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Getting the whole system into the... map: Addressing key issues in open social mapping

Murphy, Ryan J. A., Muirhead, Lewis, DeCoste, Jennifer and Laird, Heather

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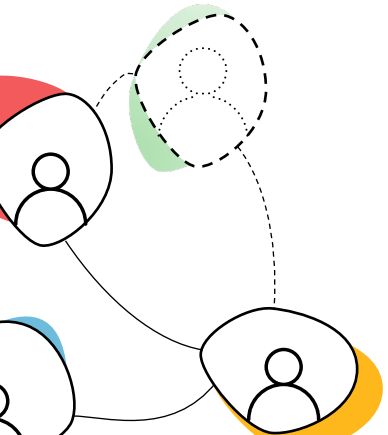
Getting the whole system into the... map

Addressing key issues in Open Social Mapping



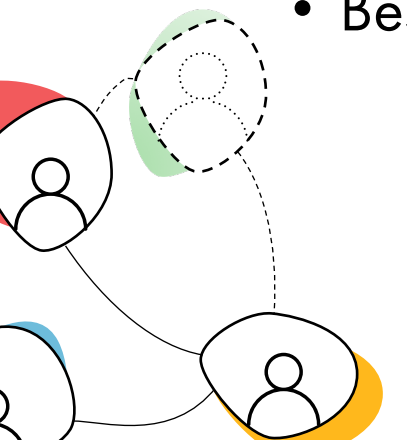
Oct 18, 2019

Ryan J. A. Murphy + Lewis Muirhead *(with Jennifer DeCoste and Heather Laird)*

ryan@systemic.design

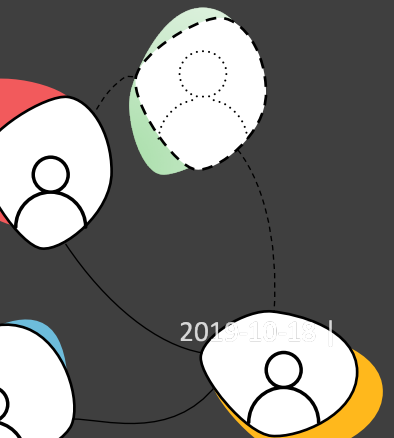
Introduction

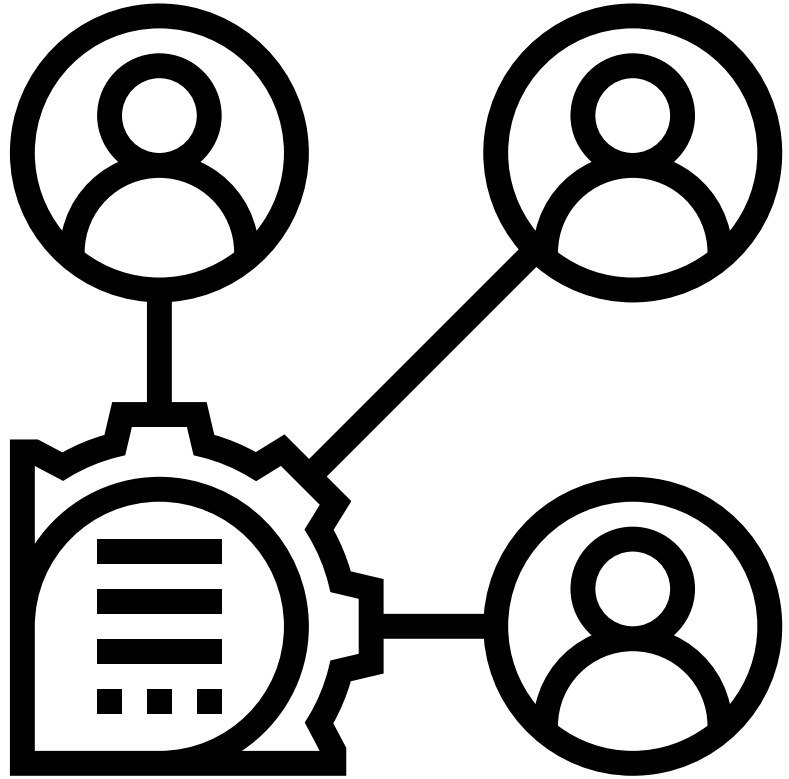
- **From the RSD8 call for proposals:**
  - *"Building, activating, and amplifying capacity to co-design and co-produce with real stakeholders has always been a challenging commitment."*
- **The challenge is that so many methods abstract the real stakeholder**
  - E.g., personas, journey maps, projected empathy
  - Best case: representatives of every relevant stakeholder group



Introduction

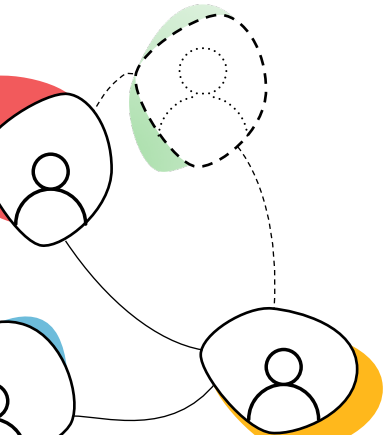
- **When we work with stakeholders, we observe, and we agglomerate or synthesize our observations into models, theories, prototypes, and so on.**
  - These tools are useful! But:
- **When these tools are based on bad information, they are less useful, potentially even risky**

