

## Ethics and Normativity Seminar Series

### “*Technoamicitia*: A Neo-Aristotelian Account of User-Friendly Technology”



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Contemporary discussions of human-technology interaction often frame technological artifacts as tools or cognitive extensions, neglecting the moral and affective dimensions of human-technology interaction. This talk develops *technoamicitia*, a Neo-Aristotelian framework for rethinking our ethical and affective relationships with technology. Rather than treating technologies merely as tools or cognitive extensions, *technoamicitia* foregrounds the bonds users form with technologies through shared activity over time. Drawing on Alasdair MacIntyre’s account of social practices, I argue that certain technologies cultivate attachment by becoming embedded in meaningful activity and facilitating moral and intellectual development. This framework moves beyond standard usability and calls for a vision of user-friendly design that fosters human flourishing. By articulating how technologies support rather than erode the goods internal to practices, this talk offers a philosophical foundation for more ethically robust design and provides an alternative to dominant paradigms in the philosophy of technology and human-computer interaction.

**Friday, Feb 21<sup>st</sup>**  
**Agnes Arnold Hall - 210**  
**3:00 – 5:00**

Everyone is invited to continue discussion at *Axelrad* after the talk.