



# SELF-DRIVING CARS AND THE TRANSFORMATION OF PUBLIC AND PRIVATE TRANSPORTATION

DEPARTMENT OF MEDIA STUDIES  
UNIVERSITY OF PADERBORN  
6TH & 7TH NOV 2014  
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# PROGRAM

THURSDAY 6. NOV. 2014

10:00	WELCOME & COFFEE
10:30 - 11:00	WELCOME by JUTTA WEBER (Paderborn)
11:00 - 12:00	ANDREAS RESCHKA (Braunschweig): A survey of vehicle automation motivated by engineers (KEYNOTE)
12:00 - 12:45	SAMUEL MÜLLER (Paderborn): The Steering Wheel in a Self-Driving Car. Car-Design and Affective Authenticity
12:45 - 13:45	LUNCH
13:45 - 14:45	CARMEN LEICHT-SCHOLTEN (Aachen): To whom it may concern...Transport Planning - Mobility for all (KEYNOTE)
14:45 - 15:15	COFFEE BREAK
15:15 - 16:00	FABIAN KRÖGER (Paris): Shifting gender images of autonomous driving in film and the role of the voice (1990-2010)
16:00 - 16:45	ANNA-LENA BERSCHIED (Paderborn): The future is now? Science Fiction narratives in the discourse on autonomous cars
16:45 - 17:15	COFFEE BREAK
17:15 - 18:30	ULF MELLSTRÖM (Karlstad): The de-anthropomorphisation of men, masculinity and cars. Emancipatory challenges and theoretical connections (PUBLIC KEYNOTE, B3.231)
20:00	DINER AT RESTAURANT LA MAISON

**FRIDAY 7. NOV. 2014**

9:30	COFFEE
10:00 - 11:30	GÖDE BOTH (Braunschweig): Beyond heroism and autonomous machines. Alternative meanings in self-driving car research
11:30 - 12:15	BONNO PEL (Bruxelles): What Drives the Self-driving Car? A Social Innovation Perspective on a Technological Transition
12:15 - 13:15	LUNCH
13:15 - 14:00	MARKUS EDELMANN / SILKE ZIMMER (Karlsruhe): TA Perspectives on Autonomous Driving. Technology Assessment and an 'old' new vision of mobility
14:00 - 15:00	GENERAL DISCUSSION
15:00	FAREWELL