



2018

Distinctions and analogies: mapping social system identity

Silverman, Howard and Rome, Crystal

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Regime Shift Canvas

— a tool for imagining by analogy —



What is This?

The regime shift canvas is a strategic design tool for developing descriptive models of transformative futures. Describe what is. Then imagine by analogy what could be.

Bridge Model

How to Fill Out the Canvas

Start by asking
What is a situation that you see as problematic? Identify a set of systemic social relationships in this situation. This is your focal system.
Regimes are functioning instances of the focal system — ways that the system is manifested, experienced, and described.

Name the logics stabilizing the dominant regime — and then imagine how such logics might stabilize an alternative
How does the dominant regime maintain its legitimacy? How and why do individuals and organizations participate in the regime's ongoing development? Take these relational characteristics of the regime as its logics.

Fill out the canvas by considering how these logics are expressed in the dominant regime — and then how they might be differently expressed in your preferred alternative.

For example:

- narratives:** How is the meaning or function of the regime described or understood? Through what story do participants identify with the regime or see its legitimacy?
- goals:** What spoken or unspoken goals are assumed for or attributed to the regime?
- values:** What values are affirmed through participation in and/or identification with the regime?
- norms, practices, habits:** How do the activities of participants shape the regime? — and how are these activities shaped in turn?
- governing institutions:** How does institutional design shape participation? How are legal, administrative, or regulatory lock-ins established or enforced? Are some excluded from participation?
- materials:** How do physical materials or material artifacts shape and stabilize participation?
- frames:** How do investments shape and stabilize participation?
- indicators:** How do indicators of success affirm the legitimacy of the regime?
- power:** Who benefits from the regime's persistence?
- emotions:** How does the regime's persistence afford a sense of security or coherence satisfy the emotional needs of participants?

For discussion
After filling out the canvas, consider how the logics of the dominant regime reinforce each other. Does each coherently support the regime's narrative? By analogy, how might such reinforcements and coherence be engendered in your preferred alternative regime?

Fill Out Your Own Canvas

Focal system: _____

model of what is (the dominant regime)	logics (describe what is, imagine by analogy what might be)	model of what might be (an alternative regime)
	narrative	

Example Canvas

Focal system: Global Food Systems

model of what is (the dominant regime)	logics (describe what is, imagine by analogy what might be)	model of what might be (an alternative regime)
food production	narrative	food security & sovereignty
feed the world	goal	access to healthy & culturally appropriate food
efficiency, comparative advantage, technological progress, just	core values	ecological health, social justice, biodiversity
interconnection of networks, specialization of production	governance & practices	small and medium-scale agroecology
carbon intensive	physical inputs	labor intensive

Created by Howard Silverman, Crystal Rome, Reed Hernst
Bucky Illustration, Shannon Wheeler
Thanks for the conversations: Greg Hill, Peter and Trudy Johnson-Lewis, John D. Smith
Version: 1.007 (2013, October 2013)

Sign up to download and test out the canvas:
regimeshiftcanvas.org

Based on the model of stability and change described in Silverman, H. and G. M. Hill. The dynamics of purposeful change: a model. *Ecology and Society* 23(3):4. Dubberly, H., S. Evenson, and R. Robinson. 2008. The analysis-synthesis bridge model. *Interactions* 09(2):3.

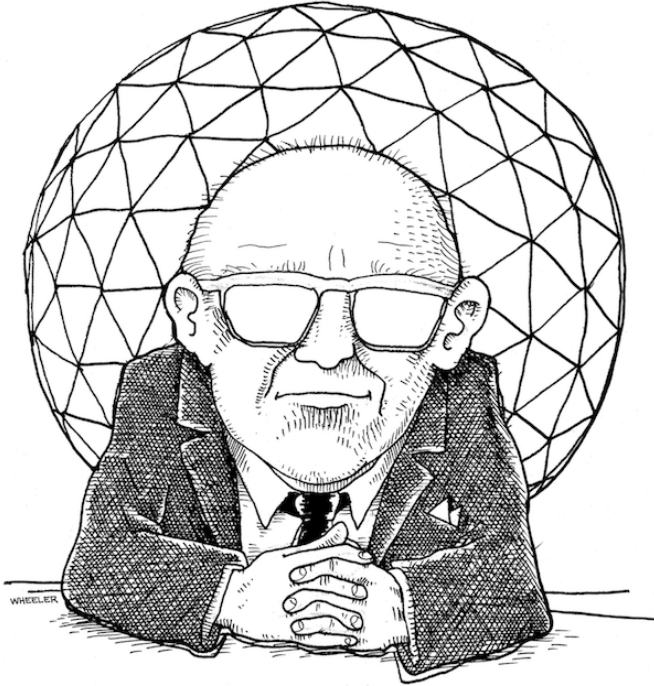
Distinctions and analogies:
mapping social system identity
(the regime shift canvas in theory and practice)

Howard Silverman and Crystal Rome
www.regimeshiftcanvas.org

RSD7
24-26 OCT 2018

social transformation

diminish one system by developing another



You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.

