Resistance to Digitisation: Curated Memory Cards Artefact

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Resistance to Digitisation: Curated Memory Cards Artefact

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The act of networking in any context has some element of ceremonial performance attached to it. In an analogue world these performances have historically included the act of exchanging business cards. This 'ceremony of networking' has the potential to be altered by the emergence of new media, especially digital technology, displacing the old ceremony of business card exchanges and disrupting what can traditional be seen as networking.

The history of business cards have shown that, despite several digital alternatives, they are still resistant to digitisation and so predominantly still physical and tangible. So, we sought to explore the ceremony around giving business cards as the sharing of 'curated memory', to better understand how and why we share and co-create curated memories with others. Including the sharing curated memories more generally, and the changing nature of networking, arising from the ever-increasing connectivity and digital embeddedness associated with the information age. Therefore, exploring the ceremony around needing, creating, sharing and using business cards, within different contexts and cultures. Also, identifying the tasks that people are trying to perform and optimise at different stages (before, during, and after) in a range of scenarios. Also, to explore how the ceremonies of networking might be significantly altered as a result of digital media and tools.

The approach of using sets of cards around Who, How, Why and Where emerged from the need for a tool that could build narratives around the considerable diversity of the disjointed scenarios of networking we observed. So, the cards provide a reference by which to share general understanding in an entertaining and easily accessible manner. Second, provides a tool to summarise narratives from the scenarios we observed, and that we could then use to create new scenarios to explore insights such as post-meeting curation of 'shared memories' when networking. Third, define a number of 'games' to help anyone explore how to better understand and utilise aspects of networking in their current approaches, and challenge them to develop new approaches. Therefore, generating debate and self-reflection on the ways players use business cards themselves.

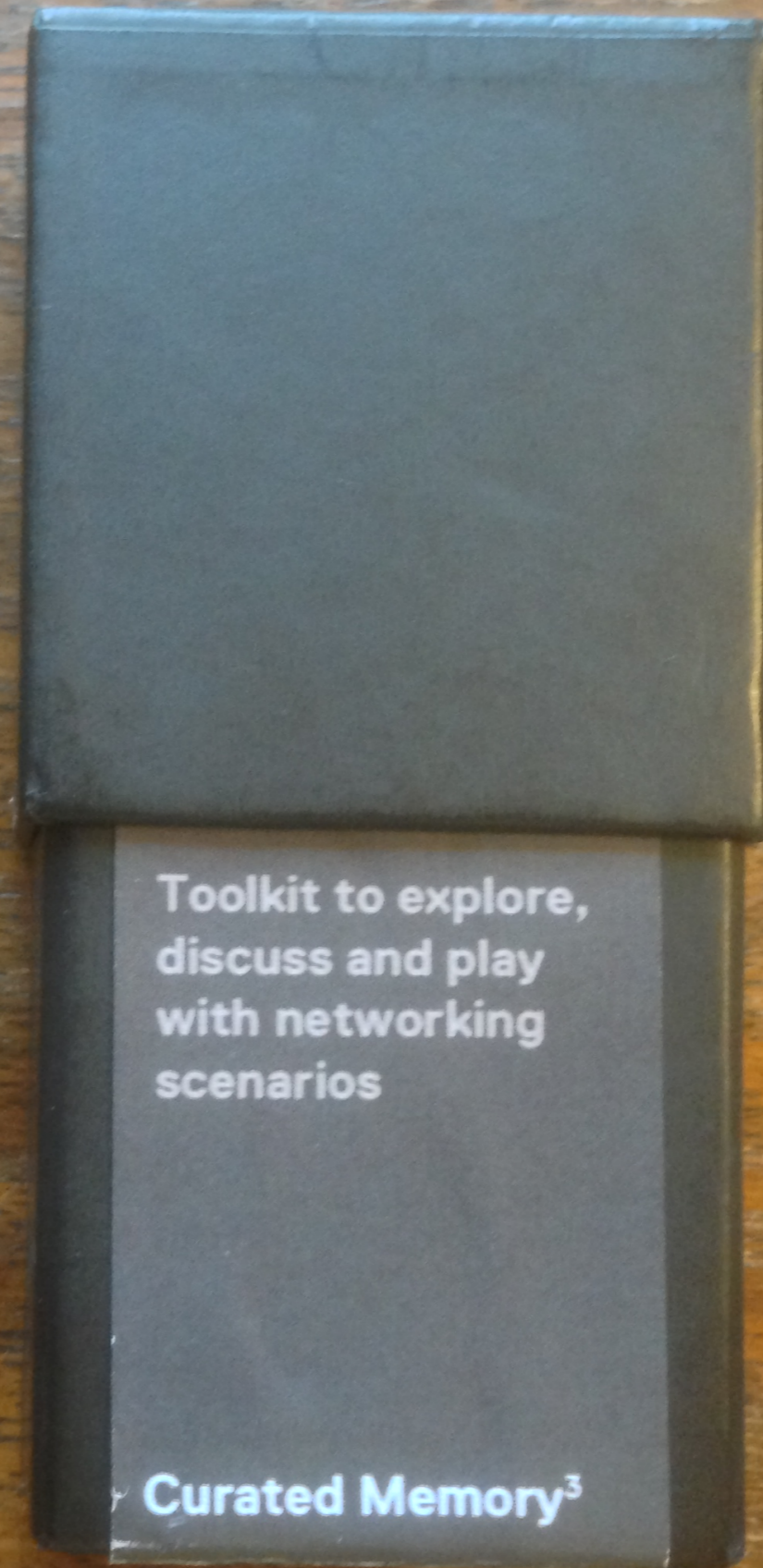*Toolkit to explore, discuss and play with networking scenarios*

