

המחלקה לסוציולוגיה ואנתרופולוגיה  
**הסמינר המחלקתי**

יום רביעי 30/10/2019 בין השעות 12:15-13:45 בניין 72, חדר 348

Prof. Charlotte Kroløkke

**Big Sperm:  
The Making of the Male  
Reproductive Consumer**



# המחלקה לסוציולוגיה ואנתרופולוגיה

# הסמינר המחלקתי

יום רביעי 30/10/2019 בין השעות 12:15-13:45 בניין 72, חדר 348

## Abstract:

Have you tested your sperm count lately? Not only is reproduction increasingly becoming technologized; today, men's reproductive bodies entangle with reproductive technological developments in complex ways. This presentation takes its empirical point of departure from the marketing of three male fertility surveillance and optimization technologies asking: How are men discursively and materially, in new fertility surveillance and optimization technologies, implicated as repro-consumers? Whereas the Danish company ExSeed Health provides men with a take-home sperm test and lifestyle app, U.S.-located Snowballs Underwear and Polish CoolMen design cooling technologies to "naturally" improve men's fertility and testosterone levels. Theoretically, I draw upon social scientific theorizing of biomedicalization and fertility consumption as a way to ensure ideals of reproductive virility as well as critical studies of men and masculinities that view masculinity as a social, relational, and historical construction. Situating the Fertility Tech industry as an important under-theorized example of emergent repro-technologies, I analytically discuss how imaginaries of white "enhanced," "empowered," fertile, heterosexual male bodies appear in the material. The allure of surveillance and optimization technologies lies, I argue, in the reiteration of a hetero-sex fertility mandate as well as in the continued geneticization of reproduction.

Charlotte Kroløkke is a professor with special responsibilities in cultural analyses of reproductive technologies at the University of Southern Denmark