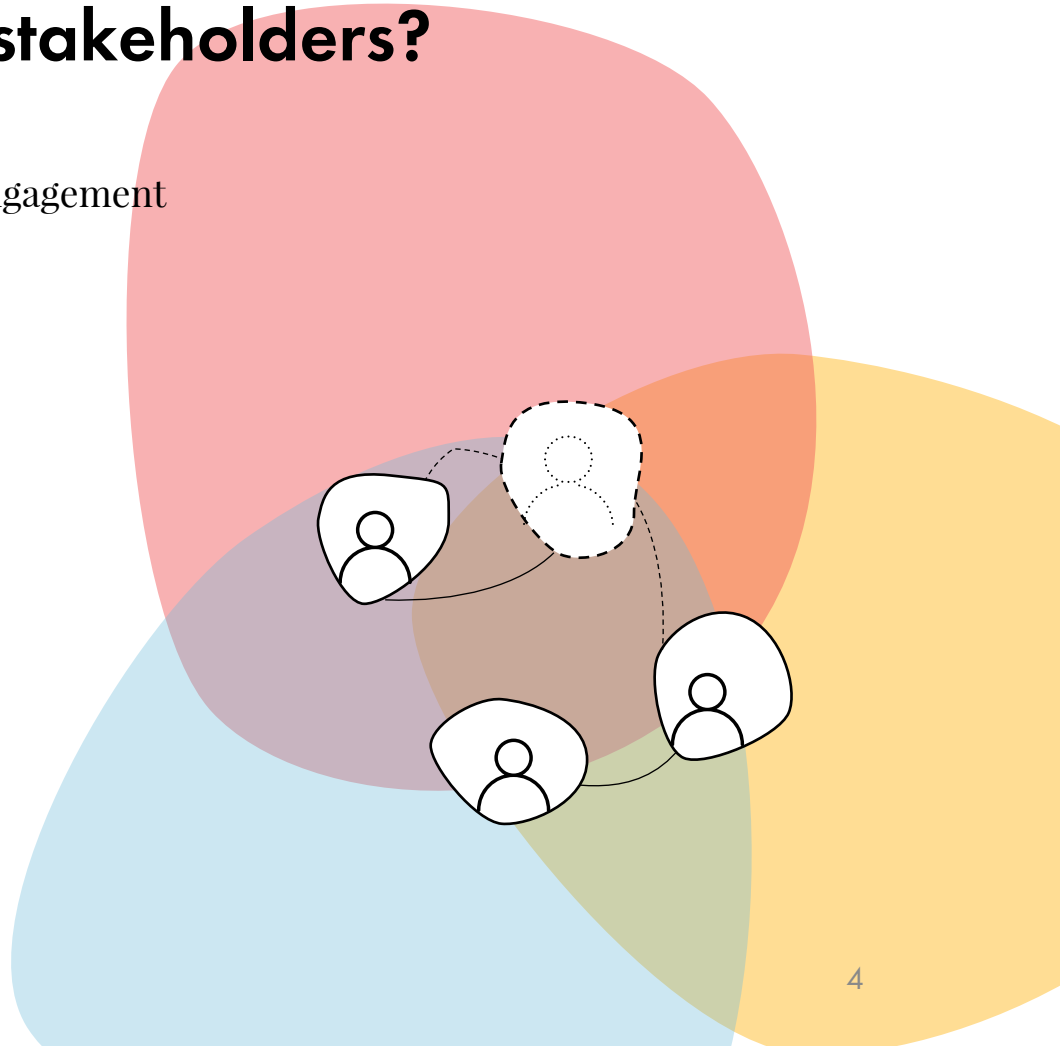




Introduction

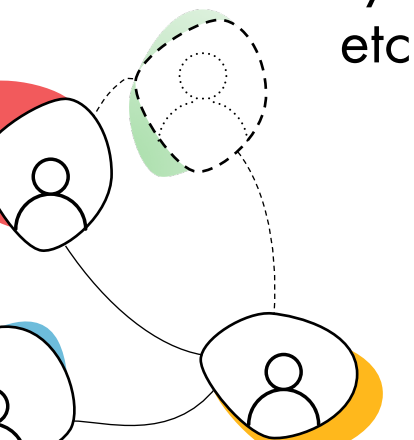
- **What if we *could* engage all interested stakeholders?**
  - This option is newly feasible…
    - Crowdsourcing & data science, cheaper/better platforms for engagement
  - … desirable …
    - Systems change leadership, network weavers, collective impact
  - … and viable.
    - Systemic design principles and approaches





Open Social Mapping

- "Open social mapping" combines actor modeling, social network modeling and analysis, customer relationship management (CRM) systems, and crowdsourcing
- **The idea: stakeholders map themselves**
  - As a result, open social mapping platforms may help systemic designers understand the aggregate of many stakeholders (rather than depend on representations)
  - Even better: open social mapping platforms help to map the dynamics of social systems—who works with who, what barriers are common to which stakeholders, etc.

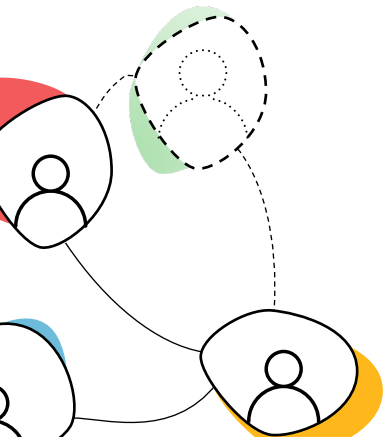


Possible benefits:

