MAN202T: Sociology of Design

Session 3 (Module 2)
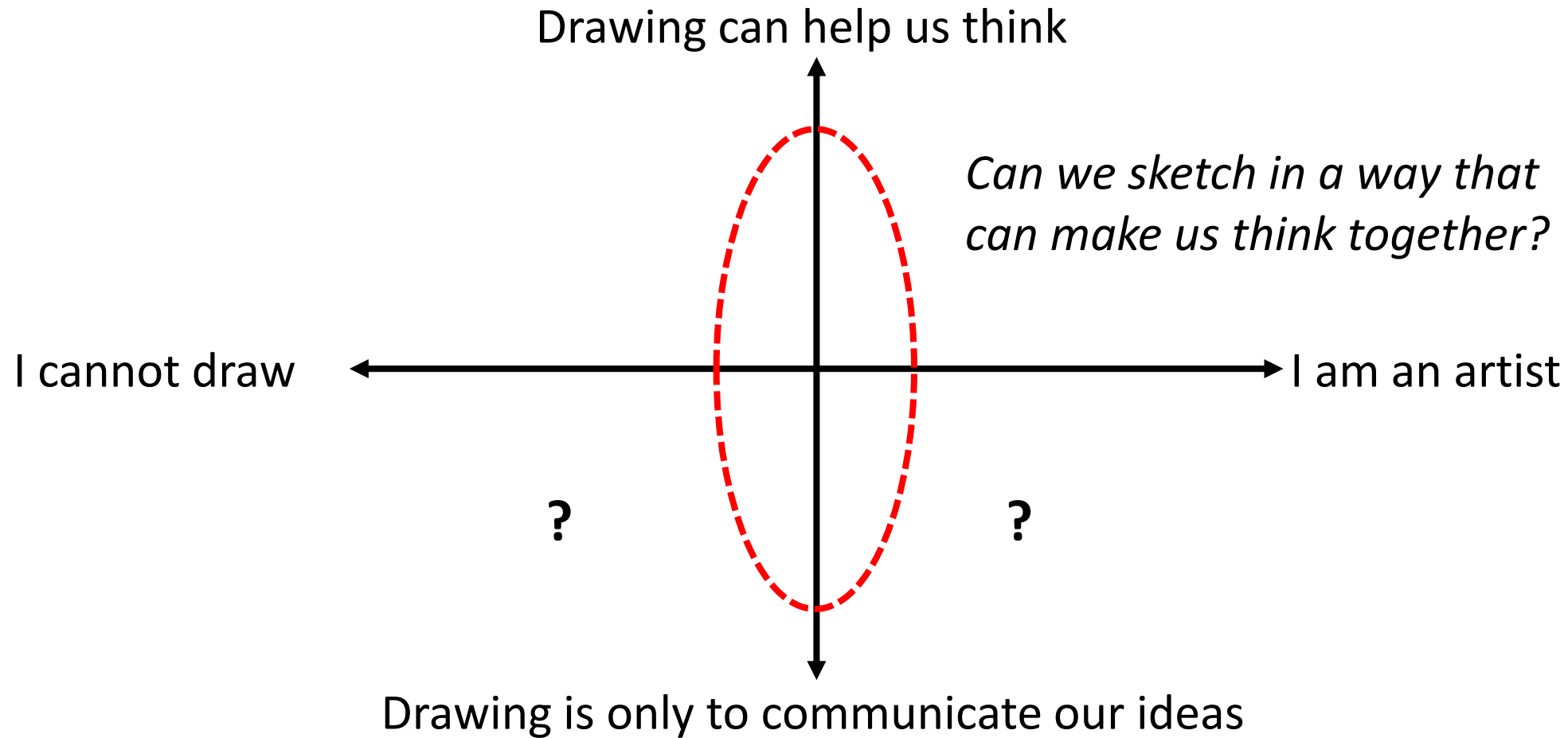
INDIAN INSTITUTE OF INFORMATION TECHNOLOGY, DESIGN AND MANUFACTURING, KANCHEEPURAM

- Dr. Sudhir Varadarajan

SESSION OUTLINE

- Using rich pictures to understand a (social) context

- Interactionism & its relevance for Design & Management

About drawing / sketching

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Intent of rich pictures or sketch thinking

core principles of Sketch Thinking are:
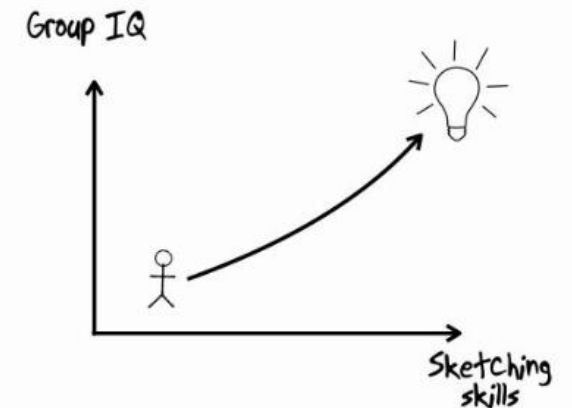
    1. to draw fast

