

Construal

Quotes (except first) are from *Preface and Chapter 1* of

David Gooding
Experiment and the Making of Meaning (1990)

Handout from thesis of Jaratsri
Rungrattanaubol
A Treatise on Modelling with definitive scripts
(2002)

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From Gooding's paper in *Cognitive Technology: Instruments of Mind* (ed. M. Beynon et al. 2001):

'...I have labelled interpretative images and their associated linguistic framework as 'construals'. This term denotes proto-interpretative representations which combine images and words as provisional or tentative interpretations of novel experience.'

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Quotes 1

"The problem of reference reflect[s] the dualistic view of perceptual access.

...observers and independent world ... problem is insoluble in this form

[one solution: representation is primitive]

I argue a quite different view.. experimentalists ... construe their experience to *create* the correspondence..." (p.xv)

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Gruber shadow box

Each observer sees shadows of the same object.

How to reconcile contradictory experience?

Challenge honesty or accuracy?

Each observer has to reconsider what their own experience says (means) about the object.

Must doubt own autonomy/authority - uncertainty that allows for reconstruction, reinterpretation.

Social interaction essential for consensus.

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Quote 2

"Observers exchange tentative constructs or *construals* of their personal experience. Observers *construe* and *reconstrue* their own experience in the light of what other observers take theirs to be. *Construals* are a means of interpreting unfamiliar experience and communicating ones' trial interpretations. *Construals* are practical, situational and often concrete. They belong to the pre-verbal context of ostensive practices." (p.23)

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Quotes 3

"...how observers bring unruly experience into the domain of public discourse." (p.23)

".....the historical dimension - the need to invent concepts that can communicate new information gained through experiment" (p.24)

"observers *construe* experience ... the supposedly mysterious correspondence of representations to entities ... is a made relationship" (p.26)

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