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Histories of Human Engineering

The dream of control over human behaviour is an old dream, shared by many cultures. This fascinating account of the histories of human engineering describes how technologies of managing individuals and groups were developed from the nineteenth century to the present day, ranging from brainwashing and mind control to Dale Carnegie's art of dealing with people. Derksen reveals that common to all of them is the perpetual tension between the desire to control people's behaviour and the resistance this provokes. Thus, to influence other people successfully, technology had to be combined with tact: with a personal touch, with a subtle hint or with outright deception, manipulations were made palatable or invisible. Combining psychological history and theory with insights from science and technology studies and rhetorical scholarship, Derksen offers a fresh perspective on human engineering that will appeal to those interested in the history of psychology and the history of technology.

Maarten Derksen is Assistant Professor in the Faculty of Behavioural and Social Sciences at the University of Groningen. He has authored *Iedereen doet aan psychologie* (1999) and, with Sybe Terwee, translated Wittgenstein's *Philosophical Investigations* into Dutch (1992; 2nd ed. 2006). He was an honorary fellow of the Science Studies Centre of the University of Bath, an associate of the 'What Makes Organization?' research programme at the Copenhagen Business School, and is currently a member of the editorial board of *Theory & Psychology*.

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Tact and Technology

Maarten Derksen
University of Groningen

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Acknowledgements

Chapter 3 is a revised version of 'Turning Men into Machines? Scientific Management, Industrial Psychology, and the "Human Factor"' (Derksen, Maarten; *Journal of the History of the Behavioral Sciences* 50, no. 2 (2014): 148–65). I thank Signe Vikkelsø for her detailed and constructive review; reviewer 2 for at least taking the time to read the manuscript and saying a few words; the editor, Ian Nicholson, for guiding the manuscript to publication; and the publisher, John Wiley and Sons, for giving permission to use the article here.

Chapter 4 is a revision of 'The History of "Social Technology", 1898–1930' (Derksen, Maarten and Wierenga, Tjardie; *History and Technology* 29, no. 4 (2013): 311–30), which can be found at www.tandfonline.com. I thank the editor, Martin Collins, for his expert handling of the manuscript; the two reviewers for their helpful reviews; the publisher, Taylor & Francis, for giving permission to use the article here; and above all Tjardie Wierenga for working on it with me and allowing me to use it for this book.

The project of which this book is a product has its origin in a dinner conversation years ago, when Anne Beaulieu and I discovered we were both interested in social technology. As so often in our life together, Anne turned what would otherwise have remained merely an interesting idea into a project we could work on together. My greatest debt is to her.

Without Hetty Marx, formerly commissioning editor at Cambridge University Press, there would have been no book. I'm still deeply embarrassed that she had to remind me twice that I had promised to write a proposal. I hope the final product lives up to the faith she had in me. I thank the reviewers for their comments on the proposal and the first draft. When Hetty left to become an independent editor Janka Romero took over, and she has been a great help.

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Over the years, I have benefitted from conversations with many colleagues. Anne Beaulieu, Signe Vikkelsø and I organised a workshop in 2009 on social technology, generously funded by WTMC, the Netherlands Graduate Research School of Science, Technology and Modern Culture. Our discussions with Katja Mayer, Tereza Stöckelová, Kathrin Braun, Javier Lezaun, Ingmar Lippert, Jonna Brenninkmeijer, Katia Dupret Søndergaard, Julie Sommerlund, Sara Malou Strandvad, Paul Wouters and Bas van Heur were a great joy and inspiration. Katja pointed me to Charles Henderson and his social technology and thus made me realise that the concept has a history. Steve Brown couldn't make it, but his work is always important to me.

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I am immensely grateful to all these people. No doubt many of them will be surprised by what, if anything, came of their advice. Perhaps others will, upon finishing this book, wish I had consulted them too, thinking that might have done some good. In either case, I accept full responsibility for all of the book's flaws.

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