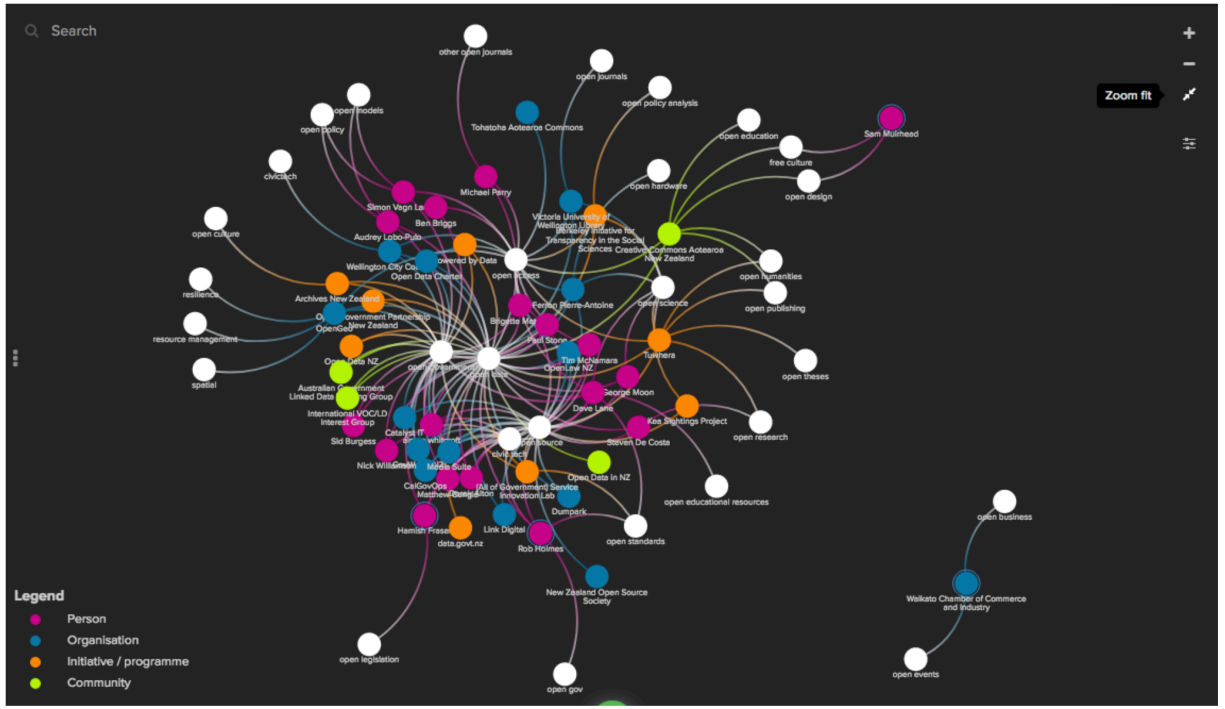
- **Centering the stakeholder**
  - It is possible to visualize and even connect directly with real stakeholders in these social systems
  - It may help build trust and transparency with/between disparate stakeholder groups
- **Systemic CRMs**
  - Designers can identify key disconnects between subgroups or individuals and make those connections
- **Increase contrast on the unknowns in a social system**
  - These maps make visual the diversity of a stakeholder group, helping designers to investigate who might be missing or excluded
- **Stakeholders can see themselves (+ others)**
  - Decentralizes the tool by providing the same utility to stakeholders as generated for the project team

Possible benefits:

- **Open Social Maps facilitate "frame translation"**
  - As stakeholders reconcile their data (e.g., challenges, work, etc.) with the instances represented on the map, it becomes easy to see when the same concept is represented by different language
- **Open Social Maps challenge boundary frames**
  - The modeling of real social networks allow designers to make informed decisions about who and what to involve in deeper investigations

