

Northumbria Research Link

Citation: Wright, Rebecca and Pooley, Colin (2017) Connecting Past, Present and Future. Interactions, 24 (2). pp. 38-41. ISSN 1072-5520

Published by: Association for Computing Machinery

URL: <http://interactions.acm.org/archive/view/march-apr...>
<<http://interactions.acm.org/archive/view/march-april-2017/connecting-past-present-and-future>>

This version was downloaded from Northumbria Research Link: <http://nrl.northumbria.ac.uk/36150/>

Northumbria University has developed Northumbria Research Link (NRL) to enable users to access the University's research output. Copyright © and moral rights for items on NRL are retained by the individual author(s) and/or other copyright owners. Single copies of full items can be reproduced, displayed or performed, and given to third parties in any format or medium for personal research or study, educational, or not-for-profit purposes without prior permission or charge, provided the authors, title and full bibliographic details are given, as well as a hyperlink and/or URL to the original metadata page. The content must not be changed in any way. Full items must not be sold commercially in any format or medium without formal permission of the copyright holder. The full policy is available online: <http://nrl.northumbria.ac.uk/policies.html>

This document may differ from the final, published version of the research and has been made available online in accordance with publisher policies. To read and/or cite from the published version of the research, please visit the publisher's website (a subscription may be required.)



Northumbria
University
NEWCASTLE



UniversityLibrary

Connecting past, present and future

Rebecca Wright, Research Fellow, Mass Observation Studies, University of Sussex, Brighton, UK.
R.K.Wright@sussex.ac.uk

Colin Pooley, Lancaster Environment Centre and Centre for Mobilities Research, Lancaster University, Lancaster, UK: c.pooley@lancaster.ac.uk

Insights

- Analysis of past technological change shows that people adopt new innovations but mostly use them to maintain existing features of their lives.
- Present and future policy in many areas would benefit from greater awareness of how technological change has interacted with individual and familial practices in the past.

Introduction

We cannot escape the past. It is always with us in our memories, in the physical landscape and environment that endures, and in the legacy of past policies and planning decisions at both local and global scales. At a personal level we are constantly learning from past actions and experiences, trying hard not to repeat previous mistakes, but in terms of policy formulation all too often the decisions that are taken today – and which shape the future – seem to ignore the lessons of the past. In this essay we argue that planning and policy making would benefit from a greater appreciation of the role of the past in shaping the present, and through recognition of the potential benefits of some ways of living that have slipped from view. This may help to avoid the sorts of unintended negative consequences that have sometimes arisen from past decisions. Clearly how the past is viewed in relation to the present and future will depend on the policy goals that exist at the time. These will differ as governments (both local and national) change and as external events beyond the control of individual governments shape national policies. In this essay we mainly draw examples from the United Kingdom and the USA, and make the assumption that two key policy goals of any administration must be to create a society that is more equitable and one where resource conservation and environmental protection are central objectives. Clearly such aims will interact with other goals – most obviously those of economic growth and full employment – but we assume that they are not incompatible and, indeed, that in many ways they are dependent on each other. We suggest that by paying closer attention to some aspects of past societies it may be easier to combine the goals of greater societal equality, protection of the environment and economic prosperity.

The principles advanced in this essay could be applied to many aspects of society, economy and culture, but we limit ourselves to drawing examples (based on our own research) from two arenas – transport and energy. They have been ever present, raise important issues of social equity and environmental protection, and are likely to become increasingly important as the twenty-first

century progresses. We use selected examples drawn from nineteenth and twentieth-century history to show that in the connected arenas of transport and energy use some of the structures and systems that were common in the past could usefully be replicated today and in the future, not least because individuals and families tend to use new technologies to maintain existing life styles. We first review some of the existing connections between historical research and visions of the future, second we assess the sources that may be used and some of their limitations and, third, we examine selected past predictions of future technologies. In conclusion we return to the practical advantages of focusing policy on aspects of the everyday in the past, present and future.

History and the future

It is often suggested by politicians and policy makers that the public are resistant to change and that the adoption of transport or energy policies that restrict (for instance) car use or household energy consumption to conserve resources and reduce carbon emissions would be unacceptable to many. However, by collecting evidence from oral histories of past travel behaviour it can be demonstrated that when transport systems have changed in the past people have altered their travel behaviour with relative ease (for instance shifting from trams to motor buses in British cities in the mid-twentieth century). Similarly, evidence from diaries demonstrates that travellers in the past have been very adaptable and resilient in the face of transport difficulties and have altered their behaviour as circumstances changed around them. Although transport and energy infrastructures have changed dramatically over time the basic needs and priorities of individuals and families (such as shelter, work and food) have not, and people rapidly adapted their behaviour to cope with fresh circumstances and to maintain their everyday lives. Historical evidence also suggests that the transport and energy systems that people used in the past could be more equitable than some of those available today, for instance in the nineteenth century all but the very wealthy travelled and heated their homes in similar ways. Therefore, transport-related social exclusion was less marked than it is today when life often becomes difficult for people without access to a car. Historical evidence suggests that people could adapt quickly to the introduction of technologies that reduced the energy demands of transport and other everyday activities. Such policies could also help to reduce inequalities within society (Pooley, 2016).

