



Faculty of Design

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Designing difficult community conversations for multiple stakeholders

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designing difficult conversations for multiple stakeholders

Michael Arnold Mages

designing difficult conversations *with* multiple stakeholders

Michael Arnold Mages



public conversations

Rockwell, N. (1943). Freedom of speech
[Oil on canvas].



Photo courtesy
Pennsylvania Department of Transportation



Photo courtesy
Pennsylvania Department of Transportation



participatory design



community conversations

Photo courtesy
Pennsylvania Department of Transportation

A photograph of two women sitting at a table, engaged in a conversation. The woman on the left has dark hair in a bun and wears a white top with a black geometric pattern. The woman on the right wears a patterned headscarf and a white top. They are both gesturing with their hands. The background is slightly blurred, showing a whiteboard and some equipment.

difficult community conversations

credit: flickr user U.S. Embassy Jerusalem

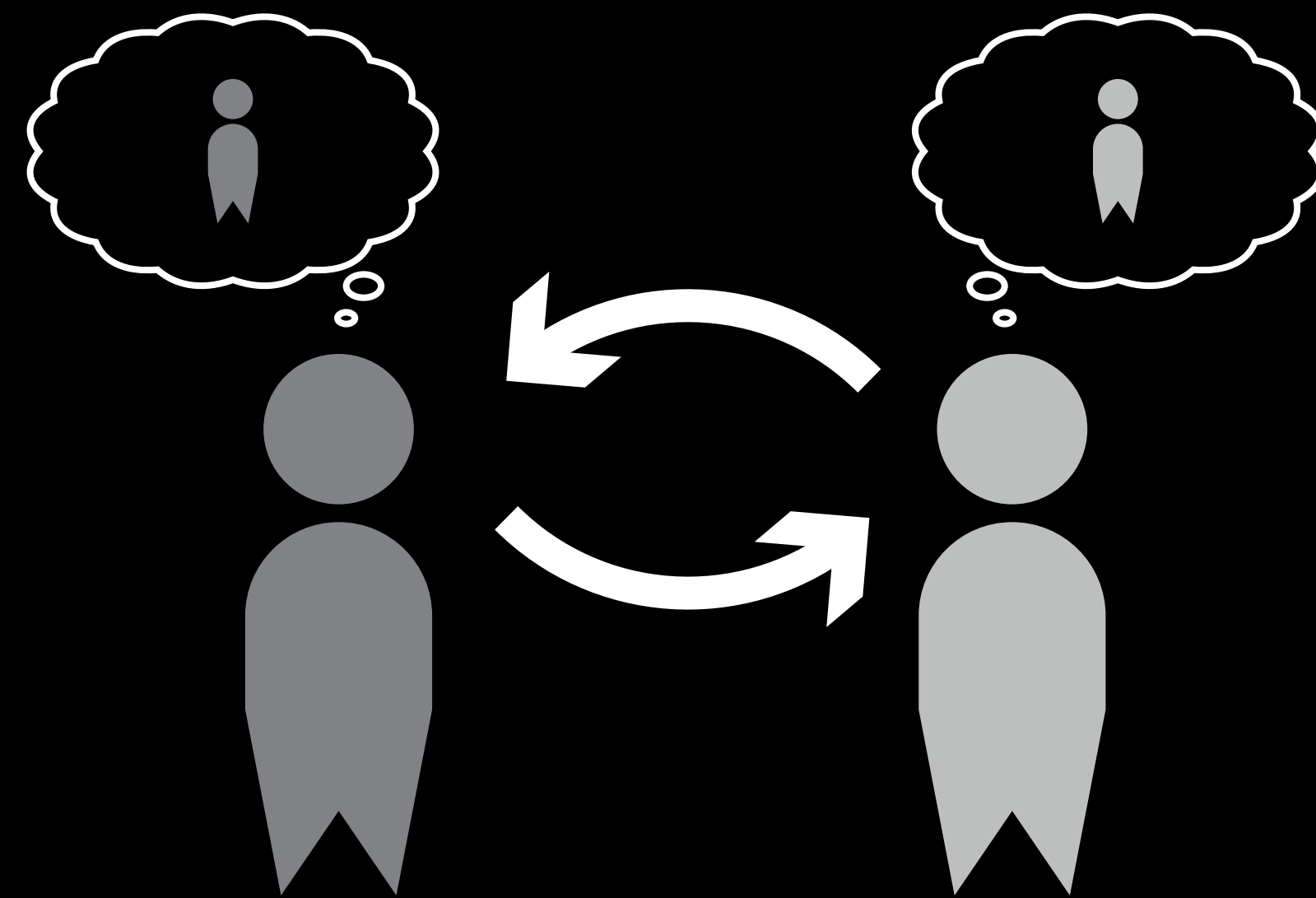
identity at stake



Stone, D., Patton, B., & Heen, S. (2000). *Difficult Conversations: How to Discuss What Matters Most*. Power. Penguin Books.

credit: flickr user Aftab Uzzaman

difficult conversations



identity is at stake

no right answer

imminence

imbalance

irrevocable

Stone, D., Patton, B., & Heen, S. (2000). *Difficult Conversations: How to Discuss What Matters Most*. Power. Penguin Books.



