ME546  DESIGNING PRODUCT FAMILIES  IE546

IN-CLASS ACTIVITY #2
Mass Production Video: “On the Line”

Questions for Discussion

While watching the video, “On the Line,” please take notes on the following questions. We will discuss these questions in class after watching the video.

• What are different people’s views of working on the assembly line? How did those views change over time?

• How did mass production affect:
  (a) the workers?

  (b) consumers?

• What other consumer goods benefited from principles of mass production?
• How did the combination of mass production and high wages build a foundation for a consumer society and foster urban migration?

• When and how are the goals of consumers and workers compatible? When and how do they conflict?

• What other conflicts and limitations are beginning to arise in mass production?