

Technologies of Taste

T/Th 4:15-5:30; SHAN 2421

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Office:

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Office hours:

T 1:30-3:00 pm, lunch time and lots of other times by appointment

Everyone has their own innate sense of taste. Or do they? In this class, we will examine the late twentieth-century rise of scientific, expert, industrial, and technological ways of making, measuring, and managing the tastes and smells of foods and beverages from cradle to grave. We will investigate what role, if any, technology has in shaping how society eats, thinks, and interacts with and values consumable goods through readings, field trips to sensory science labs, and making our own technology of taste.

Please note: At various times throughout this course we will be reading works in progress, both by myself and by other scholars. Be awesome: do not circulate these readings outside of our course in any form.

Required Materials:

- Lorraine Daston and Peter Galison. 2010. *Objectivity*. Zone Books. (bookstore or online)
- A blank notebook/ journal (whatever style/ color you prefer)
- Herbert Stone, Joel Sidel, *Sensory Evaluation Practices* (Academic Press, 2004), selections.
**This is available as an ebrary book, which means you've got to download/ print pages long, long before the rest of your classmates are trying to

At the end of this class you will be able to

1. Discuss key historical shifts in the role of subjective and objective knowledge
2. Define and discuss the differences between expertise tied up in connoisseurship, and expertise tied up in scientific knowledge making
3. Identify key debates in STS about the objectivity of knowledge
4. Identify and critique the major techniques used to quantify, measure, and communicate about sensory experiences of tasting and smelling
5. Set up, and run, basic sensory science experiments
6. Wow everyone with your ability to put words to experience

Evaluation

In-Class tasting assignment (15%)

Participation (10%)

- In class discussion + Quick writes + Comments

Seminar + Forum Posting (20%)

Flavor journal (20%)

Flavor Wheel Development + Write Up (15%)

Final exam (20%)

Detailed descriptions of evaluation criteria are posted on Sakai.

A note on plagiarism

Just don't do it. For a definition of what plagiarism is, see here: <http://wpacouncil.org/node/9>

Attendance:

If you are **late**, you bring snacks to the next class. If I am late, I bring snacks to the next class. If you have no access to a kitchen, or no ingredients, or just don't know how to cook, you can use *my stuff* and *my kitchen* and

my cookbooks (depending on what is going on in my life). But you have to do the cooking, and the dishes.

How many absences can you have and still pass this class? **Two**.

Exceptions: You're sick. So very, very sick. Please provide a doctor's notice, in which case you will be assigned additional work to make up for the missed class time. Nmailtoify me in advance if you will not be in attendance prior to class.

Classroom Conduct and Accommodations

The goals of this course can only be accomplished in a setting of mutual respect. We all have worldviews and cultural frames we are unaware of, which means we may all trespass at one moment or another; when that happens, say something so we can make it right, together. I will work to continually examine my judgments, words and actions in an effort to create a course setting where you all feel welcome. I request that you each do the same. Please reach out to me immediately if you feel the classroom has become a hostile environment, or just to let me know if there is anything I can do to better promote a successful learning environment.

To request academic accommodations due to a disability, HMC students should contact Deborah Kahn (dkahn@hmc.edu; (909) 607-3148) our Coordinator of Student Support. For students from the other Claremont Colleges, please contact your home college's disability officer.

Title IX

I am required to report Title IX violations (rape, sexual assault, dating or domestic violence, stalking) to our Title IX coordinator, Deborah Kahn. Students can request confidentiality from the institution (via Deborah Kahn). If a student wants to speak with someone confidentially and outside of the institution, please contact one of the following: EmPOWER Center (909) 607-2689, Monsour (909) 621-8202, and McAlister Chaplains (909)621-8685.

You must complete all course requirements in order to pass the course

Section I: Dividing Subjective and Objective Knowledge

August 29/31

No class. In preparation for our first day of class do the following:

1. Read (accessible via blackboard)

- David Smith, Robert Margolskee, Making Sense of Taste, *Scientific American* (2001): 32-39.
- Linda Buck, Unraveling the Sense of Smell (Nobel Prize Lecture), *Angewandte Chemie* 41, 38 (2005): 6128-6140.

2. Eat something, and take notes on your experience. What do you taste when your eyes are closed? Open? Bring those notes to class—they should be in whatever notebook you have selected to be your journal.

September 5

In class discussion.