3 conversations

guns in a free society · equity and opportunity · poverty in swpa

think! episode process

1. Convening of diverse stakeholders to set an agenda
2. Facilitated community conversations
3. Media-based community conversations
4. Broadcast event with expert and community conversation

residents

charitable
organizations

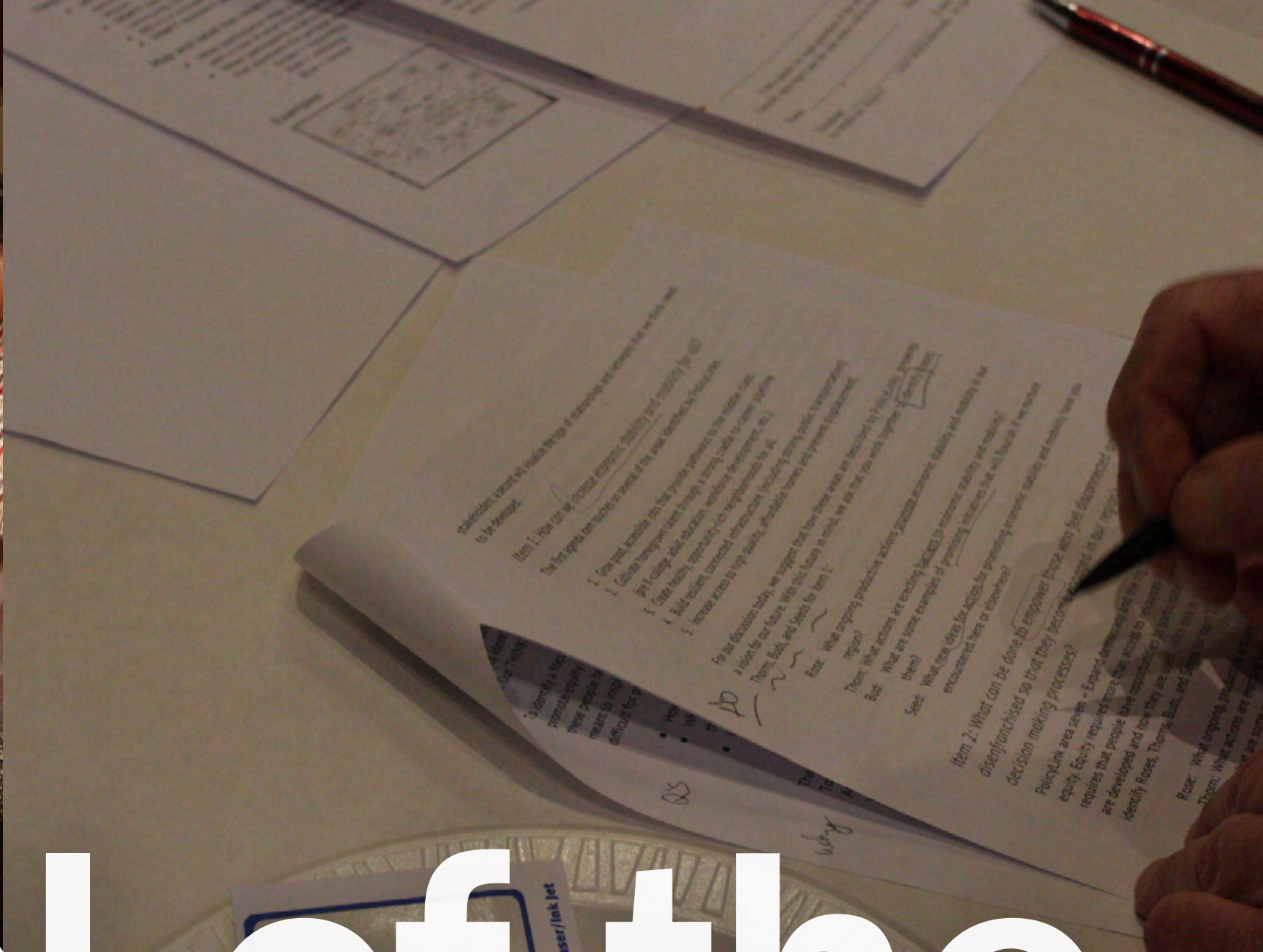
task
force

business

city
planning

stakeholder network

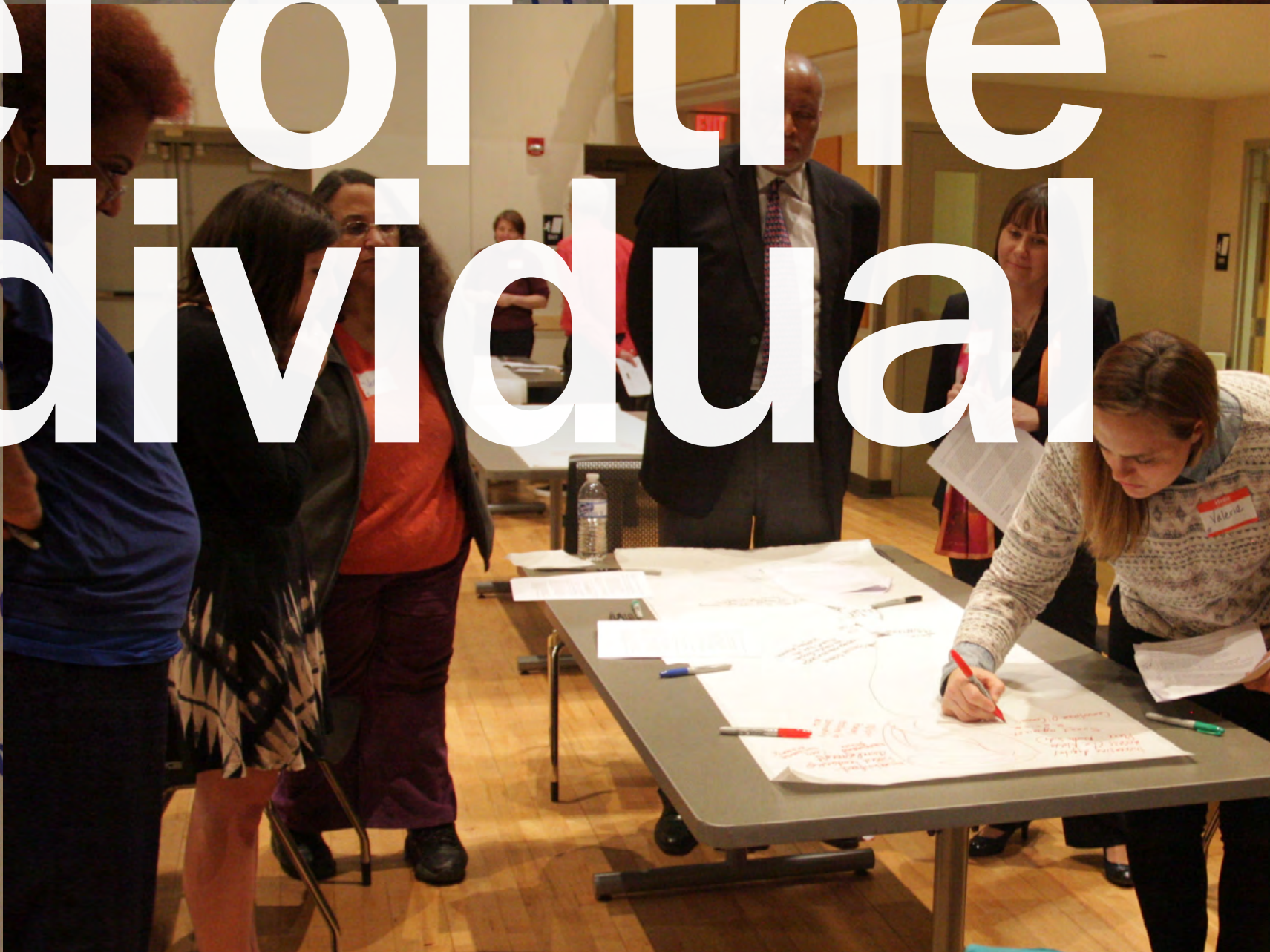
Thorn: ~~the~~
Lack of preparation
of white teachers in
urban schools as
to culture of black/brown
Students.



