MAN202T: Sociology of Design

Session 1 (Module 1)

https://sites.google.com/a/iiitdm.ac.in/sudhirvs/courses/sociology-of-design

http://172.16.1.97/Jan-May-Semester/MAN202T/

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- Dr Sudhir Varadarajan
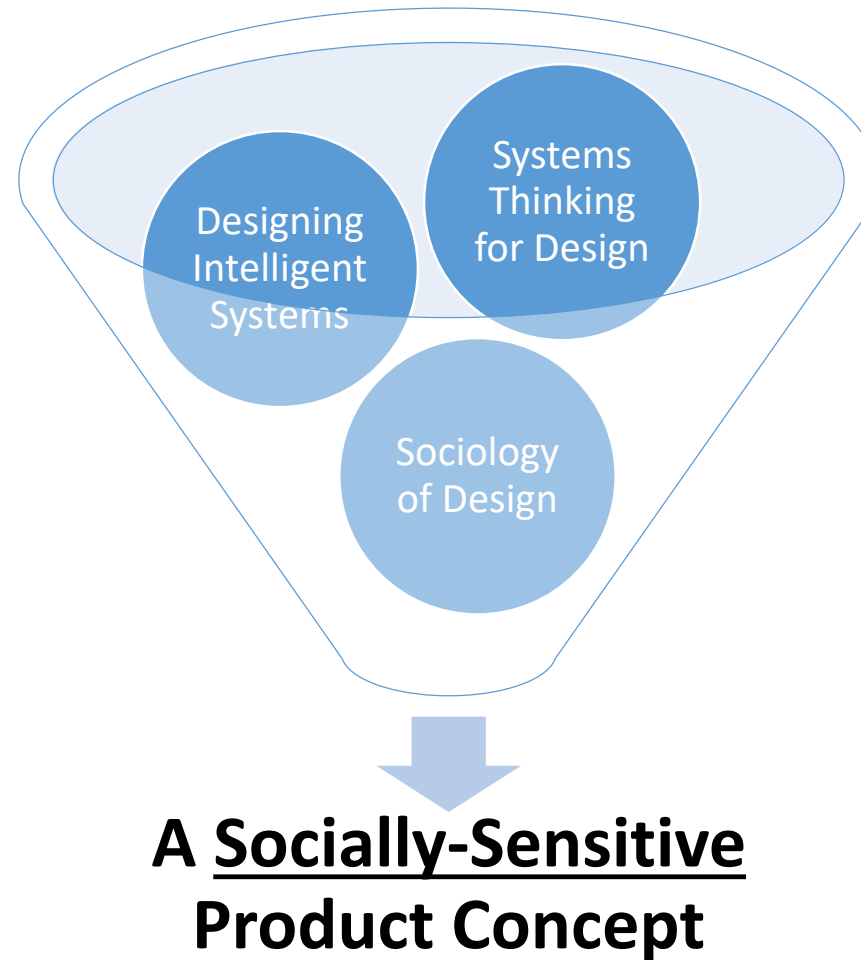- Dean (Design, Innovation & Incubation)

SESSION OUTLINE

- Continuing from where we left in "Systems Thinking for Design"

- Introduction to "Sociology of Design"

- Learning Outcomes and Course Structure

Open questions

- Assuming that we understand the use of stakeholder analysis,

  - Do we really understand the <u>social context of users and their needs & usability issues</u>?

  - Will the product features be viewed in the same way <u>in different segments/societies</u>? Is India one homogenous society?

  - What differentiates <u>creative design teams</u> from the rest?

  - Do you really <u>feel the urge</u> to make a difference to your context?

A case for more expertise on CONCEPT DESIGN

Designing Intelligent Systems

Systems Thinking for Design

Sociology of Design

A Socially-Sensitive Product Concept

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Exercise 1 (20 min):

- How do technologies/products shape societal values & dynamics?

- Are technologies/products influenced by values of the design team?

- Where do these individual/societal values come from? Are they stable?