    2. to sketch people feeling something rather than FACTORS

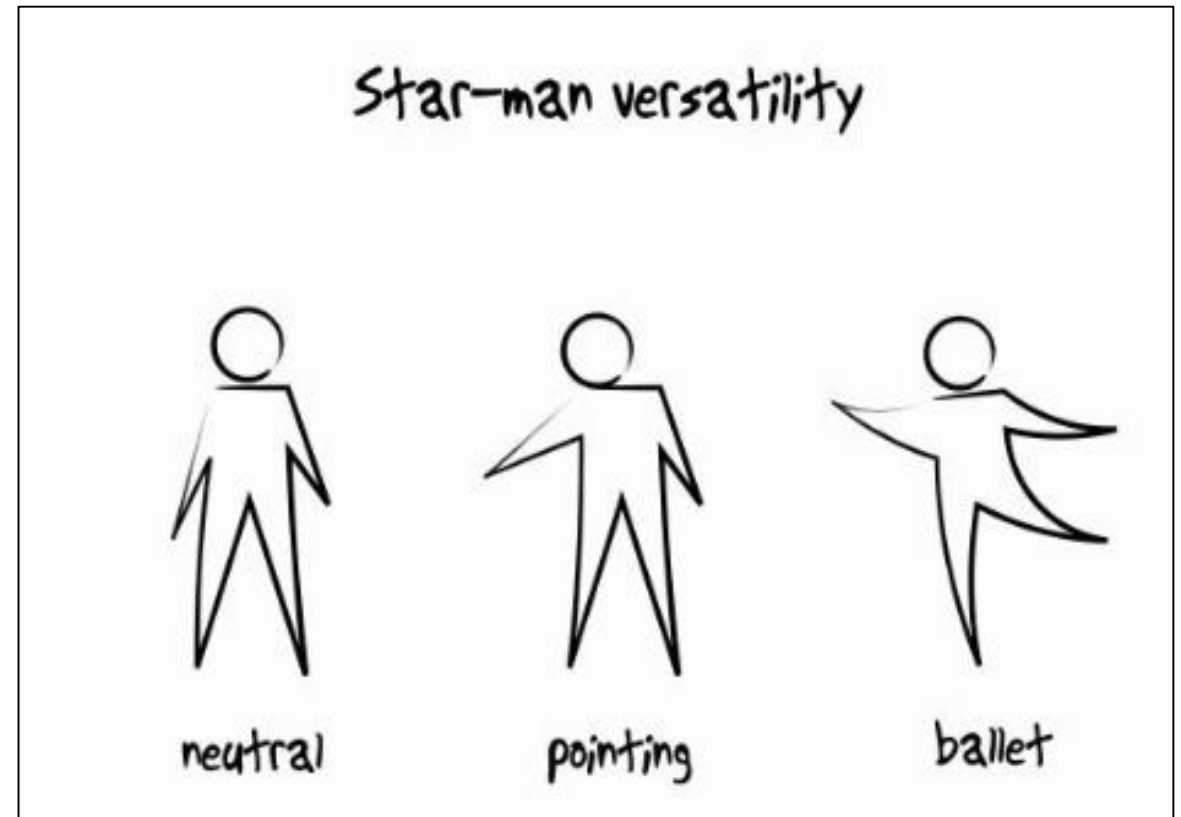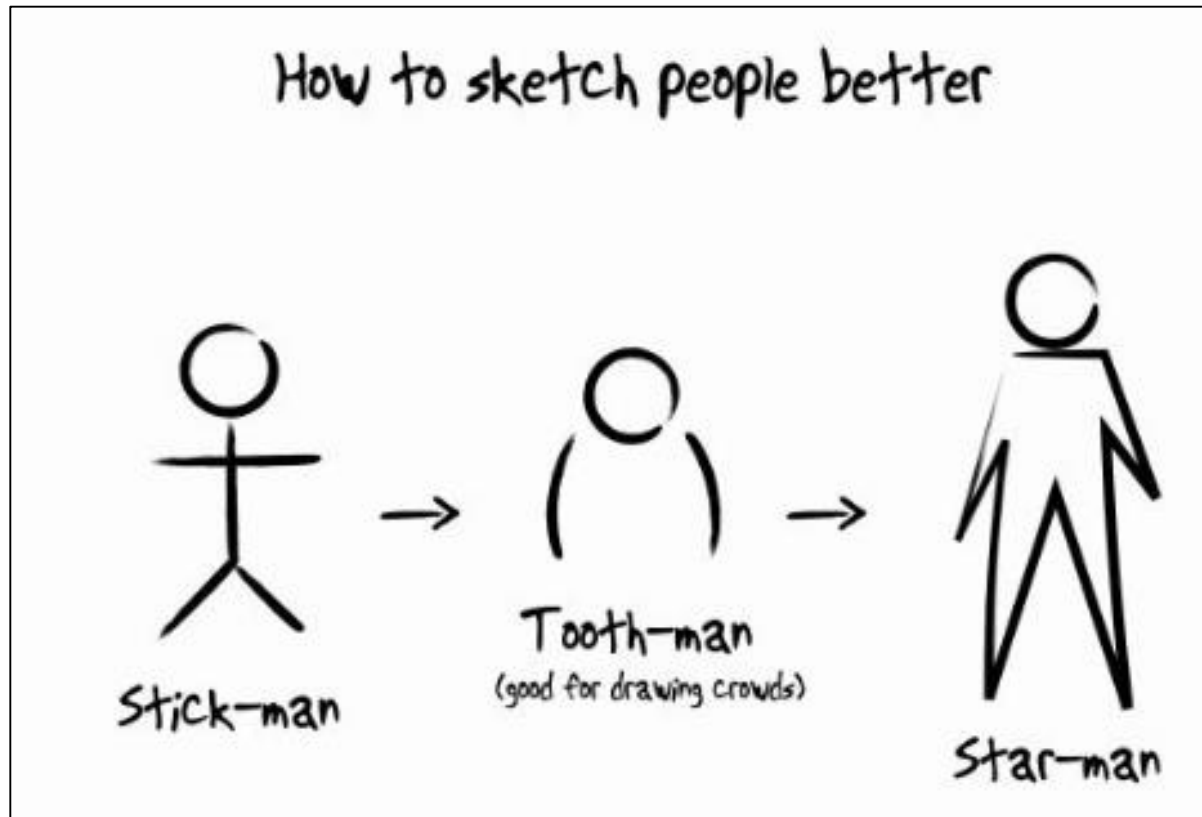   3. to storify
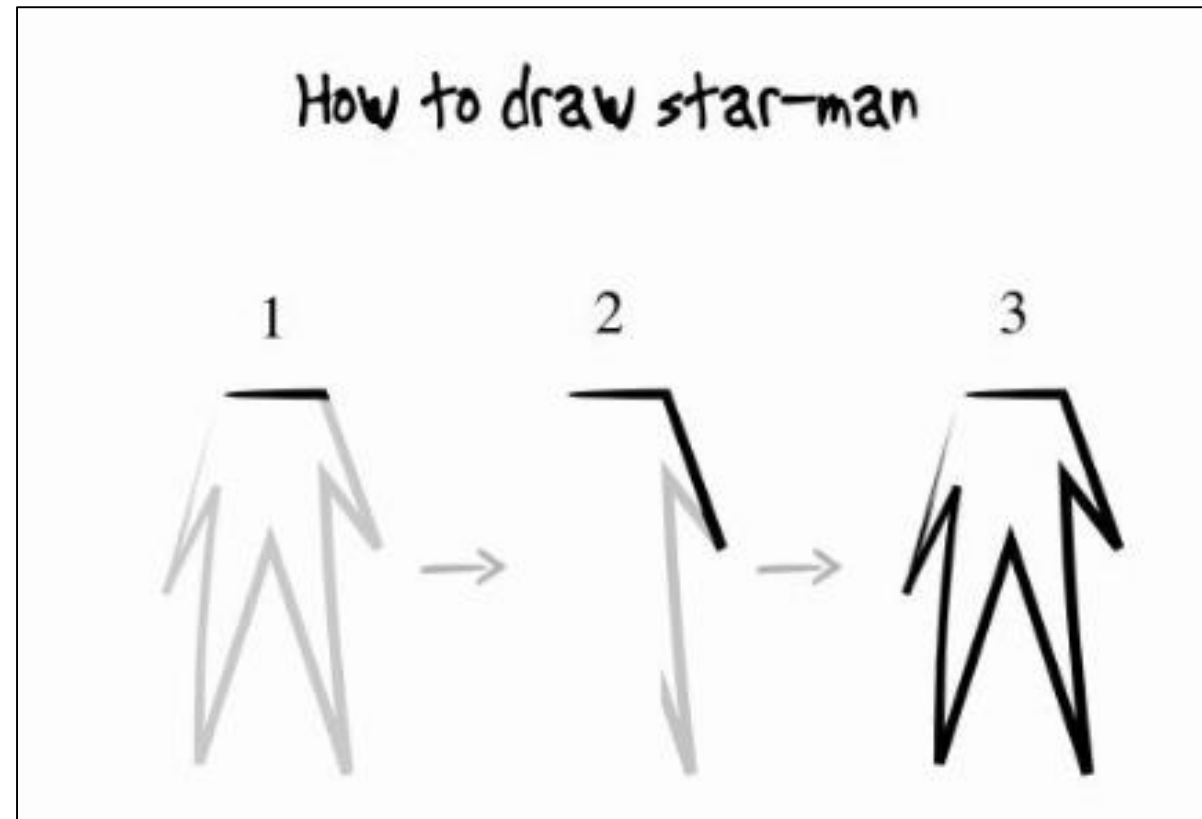
What can be sketched should not be said

