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Spol kot družbena praksa: kategorije kot določevalke realnosti

Prispevek predstavi nekatere temeljne procese spoljenja kot kulturne prakse in prevprašuje vlogo kategorij kot samouresničujočih se realnosti. Procese spoljenja podpirajo miti, ki družbene intervencije predstavljajo kot posledico narave. Podobe moškosti in ženskosti miti naredijo za univerzalne ter celo za pravične, s čimer se ustvari vtis, da taki mitološki pomeni enakovredno služijo interesom vseh. Ko vzpostavimo kategorijo spola, naredimo spol za vidno in pomenljivo značilnost. Družbeni spol se utemeljuje na družbeno konstruiranih idejah, ki jih ima kultura o biološkem spolu. Družbeni spol se izvaja/uprizarja in potrjuje prek komunikacijskih ter drugih simbolnih dejanj, moški in ženske se kot »moški« in »ženske« vzpostavljajo šele skozi delovanje. Spolne identitete torej neustrezno razumemo kot odraz, odsev, kot refleksijo posameznikove/posamezničine obstoječe »realnosti«. V resnici šele z našim lastnim delovanjem vzpostavljamo realnost (moškost, ženskost). Družbeni spol zato ni nekaj, s čimer se rodimo, in ni nekaj, kar preprosto imamo, temveč je tisto, kar izvajamo, pri čemer naše bivanje v medijih reproducira ospoljenosti. Aktualen primer je algoritmična personalizacija ali kako lahko tudi umetna inteligenca avtomatizira ospoljenost. Vseprisotna mediatizacija in algoritemsko pogojena vidnost reproducirata ospoljenost. Sodobno upodatkovljenje posameznike in posameznice razvršča v statistične kategorije, algoritemska priporočila pa jih povratno odvrčajo k raziskovanju alternativnih rešitev. Čeprav naj bi personalizacija izboljšala proces sprejemanja odločitev, se ta algoritemska relevantnost bolj navezuje na statistično pripadnost posameznika in posameznice kategoriji ter ni odraz njegovih oz. njenih lastnih preferenc. Algoritmi in avtomatizacija po nekaterih znanstvenih mnenjih napovedujeta konec človeške pristranskosti in neenakega obravnavanja na podlagi pripadnosti določeni kategoriji (odsotnost človeških napak), toda hkrati se pojavlja bojazen, da bo avtomatizacija lahko pomenila vnaprejšnjo, torej vgrajeno neenakopravnost in ospoljenost, s čimer se bodo družbeni antagonizmi lahko avtomatizirali. Umetna inteligenca oz. algoritmi potrebujejo učne podatke, z ospoljenimi učnimi podatki se reproducira in avtomatizira obstoječa ospoljenost. Kvantitativno upodatkovljenje z razvrščanjem posameznikov in posameznic v kategorije ohranja relevantnost ospoljenih kategorij, posledično ohranja tudi realnost, ki jo vidimo.

Ključne besede: spoljenje, performativnost, umetna inteligenca

Gender as a Social Practice: Categories as Reality Determinants

This paper presents some of the fundamental processes of gendering (learning and performing as male or female) as a cultural practice and questions the role of categories as self-fulfilling realities. The processes of gendering are supported by myths that present social interventions as a consequence of nature. Images of masculinity and femininity make myths universal and even righteous, creating the impression that such mythological meanings equally serve the interests of all. When we establish sex as biological category, we make sex a visible and meaningful feature. Gender is based on socially constructed ideas that culture has about biological category of sex. Gender is performed and validated through communicative and other symbolic actions, and men and women are established as 'male' and 'female' only through action. Gender identities are therefore inappropriately understood as a reflection of an individual's existing and prior 'reality.' In reality, it is only through our own actions that we establish reality (masculinity, femininity). Gender is therefore not something we are born with, and it is not something we simply have, but something that we perform. Our modes of liv-

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ing as represented in mass media content reproduces the processes of engendering. A current example is algorithmic personalization or how artificial intelligence can also automatise the processes of engendering. Ubiquitous mediation and algorithmically-conditioned visibility reproduce engendering. Modern datafication classifies individuals into statistical categories, algorithmic recommendations discourage individuals from exploring alternative solutions. Although personalization is supposed to improve the decision-making process, this algorithmic relevance relates more to the statistical affiliation of the individual to the category and is not a reflection of his or her own preferences. According to some scientific opinions, algorithms and automation predict the end of human bias and unequal treatment based on belonging to a particular category (absence of human error), but at the same time, there is a fear of what automation may mean upfront, i.e. embedded inequality and engendering, which will allow social antagonisms to be automated. Artificial intelligence or algorithms need learning data, engendered learning data reproduces and automatise existing process of engendering. By grouping individuals into categories, quantitative datafication maintains the relevance of engendered categories of male and female, consequently preserving the reality we see.

Key words: gendering, performativity, artificial intelligence