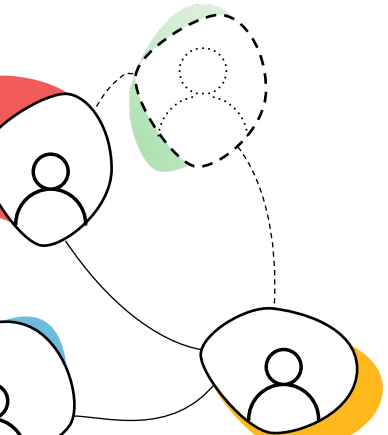


The #openX ecosystem

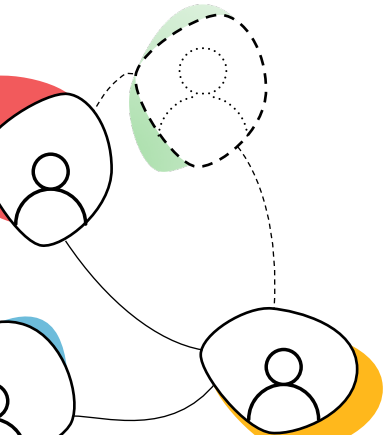


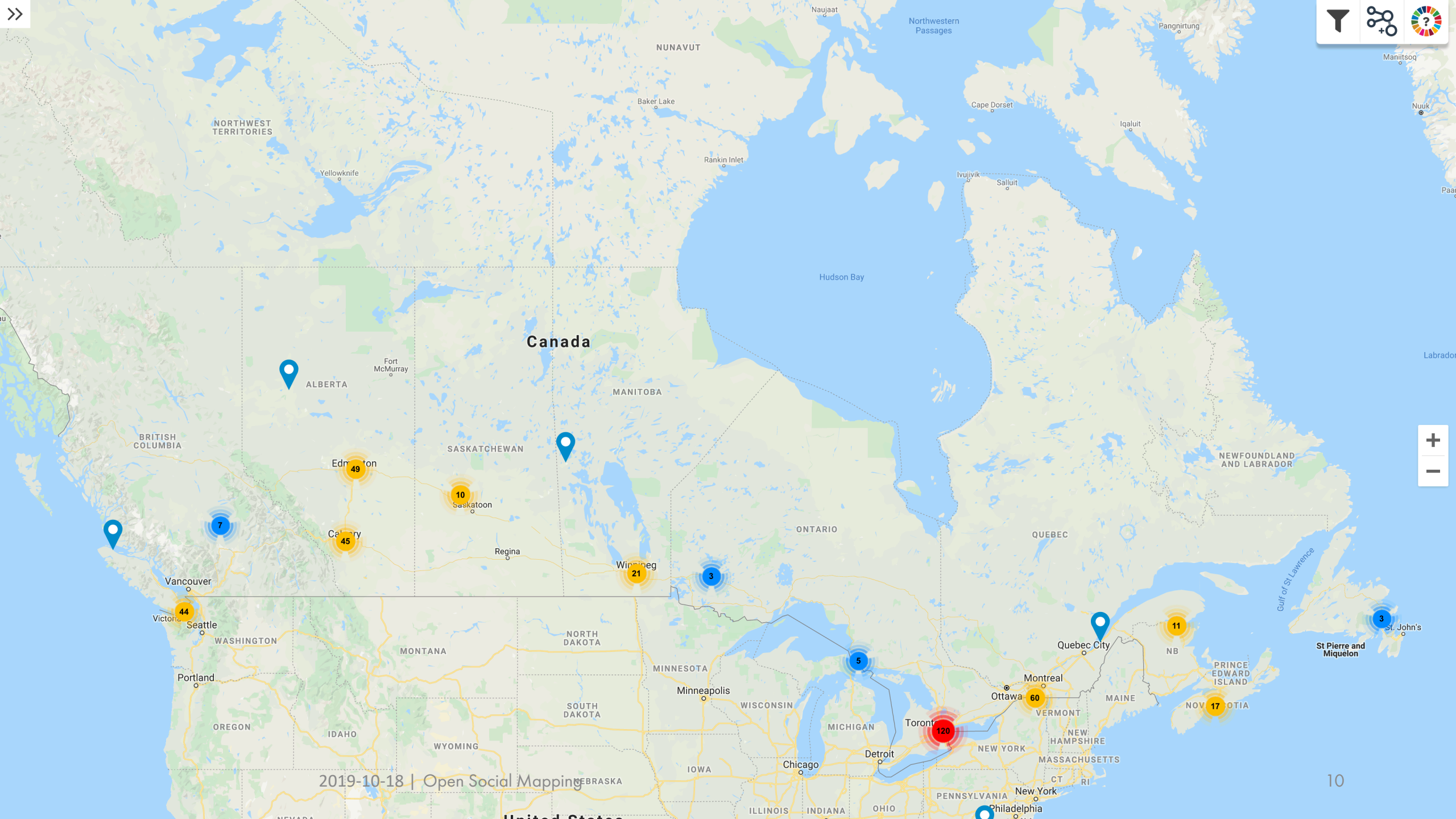
Mapping the openX ecosystem

aimee whitcroft Follow
Nov 19, 2018 · 3 min read



British Columbia Council for International Cooperation (BCCIC)'s *Movement Map*




Canada
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ALBERTA
SASKATCHEWAN
MANITOBA
ONTARIO
QUEBEC
NEWFOUNDLAND AND LABRADOR
BRITISH COLUMBIA
Hudson Bay
Northwestern Passages
Gulf of St Lawrence
Naujaat
Pangnirtung
Maniitsoq
Nuuk
Cape Dorset
Iqaluit
Baker Lake
Rankin Inlet
Ivujivik
Salluit
Yellowknife
Fort McMurray
Edmonton
Saskatoon
Regina
Winnipeg
Vancouver
Victoria
Seattle
Portland
Minneapolis
Chicago
Detroit
Toronto
Montreal
Ottawa
Quebec City
New York
Philadelphia
St Pierre and Miquelon
St. John's
WASHINGTON
OREGON
IDAHO
MONTANA
WYOMING
NORTH DAKOTA
SOUTH DAKOTA
MINNESOTA
WISCONSIN
MICHIGAN
IOWA
NEBRASKA
ILLINOIS
INDIANA
OHIO
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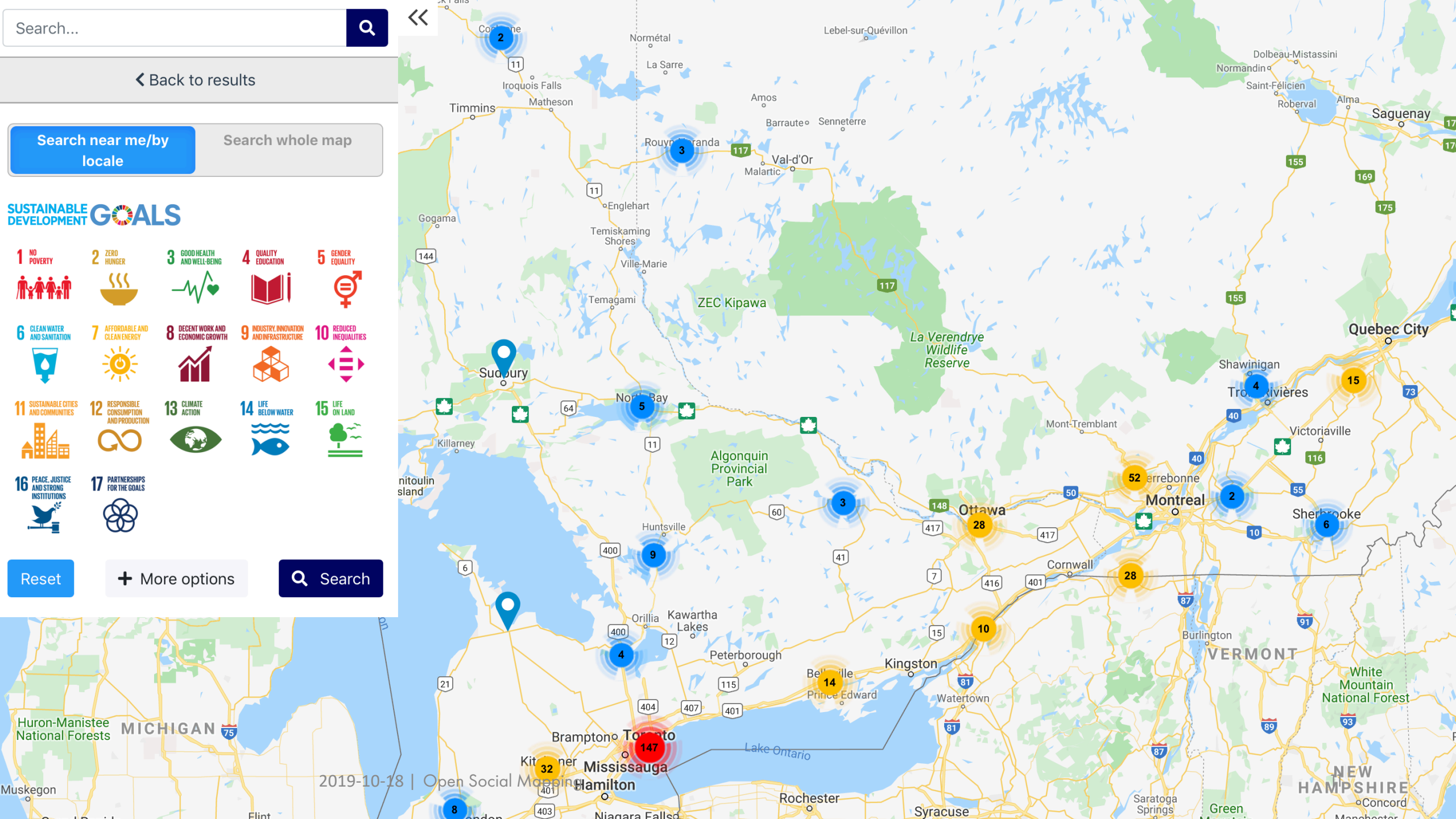

