MAN202T: Sociology of Design

Session 9



• Dr Sudhir Varadarajan

SESSION OUTLINE

01

Recap / Feedback on Exercise 8a & 8b

02

How to get started & explore the world (see & listen better)?

Exercise 9a: Answer in brief

What are the two approaches to ethnography?

• What should we capture while conducting an ethnographic study?

Re-look at what you have written in 8b

Observe the objects around you... not your feelings / reflections

Observe details cues & signals... Do
not abstract or
generalize

Remember, the act of observing will change the observed

Do not judge what you observe

Do not imagine things

Ethnographic way of exploring a situation

- Always be <u>looking</u> ... <u>Everything</u> is interesting. Look closer
- Use <u>all</u> of the senses in your investigation
- Observe for <u>long</u> durations
- Alter your course often ...
 Incorporate indeterminacy
- <u>Document</u> your findings in a variety of ways

- Trace things back to their <u>origins</u>
- Consider everything <u>alive & animate</u>
- Create a personal <u>dialogue</u> with your environment. Talk to it
- Notice the stories going around ...
 Observe movement
- Notice <u>patterns</u>, make <u>connections</u>

Artists and Scientists analyze the world around them in similar ways – Keri Smith Observe, Collect, Analyze, Compare, Notice Patterns

Art is to Arrange or Fit Together ... Design/Engineer/Manage is to...?

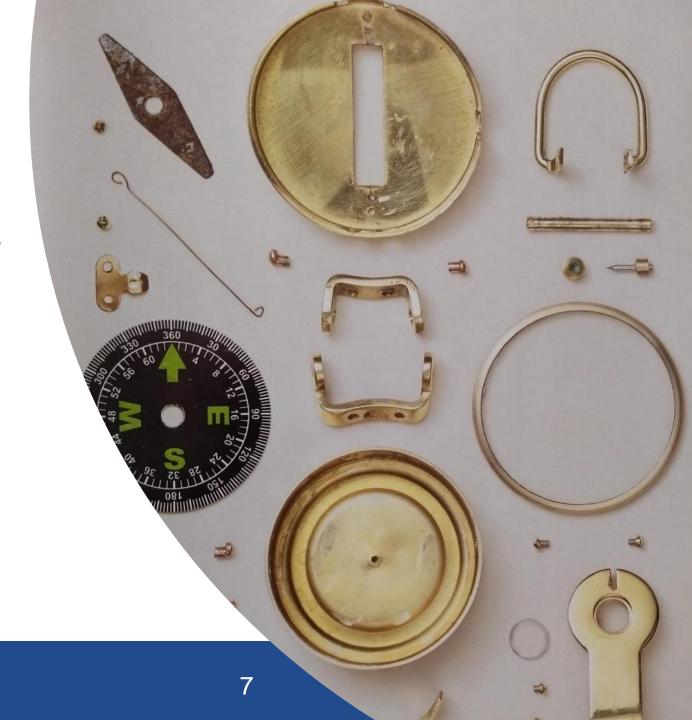


Creativity arises from our ability to see things from many different angles (1/2)

 Sight, Sound, Smell, Touch, Taste, Color, Movement, Shape, Texture, Function, Symbol, Language

 Subjectively, Objectively, In comparison, Contrast, Negative Space, Symmetrically, in Parts Creativity arises from our ability to see things from many different angles (2/2)

 Anecdotally, <u>Artistically</u>, <u>Scientifically</u>, Morally, <u>Historically</u>, <u>Diachronically</u>, Synchronically, <u>Linearly</u>, <u>Contextually</u>, Culturally, Politically, Ritualistically, <u>Micro</u>, Macro, <u>2D</u>, <u>3D</u>, Mythically, Light heartedly



Ways of seeing: some inspiration

https://www.ted.com/talks/rob_forbes_on_ways_of_seeing?language=en

Exercise 9b: One thing (15 min)

 Choose an everyday object. This can be something you find on the street or something you have. Look at the top half of the object for 5 minutes. Record everything you see there in detail. Then do the same thing for the bottom half.

 "If something is boring after two minutes, try it for four. If still boring, then eight. Then sixteen. Eventually one discovers that it is not boring at all" – John Cage

Debrief: The longer you look the more you see

Ways of seeing: some inspiration

https://www.ted.com/talks/michael_rubinstein_see_invisible_motion_hear_silent_sounds_cool_creepy_we_can_t_decide?language=en

Exercise 9c: What has changed? (10 min)

- Two players form a pair
- One player observes another closely. Then she closes her eyes, and her partner changes three things in his/her appearance. She open her eyes again and tries to discover what has changed
- Now exchange roles and repeat

Exercise 9d: Observing Cues & Signals (15 min)

- Borrow the most boring object of your neighbor (bag, phone, watch..)
- Observe and document 20 cues or signals in your neighbors object that tell about its usage
- After you have finished, try to see if there is a pattern in it and what does it suggest? Is there an element of surprise for your friend?

Try more on your product context

Get inspired by Keri Smith's book "How to be an explorer of the world"