— *Bucky Fuller (attributed)*

Illustration: Shannon Wheeler
<http://www.tmcm.com/tmcm/>



“At all events, we shall not cure the Moderns of their attachment to their cherished theme, the modernization front, if we do not offer them an alternate narrative made of the same stuff as the Master Narratives whose era is over—or so some have claimed, perhaps a bit too hastily.”

— *Bruno Latour*

quote: Latour, B. 2013:22. An inquiry into modes of existence.

image (CC) adapted from: https://en.wikipedia.org/wiki/Bruno_Latour

social transformation: Is “narrative” the only relevant factor?

How have social factors or logics been characterized?

Donald Schön

- structure
- technology
- theory

Schön, D. 1971. *Beyond the stable state*. The Norton Library, New York, NY, USA.

Margaret Archer

- structure
- culture

Archer, M. 1995. *Realist social theory: the morphogenic approach*. Cambridge University Press, Cambridge, UK.

Jan Rotmans & Derk Loorbach

- structure
- culture
- practices

Rotmans, J. and D. Loorbach. 2009. Complexity and transition management. *Journal of Industrial Ecology* 13(2):184-196.

leverage points

Donella Meadows

- 12 parameters
- 11 buffers
- 10 stock-and-flows
- 9 delays
- 8 balancing feedbacks
- 7 reinforcing feedbacks
- 6 information
- 5 rules
- 4 self-organizing capacities
- 3 goals
- 2 paradigms
- 1 (transcending paradigms)

Meadows, D. 2008. *Thinking in systems: a primer*. Chelsea Green Publishing, White River Junction, VT, USA.

institutional logics

Patricia Thornton et al.

- root metaphor
- sources of legitimacy
- sources of authority
- sources of identity
- basis of norms
- basis of attention
- basis of strategy
- informal control mechanisms
- economic system

Thornton, P., W. Ocasio, and M. Lounsbury. 2012. *The institutional logics perspective: a new approach to culture, structure, and process*. Oxford University Press, Oxford, UK.

