>	59
4 Women users in the design process of a food robot: Innovation in a French domestic appliance company <i>Danielle Chabaud-Rychter</i>	77
5 Technological flexibility: Bringing gender into technology (or was it the other way round?) <i>Anne-Jorunn Berg</i>	94
6 Hopes and disappointments of technological change: A case study in Russian hosiery production <i>Vitalina Koval</i>	111

vi *Bringing technology home*

7	Bodies, machines and male power <i>M. Carme Alemany Gomez</i>	129
8	Women, technology and societal failure in former Yugoslavia <i>Andjelka Milić</i>	147
9	A gendered socio-technical construction: The smart house <i>Anne-Jorunn Berg</i>	165
	<i>Index</i>	181