September 7

- Steven Shapin, Changing Tastes, *How Foods Tasted in the Early Modern Period and How They Taste Now*, The Hans Rausing Lecture 2011, Salvia Smaskrifter, No. 14 (Uppsala: Tryck Wikströms, for the University of Uppsala, 2011). pp. 1-47.
- (for journal assignment) Lorraine Daston and Peter Galison. *Objectivity*. Zone Books, pgs. 234-236; paragraph 1, pg 241.
- Optional: William Cullen, *A Treatise of the Materia Medica* Vol II (1798), pgs 2-7.

September 12

- Lorraine Daston and Peter Galison. *Objectivity*. Zone Books, pgs 1-53.

September 14

- Lorraine Daston and Peter Galison. *Objectivity*. Zone Books, pgs 55-113.

In Class Tasting Exercise: Spices

September 19

Seminar A

- Michael Polanyi, "Connoisseurship," *Personal Knowledge* (1958), 56-57.
- Bruno Latour, How to talk about the body: the normative dimensions of science studies, *Body & Society* 10, 2/3 (2004), 205-229.
- Antoine Hennion. "Those things that hold us together: Taste and Sociology," *Cultural Sociology* 1,1 (2007) 97-114.
- Annemarie Mol, "I eat an apple: On theorizing subjectivity," *Subjectivity* 22 (2008), 28-37.

In Class Tasting Exercise: Apples

September 21

Turn Flavor Journal in

Seminar B (mechanical objectivity)

- Lorraine Daston and Peter Galison. *Objectivity*. Zone Books. 115-190 (skim 161-173)
- (for journal assignment) Lorraine Daston and Peter Galison. *Objectivity*. Zone Books, 242 paragraph 2- 246.

September 26

Seminar C (here we move into that other form of objectivity, what is democratizable vs what is only understood inside the head)

- Lorraine Daston and Peter Galison. *Objectivity*. Zone Books. 265-289.
- Susan Terrio, "Crafting Grand Cru Chocolates in Contemporary France," *American Anthropologist* 98, 1 (1996): 67-79.

In Class Tasting Exercise: Chocolate

Section II: Making the Subjective Objective—The Sciences of Subjectivity

September 28

Seminar D

- Emile Peynaud, "Tasting Problems and Errors of Perception," ed. Carolyn Korsmeyer, *The Taste Culture Reader*, (New York: Berg, 2007), 272-278.
- Steven Shapin, "The Sciences of Subjectivity," *Social Studies of Science* 42 (2012), 170-184.
- Nikolas Cisterna, "Unexpected Moments and the Wine Experience," *Food and Foodways* 22, 1/2 (2014), 90-111.

In Class Tasting Exercise: Miracle Berries

October 3—Discrimination Testing 1

PROP tasting test; making of a sensory science lab

- Herbert Stone, Joel Sidel, "Discrimination Testing," *Sensory Evaluation Practices* (Academic Press, 2004), 145-152.
- Harry T. Lawless, *Laboratory Exercises for Sensory Evaluation*, (New York: Springer, 2013), Ch. 4.
- Jacob Lahne & Christy Spackman, "The Taste of Objectivity," in Emily Falconer, *Affecting Tastes: Atmospheres that shape how we eat*, Routledge (forthcoming).

October 5

Seminar E

- David Peryam, "Sensory Evaluation—The Early Days," *Food Technology* (January 1990), 86-91.
- L.B. Sjöström, "The Descriptive Analysis of Flavor," in David R. Peryam, Francis J. Pilgrim, Martin S. Peterson, Eds., *Food Acceptance Testing Methodology: a symposium sponsored by the U.S. Quartermaster Food and Container Institute for the Armed Forces, Chicago, and the Quartermaster Research and Development Command U.S. Army Quartermaster Corps*, (Washington: Advisory Board on Quartermaster Research and Development Committee on Foods, National Academy of Sciences, National Research Council, 1954), pgs 1-3; 25-30. [via google books]
- Loren B. Sjöström, The Flavor Profile. Arthur D. Little, Inc. MIT Archives, Series VI, Box 11, Folder 1.

October 10—Discrimination Testing 2 & Affective Testing

- Herbert Stone, Joel Sidel, "Discrimination Testing," *Sensory Evaluation Practices* (Academic Press, 2004), 153-158; 194-199; 247-256.
- Ralph Bradley, Some Statistical Methods in Taste Testing and Quality Evaluation *Biometrics*, 9, 1 (March 1953), 22-38.