modes of existence

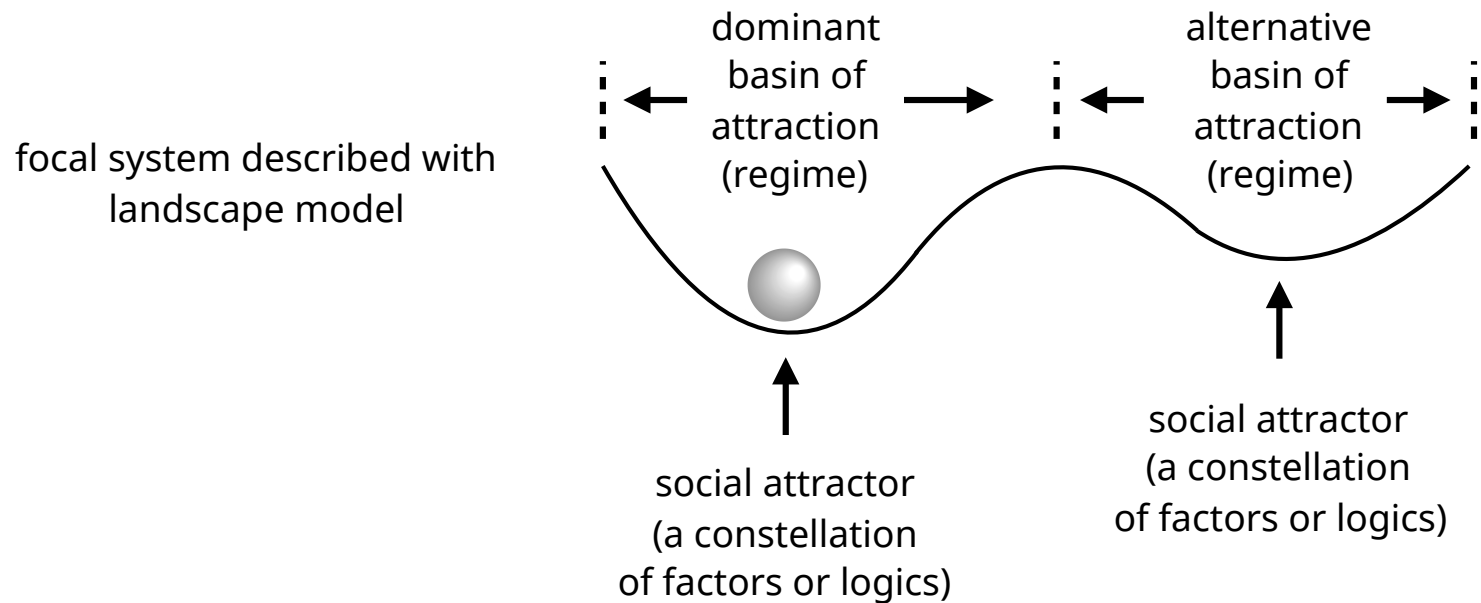
Bruno Latour

- reproduction
- metamorphosis
- habit
- technology
- fiction
- reference
- politics
- law
- religion
- attachment
- organization
- mortality
- network
- preposition
- double click

Latour, B. 2013. *An inquiry into modes of existence : an anthropology of the moderns*. Harvard University Press, Cambridge, MA, USA. (This updated list of modes or crossings accessed 29SEP18 from: [modesofexistence.org/.](http://modesofexistence.org/))

transformation in complexity/resilience theory

a social attractor as a constellation of factors or logics



as described in this paper:

Ecology and Society
A journal of integrative science for resilience and sustainability

Synthesis

The dynamics of purposeful change: a model

*Howard Silverman*¹ and *Gregory M. Hill*²

¹Pacific Northwest College of Art, ²University of Portland

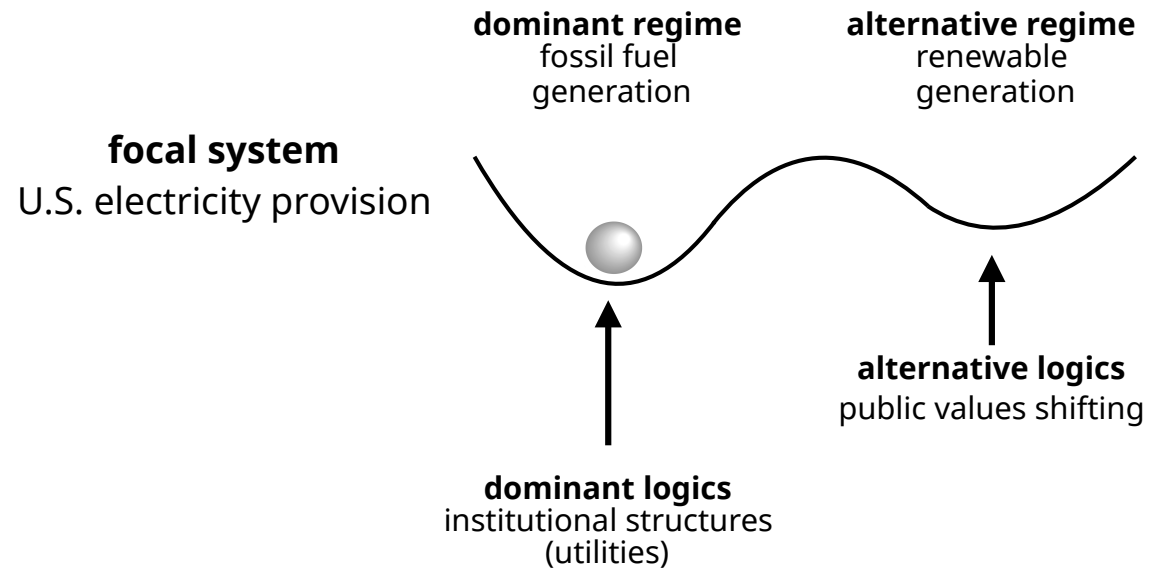
an example from the 2018 headlines

Dominant social factors or logics vary among systems.

