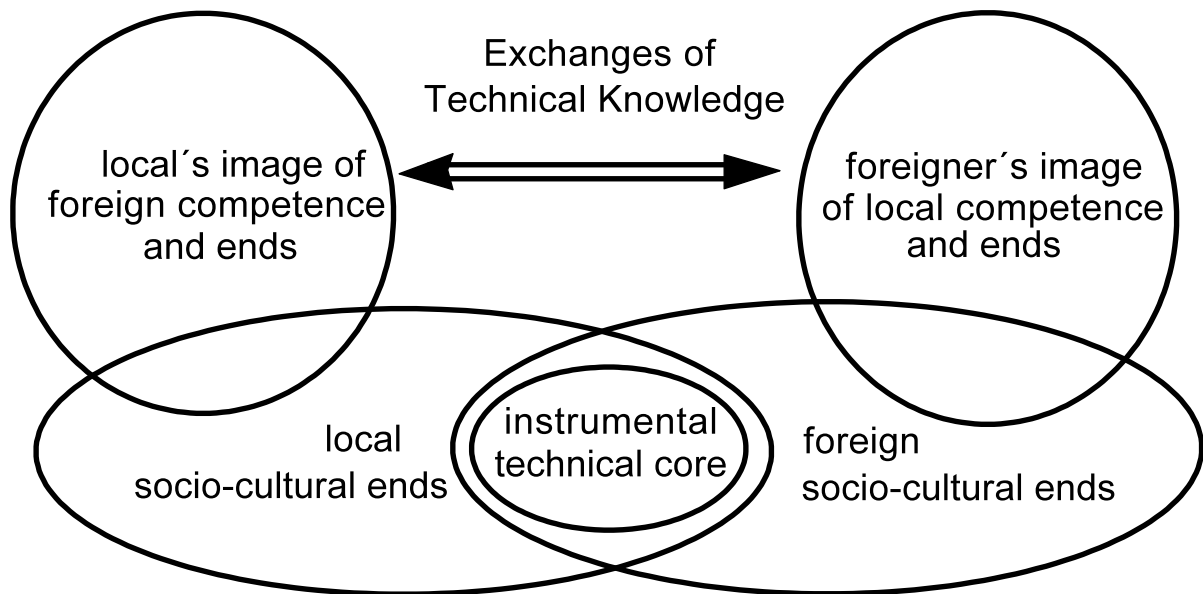# Latent Content Process

Distinguishing between instrumental core and socio-cultural ends runs counter to professional socialisations. Experts assume that their respective socio-cultural ends would be of universal instrumental efficiency.

Because local and foreign experts ignore each others' socio-cultural ends, they claim to address the core even when the articulate their own socio-cultural ends. This repetition can be a central process in TA implementation, declaring cultural images as context independent and instrumental knowledge is a vicious circle. Experts end up responding to the other's image to varying degrees.

Repeating this leads to exchanges where they anticipate the necessity to make unjustifiable claims that ends be part of the instrumental core. This is avoidable in the original professional environment.

The ideological force of technology (the versatility) is that it allows to declare as intrinsic what is only cultural interpretation of a feature of technical knowledge. (Feenberg A.1993, *Critical Theory of Technology*, Oxford UP.)

Latent Content Process

Origin: experts' knowledge is specific to their professional context,
           economic sector, firm and organizational culture
           esp. via the incentives for co-operation and performance

Appears: in their exchanges, these differences appear in the form of the
           experts' anticipation that they have to make unjustifiable claims that
           ends be part of the instrumental core;
           both sides declaring cultural images to be context independent
           and to reflect instrumental know-how becomes a vicious circle
           because the experts' anticipation of this need reinforces itself.

The confrontation of the differences in expert socialization is project specific, omnipresent and escapes management.
Implicitness is strongest in behavioural traits, ex: rational choice between
                                              interests in economics, in medicine
and in professional organizations, ex: engineering associations,
                                              computer programmers' networks
Various professional socializations amongst foreigners and amongst locals can be helpful or counterproductive, depending on opportunities to repeat the application of knowledge. Repeated applications allow to verify what socio-cultural ends are indeed context dependent and what is of universal instrumental efficiency. By repeating applications experts can in principle learn to distinguish their socio-cultural ends and agree on the instrumental core of technology they apply. Repeated applications allow them to readjust their respective images of local competence until these images are recognized by the other group as truthful. Experts can improve their exchanges and align these images. Once the differences between local and foreign ends can be described claims that socio-cultural ends are instrumental are unnecessary and disappear.

Potential Resolution of the Latent Content Process over Time

Exchanges of
Technical Knowledge

local´s image of
foreign competence
and ends

foreigner´s image
of local competence
and ends

local
sociocultural ends

instrumental
technical core

foreign
sociocultural ends

Exchanges

local´s image of
foreign competence
and ends

foreigner´s image
of local competence
and ends

local
sociocultural ends

instrumental
technical core

foreign
sociocultural ends

local´s
image of
foreign
ends

foreigner's
image of
local ends

Exchanges

local
sociocultural ends

instrumental
technical core

foreign
sociocultural ends