

Words-focused mapping is linked to these research methods:

- Interviews (semi/unstructured)
- Ethnographic (participant) observation
- Focus groups
- Geographical Test Analysis
- Life history

Multi-method mapping

Words-focused mapping

Geo-referenced mapping

Sensory mapping

Visceral mapping

Creative and interpretative mapping

These cards introduce the breadth of data and understandings generated by map-making and map use. The different practices are research methods that can be used separately, or you can use the cards to choose which different mapping types could be used *together* in your research.

These types of mapping are concerned with the process as well as 'a final map' per se. Some do not necessarily aim to produce a map at all. This enables *different data types and understandings*.

The cards can be used by transdisciplinary teams of researchers. Here, transdisciplinary is defined as research shaped by a critical engagement with the differences between disciplines and research/knowledge styles.

Maps provide a physical, familiar and experimentable focus for researchers who use contrasting research approaches.

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What is words-focused mapping?

- Map-making, or exploration of existing maps, is used to spark story-telling and discussion about places. Furthermore, decisions about map-making processes provide valuable insights about space and place, as described below.
- Ethnographic observation, interviews and focus groups around maps, and the resulting notes and transcriptions, generate text-based data for analysis/meaning-making.

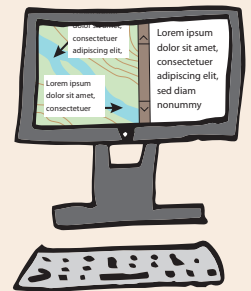
Why is words-focused mapping used?

Words-focused mapping tells us about how (different) people in different contexts experience, use and value particular aspects of places and landscapes; how social and environmental phenomena are related; and any challenges or opportunities for change.



What are different approaches to this mapping?

- Where stories and discussion about places are the focus, these can take place around the map and away from the fieldsite, or on site as part of fieldwork/walkalongs.
- Where existing maps are deployed, particular maps may be chosen according to the features they show; or the time they relate to, e.g. historical maps or future plans may be useful aids for elicitation in a walkalong interview or for navigation of a drift/dérive.
- Decisions on map-making approaches that are usefully explored: the *selection, classification, combination, simplification, marking and relating* of features¹.
- Alternatively, word-based data/understandings can be generated by participants writing in maps (e.g. ESRI Story Map) or recording spoken word via hyperlinked audio file in digital maps.
- Existing text from archives, literature or social media can be geographically explored through mapping too: Geographical Text Analysis²/linking with CAQDAS³ (software for qualitative analysis).



How does this mapping use digital technologies AND hand-done techniques?

These exercises are valuable regardless of the techniques used. In fact, decisions around digital technological and hand-done techniques may be a focus.

Speculative methods: story-telling and discussions can focus on imagined futures, and serious mapping games such as roleplay can explore contrasting scenarios or solutions. Such mapping games can even explore different knowledges within collaborative teams of researchers through swapping researcher roles/approaches.

Remote options: Think-aloud recordings or recorded video-call (which might utilise shared desktop working).



How can the different types of mapping be used together?

The types of mapping on the other cards can be used together with words-focused mapping:

Sensory	<ul style="list-style-type: none"> • An attention to the senses during map-making or map-using exercises (researchers and/or participants and partners)
Visceral	<ul style="list-style-type: none"> • Noticing feelings and emotion during map-making or map-using exercises
Creative and interpretative	<ul style="list-style-type: none"> • Interviews or ethnographic (participant) observation of creative mapping (creative maps most likely by participants or partners)
Georeferenced	<ul style="list-style-type: none"> • Interviews about place (e.g. with PGIS participants) or about map-making decisions during georeferenced mapping (e.g. with researchers who use GIS) • Ethnographic (participant) observation of georeferenced mapping (e.g. with researchers and/or participants and partners, as above) • Text displayed or hyperlinked in map, or ESRI Story Map • Geographical Text Analysis/linking with CAQDAS