“Utilities have a problem: the public wants 100% renewable energy, and quick”

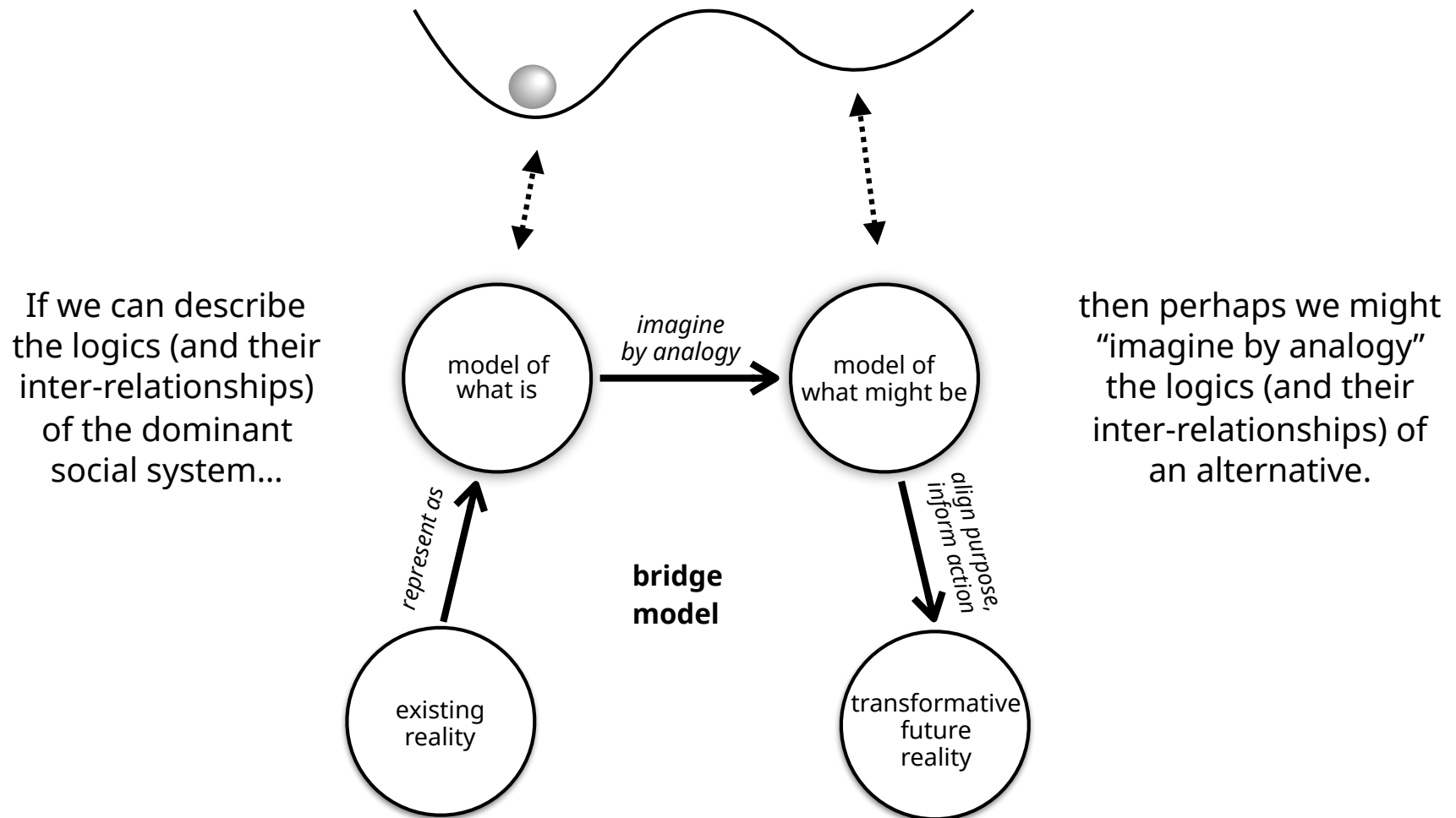
— *David Roberts, 16 SEP 2018, Vox*

<https://www.vox.com/energy-and-environment/2018/9/14/17853884/utilities-renewable-energy-100-percent-public-opinion>



complexity/resilience theory mapped to design theory

landscape model to bridge model



Bridge model adapted from:
Dubberly, H., S. Evenson, and R. Robinson. 2008. The analysis-synthesis bridge model. Interactions (XV.2).

strategic mapping of transformative futures standardized as a regime shift canvas

Regime Shift Canvas

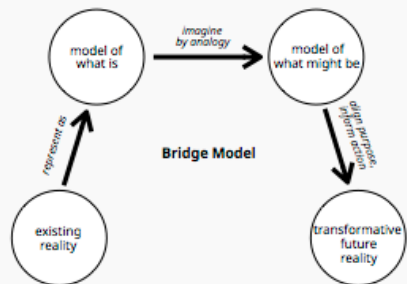
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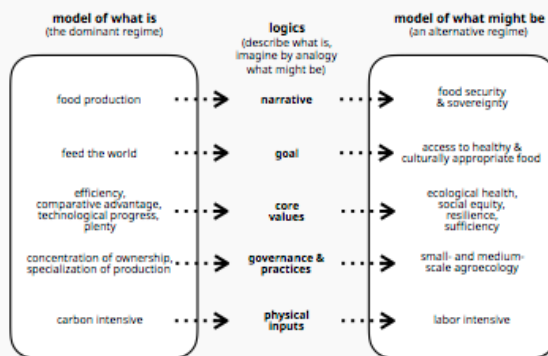
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Example Canvas

