Structure

chapters and word count

total desirable word count- - 100 000

i - introduction

1 - literature review and methodological

12 000

topics include

social construction of technology and users

consumers - consumer protection, decisions,

affluence - leisure, convenience, choices

housework - general cleanliness, smell, laundering, stain removal, relationship to consumer decisions,

gardening - space, motivations, discuss organic

education - household manuals, domestic science/home economics, govt pamphlets

environmental awareness - in relation to consumers and chemicals

chemical awareness - chemophobia, chemophilia, health effects - suspicion and detection, causation/correlation

poisons – nature of poison, culture of poisoning, detection

science in culture - festivals, exhibitions (inc museums),

science in media - TV, radio, newspapers - both these shape people's view and uses of chemicals

methods

oral history

use of images

objects

newspapers

2 - Contextual

8 000?

topics include

poisons rules - labelling, who can sell what, how the poisons rules came about, how they were effective or not

regulatory bodies: poisons board, pesticides precautionary safety scheme, agricultural chemicals

relationship / parallels to pharmaceutical or mechanical technology

retail, inc. rationing

3 - Case study: gardening = sodium chlorate, paraquat (large)

20 000

4 - Case study: stain removal = carbon tetrachloride and Thawpit

15 000

5 - Case study: general cleaning = carbonates (soda, bicarbonate)

15 000

6 - Case study: toilet cleaning = Harpic (possibly 5 and 6 merge, similar to gardening so that there is one branded item discussed with related although not directly replaced chemicals)

15 000

7 - What it is to be a user -

10 000

include any additional material from oral histories which explores the users point of view, that has not been already used in the relevant task related case studies, analyse what my case studies have shown about users and their attitudes or relationships to chemicals.

8 - Conclusions

3 000

what are the final things I can draw from this work, how do they relate to existing work, including how differ. What impact for future, e.g. understanding patterns, behaviours, choices, policies?