MAN202T: Sociology of Design

Session 7

INDIAN INSTITUTE OF INFORMATION TECHNOLOGY, DESIGN AND MANUFACTURING, KANCHEEPURAM

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SESSION OUTLINE

- Actor Network Perspective of Portuguese Expansion

Actor Networks in Portuguese Expansion

1300s … 1440s 1480s 1500

Dissociating Cape Bajador & the coast

By the 1400s, sailors were using a **magnetic needle** for the compass. They had found ways to make the compass **more accurate** for sea exploration.

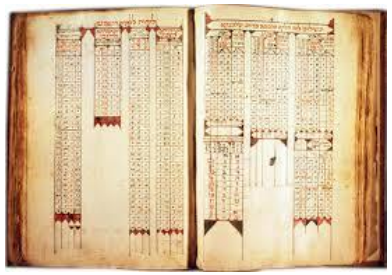
Aligning Stars… Simplified Astrolable & Data tables to calculate Latitude

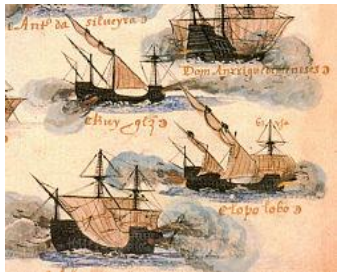
Vasco da Gama meets Zamorin of Calicut-spice trade

Galley (War)

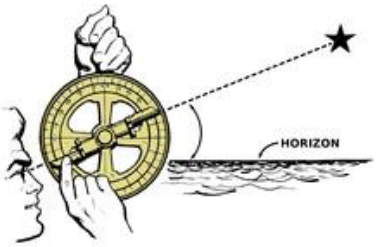
Mixed-Rigged Vessel (Sea worthy)

Discovery of volta do mar- Aligning Winds & Currents





Caravel & Superior Guns



Astronomical Navigator

Actor Networks that shaped Kanchi-Chennai

1600-30 | 1639-74 | 1740s | 1760s | 1790s | 1820s | 1900 | 1930s | 1950

Period of spatial transformation

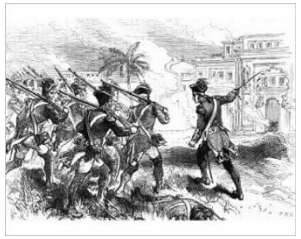
Formation of East India Company, the world's first Global Corporation

6-8 voyages – link with Jahangir/Agra, Factories setup in Surat, Pulicat, Masulipatnam EIC defeats Portuguese – Surat HQ

EIC employee Francis Day sets up a trading post in Madras – Fort St George

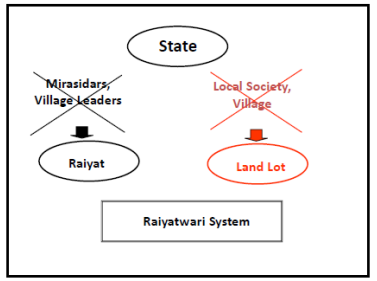
Madras Presidency

French enter Pondicherry



Carnatic Wars – Fight with French (Conjeevaram) – Robert Clive becomes a hero

Nabob gifts Jagir to British (400 pagodas)
Barnard Survey
Locals engage thru Dubash
Invasion by Hyder Ali



Collector Lionel Place (disruption to economy / labor relns) / Revival of temples/tanks

Munro Ryotwari system (Patta) / Increasing power of Dubash

Centralization of admin / Civil Services / English Education …
Dubash-patron of arts (Music)
Cooperative movement to revive rural economy