Focal system: Global Food System(s)



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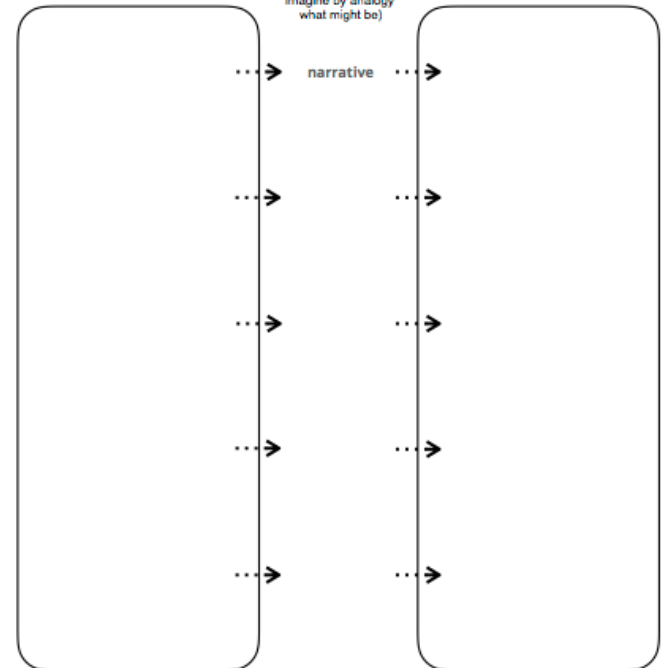
Fill Out Your Own Canvas

Focal system:

model of what is
(the dominant regime)

logics
(describe what is,
imagine by analogy
what might be)

model of what might be
(an alternative regime)



Created by: Howard Silverman, Crystal Rome, Reid Henkel

Bucky illustration: Shannon Wheeler

Thanks for the conversations: Greg Hill, Peter and Trudy Johnson-Lenz, John D. Smith

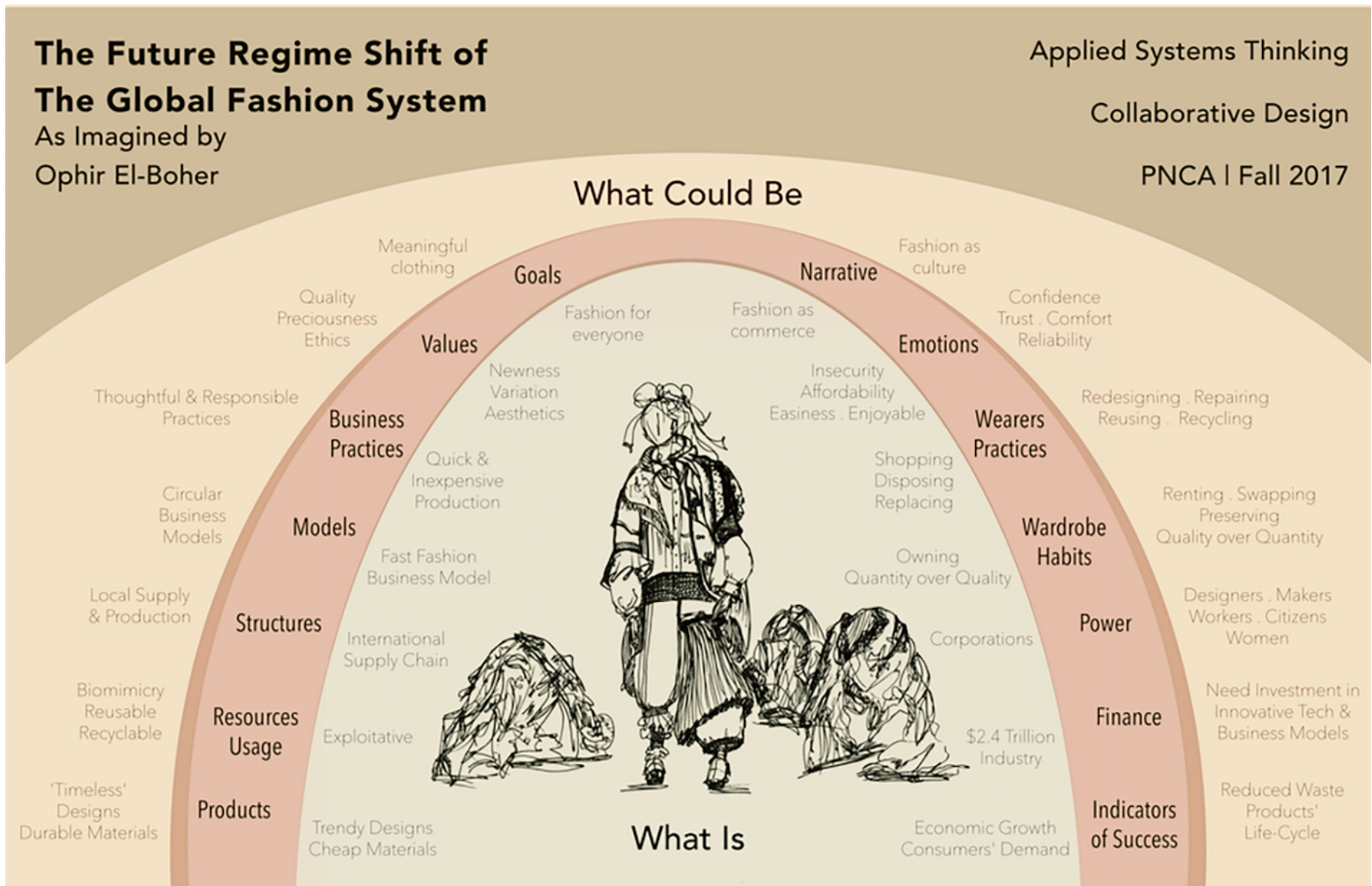
Version: RSD7 (24-26 October 2018)

