Mapping

Social Mapping

To facilitate an introduction in which people discover unusual connections between each other we devised a form of Social Mapping. In this activity participants write their name, title and select some connections to the place, issue or each other on a sheet of paper. The aim is to reveal personal connections (more than professional ones) and to deepen the later conversations. Connections are described by drawing lines between each other or between previously noted activities, places, groups or hobbies. People that might not be present but who are relevant can also be included. In an engaging way it visually maps the complicated and wide reaching nature of interpersonal relationships. It introduces people to each other, showing shared points of interest and opens out later discussions through people discovering previously unknown facts about each other. It is important in building trust, setting the tone of a workshop as a place to be comfortable in, inspired and willing to contribute.

Proboscis ran social mapping sessions with key stakeholder groups for the Perception Peterborough regeneration visioning workshops. They were highly successful in helping a group of people quickly establish common shared interests, knowledge and passions as well as professional connections and form links that deepened throughout the workshop.

Concept Mapping
Introduction

Method Stack draws together some of our principal methods of engagement, exercises and tools to inspire dialogue, connect people and enrich the outcomes for those working together. It details What they are, Why you might use them, How they can be employed. It is part of Agencies of Engagement, a series of four books by Proboscis outlining the methods (Method Stack), approach (Project Account), observations and insights (Drawing Insight) and final recommendation (Catalysing Agency) used in a research project exploring groups and group behaviours within the context of the University of Cambridge and its I.T. systems. The project is a collaboration between Proboscis, the Centre for Applied Research in Education Technologies (CARET) and Crucible.

Proboscis is a social and cultural innovation studio which specialises in nurturing new ideas, talent and practices. We bring the creative processes and insights of artistic and other professional practitioners into technological fields and learning environments, expanding horizons for our partners, the participants in our projects and ourselves. We create situations and activities which enable people to access and share their own creativity and innovative ideas in novel ways – methods of engagement. Our projects have crossed the worlds of design, regeneration, technological and social research and art; in all of these we have worked with and inspired, authored as part of a collaborative research project by Proboscis, CARET and Crucible.

Alice Angus, Giles Lane & Hazem Tagiuri
Illustrated by Mandy Tang
In Studio: Recipes for Systemic Change

In Studio, published by the Helsinki Design Lab, introduces their HDL Studio Model which they describe as “a unique way of bringing together the right people, a carefully framed problem, a supportive place, and an open-ended process to craft an integrated vision and sketch the pathway towards strategic improvement”. Helsinki Design Lab is an initiative of Sitra, The Finnish Innovation Fund, to “advance strategic design as a way to re-examine, re-think, and re-design the systems we’ve inherited from the past”.

The book is a useful compendium of the theory behind the model, a “how-to” section as well as practical examples of how it has been applied to specific projects. It has many useful observations and practices for managing innovation as well as design practices, and excellent models for initiating and managing collaborative practices. The book is available as a free PDF download.

helsinkidesignlab.org/instudio

Relaxed informal conversations in groups allows people to involve each other in the conversation which sparks deeper discussion. In our research we conduct conversations
Arup Drivers Of Change

The Foresight group of ARUP, a design and engineering firm with a multi-disciplinary approach, created this set of reference cards to provide insights and instigate positive change. Divided into five categories – Social, Technology, Environment, Economic and Political – each card provides facts and statistics, and asks questions that explore important issues from each realm, encouraging a diverse range of people to work together to create a better future.