Search...
Back to results
Search near me/by locale
Search whole map
SUSTAINABLE DEVELOPMENT GOALS
1 NO POVERTY
2 ZERO HUNGER
3 GOOD HEALTH AND WELL-BEING
4 QUALITY EDUCATION
5 GENDER EQUALITY
6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY
8 DECENT WORK AND ECONOMIC GROWTH
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
10 REDUCED INEQUALITIES
11 SUSTAINABLE CITIES AND COMMUNITIES
12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION
14 LIFE BELOW WATER
15 LIFE ON LAND
16 PEACE, JUSTICE AND STRONG INSTITUTIONS
17 PARTNERSHIPS FOR THE GOALS
Reset
More options
Search
Timmins
Iroquois Falls
Matheson
Normétal
La Sarre
Lebel-sur-Quévillon
Amos
Barraute
Senneterre
Val-d'Or
Malartic
Englehart
Gogama
Temiskaming Shores
Ville-Marie
Temagami
ZEC Kipawa
La Verendrye Wildlife Reserve
Sudbury
North Bay
Killarney
Algonquin Provincial Park
Huntsville
Orillia
Kawartha Lakes
Peterborough
Kingston
Prince Edward
Ottawa
Montreal
Quebec City
Shawinigan
Victoriaville
Mont-Tremblant
Sherbrooke
Cornwall
Watertown
Burlington
VERMONT
White Mountain National Forest
NEW HAMPSHIRE
Concord
Saratoga Springs
Syracuse
Rochester
Niagara Falls
Brampton
Mississauga
Hamilton
Lake Ontario
Huron-Manistee National Forests
MICHIGAN
Muskegon
Flint
2019-10-18 | Open Social Mapping

BCCIC's *Movement Map*

Add an Organization

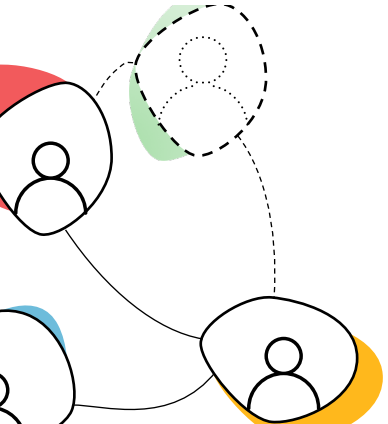
Name

Email

A. Select all Sustainable Development Goals that apply

Close

Continue to page 2



Add an Organization

B. Begin by filling in the following details about your organization:

Organization Name

Description (385)

Street Address

City/Town

Postal Code

Province/Territory

Home Region

Website

C. In which regions and countries does this organization do work?

Focus Regions

Americas
Asia Pacific
Eastern Europe
Global/Non-Region Specific

Focus Countries

Afghanistan
Albania
Algeria
American Samoa

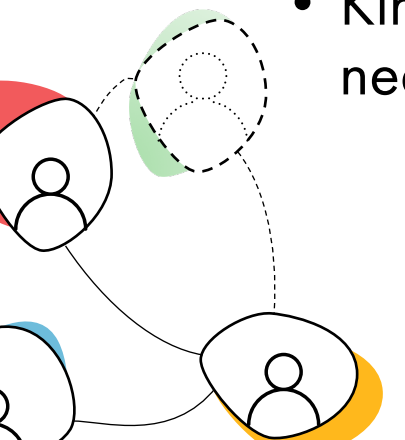
Submit

Close

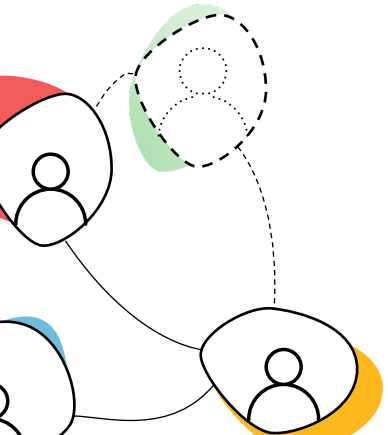
Back to page 1

The Interoperable Mapping Project (IMP!)

- **Maps developed with civil servant and multi-sectoral innovation groups in Canada**
  - Collected over 350 meaningful entries across 7 mini-open maps and one larger map
    - Maps continue to develop slowly
- **Some maps took off: people co-opted and changed IMP to their own needs**
  - Kind of like Creative Commons, licensing and networks-of-networks may h
    needed to keep it together.



WeavEast TissEst



Launched in 2019, WeavEast is a regional platform for connecting and serving people and organizations who are making positive social change in Atlantic Canada.

In 2018, a group of changemakers from across the Atlantic provinces wanted to make real progress on critical social problems that have been challenged in this region by a lack of collaboration. With their guidance a backbone team was formed in partnership with Inspiring Communities, and was funded for 3 years to build and support a platform for making change.

The WeavEast platform will develop shared learning, pool resources and offer a collective voice from Atlantic Canada in regional and national conversations. Our work will create a new ecosystem for funders and policymakers to engage with as we continue to do this complex, collaborative work.

Actors in the ecosystem

- **Participants:** Those doing important work in communities but not yet working regionally, or able to contribute to work focused on systems change because their attention is focused on the survival of specific programs or services for their clients.
- **Supporters:** People who recognize injustice in the systems around them, even when those systems are serving them just fine.
- **Contributors:** Those who are determined to move to action; personally and/or organizationally ready to begin taking part in change making work.
- **Change makers:** People who are well past thinking and are fully invested in doing. They have chosen a strategy, and are taking action and are willing to experiment when the path is unclear.

Who do we support?

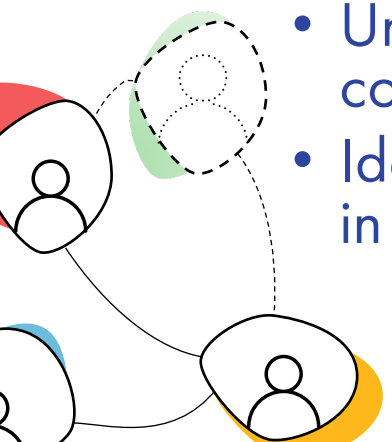
The term "social innovator" is difficult to define. We are drawn to this definition offered in "Getting to Maybe: How the World is Changed" (Westley, Simmermand & Patton, 2006):

Some active, caring person becomes increasingly distressed by some problem, injustice or situation (homelessness, social isolation, poverty, environmental (in)justice, food security). That person decides that something must be done. The impossibility of things staying as they are gives birth to the possibility of change and from this rises a social innovator.