Sign up to download and test out the canvas:
regimeshiftcanvas.org

Based on the model of stability and change described in:
Silverman, H. and G. M. Hill. The dynamics of purposeful change: a model. *Ecology and Society* 23(3):4.

Bridge model adapted from:
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example of the canvas in use
 what is >> what might be







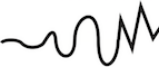



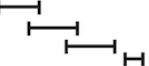



Ophir El-Boher, Pacific Northwest College of Art 2019
<https://www.instagram.com/ophir.el/>
 mapping based on personal experience and aspirations

mapping social system identity

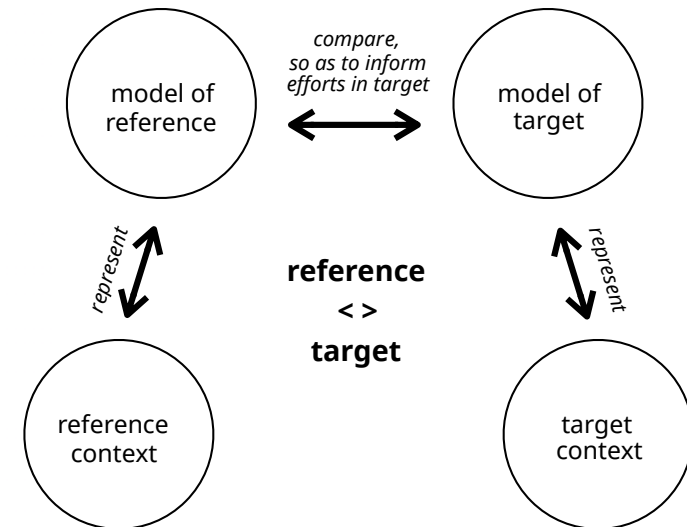
variations on the bridge model: reference < > target

Analogy Mapping

SUBJECT: ATTRIBUTES OF INTER-ORGANIZATIONAL LEARNING NETWORKS

	GSA The Green Sports Alliance is a non-profit that brings together venue operators, sports team executives, and environmental scientists to exchange information about better practices and develop cost-competitive and innovative solutions to their environmental challenges.	AICAD The Association of Independent Colleges of Art and Design is a non-profit consortium whose mission is to help strengthen the member colleges individually and collectively, and to inform the public about these colleges and the value of studying art and design.	BIOTECH The Biotech Industry was shaped by a network of partnerships between pharmaceutical companies to share key breakthroughs that were widely distributed across firms and necessary to survive the disruption caused by the emergence of biotechnology.
PARAMETERS			
Network Orchestration	Agency External to Members, Autonomous & Ongoing 	Agency External to Members, Autonomous & Ongoing 	Intermittent Network of Partnerships with Shifting Hubs 
Pace of Sector Disruption	Stable 	Transitioning 	Dynamic 
Monetary Resources of Members	\$\$\$\$	\$	\$\$\$\$
Member Relationships	Non-Competitive	Competitive	Highly Competitive
Average Organization Lifetime of Members	Long 	Long 	Short 
Goal of Network in Relation to Mission and Economic Viability of Members	Tangential 	Core 	Core 