from blah blah...

to I see

Sharpie

What happens when people sketch better?
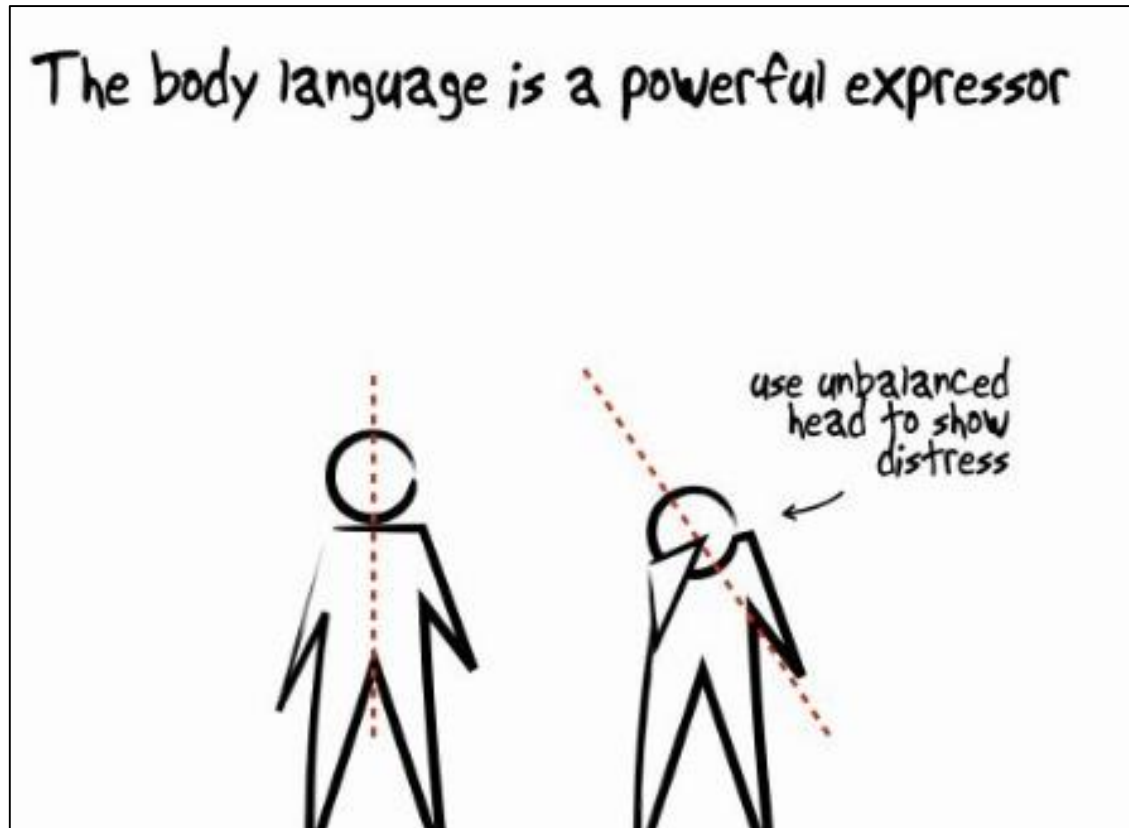
Group IQ

Sketching skills

Tips for drawing rich pictures (1/6)

Tips for drawing rich pictures (2/6)