Design is for the people and by the people

Facts / Artefacts / Objects / Products / Technologies

Customers and Users interact with designs / products & derive meanings depending on their cultural context

Designers and their professions, understanding and use of artefacts shape the products & meanings

Users, Customers, Stakeholders

Designers, Manufacturers, Marketing & Sales, Suppliers
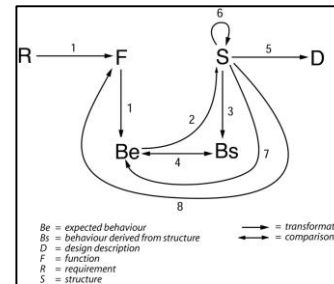
Designers interact with customers to give shape to their ideas

Key Themes in Sociology of Design
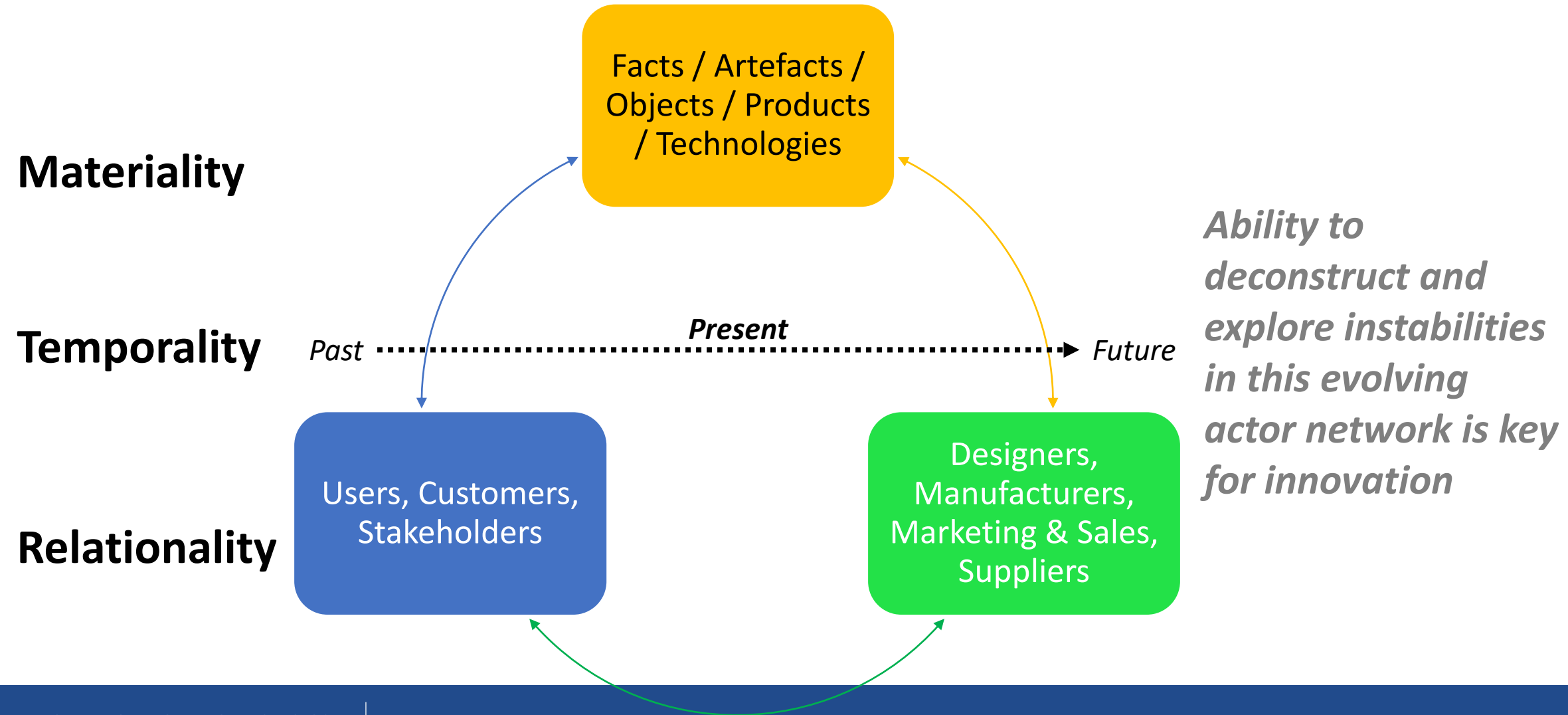
Materiality