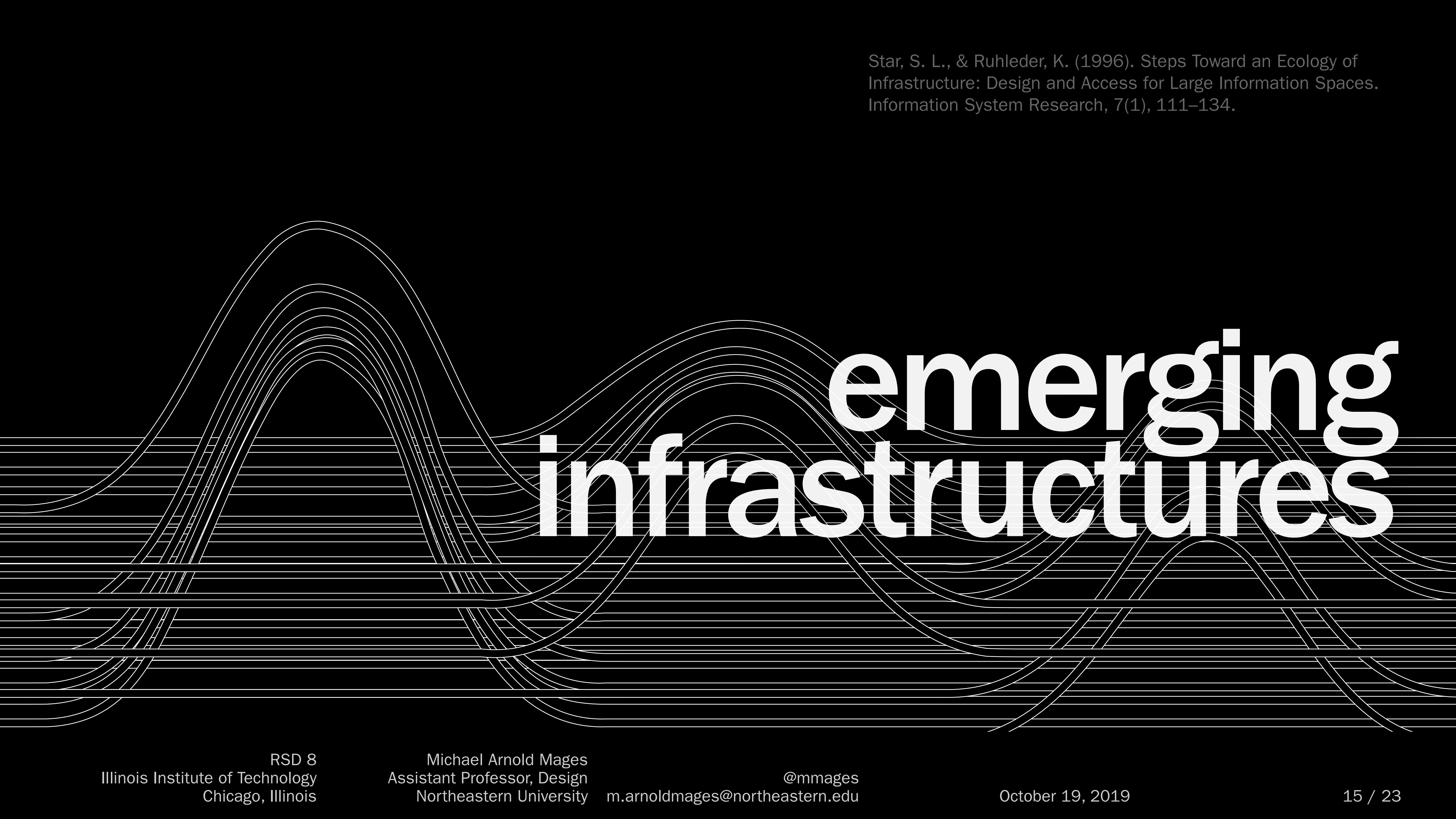
the level of the individual



-Unlearning
the Stereotypes
and misleading
Cultural
information



Star, S. L., & Ruhleder, K. (1996). Steps Toward an Ecology of Infrastructure: Design and Access for Large Information Spaces. Information System Research, 7(1), 111–134.



emerging infrastructures

evaluating participatory process

1. Design Integrity
2. Democratic Deliberation & Judgement
3. Influential Conclusions/Actions
4. Long Term Effects

Gastil, J., Knobloch, K., & Kelly, M. (2012). Evaluating Deliberative Public Events and Projects. In *Democracy in Motion* (pp. 205–228). Oxford University Press.

design integrity

1. Framing the issues
2. Procedural design
3. Representativeness

democratic deliberation & judgment

1. Deliberative analytic process
2. Democratic social process
3. Sound judgment

influential conclusions/actions

1. Influential recommendations
2. Effective coordinated action

long-term effects

1. Transforming public attitudes and habits
2. Changing public officials' attitudes and behavior
3. Altering political choices

conclusions

- creating resources for and launching numerous components,
- developing necessary partnerships,
- devising strategies for collaboration among organizations with differing missions, types of expertise, and methods

conclusions

- engaged a broad array of voices,
- connected diverse organizations,
- captured important stories,
- focused attention on the particular challenges about gun safety, equity, and poverty