© Crystal June Rome 2015



Crystal Rome, Pacific Northwest College of Art 2015

<https://www.crystaljunerome.com/>

mapping based on interviews with AICAD leadership and membership (<http://aicad.org/>)

mapping social system identity

variations on the bridge model: divergent perspectives

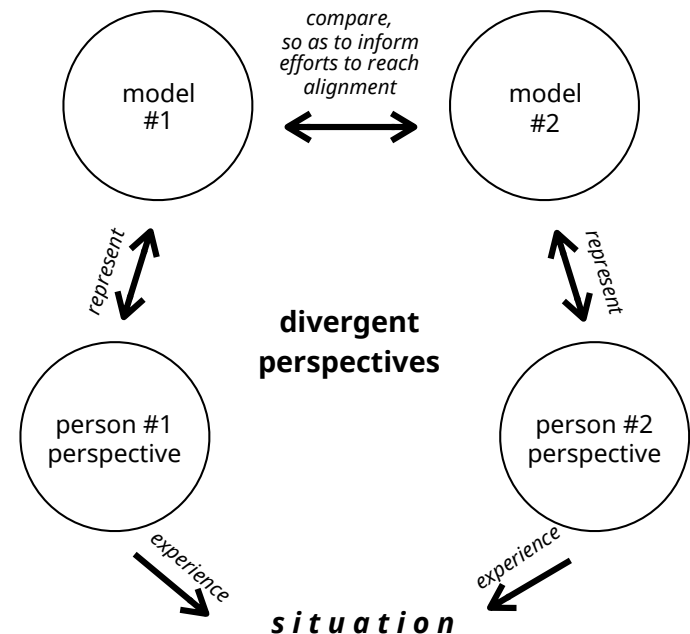
Geoffrey Vickers: Identity and Continuity

“My home town remains for me its old self though it has vastly grown and changed, and I have long since ceased to live there.

“But if some other old inhabitant said that for him it was no longer the same place, I should not assume that he or I must be wrong.

“I should only assume that some relationships now lacking were for him essential to the system called by that city’s name, whilst for me they were not.”

Vickers, G. 1980:82. Responsibility – its sources and limits. Intersystems Publications, Seaside, CA, USA.