Facts / Artefacts / Objects / Products / Technologies

Temporality

Past ······· **Present** ·······▶ *Future*

Relationality

Users, Customers, Stakeholders

Designers, Manufacturers, Marketing & Sales, Suppliers

Ability to deconstruct and explore instabilities in this evolving actor network is key for innovation

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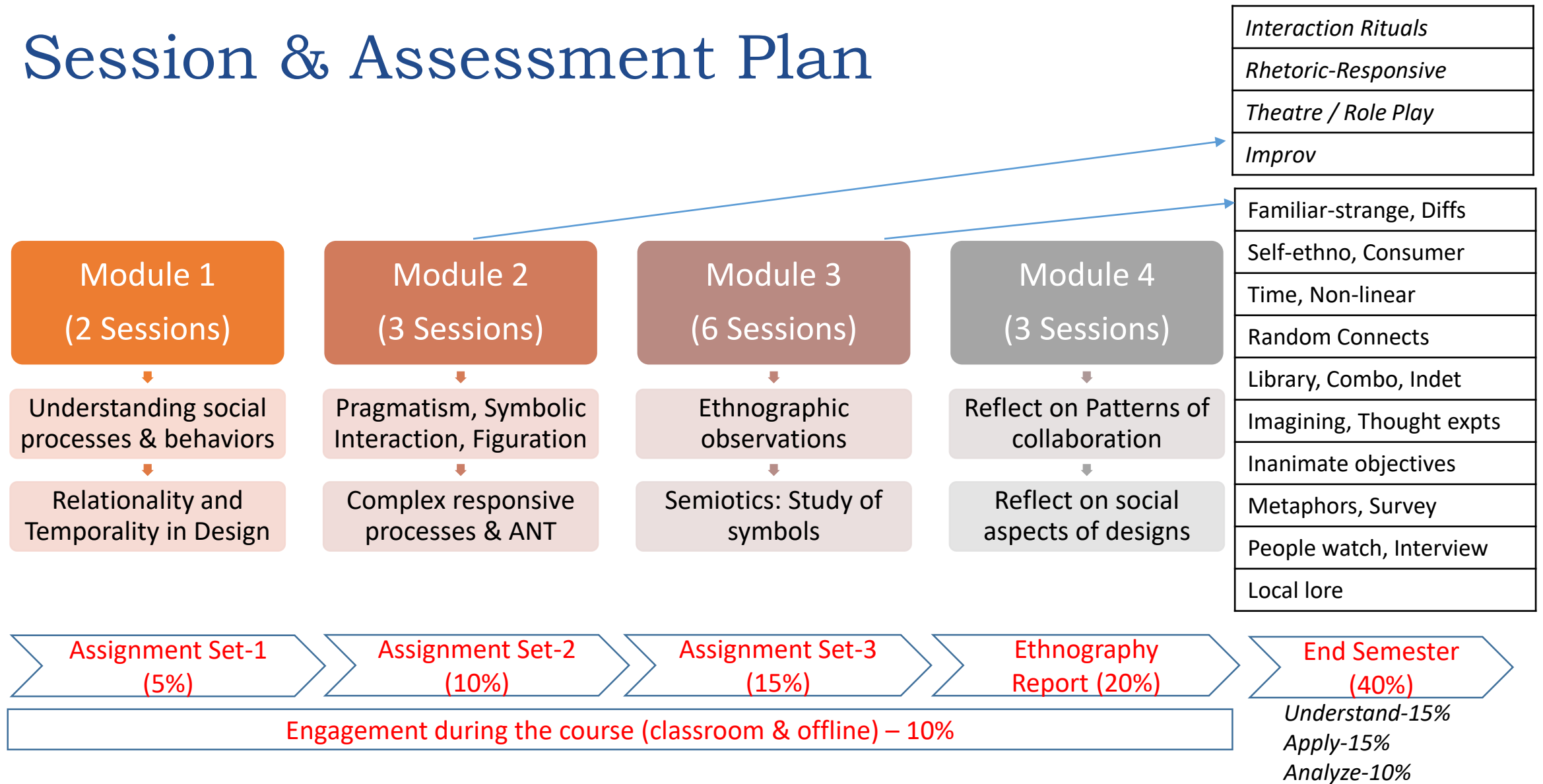
What is your expectation from this course?