Tips for drawing rich pictures (3/6)
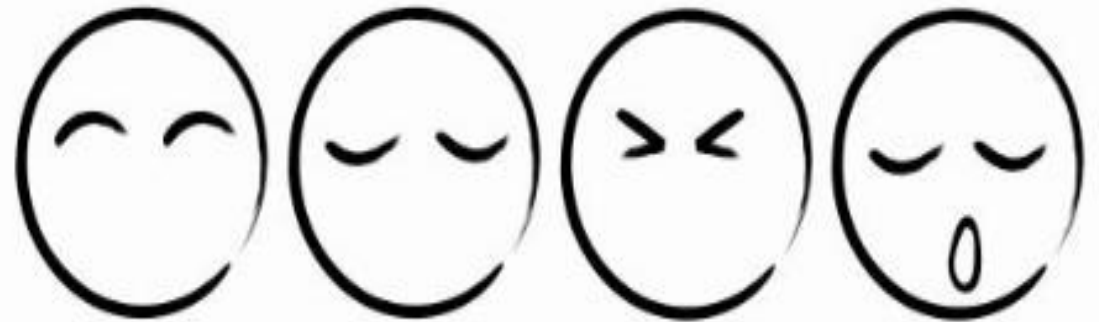
Tips for drawing rich pictures (4/6)
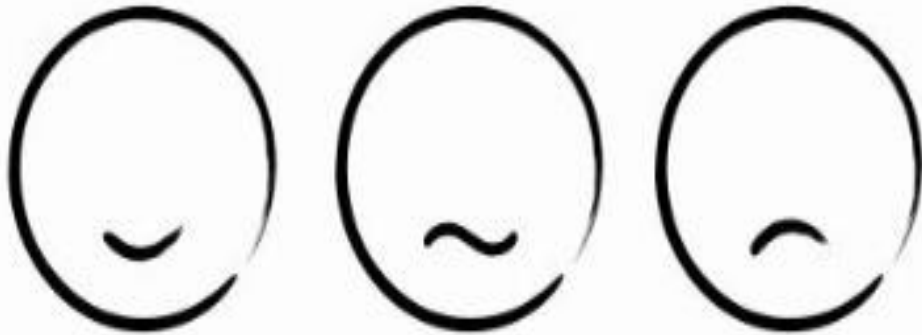
Tips for drawing rich pictures (5/6)
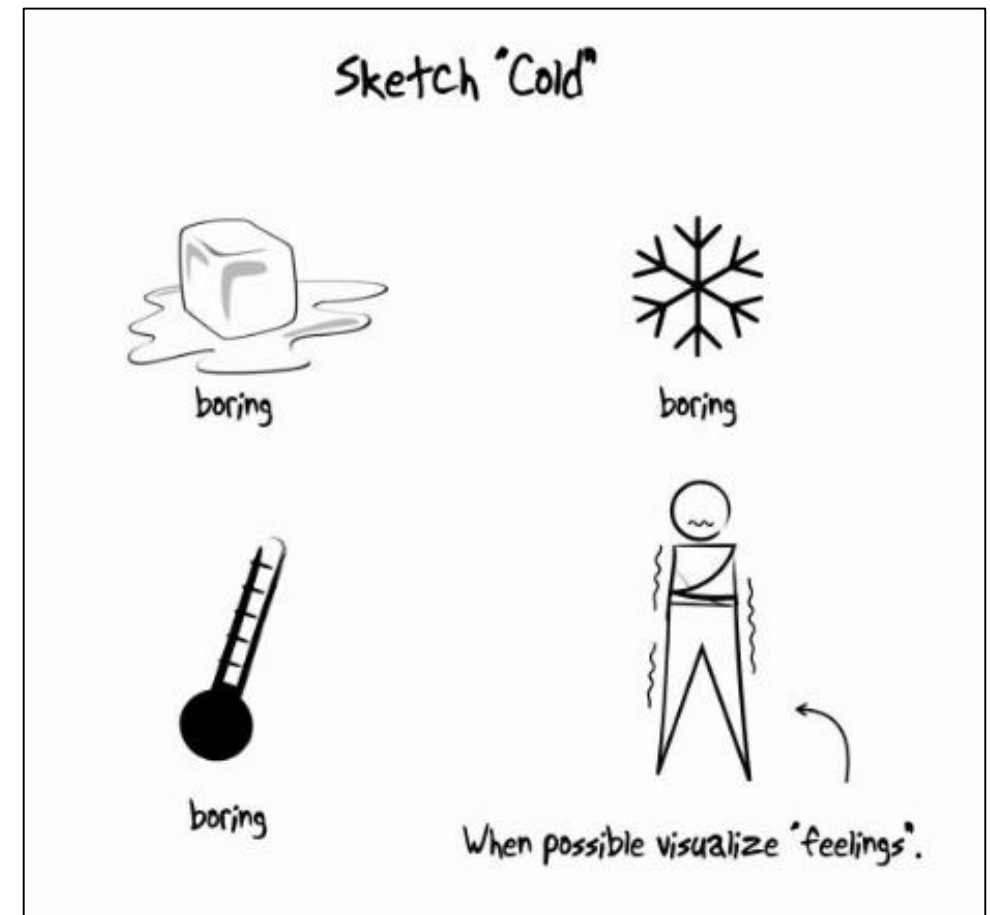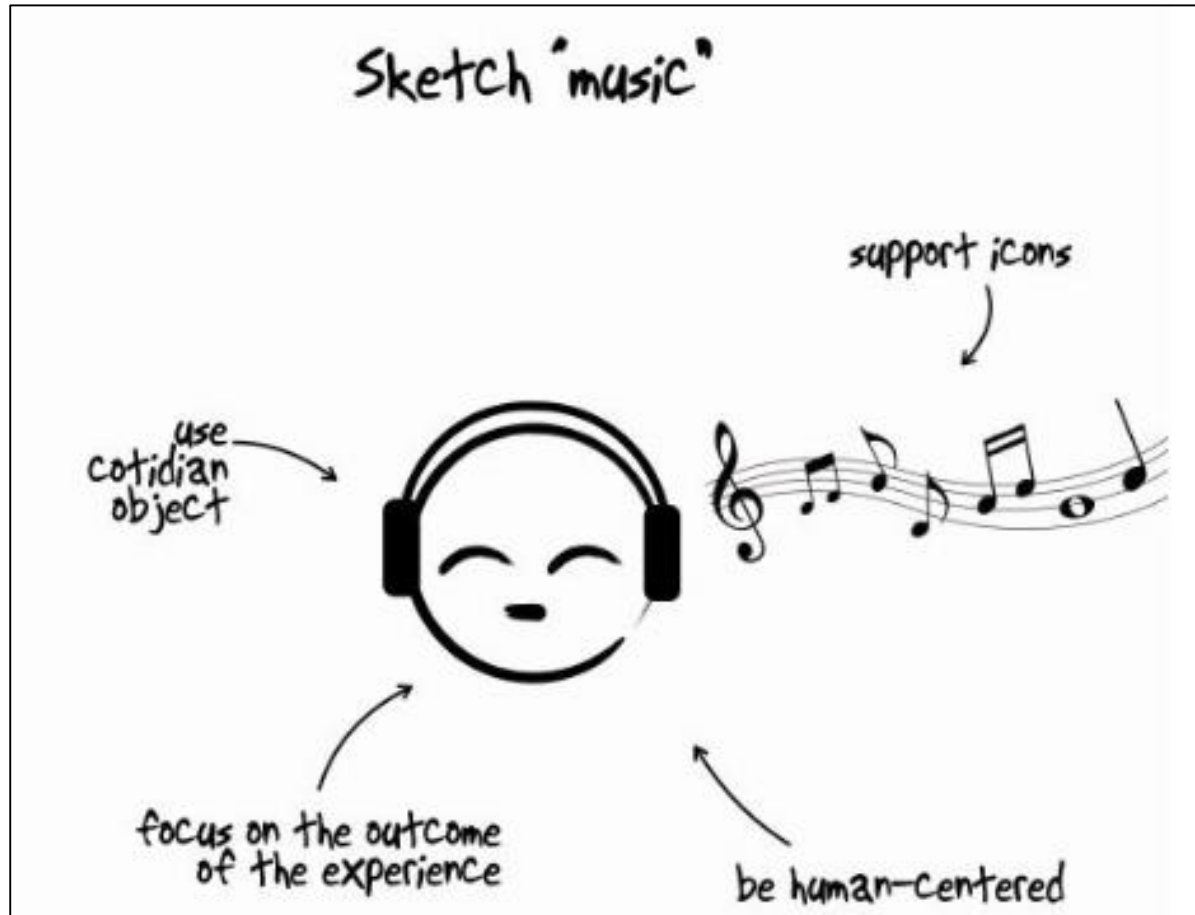
Tips for drawing rich pictures (6/6)

