

Credibility Crisis II:

Engagement Agents and Trust-Work

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Credibility Crisis Recap

- Expertise: know-how, socially ascribed status
- Post-disaster state of loss, proliferating risk and vulnerability
- Epistemic credibility vs. moral trustworthiness
- Post-disaster expertise must be renegotiated; credibility and trustworthiness must be (re-)constructed
- Not enough to establish credibility as technical expert; must also establish trustworthiness as moral agent

Engagement Agents

- Community of experts from Kobe developed new field of anti-technocratic expertise in aftermath of 1995 earthquake; now playing key role in Tōhoku
- Facilitate participatory recovery planning (PRP) initiatives through *machi-zukuri* associations (まちづくり協議会)
- Reflexively contextualize and integrate local knowledge with technical know-how
- Co-construct epistemic credibility and moral trustworthiness
- Strategically share, consolidate and institutionalize lessons and techniques

Trust-work

- Practices of *trust-work* serve to build trust and credibility while accomplishing other goals of engagement; e.g.:
 - Be present, listen (to all), validate
 - Reflect, doubt, reassess
 - Become local
 - Emphasize shared experience and identity
 - *Nomi-nication* (飲みニケーション)
 - Reconstruction of community “lifescapes” through participatory modeling or *machi-aruki* (まち歩き) “town-walking”

Re: Medical Education

- Not enough to establish credibility as technical expert; must also establish trustworthiness as moral agent
- Do this through *trust-work*
- Study, adopt and adapt practices of *engagement agents*

Thank you.

ありがとうございます。

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