Calls for a greater connection between past, present and future in policymaking are not new, but they do remain limited. The on-line platform History and Policy (www.historyandpolicy.org) has existed since 2002 and provides a vibrant forum where historians can engage with current policy issues. Other more recent publications have also argued for the need for historians to become more engaged with the present and future, including in the fields of transport and energy policy (Guldi and Armitage, 2014; Divall et al., 2016). However, there is little evidence in Britain that engagement by politicians and policy makers is more than superficial. This contrasts with the situation in some parts of continental Europe where, for instance, in the Netherlands historical researchers are embedded in one of the country's main planning structures (Toussaint, 2016). One of the more common ways in which historical material has traditionally been utilised in planning and policy making is in the forecasting of long-term economic and demographic trends to produce different future scenarios. Past time series of data may be used to extrapolate future trends while changing key parameters such as birth and death rates or economic growth to produce different scenarios. However, such techniques can only provide a macro-scale perspective and are often undermined by rapidly changing circumstances or by the unpredictable behaviour of individuals and organizations.

Researching everyday pasts

In spite of the dominance of this macro perspective, historical archives hold a wealth of information about past everyday life, providing a micro perspective for policy makers and planners. Journals, oral histories, advertisements, news media, magazines, instruction manuals, policy documents, film, art and literature, are a few of the many available sources from which details about everyday life can be gleaned. From these sources we can collect anecdotes about the use of technologies, personal habits, routines, cultural norms, and preferences, as well as expectations about the future. Diaries, for example, contain musings on mundane details, from information about the daily commute through to reflections on the evening meal. Oral histories capture memories of the past documenting personal reflections and anecdotal evidence of emotional engagements with living environments. Instruction manuals record appliances and point towards their intended use. Popular advertising, lifestyle magazines and marketing material reveal cultural meanings attached to products. Cultural artefacts similarly act as a depositary for evidence about past models of everyday life. Novels, biographies, and political tracts are littered with references to everyday practices. In addition to written sources, visual culture is equally revealing about the ways everyday lives have been structured. Photography, both professional and amateur, documents the changing space of the home, capturing arrangements of objects and trends of decoration. Film captures social practices unfolding over time. The post-war British genre of Kitchen Sink Realism, for example, tells us much about the social customs and living practices of factory workers in the 1950s.

Each of these sources has limitations, posing challenges for a historian of everyday life. Policy documents chart transformations at a governmental level, but as top-down documents they reveal little about how people experienced and lived these changes. Instruction manuals, advertisements, and industry periodicals, provide information about how manufacturers intended their appliances to be used, but consumers did not always use products as intended. Furthermore, in the words of Joy Parr, it is the 'embodied histories' that are excluded from the historical archive. Tacit knowledge, Parr points out, is recorded through the body in lived practices rather than in textual or representational forms (Parr, 2010). Historical sources privilege certain senses, with sight traditionally being prioritised over touch and smell. This hierarchy feeds into the type of historical documents available, with academic traditions being 'deeply invested in texts and in textual critique as the arbiter of research results' (Parr, 2010, p. 3). To overcome this weighting, Parr has created a website the Megaprojects New Media series (<http://megaprojects.uwo.ca>) to explore new ways of capturing 'embodied histories' lost to text.

Genre and form also structure information about everyday practices, determining what data is included and omitted. Biographies, personal diaries and film, for instance, exist within established traditions where literary conventions determine what information is included in each type of source, from the intimate, to the heroic and fantastical. The final constraint is practical. Sifting through historical sources requires time and labour. Moreover, there is a tendency towards diminishing returns when hours are spent transcribing illegible handwriting to find only the occasional detail about a journey to work or bath-time routine. Even once this information has been retained there continue to be challenges in extracting data in a coherent manner. The digitalisation of historical archives and the emergence of new research methodologies from the field of the Digital Humanities are making these practical limitations easier to handle. Functions such as word searches, data mining and frequency charts also provide new avenues for historians looking to locate trends and patterns

in large bodies of material. However, there is a danger that this focuses research on those sources that are available in digital form, ignoring others that might give a different perspective.