Example of a Rich Picture

Other terms: Gigamap
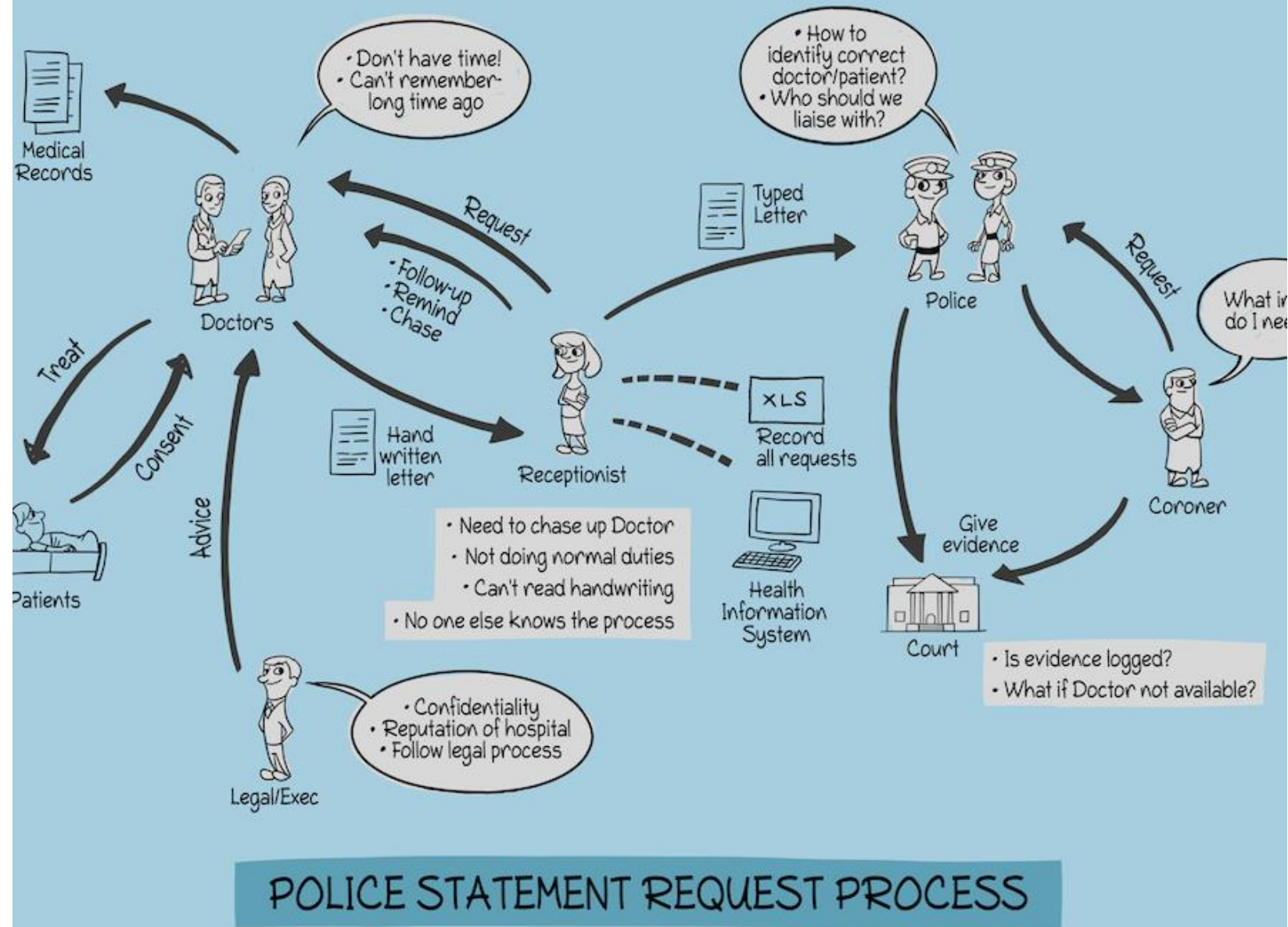
Ambiguity in design