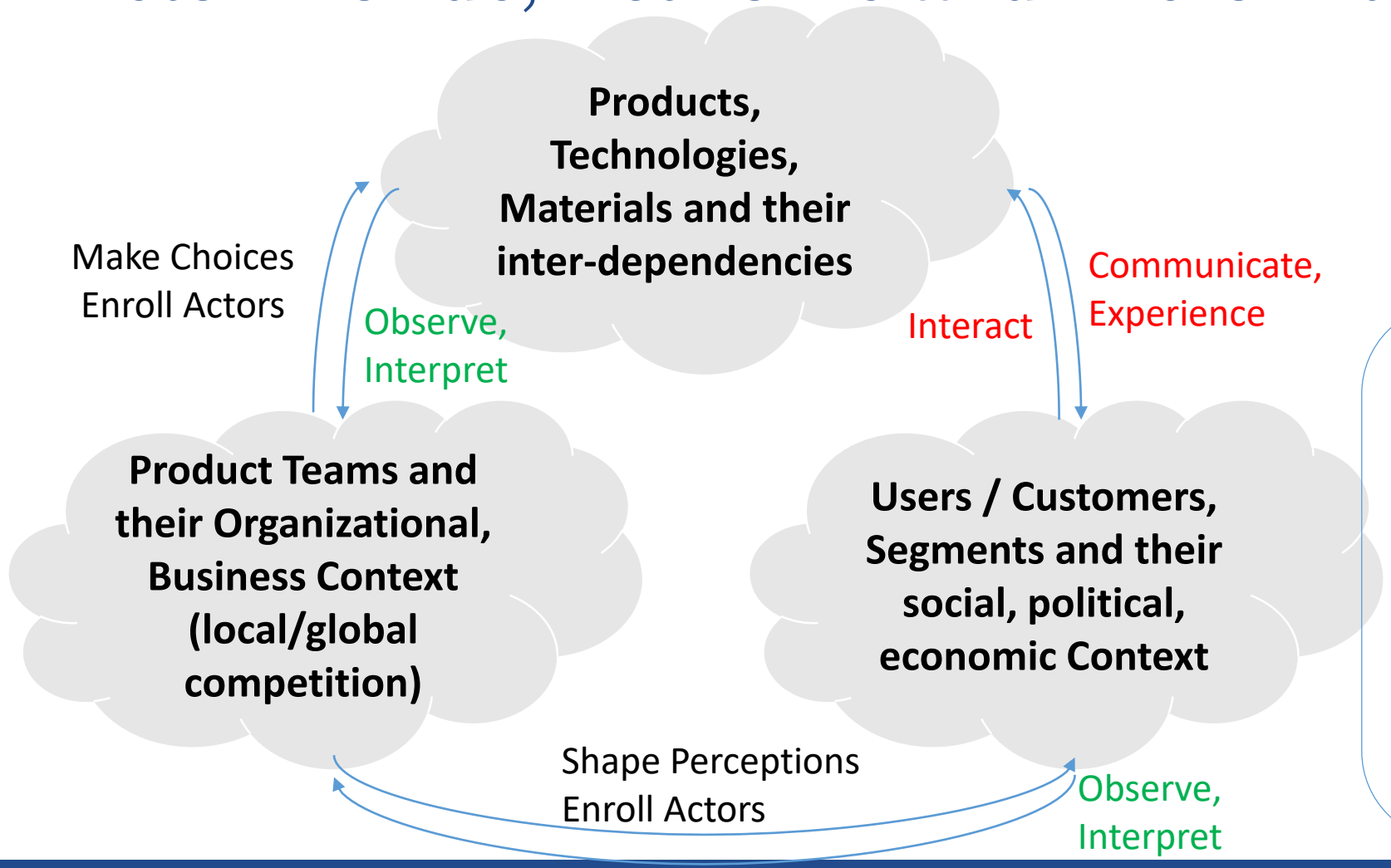
Justice Party and the politics of power, alignment with British
DK-anti-brahmin

National congress vs Dravidian politics

Tamil vs Telugu

Sources: Irschick, E (1994), Dialogue & history: Constructing South India 1795-1895; Baker C (1976); The politics of south India 1920-1937; Muthiah, Madras Rediscovered + several others

Putting it all together: Actor Worlds, Networks and Micro-interaction



Micro-interactions enabled/constrained by affordances/semantics of product/technology combinations and abilities/perceptions of different segments (ex: age groups, social class, physical abilities, etc.) in different cultures

Now, let us reflect a bit on what we are going through in IIITDM

What do the rich pictures tell?