Past futures

Records of past futures also reveal avenues not taken. Multiple futures co-existed in the past. Some were borne out and others failed to materialise. National forecasts, such as the 1952 U.S. report *Resources for Freedom* (otherwise known as the Paley Report), predicted that by 1975 U.S. aggregate energy consumption would be roughly double the amount consumed in 1950. This turned out to be a conservative estimate as U.S. energy consumption rose from 36.5 in 1950 to 75.8 exajoules (EJ) in 1975. In contrast, its suggestion that by 1975 the maximum plausible market for solar energy could be as large as 13 million installations in homes (contributing to 10 per cent of the nation's energy system) was an example of a possible future that has so far not come to pass. Other futures played an active role in shaping energy infrastructures. During the 1950s and 1960s, for example, private utilities in the United States published exaggerated forecasts for electricity consumption, circulating alarmist predictions about how consumption would soon outstrip supply. These predictions influenced the rapid construction of new generating capacity, which was soon made obsolete as electricity consumption fell during the 1970s. Social practices also vary greatly from country to country, leading to very different trajectories in the adoption of new technologies. For example, 82 per cent of American households own a tumble dryer, compared to 57 per cent in Britain and 5 per cent in Italy (Fischer, 2013). New technologies must always be located within specific cultural, environmental and political contexts.

Many futures failed to materialise. Science fiction futures (strikingly captured in the 1960s TV series the *Jetsons*) never came into being, and neither did Maynard Keynes' 15-hour working week forecast in 1930. Products, such as the 1950s all-electric doghouse, never found a mass market – closing down, until recently, a potentially lucrative energy market in pet upkeep. The failure of particular technologies and futures demonstrates the role of path dependence through the ways that people adhere to familiar or dominant technologies. For instance, the decision to cook with gas or electricity remains driven as much by historical inertia as by personal choice, as costs and infrastructures conflict with cultural preferences and cooking habits. This exposes the tension between the inevitability and malleability of the futures that came to structure everyday life. Futures have a momentum but they can also be shaped.

Conclusions

Recent events across the globe have demonstrated that the ambitions and policies adopted by governments are often disconnected from the everyday values and actions of individuals and families. This is evident, for instance, in the increasing public distrust of political parties and of expert opinion in Europe and the USA, and in the British vote in June 2016 to leave the EU. Most policy is formulated at a macro-scale be it concerned with climate change, global inequalities, trade agreements or coping with the movement of large numbers of migrants from conflict zones. In contrast, individual people live their lives at the micro-scale, negotiating work, housing, family and community on a daily basis and with little real engagement with national and global concerns beyond passive observation through news media. For instance, research on attitudes towards greater use of walking and cycling for everyday transport has demonstrated that people are most likely to see benefits in terms of their personal health and improvements to the local environment,

and are less likely to adopt sustainable travel because of concerns about global climate change. Similar attitudes have also been shown for other aspects of energy consumption and carbon reduction. We suggest that the analysis of past transport and energy scenarios may help to identify ways in which this apparent disconnect may be at least partially remedied. For instance, it is clearly sensible to encourage people to undertake more short trips on foot or by bike whenever feasible rather than using a car. In the past walking was by far the most important form of everyday transport for most people, and in the mid-twentieth century in Britain cycling was commonly used by many men in particular as their preferred form of everyday transport. The reasons for this are not hard to deduce. First, there were far fewer alternatives: many people had little option but to walk in nineteenth-century Britain. Second, the physical structure of urban areas meant that most people lived close to their workplace and that many of the goods and services that people needed could be found relatively close to their homes. Clearly it is not sensible or possible to return to nineteenth-century patterns of life, but we do suggest that transport and energy systems that minimize inequalities between users and maximize sustainable energy use – and which to some extent replicate past structures – are both feasible and desirable. For most individuals the factors that are important to them and their families have changed little over time, and when new technologies are developed people often use them in ways that maintain existing patterns of living. Greater appreciation of some of the benefits of past patterns of everyday living may help to produce more equitable, sustainable and convenient systems of transport and energy use today and in the future.

References

- Divall, C., Pooley, C. and Hine, J. (Eds.), (2016). *Transport policy: Learning lessons from history*. Farnham: Ashgate.
- Fischer, B., and Kaufman, N. (2013). "America's most unpopular way of saving energy...is one of Europe's favourites." *Opower Blog* [retrieved from <http://blog.opower.com/2013/07/americas-most-unpopular-way-of-saving-energy-is-one-of-europes-favorites/> (26 August 2016)]
- Guldi, J. and Armitage, D. (2014). *The History Manifesto*. Cambridge: Cambridge University Press.
- Parr, J. (2010). *Sensing changes: Technologies, environments, and the everyday, 1953-2003*. Vancouver, UBC Press.
- Pooley, C. (2016). Mobility, transport and social inclusion: Lessons from history. *Social Inclusion*, 4(3), 100-109.
- Toussaint, B. (2016). Using the usable past: reflections and practices in the Netherlands. In C. Divall, J. Hine and C. Pooley, C. (Eds.), *Transport Policy: Learning lessons from history*. Farnham: Ashgate, 15-30.