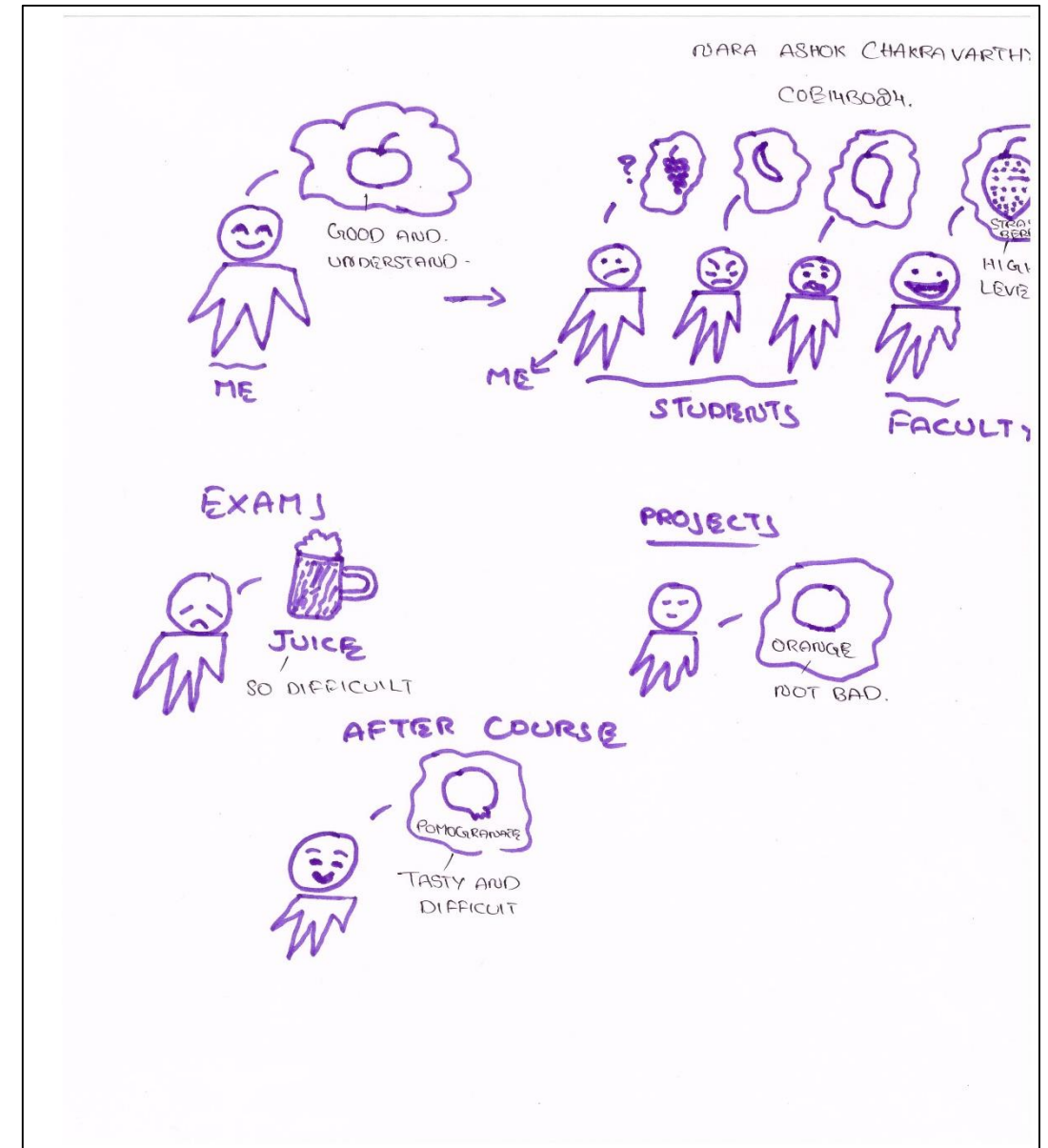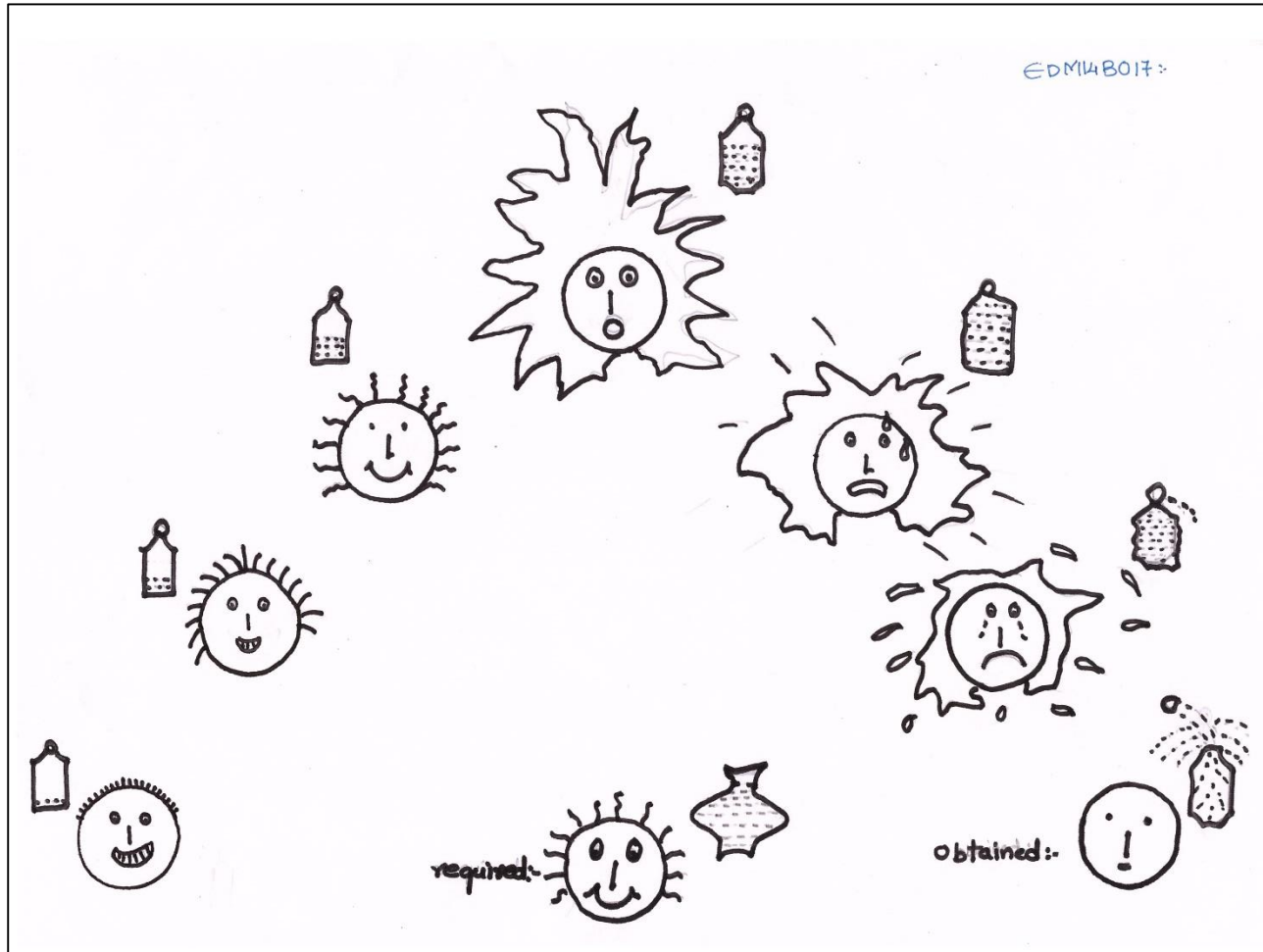
Perspectives about design education