A reason for mapping

WeavEast TissEst

- **Our Purpose:**
  - Increase awareness of who is doing what in the region
  - A tool for practitioners to find each other, connect, and scheme virtuously together
  - Demonstrate to Government and other potential funders the breadth and scope of what is happening, what is needed in the region - speaking with one voice
- **Our Goals:**
  - Build relationships – connecting actors within the network, strengthening existing relationships
  - Unearthing initiatives, creating momentum for new initiatives through collaboration
  - Identifying critical levers for change/intervention by observing patterns surfacing in the map



Social Innovation is a spectrum!

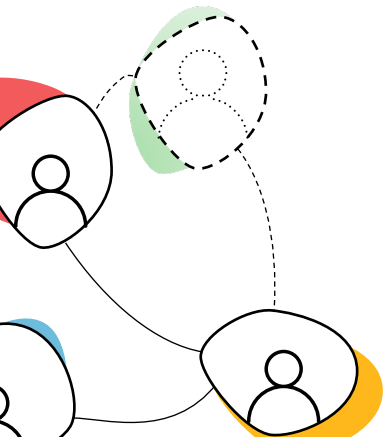
WeavEast TissEst

Changemakers People who are well past thinking and are fully invested in doing. They have chosen a strategy and are taking action and are willing to experiment and find themselves succeeding - and failing - but always learning.

Contributors People who are determined to move to action, because not everyone is personally or organizationally ready to take part in changemaking work

Supporters People who recognize injustice in the systems around them, even when those systems are serving them just fine...

Participants Those doing important work in communities but not yet working regionally, or able to contribute to work focused on systems change because their attention is focused on the survival of specific programs or services for their clients.



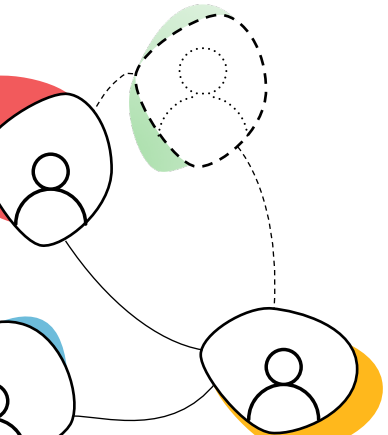
Designing the map

WeavEast TissEst

kumu®

hivebrite

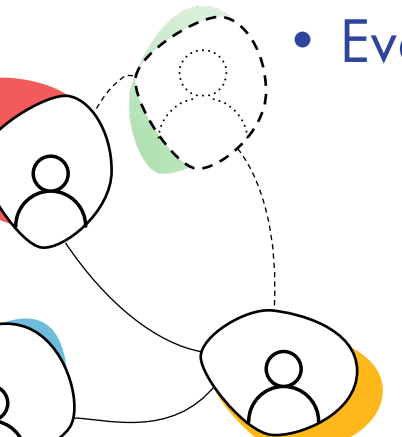
SimplyCast



Designing the map

WeavEast TissEst

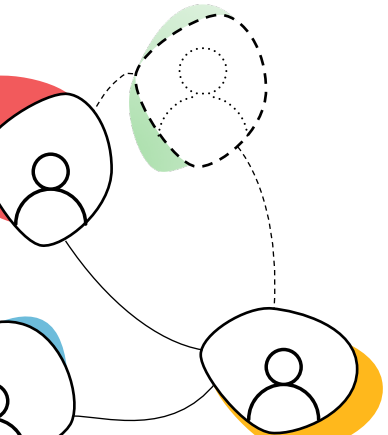
- Geographical location
- Stakeholder type (Government, Board members, Funders, “friends of”, various project Advisory councils, etc.)
- Issue or focus area (e.g. Youth, Housing, Seniors, Food security, specific project initiatives, etc.)
- Community Connections: Community project groups / activity workgroups / Partnership relationships / Affiliations
- Population serviced (e.g. what demographic groups are served by this work)
- Events that they may have attended…



Designing the map—Tags

WeavEast TissEst

- Arts / Culture / Heritage
- Agriculture / Food security
- Poverty & Affordable Services
- Housing & Homelessness
- Health and Wellness
- Education
- Equality / Diversity & Inclusion
- Sustainable Cities and Communities
- Rural issues
- Mobility / Transportation
- Water Use / Conservation
- Affordable and Clean Energy
- Economic Development
- Social Innovation & Entrepreneurship
- Shared Community Spaces
- Environment / Climate Action / Conservation
- Justice / Criminal matters / Public Safety
- Governance and democratic institutions
- Leveraging Partnerships
- Digital / Open Data
- Indicators and Measurements
- Philanthropy and social finance
- Public Engagement



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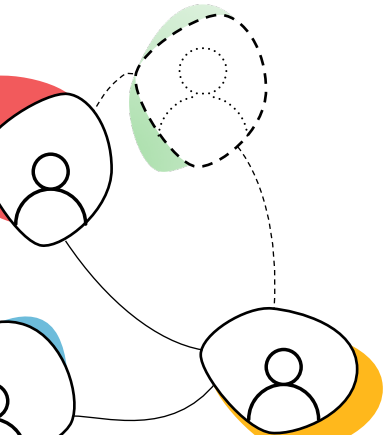
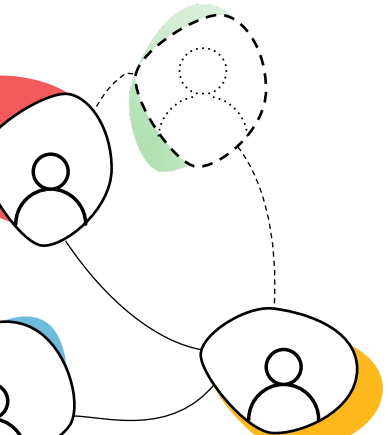


