



The 39th World
Congress of the
International Institute
of Sociology
Yerevan, Armenia

JUNE 11-14, 2009

www.iisoc.org/iis2009

Title of Session: ANTHROPOLOGY OF EVERYDAY LIFE III: Impact of
Technology in Everyday Life

Name of Session Convener(s): Emilia Nercissians

University/Organization incl. City: University of Tehran, Social Sciences Faculty,
Department of Anthropology, Tehran, Iran. enerciss@ut.ac.ir

Chair: Emilia Nercissians

University/Organization incl. City: University of Tehran, Social Sciences Faculty,
Department of Anthropology, Tehran, Iran. enerciss@ut.ac.ir

I) Title of Selected Paper: An Anthropological Approach to Technology
Utilization: How Machines Are Domesticated.

Name/s of Author/s: Emilia Nercissians

University/Organization incl. City: University of Tehran, Social Sciences Faculty,
Department of Anthropology, Tehran, Iran. enerciss@ut.ac.ir

II) Title of Selected Paper: Review of a Day with Computer

Name/s of Author/s: Shahin Zahedifar

University/Organization incl. City: M Sc., Psychology; member of the Iranian
Sociology Association - Women Studies Professional Group, Tehran, Iran.

III) Title of Selected Paper: Women, Internet and Everyday Life

Name/s of Author/s: Parvaneh Zahedifar

University/Organization incl. City: M Sc., Social Sciences Research and Women
Studies; member of the Iranian Sociology Association - Women Studies Professional
Group, Tehran, Iran.

IV) Title of Selected Paper: Branding Vernacular Cultures.

Name/s of Author/s: Emilia Nercissians

University/Organization incl. City: University of Tehran, Social Sciences Faculty,
Department of Anthropology, Tehran, Iran. energiss@ut.ac.ir

V) Title of Selected Paper: Anthropology of Everyday Life: General Overview and
Session Contributions' Assessment

Name/s of Author/s: Emilia Nercissians (Panel Discussion)

University/Organization incl. City: University of Tehran, Social Sciences Faculty,
Department of Anthropology, Tehran, Iran. energiss@ut.ac.ir