- Write down 2-3 key outcomes you expect

Learning Outcomes

What will you learn to do during & after this course?

- Reflect better on why we are doing what we are doing

- Surface unique characteristics of the user context and refine the Functional, Behavioural and Structural aspects of the product concept

- Engage & Collaborate with team members to co-create designs

Session & Assessment Plan

Interaction Rituals	
Rhetoric-Responsive	
Theatre / Role Play	
Improv	

Familiar-strange, Diffs
Self-ethno, Consumer
Time, Non-linear
Random Connects
Library, Combo, Indet
Imagining, Thought expts
Inanimate objectives
Metaphors, Survey
People watch, Interview
Local lore

Module 1
(2 Sessions)

Understanding social processes & behaviors

Relationality and Temporality in Design

Module 2
(3 Sessions)

Pragmatism, Symbolic Interaction, Figuration

Complex responsive processes & ANT

Module 3
(6 Sessions)

Ethnographic observations

Semiotics: Study of symbols

Module 4
(3 Sessions)

Reflect on Patterns of collaboration

Reflect on social aspects of designs

Assignment Set-1 (5%) → Assignment Set-2 (10%) → Assignment Set-3 (15%) → Ethnography Report (20%) → End Semester (40%)

Understand-15%
Apply-15%
Analyze-10%

Engagement during the course (classroom & offline) – 10%

Key References *(Some of them will be on the course website)*

- Wendy Gunn, Ton Otto and Rachel Smith (2013), Design Anthropology: Theory and practice, Bloomsbury

- Trevor Pinch (Editors) (2012), The Social Construction of Technological Systems: New directions in the sociology and history of technology, MIT Press, Anniversary Edition

- Frank Chimero (2012), The shape of design

- Keri Smith (2008), How to be an Explorer of the World: Portable Life Museum, Penguin Group

- Sara Ilstedt Hjelm (2002), Semiotics in product design, Centre for User oriented IT design, Royal Institute of Technology

Systems Thinking, Sociology of Design and Intelligent Systems: What is the connection?

	Systems Thinking for Design	Sociology of Design	Intelligent Systems Design
Systems Thinking & Complexity	Core Skills: Abstracting elements, Categorizing, Linking, Seeing Patterns/metaphors, Interpreting… SNAC/Networks/ISM/FBS (function-form)	Qualitative modeling, teasing key elements from ethnographic notes, … thinking about stakeholders … SNA, Small Worlds, Caveman…	Cybernetics and Feedback Systems (CPS), Self-organizing, Autopoetic & Living Systems … multiple intelligences, senses, variety engineering, ecological dimensions … metaphors / analogies
Sociology of Design	Rich pictures, content from ethnography … observation skills … subtle meanings of objects, people… surfacing assumptions / rituals … agent autonomy…	Discovering values attached to objects (technologies/products), people (users and teams), self … interdependency of individual and social, focus on the living present,	Concept of Socially interactive / Decentralized / Autonomous Agents… language-thought? Context-sensitive / knowledge of context … translating user needs and contextual signals into intelligence
Intelligent Systems Design	Reducing over-specification? … decentralized … Agent based as opposed to event based modeling	New forms of intelligence? Beyond the language-thought angle? Brain-to-brain?	Core Information Processing techniques to derive intelligence … Classical AI

Reflect on today's session and plan for the next one