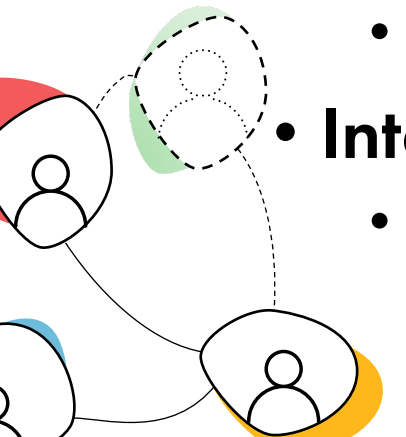
Discussion

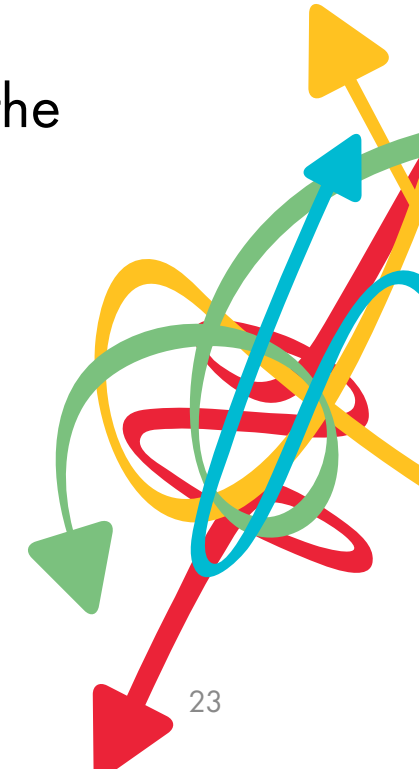
- *A moment for questions/thoughts before the hands-on part begins…*



Workshop—four key issues

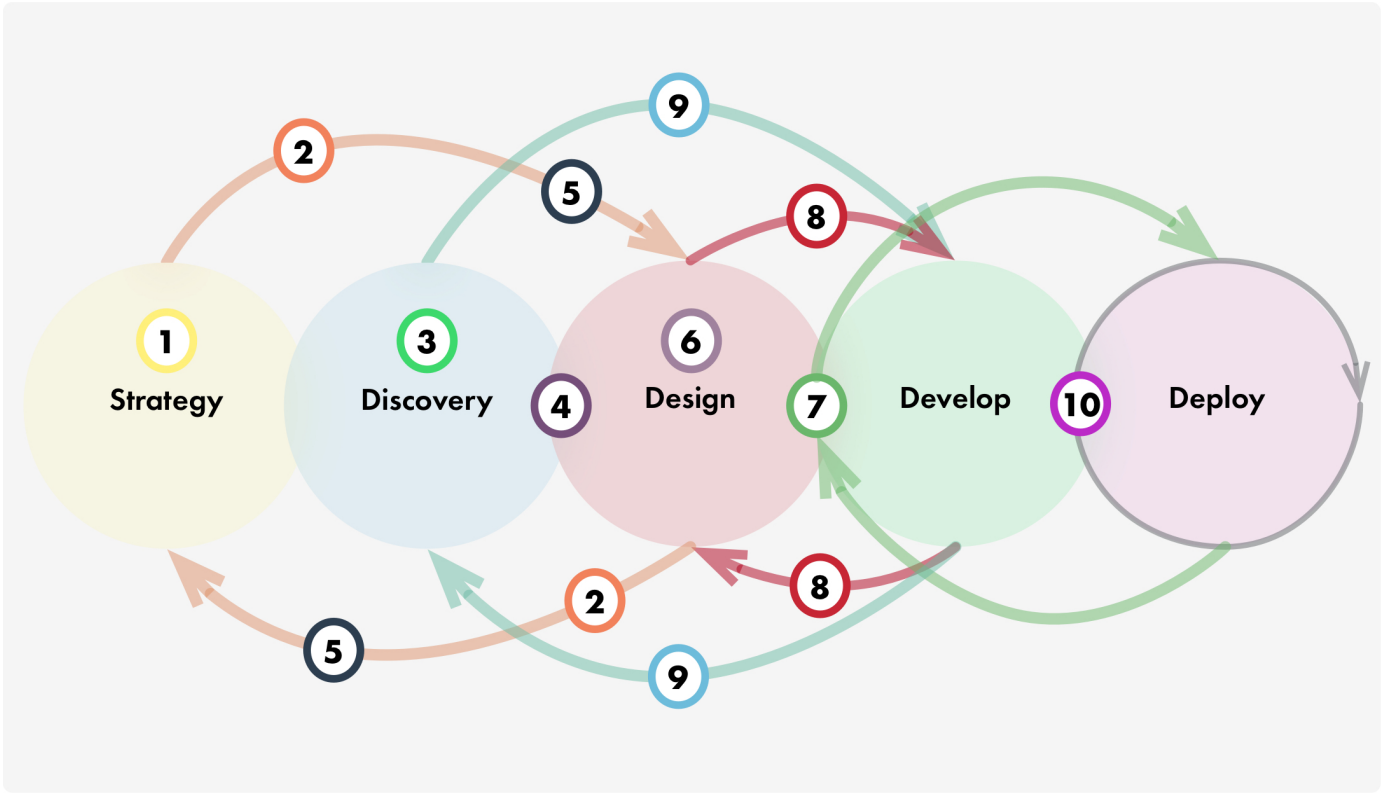
- **Promotion, engagement, data capture and upkeep**
  - How to reach widely, sustain momentum, maintain data, and transfer ownership?
- **Privacy of data**
  - What are participants comfortable with? How to support and involve the vulnerable?
- **Power dynamics and politics**
  - Who leads these projects? What of language?
- **Interoperability and redundant maps**
  - Preventing self-mapping burnout, helping maps help each other



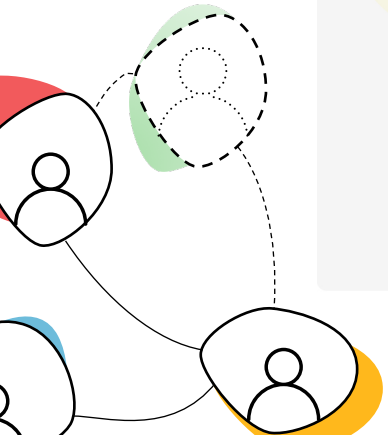


The Systemic Design Process

Adapted from "Systemic Design Principles for Complex Social Systems" (Jones, 2014):
Design principles mapped to process



1. Idealization
2. Appreciating Wickedness/Complexity
3. Discovering Purposes
4. Requisite Variety
5. Boundary Framing
6. Ordering
7. Feedback Coordination
8. Generative Emergence
9. Continuous Adaptation
10. Self-Organizing & Placement