2006.driversofchange.com

Rory’s Story Cubes

Rory’s Story Cubes are dice-like cube sets printed with evocative images for randomly generating stories. They have been used in workshops as ‘warm-up’ exercises to help get participants into a creative and collaborative frame of mind. The images are commonly used symbols with multiple interpretations, and the 9 cubes in each set allow for millions of permutations. The cubes can be used in different ways, not just for telling stories. For instance, a common feature of problem solving is being able to look at the problem from a different perspective – the cubes can be rolled randomly or chosen consciously to construct visualisations of the issues at hand. By working with symbols to interpret the problem in an abstract way it becomes possible to generate new perspectives or insights based on different interpretations. Discussion can then flow around re-orderings of the cubes’ relationships to each other, opening up the potential for solutions to be imagined.

www.storycubes.com

Recorded Interviews

Conducting interviews with groups and individuals in familiar places (where they meet, play, study or work; the market, youth club, park, cafe, community halls and centres) has enabled us to tailor conversations to the particular individual or group. Where relevant we use photographs, postcards, props and maps to start conversations or to trigger more information about a certain area or issue. Recording the interview lets us listen later and focus on the moment, the flow of conversation and engaging with people in a lively way.

Recording interviews for research and visioning project With Our Ears to the Ground allowed Proboscis to talk to people face to face – outside, inside and during their activities – without taking notes and therefore participate more in a group’s activities and the attendant conversations at existing events. This allowed us to join people in many different everyday situations. We were able to go back later and transcribe the conversations, finding nuances and details of memories that might otherwise have been forgotten, and draw conclusions across the many recordings which have been fed into Hertfordshire County Council’s long term planning.
Wanderings and Impressions

What – Wandering has always played a key role in our work because getting a sense of a place, scenario or group through direct personal experience is vital to being able to engage with that place or group as a project develops. It is important to gather material to meet. Allowing for meanders into the unexpected, it is possible to reveal a lot about peoples' lives and to discover stories that might not emerge in a one to one interview.

Why – The Impressions are a key means of conveying a local sense of place to other communities and people outside the area that we are working with.

How – Impressions are created from existing maps, or creating materials with which new maps can be made. The facilitator clues as inspiration. To visualise potential future developments and their impacts. The result is a personal impression or record of a place, scenario or group which is part of the texture and feel of a place and how people live in it.

IDEO Method Cards

IDEO, a design and innovation consultancy, created these reference cards which detail some of the methods they use to inspire design and to engage people.

Each card shows an image that symbolises the action, which is described on the reverse, providing a succinct example of how and when to use it, as well as how it has proved advantageous for IDEO in the past.

Separated into four categories defined by the type of activity – Learn, Look, Ask and Try – the cards serve as a quick, accessible design tool which can inspire creativity, communication and fresh perspectives within your team and those you are working with.

www.ideo.com/work/method-cards
In the Perception Peterborough visioning project, wanderings allowed Proboscis to discover a wider group of people than we were initially asked to engage with, which in turn brought valuable voices into the research. This underlined the importance to community participation and voices. The research subsequently led the project funders to instigate a much larger, two-year project (Citizen Power) focused on the voices of people and communities.

**Observation**

Participants began to share their experiences and ideas for the development of the project area.

**Data Capture**

Environmental sensors or device applications that enable data capture such as GPS mapping, altitude, air quality, sound frequencies, infra-red light and other imperceptible phenomena can be playful yet powerful tools to use during exploratory walks in community areas and urban settings. They have been especially useful in working with community areas and urban settings. They have been especially useful in working with

**Project & Field Notebooks**

**Issue Cards**

**What** – Postcard or Record cards with information, issues, questions, quotes or photographs printed on them. The cards might describe situations, technologies or scenarios of everyday life. They might make a series of propositions for people to respond to. Each card might pose a different question or contain a prompt, or all ask the same question.

**Why** – To build a snapshot, collect memories or experiences and to engage larger numbers of people, and those who do not want to stop and talk or who are just passing by.

**How** – The cards can be used in different ways: participants might be given a set to work with in a workshop; people might be asked to fill one in at a public site and place in a box; they might be designed to be sent back or pinned on a map or wall in a public space; or to make records during Wanderings, Impressions, Conversations or when Concept Mapping.

**Who** – A common sense tool that can be as simple or complex as the designer wishes. Combinations of images and text, with good graphic design are most effective.