October 12— No readings

In class planning of Disruptive Tasting

October 17—Fall Break, no class

October 19— *Turn Flavor Journal In*

Meet at Hive to decorate/ set up for disruptive tasting

October 24—Descriptive Analysis

- Harry T. Lawless, *Laboratory Exercises for Sensory Evaluation*, (New York: Springer, 2013), Ch. 9 Via the [Library](#), or via [Resources](#).
- Herbert Stone, Joel Sidel, "Descriptive Analysis," *Sensory Evaluation Practices* (Academic Press, 2004), 201-215.
- Jean Caul, "The Profile Method of Flavor Analysis," *Advances in Food Research* 7, 1 (1957): 1-40.
- Herbert Stone, Joel Sidel, "Descriptive Analysis," *Sensory Evaluation Practices* (Academic Press, 2004), 215-238.

October 26—No class; attend Nelson Series Lecture

Section III: Technologies of Taste

October 31

Seminar F

- Lorraine Daston and Peter Galison. *Objectivity*. Zone Books, 309-361.

November 2

Seminar G

- Nadia Berenstein, "Designing Flavors for Mass Consumption: Arthur D. Little, Inc., The Flavor Profile, and the Industrial Applications of Sensory Science," (forthcoming).
- Christopher Phillips, "The Taste Machine: Sense, Subjectivity, and Statistics in the California Wine-World," *Social Studies of Science*.

November 7

Seminar H

- Ann Noble, "Modification of a Standardized System of Wine Aroma Terminology," *American Journal Enology and Viticulture*, 38, 2 (1987): 143-146. [abstract]

- Ann Noble, R.A. Arnold, B.M. Masuda, S.D. Pecore, J.O. Schmidt, and P.M. Stern, "Progress Towards a Standardized System of Wine Aroma Terminology," *American Journal of Enology and Viticulture* 35, 2 (1984): 107-109.
- Matthew Latkiewicz, "Notes from a Wine-Tasting, Being an Inquiry into Sensation," *Gastronomica: The Journal of Food and Culture* 3, 4 (2003): 42-45.
- Adrienne Lehrer, Can Wines be Brawny?: Reflections on Wine Vocabulary, in *Questions of Taste: The Philosophy of Wine*, Barry Smith, ed. (Oxford: Oxford University Press, 2007), 127-140.
- Sean Sheesgreen, Wet Dogs and Gushing Oranges, *The Chronicle of Higher Education: The Chronicle Review*, (March 7, 2003).

In class exercise: Developing a Flavor Wheel

November 9 [no class]

Meet with your groups to begin developing your flavor wheel project.

November 14

- Christy Shields-Argelès, "The Comté Aroma Wheel: History of an Invention, Ethnography of a Practice. A Look at the Early Years." Paper Presented at the Oxford Food Symposium, 2016. Under revision.
- J.C. Monnet, F. Berodier, P.M. Badot, "Characterization and Localization of a Cheese Georegion Using Edaphic Criteria (Jura Mountains, France)," *Journal of Dairy Science* 83 (2000): 1692-1704.
- Martin Talavera-Bianchi, Delores Chamgers. "Simplified Lexicon to Describe Flavor Characteristics of Western European Cheeses." *Journal of Sensory Studies* 23, 4 (2008): 468-484.
- F. Berodier, C. Stevenot, P. Schlich, "Descripteurs de l'Arôme du Fromage du Comté," *Lebensm-Wiss. U.-Technol* 30 (2997): 298-304. Abstract
- Comte Flavor Wheel

In Class Tasting Exercise: Cheese

November 16 [Sarah Tracy guest lecture]

Readings TBD

November 21

Turn Flavor Journal In

- Jacob Lahne, "Standard Sensations: The Production of Objective Experience from Industrial Technique," *Senses & Society* (forthcoming).
- Fabian Muniesa, Anne-Sophie Trébuchet-Breitwiller, "Becoming a Measuring Instrument: An ethnography of perfume consumer testing," *Journal of Cultural Economy* 3, 3 (November 2010): 321-337.

November 28

Seminar I

- Genevieve Teil, "No Such Thing as Terroir," *Science, Technology and Human Values* 37, 5 (2012), 478-505.
- Jenny Goldstein, "The 'Coffee Doctors': The Language of Taste and the Rise of Rwanda's Specialty Bean Value," *Food and Foodways: Explorations in the History and Culture of Human Nourishment*

November 30

- Sandra Harding, selections.

December 5

Flavor Wheel Presentations

December 7

Wrapping up; Course Evaluations