ORDER FROM CHAOS

1st year

BLACK BOARD
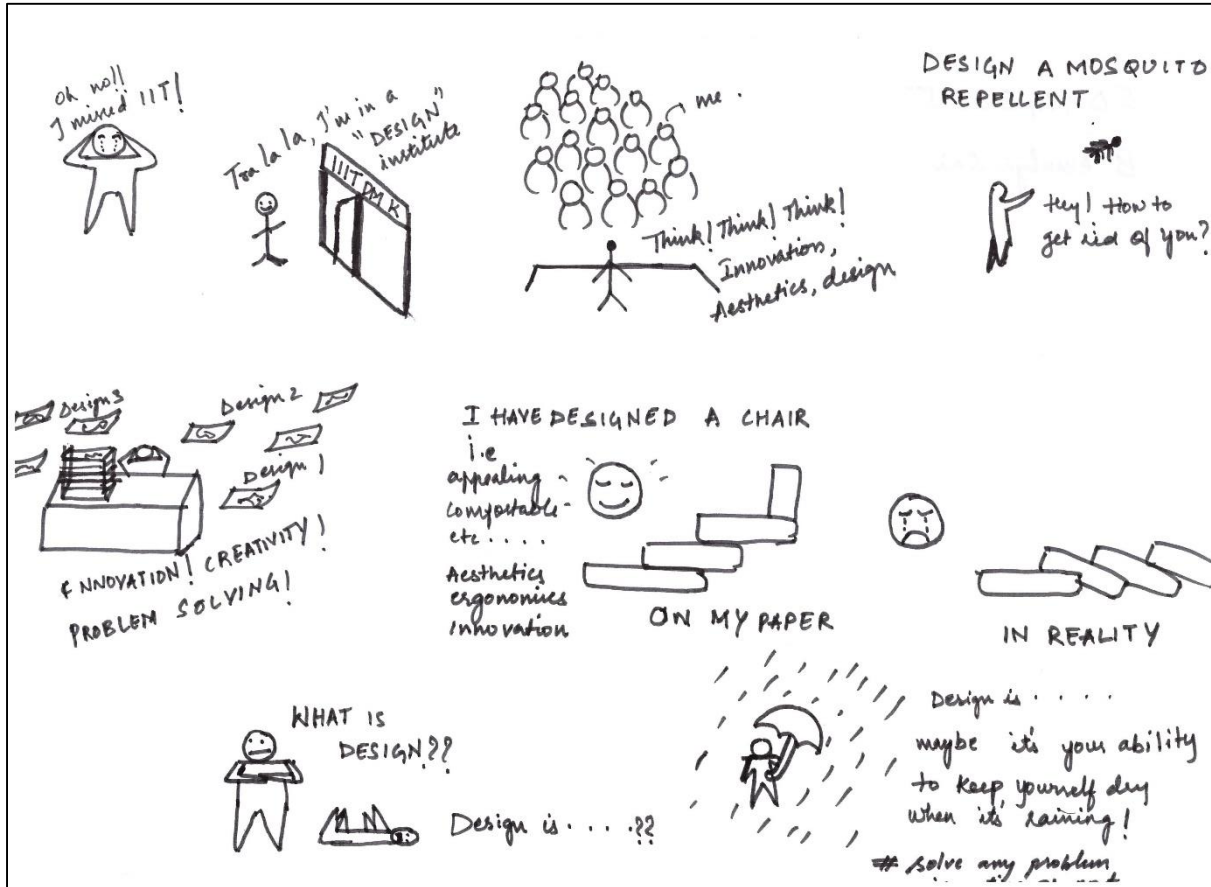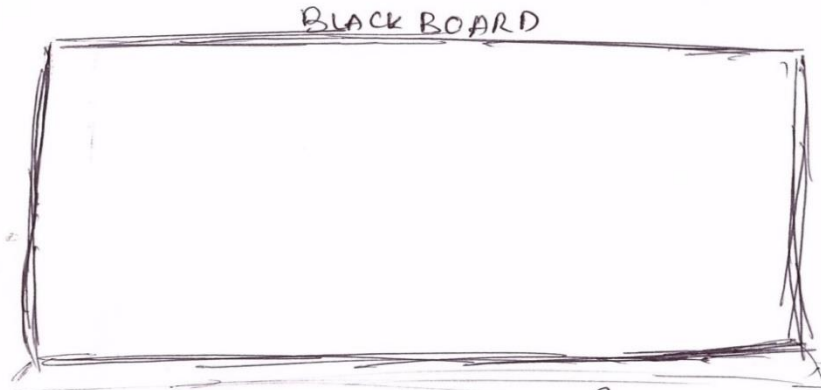
What do you see?

