



Anthropology & Technology: Complementary Aspects Of Human Behaviour

Featuring

Bob McDowall

Partner
Florin Capital

in conversation with

Professor Michael Mainelli
Chairman, Z/Yen Group
Tuesday, 16 August 2022



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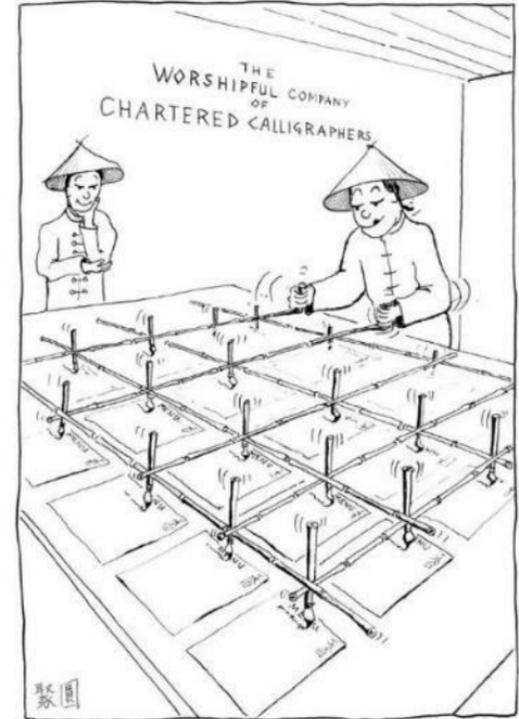
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Agenda



- ◆ Our guest
- ◆ Anthropology & Technology
- ◆ Question & answer discussion
- ◆ What's Bob's biggest 'ask' in current times?



**"Get a detailed grip on the big picture."
Chao Li Ning**



How relevant is the research and data produced by Anthropologists to improving understanding of people's behaviour?

- ◆ Highly relevant
- ◆ Not relevant or only marginal relevant
- ◆ Don't know

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Bob McDowall





- ◆ A career in banking & finance in the City of London
- ◆ Former President of the Folklore Society
- ◆ Serves on the Finance Committee of the Royal Anthropological Institute
- ◆ Former member of the States of Alderney
- ◆ Currently chairs Conservatives Abroad in the Channel Islands and sits on the Board of Conservatives Abroad

Anthropology Is The Study Of People



Know then thyself, presume not God
to scan;
The proper study of mankind is man.

- *Alexander Pope*



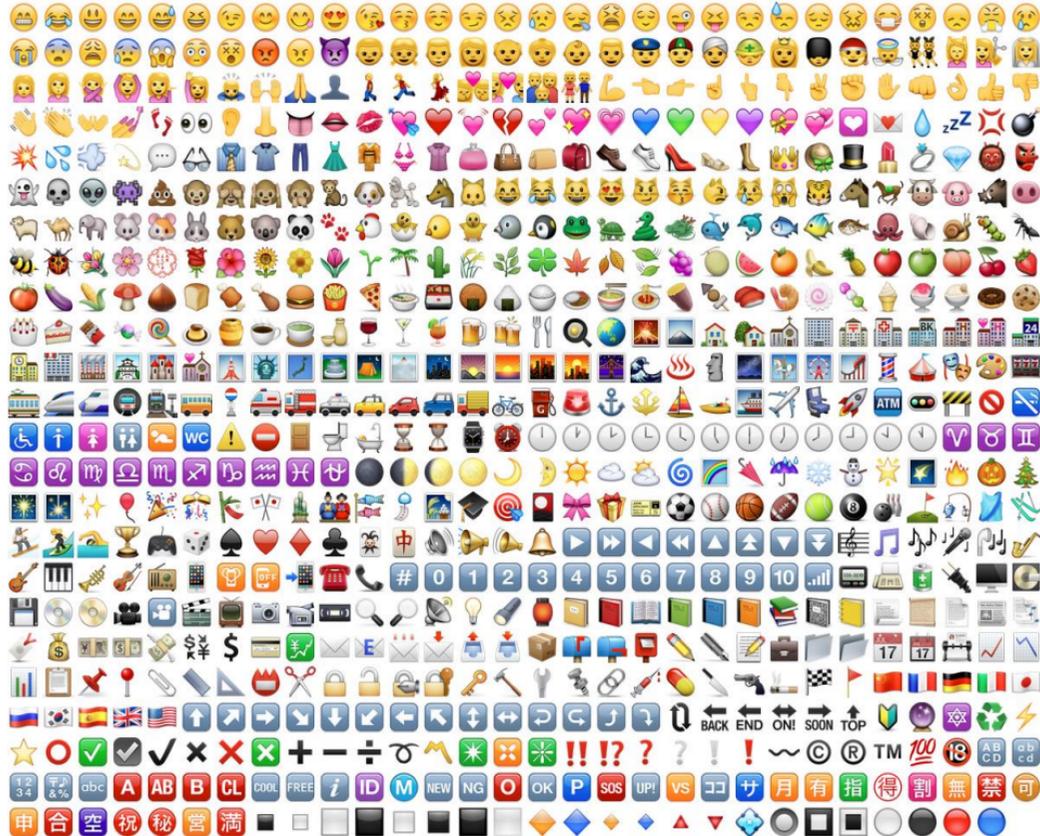
Technology Is A Social Tool



“Technology is a social tool that requires understanding of social and cultural factors for it to be a driver of equality. Failing to incorporate an anthropological perspective into tech design, development and policy risks increasing social inequalities driven by digital exclusion. It also makes it more likely that your product or service will fail.”^[1]

[1] <https://ingrid-brudvig.medium.com/what-the-technology-sector-could-learn-from-anthropology-and-its-work-with-people-society-and-f9fd50c03c44>

Once More, With Feelings

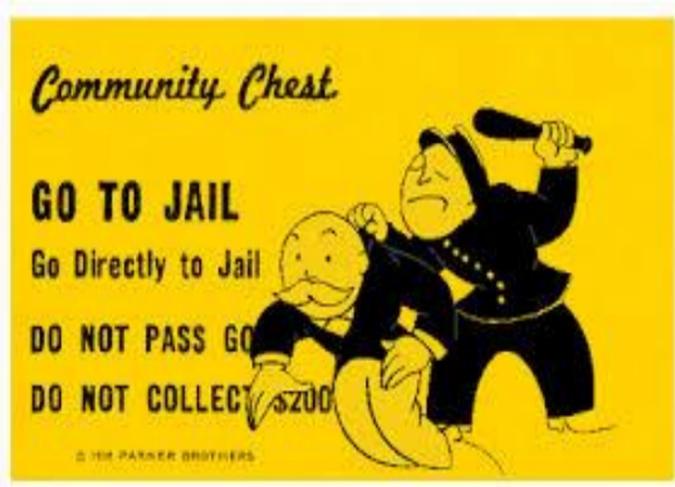




How can anthropology make itself more relevant to Society?

- ◆ Anthropologists already do enough make their research relevant to Society
- ◆ By more mainstream articles
- ◆ By encouraging more use of anthropologists on project teams
- ◆ By active consultation with Private and Public Sectors on how people's behaviours matter

Bob's 'Ask'



Questions, Comments, Answers (?)



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