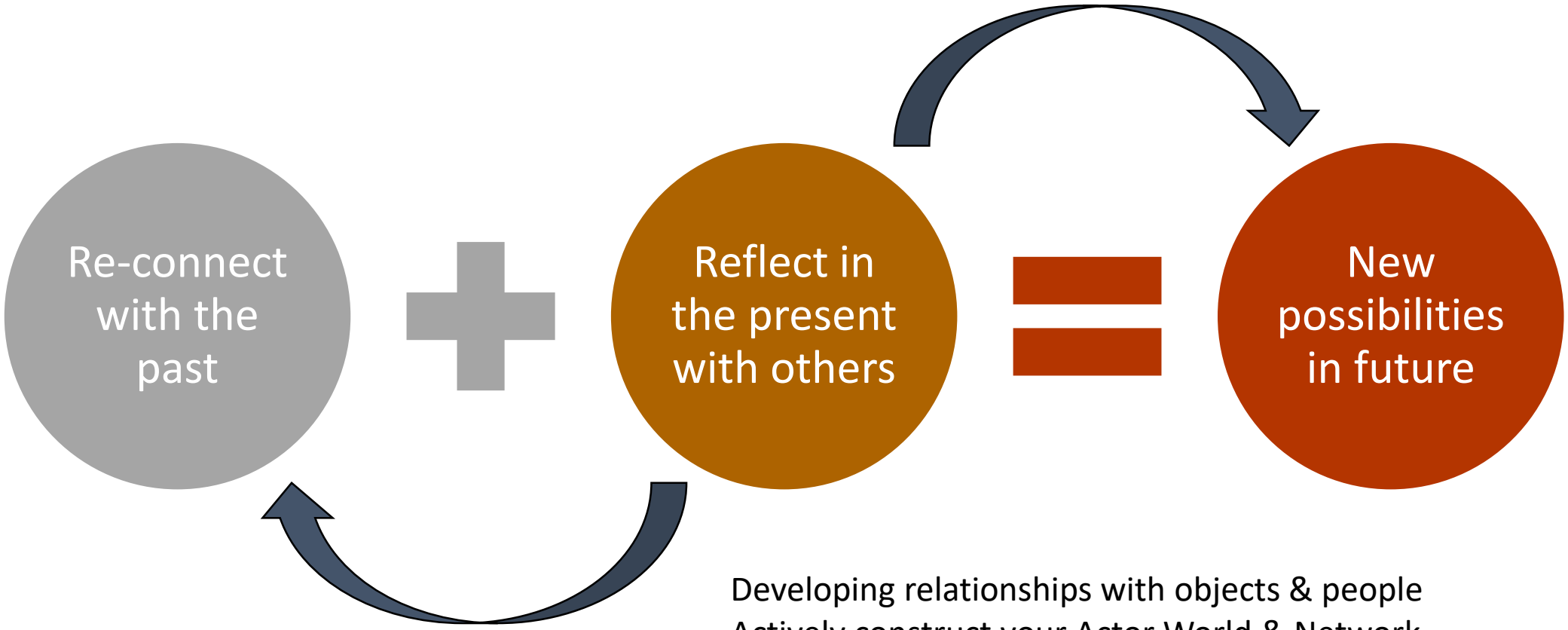
From home to IIITDM or ended up in IIITDM

Journey in IIITDM – Yrs 2-4 – culture, pedagogy (no learning by doing, 2nd order abstractions), curriculum (design vs core instead of design & core), unconnected assignments, workload, clubs & time management

Interactions not producing shared symbols (role models, leading edge design work, relevant companies), but negative symbols like footpath tiles

Anxiety due to the Challenge of complexity in design / NPD

Suggestion to deal with anxiety & complexity



Developing relationships with objects & people
Actively construct your Actor World & Network