Taking time to stay still and observe the geography and human activity of our own teams and collaborators – what do they enjoy and what inspires them? Observing with and work with the children in a playful and exciting way that led us to understand more of what we were able to understand largely because of our “on the ground” approach to observation throughout the project.

In the Perception Peterborough visioning project, wanderings allowed Proboscis to discover a wider group of people than we were initially asked to engage with, which in turn brought valuable voices into the research. This underlined for the partners the importance to community participation and voices. The research subsequently led the project funders to instigate a much larger, two-year project (Citizen Power) focused on the voices of people and communities.

In the Perception Peterborough visioning project, wanderings allowed Proboscis to discover a wider group of people than we were initially asked to engage with, which in turn brought valuable voices into the research. This underlined for the partners the importance to community participation and voices. The research subsequently led the project funders to instigate a much larger, two-year project (Citizen Power) focused on the voices of people and communities.

In the Perception Peterborough visioning project, wanderings allowed Proboscis to discover a wider group of people than we were initially asked to engage with, which in turn brought valuable voices into the research. This underlined for the partners the importance to community participation and voices. The research subsequently led the project funders to instigate a much larger, two-year project (Citizen Power) focused on the voices of people and communities.
The process of making visual marks can yield different creative and interpretative ideas during Bodystorming exercises. It is often the unexpected encounters – stopping to chat to people whilst investigating a place, or talking to people we encounter on a journey – that have brought a rich area of knowledge into our research projects. Encounters have connected us with individuals and communities who we have returned to interview in more detail, and they have revealed what happens there, what their significance is to them, when and why.

Story Cubes

What – Paper or card cubes, they can be pre-printed or left blank to write on or add stickers, to use as a thinking and storytelling tool. Story Cubes are a tacile three dimensional tool that can be used for exploring relationships and narratives. Each face of the cube is illustrated or annotated to convey an idea, a thing or an action. Story Cubes are a dynamic yet simple way of gathering and sharing ideas by engaging a group of people in creating text and images about a shared issue.

Why – Blank cubes can be used for people to write or draw on immediately, to capture and explore ideas. By placing cubes together it is possible to build up multiple narratives in three dimensions and explore the relationships between them. The cubes can be folded in two different ways, giving each cube twelve possible faces – two different ways of telling a story to reveal different perspectives and make new connections and associations.

How – Use bookleteer.com to design, print and make Story Cubes on a personal printer, or use the short run printing service to print on demand. You can also order blank Story Cubes for participants to write, draw, and place stickers on. They can be used in exploration packs, for gathering stories, to promote events or services, or employed during Bodystorming exercises.

Who – Story Cubes are a universal tool which anyone can pick up and use.
feel they have to make something special or beautiful – it is important that they feel comfortable to model something simple and add it. The mapping process should be short (30-40 minutes) and followed with a conversation where each participant is recorded presenting what they created.

Proboscis devised a 3D map making session as part of workshops for the Perception Peterborough regeneration visioning project. Stakeholders and advisors in the project were invited to construct their ideas for an environmental city upon a large scale map, allowing them to visualise the impacts and relationships which these had with the existing infrastructure and sparking many conversations amongst the group.

Mapping Stories

Set up a large map of an area and ask people to write on Post-It notes or stickers to show where they live. Ask them questions about the community – where they live, work and play; what it’s like and what they like to do – gradually teasing out the details and motives behind activities they participate in, as well as the difficulties and challenges that people face. Use photographs and postcards to trigger stories.

For Social Tapestries we ran story mapping workshops with two housing groups, schools and users of a London park. The process of mapping stories in a group encouraged more people to pitch in as they reminded each other of key issues or memories. Capturing contributions in this informal and open ended way enabled us to get a deeper understanding of the issues which face the various groups. It also allowed us to explore the potential for emerging mobile media to enable change through the mapping and sharing of knowledge and experience in everyday settings.