

**James E. KATZ**

***Emotions towards and Expectations of Google Glass  
and Other Social-Locative Technologies***

This paper presents a cross-national survey (United States and Chile) of young people's attitudes towards the Google Glass and other technologies that use location-relevant information to guide users in their dealings with the social environment. We argue that potential users anticipate with pleasure the advantages these technologies will confer upon them, but are distressed by the thought that others might have these advantages too. Moreover, they judge others to be more likely to misuse these technologies than they themselves anticipate doing so. This actor–observer conflict will inevitably create problems on both the policy and interactional levels. The analysis of these technologies is also extended to the process of evaluation of public services and facilities. It is likely that as these technologies proliferate a conundrum will arise between thoughtful reflection and immediate judgments, and, as a result, important social trade-offs will be required to be made.

**James E. KATZ**, Ph.D. is the Feld Professor of Emerging Media at Boston University's College of Communication where he directs its Center for Mobile Communication Studies and Division of Emerging Media. His work on the internet, social media and mobile communication has been internationally recognized. His latest book, *The Social Media President: Barack Obama and the Politics of Citizen Engagement*, is being published by Palgrave Macmillan.

Prior to his Boston University appointment, he was Board of Governors Professor of Communication at Rutgers University (the title being the highest honor that can be bestowed by Rutgers on one of its faculty) and served two terms as chair of its Department of Communication. Preceding his tenure at Rutgers, Katz was a Distinguished Member of Staff and director of the social science research unit at Bell Communications Research (Bellcore). Earlier, Katz taught at the University of Texas, Austin, where he was elected chair of the Austin World Affairs Council, and at other universities.

His books include *Magic in the Air: Mobile Communication and the Transformation of Social Life*, *Social Consequences of Internet Use: Access, Involvement, Expression* (with Ronald E. Rice) and *Handbook of Mobile Communication Studies* and his publications have been translated into seven languages.

In 2013, the *Doctorem Honoris Causa* (Dr.h.c.) was conferred by *Budapesti Műszaki és Gazdaságtudományi Egyetem* (Budapest University of Technology and Economics, BME). Among his other awards are the Ogburn career achievement award from the American Sociological Association and the Fulbright Distinguished Chair in Twentieth Century Communications History. He received from the Università Cattolica del Sacro



Cuore di Milano the *Medalion per il Lectio Magistralis*, an esteemed honor in the European academic tradition. He is a Fellow of the American Association for the Advancement Science (AAAS), one of America's most important scientific societies, and has been awarded fellowships at Harvard, Princeton and MIT. Additionally, he holds two U.S. patents, one of which has been patented internationally. A member of many editorial boards, Katz was editor-in-chief of the International Communication Association's flagship journal, *Human Communication Research*, and chair of its Division on Communication and Technology. E-mail: Katz2020@bu.edu.