

# NEW BOOK ANNOUNCEMENT

History / Sociology / Transport Studies / Technology

## The Evolution from Horse to Automobile

A Comparative International Study

Imes Chiu

6 x 9" Hardcover    Level: College & Faculty  
350 pages    August 2008    US\$114.95 / £67.95

*\*Includes over 60 rare photographs*

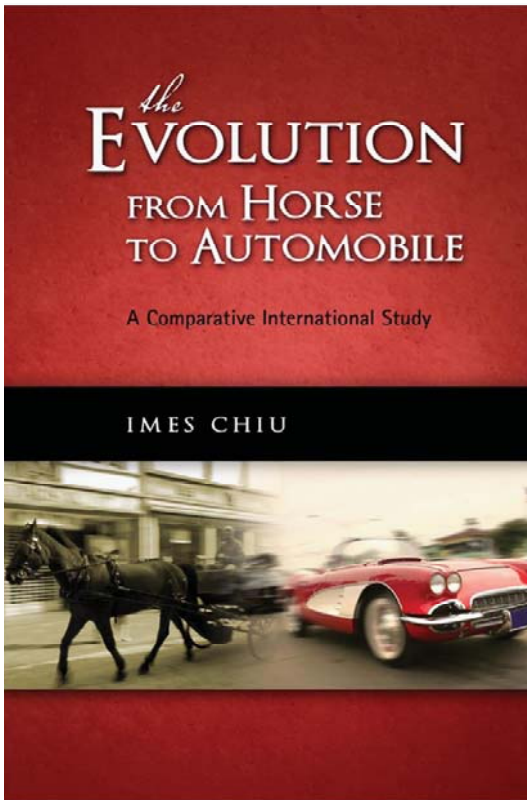
ISBN: 9781604975468

### Description

Little work has been done to explicate the motivational factors of agency, particularly in cases where an artifact initially deemed ineffective or superfluous becomes an everyday necessity, such as the automobile at the turn of the twentieth century. Farmers saw it as a “devil wagon” but later adopted it for use as an all-round device and power source. What makes a social group change its position about a particular artifact? How did the devil wagon overcome its notoriety to become a prosaic mainstream device?

These questions direct the research in this book. While they may have been asked before, the author brings a different and refreshing approach to the problem of newness. Preexisting practices and work routines used as explanatory devices have something interesting to say about diffusion strategies and localization measures.

This study examines the conversion of users. To understand the motivating factors in mass adoption, the study focuses on perceptions and practices associated with horses and motorcars in three different settings during three different periods. All three cases begin with the motorcar in the periphery: all three end with it achieving ubiquity. This multiple-case design is used for the purpose of theoretical replication. Results in all three cases show that a contrived likeness to its competitor—the horse—contributed to the motorcar’s success. The motorcar absorbed the technical, material, structural, and conceptual resources of the technology it displaced.



Library of Congress Cataloging-in-Publication Data

Chiu, Imes.

The evolution from horse to automobile : a comparative international study / by Imes Chiu.  
p. cm.

Includes bibliographical references and index.  
ISBN 978-1-60497-546-8 (alk. paper)

1. Automobiles--Technological innovations--History--20th century. 2. New products--Social aspects--History--20th century--Case studies. 3. Technology transfer--History--20th century--Case studies. 4. Transportation, Automotive--Social aspects--History--20th century--Case studies. 5. Jeep automobile--History--20th century. 6. Horsemanship--History--20th century. 7. Displacement (Psychology) I. Title.

TL15.C426 2008  
303.48'32--dc22

2008025435



20 Northpointe Parkway, Suite 188, Amherst, New York 14228

[www.cambriapress.com](http://www.cambriapress.com)

T (716)608-8335    F (716)608-8338    E [sales@cambriapress.com](mailto:sales@cambriapress.com)

An innovative, independent, non-subsidy publisher of academic research

# NEW BOOK ANNOUNCEMENT

## The Evolution from Horse to Automobile

### Table of Contents

Acknowledgments

List of Figures

List of Tables

Introduction

Organization of the Book

Chapter One: Converting Consumers: The

Conceptual Dependence of Controversial Artifacts

Artifacts

Social Groups

Users

Black Boxes

Gender

History of the Automobile

Domestication of

Technology

Conclusion

Chapter Two: Case One: Domesticating the Devil Wagon:

The Interchangeability of Muscle and Motor Power

Creating an Anachronism: The Automobile as a  
Peripheral Object

Pricing the Devil Wagon: The Barrier to Diffusion?

Animating the Mechanical Beast: The Automobile  
on the Fringes of Society

Dealing with Death Masks and Demons

Capturing the Slaughterer

Punishing Recalcitrant Chauffeurs

Articulating Ambiguity among Automobile Advocates

Unveiling the Unthinking Machines

Invading the Horse Industry

Moving from the Periphery to the Center of Society

Conjuring Interchangeability in Form at a Cheaper Price

Establishing Interchangeability in Operation

Owning an Entire Stable of Horses in One Vehicle

Recognizing Women's Patronage

Supplanting the Horse

Conclusion

Chapter Three: Case Two: "Breeding" the Jeep: The

Conceptualization and Diffusion of the Iron Warhorse

General Overview

Warhorses and Cavalrymen: Interchangeability in Identity

Warhorses and Men of War: Interchangeability

in Functional Specifications

The Horse on Trial: Pressures to Motorize

The "Breeding" of a Cavalry Car: Conceptual Origins

Technical Specifications: The Iron Horse in Conceptual Form

The Birth of the Warhorse

Feminine Origins of the Jeep

Displacement of the Horse

Warhorse in Action: The Jeep in World War II

Jeep Raid as Cavalry Raid

Jeep-Cavalry Formation

The All-American Wonder

The GI and the Jeep

Conclusion

Chapter Four: Case Three: Domesticating the Jeep: The Philippines

Surplus Jeeps

The Horse Legacy

World War II in Manila

The Auto Calesa: The Persistence of Practices

Jeepney Kings: The Legacy of the Horse

New King of the Road

Conversion of Institutions: From Machinelike to  
Homelike Effect, Filipino Style

Conclusion

Chapter Five: When New Things Were Old

Bibliography

Index

### About the Author

Imes Chiu holds a PhD in Science and Technology Studies and an MA in Southeast Asian Studies from Cornell University. The theme of the conversion of users to radically new or controversial technology was inspired by her project management experience in the manufacturing, hospitality, and retail industries in Europe, the United States, and Asia. Dr. Chiu has taught at Cornell University, Ateneo de Manila University, and the University of Washington and has published an instructional book and training manuals for international managers.

She is currently a partner in an agricultural processing firm in the Philippines and is writing a book on marketing new technologies. To contact her, visit <http://imeschiu.com>.



20 Northpointe Parkway, Suite 188, Amherst, New York 14228

[www.cambriapress.com](http://www.cambriapress.com)

T (716)608-8335 F (716)608-8338 E [sales@cambriapress.com](mailto:sales@cambriapress.com)

An innovative, independent, non-subsidy publisher of academic research