:- I see an instrument that aids in imparting knowledge which is formed by the peaceful coexistence of millions of atoms bonded to each other through ionic, covalent or dative bonds which together accept the invasion from a foreign particles of Calcium Carbonate which becomes an essential part of classroom teaching.

4th year:

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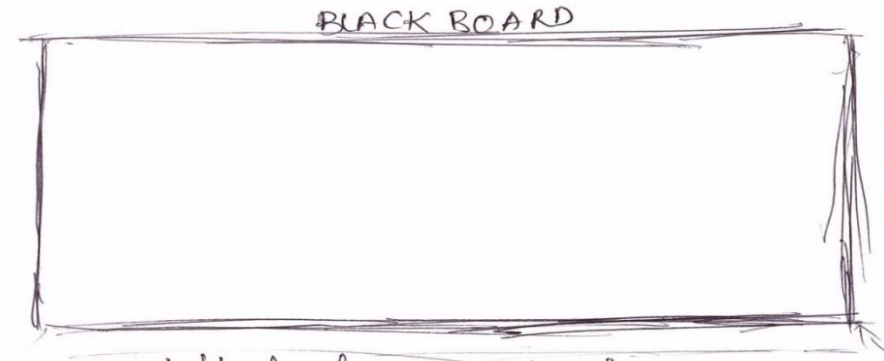
What do you see?

:- I see . . . . "NOTHING".

12.14

Exercise 3 (30 min)

- Draw a rich picture of "perceptions about DESIGN" as you see it – make it as holistic as possible and bring out the key themes

- On the top right indicate which quadrant you see yourself at this point of time

	Like Design	
Don't Like Engg	**4**	**3**
	1	**2**
	Don't Like Design	

Like Engg
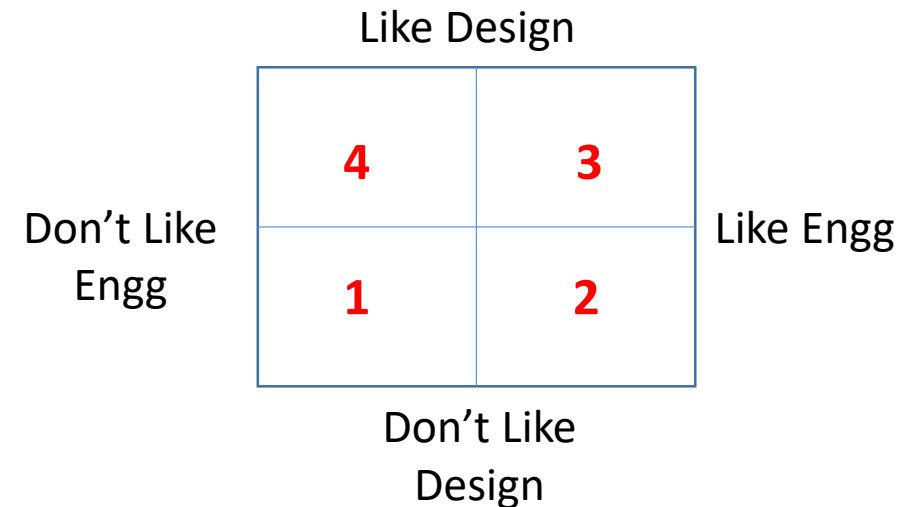
Exchange your picture and analyze (15 min)

- What do you see?

- What is being captured / not captured?

- Ask what your friend experienced while drawing it?

- Make notes on the reverse side

SESSION OUTLINE

- Using rich pictures to understand a (social) context

- Interactionism & its relevance for Design & Management

Theory of Symbolic Interactionism (1/3)

- Key Sociologists: Mead, Blumer, Goffman, Garfinkel, Randall
- Three premises of symbolic interactionism
  - #1: People act towards objects based on the meaning that the objects have for them… objects can be self, other people, artefacts

  - #2: Meaning of objects emerges from the social interactions that one has with others in the society [ME]

  - #3: These meanings are further modified through an interpretation process by the individual. This self-interaction between [I] and [ME] produces the [SELF/IDENTITY] of the individual

Theory of Symbolic Interactionism (2/3)

- Social- and self-interaction are dependent on gestures & utterances (non-symbolic and symbolic)
  - In other words LANGUAGE plays a crucial role in development of THOUGHT. It is more than a medium of communication… *English for communication?*
  - (Vygotsky, John Shotter – Rhetoric-Responsive vs Representational-Recursive)
- Social Norms, Values, Needs, Views about Past or Future are not given and stable, but shaped by people in the present
  - What appears stable at a macro level, can be highly unstable at a micro level… like our views about DESIGN
  - Understanding the socio-historical context of issues is critical to know how meanings have changed over time… this is why you need to know the history of Design in different societies

Theory of Symbolic Interactionism (3/3)

- The focus shifts from studying individuals (parts) to the social interaction among people (relations)
  - The whole emerges out of interactions among parts
  - Where boundaries are not natural, society is a network of individuals (Norbert Elias – Society of Individuals)
  - This is the reason why symbolic interactionism strongly mirrors complexity theory

- Symbolic interactionism views individuals as 'active' participants in a situation … not passive
  - More inclined to support the augmentation view than automation

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How would an interactionist look at participation in these DESIGN courses?

- The process of engaging with each other at this moment is everything

- It is only by paying attention to the everyday interactions and enhancing communication that we create possibilities for joint action

- You can end up with an improved understanding of yourself, your friends, the design challenge and the courage to recognize and engage with what is emerging, yet unknown

An interactionist view focuses on the present & everyday interactions among actors

- Instead of analyzing the reasons for inaction/dysfunction in the psychological or sociological factors (pre-conditions) of participants (that are unstable), explore opportunities for joint action in the present moment

- Need to move beyond modeling macro factors that influence individual behaviors to observing actors in action and developing shared meanings that enable joint action

- One way is to communicate with rich pictures

Reflect on today's session

Why are we doing what we are doing?

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