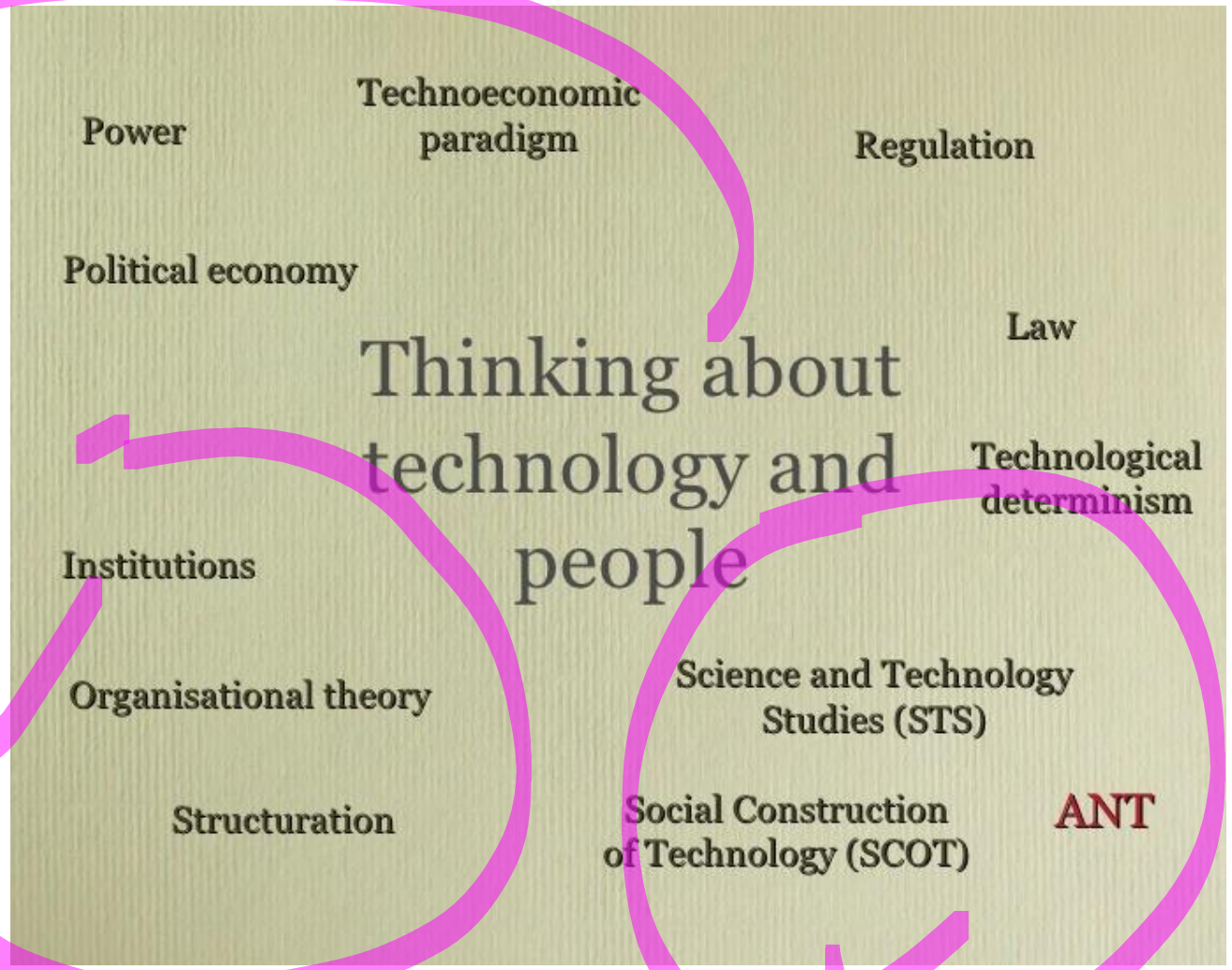
Exercise 7b: Reflect on your journey so far using Actor Network perspective

July 2016 — Jan 2017 — July 2017 — Jan 2018 — Now

Actor World
(people, artefacts-courses/labs/curriculum /clubs/hostel/WiFi)

Translation
(enrollment, displacement)

Points of Passage (Exam, Design Competitions, Prototype, Internship, Incubation)

Ethnography from next week

Read the paper on ethnography for design before the next class