Artefact

Curated Memory³

Artefact

Toolkit to explore,
discuss and play
with networking
scenarios

Curated Memory[3]

The Cards

Suits: Themes

WHO are you perceived to be when networking with a potential client, i.e. putting your best foot forward.

HOW do you choose to network with potential clients, and what works best in different settings.

WHY is networking important to your business activities, including what ways does it impact your business plans.

WHERE do you choose to network with potential clients, including which settings and when.

Ace Cards: Questions

These cards represent the detailed questions for their respective suits, binding the observations (number cards) and insights (picture cards) to the question (suit).

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Number Cards: Observations

The number cards consist of observations of their respective suits (questions), and so enable the construction of narratives. One from each set is the minimum to construct a scenario for a narrative.

The construction of unfamiliar scenarios encourages creating new approaches to networking (sharing curated memories) with others.

WHO

2 - 10/90 Me/Business - When one is networking it is mostly about your business, rather than yourself.

3 - 50/50 Me/Business - When one is networking it is as equally about yourself as it is about your business.

4 - 90/10 Me/Business- When one is networking it is mostly about yourself, rather than your business.

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5 - Real Skills- The importance of sharing real skills, rather than general traits, when networking.

6 - Breadth of Interests- The importance of having a wide set of interests when networking, both formal and informal.

7 - Hunting in Packs- The approach of networking with colleagues.

2 - Get To Know The Real Person - The importance of getting to know the real person when networking.

8 - Quiet Confidence- The approach of being quietly confident to make the best impression when networking.

9 - Overt Confidence- The approach of showing overt confidence when networking to make the best impression.

HOW

2 - First Impressions- The importance of first impressions when meeting people.

3 - Leveraging Associations - How who can use past and present associations when networking, i.e. company brands or university reputations.

4 - Building Your Reputation- The importance of networking to build your personal reputation.

5 - Business Cards and Beyond- The value of business cards, as well as the networking activities beyond them.

6 - Digital and Beyond- The value of digital technologies for networking, but also networking activities beyond them.

7 - Wining and Dining- The value of sharing a coffee, a drink or a meal in networking.

8 - Harmonise in Context- The value of defining oneself harmoniously to others to network effectively.

9 - Differentiation in Context- The value of differentiating oneself, 'standing out', to network effectively

10 - Gift Giving- The value of giving gifts in networking, even the nominal value of business cards.

WHY

2 - Be Remembered - One networks to be remembered by people in communities perceived as important.

3 Be Understood - One networks to be appreciated and remembered.

4 - Instil Confidence - One networks to instil confidence in others.

5 - Self Validation - The value of networking to validating your own self image through interaction with others.

6 - Defining your niche - The value of networking is in establishing your specialist areas of work.

7 - Expand Your Knowledge - The value of networking to expanding your own knowledge base through others.

8 - New Territories - One networks to expand a business to new geographical territories.

9 - New Markets - One networks to expand your business to new markets.

10 - New Business - One networks to create new business.

WHERE

2 – Before - the importance of the time (temporal space) before the moment of meeting, such as taking business cards.

3 – Moment - the importance of the moment of meeting time (temporal space), when one is engaged in networking.

4 – After - the importance of the time (temporal space) after the moment of meeting.

5 - Formal and Planned - networking spaces that are formal and planned, such as a networking event.

6 - Informal and Unplanned - networking spaces that are informal and unplanned, such as a chance meeting in an elevator.

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7 - Informal and Planned - networking spaces that are informal and planned, such as a networking dinner.

8 – Remotely - whether through traditional/modern means of communication (telephone/Skype).

9 - The Internet - a networking space, ranging from sending an email to dedicated social media platforms such as LinkedIn.

10 - In Person - networking face to face.

