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Neoliberal „time regimes” and their relation to the new technologies

The aim of the presentation is to try to answer the following question: how do cultural practices of time management, related to the new technologies, construct experience of time perception in neoliberal social entities. Capitalist and industrial “regimes of time”, associated primarily with Taylorism and Fordism, have changed. Transformation of social time progressed from linear time to “pointillist” time, visualized by means of many dimensionless points (Bauman 2009). The new character of post-industrial “time regimes” is represented by deregulation of collective norms, remote working, as well as blurring the line between working time and free time in the context of deregulation and flexibility of these elements in the era of neoliberalism. The neoliberal perspective enables the analysis of “time regimes” in the context of the strategies that individuals work out in the contemporary culture of hurriedness and efficiency while pursuing such neoliberal values as effectiveness, innovativeness and creativity. The important element of ‘time regimes’ are new technologies used by individuals for time management purposes and to subject our bodies to discipline by means of power mechanisms (Foucault 1995). Those include ICT technologies, computers, mobile devices, contemporary time planners, modern calendars and portable organizers. Devices used for scheduling of temporality of social actors create changes, linked to how temporal phenomena are perceived. These are often the result of, more and more perceptible with every passing day, blending of leisure and labour. New technologies are non-human actors, though they do have some causal power. Conducting research with reference to the Actor-Network Theory by Bruno Latour (2013) makes it possible to gain greater understanding of variety of time management practice.