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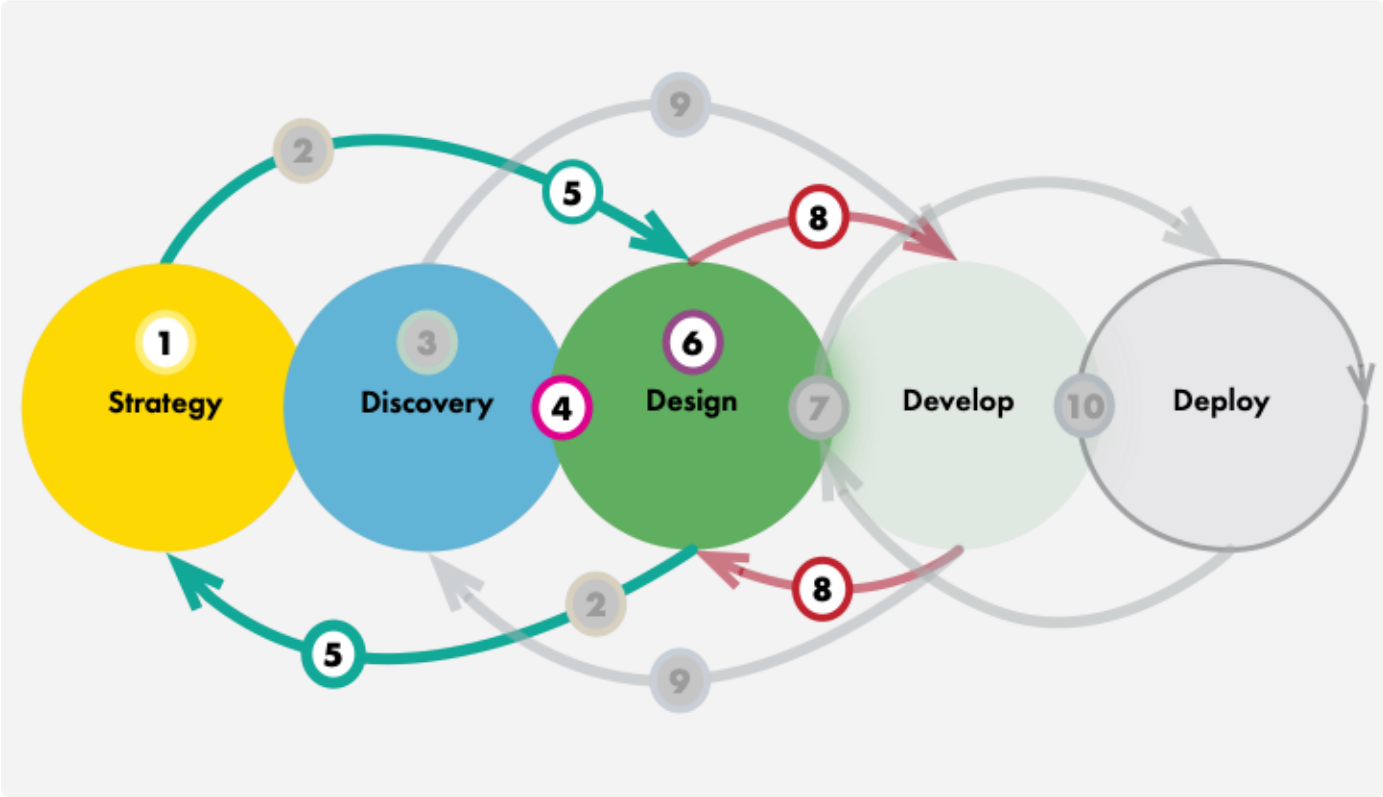

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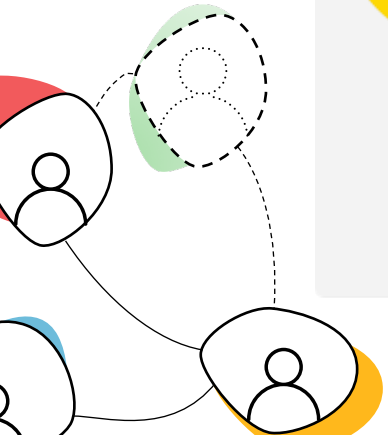
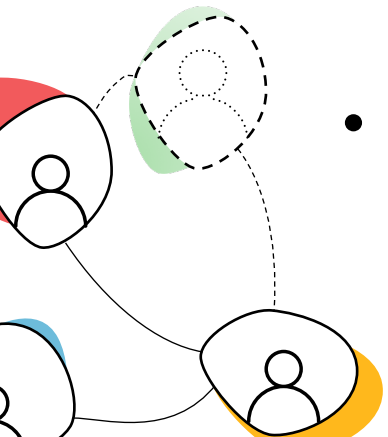


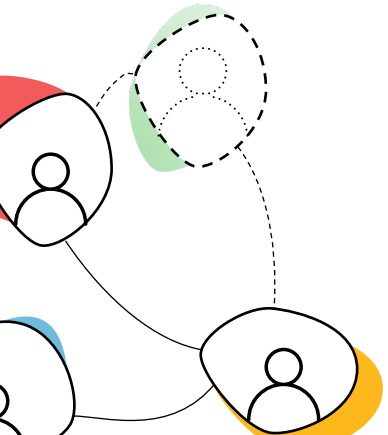
The Systemic Design Process

- **(1) idealization**
  - (what are the ideal states or conditions of this issue?)
- **(4) requisite variety**
  - (what are the options available to potential solutions?)
- **(5) boundary framing**
  - (what constraints hold on this issue?)
- **(6) ordering**
  - (what are the most important components of open social mapping, and how do they relate?), and
- **(8) generative emergence**
  - (what potential changes might make a difference?)



Report back

- **What did we find?**



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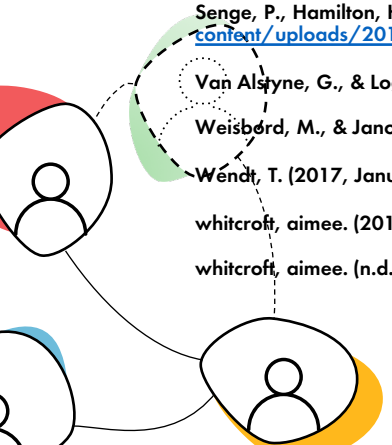
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