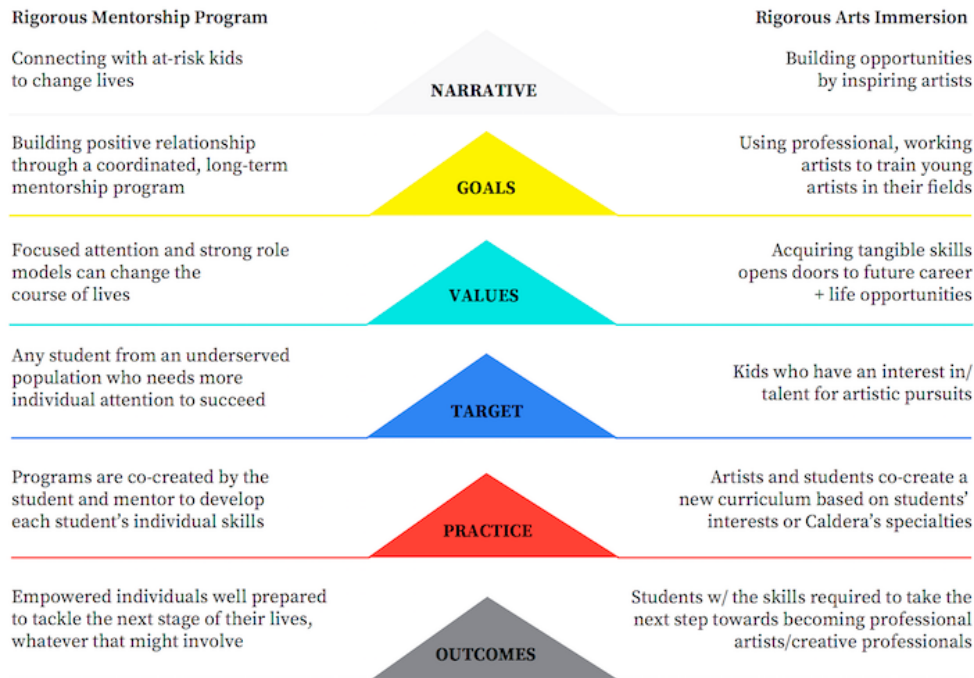


mapping social system identity

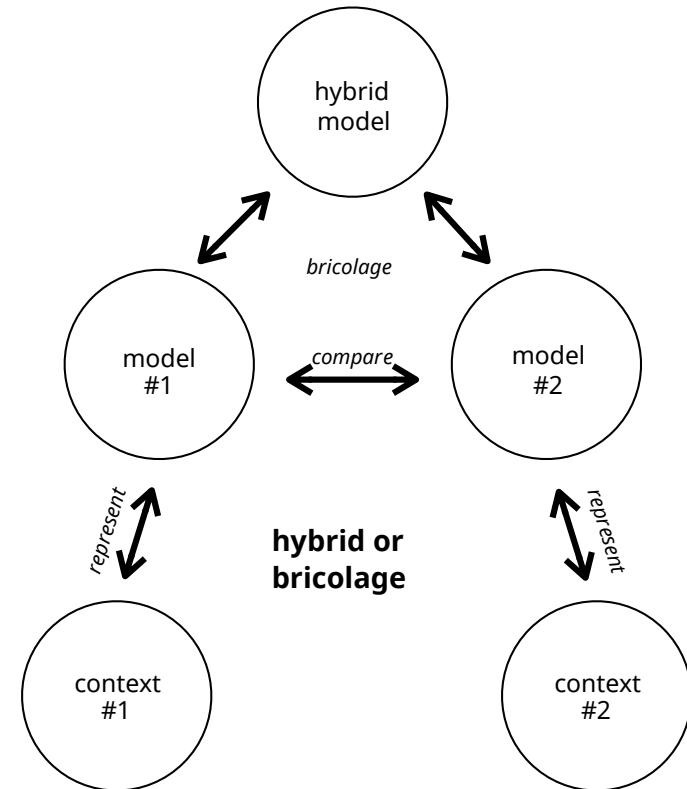
variations on the bridge model: hybrid or bricolage

Model of What Is: Caldera as a Hybrid Organization

Building relationships through art + outdoor experiences
Building and modeling healthy relationships + allowing students a 'safe space' to be themselves
Positive adult role models can open up opportunities in a young person's life
Potentially, any child from an underserved population with an interest in the arts
Curriculum is determined by availability of suitable volunteers + interests of individual mentors
Creative thinkers who are able to imagine a bright future for themselves



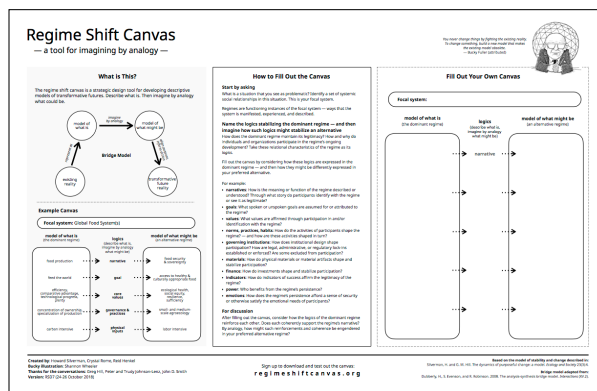
Amelia Bauerly // Fall 2017



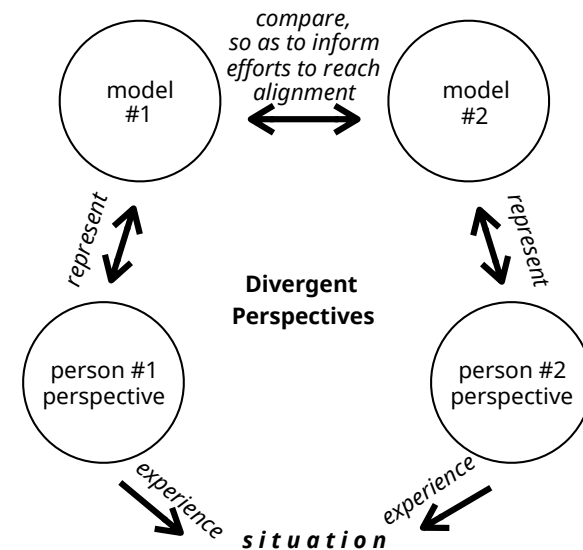
Amelia Bauerly, Pacific Northwest College of Art 2019
<http://www.ameliabauerly.com/>
 mapping based on interview with Caldera staff
 (<http://calderaarts.org>)

Distinctions and analogies: mapping social system identity

howard@solvingforpattern.org
www.regimeshiftcanvas.org



Download the canvas and share your experiences with us.



Tell us about your variations on the bridge model.