How does new AI technology reproduce and contest patriarchal norms and social reality in contemporary Japan

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SUMMARY

How does new forms of digital capitalism recreate the ideology of homogeneity and patriarchal norms in contemporary Japan?
-   Individualities & Majority standards
-   Expected normality
-   Reflect the status quo

METHOD

Empirical interviews with 6 undergraduate students, 1 current enrolled PhD student by discussing the open-ended questions.

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Source: https://www.japan.travel/en/uk/inspiration/ainu/

INTRODUCTION

- **The myth of multiculturalism**: Media messages create boundaries between mainstream and minorities that necessitates their display of "authenticity" along majority expectations of exotic difference[3].

- **Transformation of cultural dynamics**: How majority culture standardize ethnic minorities identities and commodify into easily consumable objects[3].

- **Innovation as Renovation**: Robot production becomes a "signifier" that reproduce long-established gender division of labor by appealing to societal expectations[1].

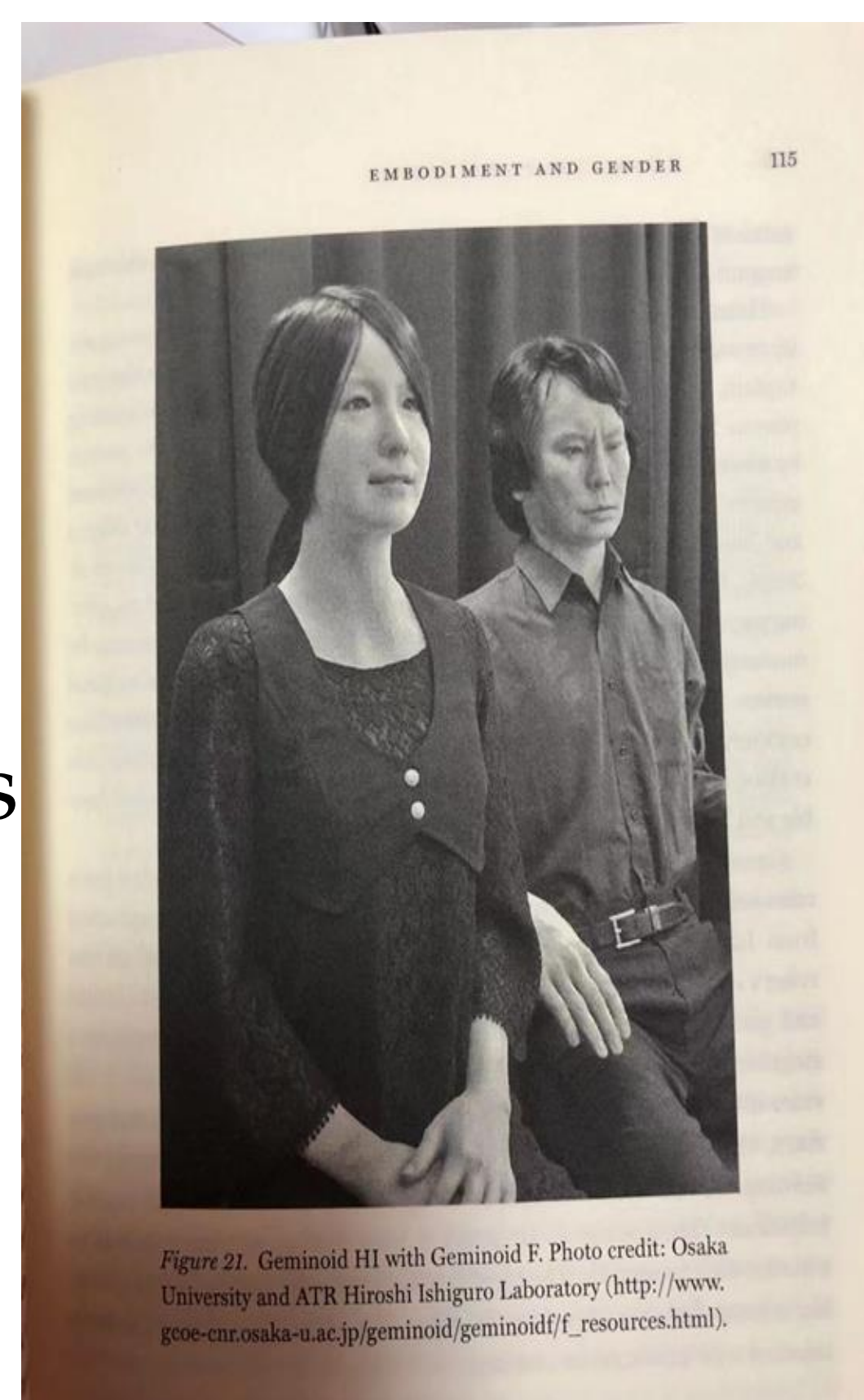Eg. Robot production, Emotional technologies, K-cars in Japan.

Figure 21. Geminoid HI with Geminoid F. Photo credit: Osaka University and ATR Hiroshi Ishiguro Laboratory (http://www.geom-cmc.osaka-u.ac.jp/geminoid/geminoid/f_resources.html).

An interactive scene from Gatebox Inc.'s promotional video. Gatebox Inc.

Source: https://www.anthropology-news.org/articles/japans-emerging-emotional-tech/

Source: https://en.wikipedia.org/wiki/Kei_car

SUPPORTING THEORIES

- **Hannah Arendt**: banality of evil → act without thinking to figure out the reasons of rooted stigma

- **Michael Foucault**: Discourse=knowledge systems → History limits our knowledge

- **Frantz Fanon**: ethnic objectification

- **Pierre Bourdieu**: habitus and cultural reproduction; symbolic violence

- **Antoni Gramsci**: cultural hegemony and production of consent → common sense (embodiment of cultural hegemony)

CONCLUSION

Digital technology is a reflection of status quo.

- Digital technology conforms to the mainstream cultural expectations with the guise of intelligent mask.

- The reproduction is also carried out through people's consensus with social expectations

KEY QUESTIONS

- How is the majority culture justified by technology?

- What is the "authentic culture" of ethnic minorities in the face of digital capitalism?

- How does digital technology objectify and stigmatize the identities of ethnic minorities?

- How is gender binary reproduced by technology?

- Does technology refresh the status quo?

➢ **Why are the ethnic boundaries and gender expectations legitimized as social realities?**

➢ **What disciplines people's behavior?**

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