Picture Cards: Insights

The higher value picture cards indicate insights to their respective suits (questions), and so facilitate deeper understanding of narratives. These insights can therefore help to inform the effectiveness of scenarios.

WHO

Jack of Who - Individuals Connect Businesses - rather than legal agreements. So, corporate collaborations have to be built on personal relationships.

Queen of Who - More About The Other Person - the importance of making potential contacts the centre of your networking activities, no matter how important you feel you are. Given the myriad complexity of networking experiences you may not know who your interacting with, so it is best to focus on the other person.

King of Who - Importance of Personal Brand - when networking to share your curated memories. This is because the ' brand of you' has the greatest potential, more than any other factor, to establish a connection through a networking experience.

HOW

Jack of How - Fly Fishing - the importance of using different 'bait' when talking to different people, i.e. in having a range of curated memories in your 'fishing box' to network with different people.

Queen of How - Memory Triggers - the value of utilising non-conforming differentiators to encourage memorability. For example, having a handlebar moustache when others do not.

King of How - Add Value - One of the best ways to network is by co-creating value with potential contacts. So, thereby adding value to the business of new contacts.

WHY

Jack of Why - Importance of Genuine Relationships- in conducing networking and business, over superficial appearances.

Queen of Why - Transitive Networking - The importance of your contacts' networking, because it may indirectly benefit you.

King of Why - Strong & Weak Ties - the aim of networking is to generate weak connections with new contacts, which can then transform into strong connections when doing business together.

WHERE

Jack of Where - Digital is Just a Tool - the importance of understanding that the use of digital technologies are a means to an end, not an end in itself. For example, linking on LinkedIn is just that without a more defined focus.

Queen of Where - On and Off Duty - the importance of understanding that networking can potentially happen anywhere at anytime, whether one is 'on or off duty'.

King of Where - When to Curate - the importance of when one chooses to curate their memories for networking. While curation before, during and after the moment often occurs, the focus has mostly been on the before. For example, the creation of business cards for networking,1 compared to the potential for post-meeting curation in the form of personalised information or gifts.

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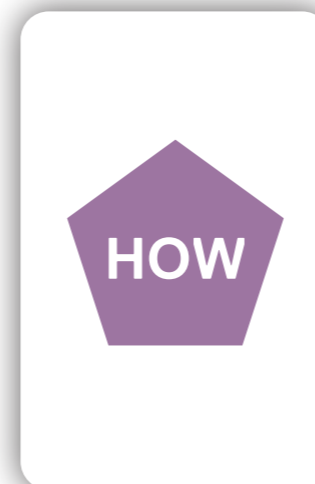
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HOW

2 - First Impressions-
The importance of first impressions

Why?

The project originated from a networking dinner, and developed through further meetings to explore the ceremony around giving business cards as the sharing of 'curated memory'. The changing nature of networking, including the sharing curated memories more generally, arises from the ever-increasing connectivity and digital embeddedness associated with the information age. So we sought to better understand how and why we share and co-create curated memories with others.

This included, exploring the ceremony around needing, creating, sharing and using business cards, within different contexts and cultures. Also, identifying the tasks that people are trying to perform and optimise at different stages (before, during, and after) in a range of scenarios. Finally, understanding how to better achieve business advantages when creating new opportunities and establishing new collaborations.

Structure

In the first stage we worked together for three days, then in the next stage worked separately for another three days. Finally, again working together to conclude and prepare outcomes over the final three days.

A Cube

We followed the Cube methodology, which is an agile method of design research within a large thematic territory. The 'Cube' is three people working together in three stages, each of three days. It represents the potential that can be achieved through tri-lateral interdisciplinarity. It is intended to be a short exploration, designed to create tangible outcomes within large territories; while allowing open approaches for the creative process within an intense collaborative space.

Games

These games hinge on connecting observations and insights from different cards that are drawn, and weaving a few cards into a description of a character telling a story about how that character curates their own identity. Games or tricks are won by constructing the most convincing character and story, determined by all the players.
All games require 2 or more players

Top Trumps—Chose Three

Each player is dealt 5 cards, of which they chose three. Players take it in turns to reveal their three cards, all at once, telling their story. The player with the most succinct story wins the hand.

Top Trumps—Blind

Each player is dealt 5 cards face down. Players take turns to reveal cards, in the order they were dealt, building a character and story with each turn. The player with the most succinct story after 5 cards wins the hand.

Evolution

Deal one card of each suit into the centre. The dealer tells this story. Players take it in turns to take a card from the deck, replacing the centre card of that suit and updating the story. This continues until a player is unable to continue the story.

Pairs

Deal out 11 cards to each player. Players take it in turns to form pairs of cards that make sense together. Upon successfully making a pair, as judged by all the players, discard those cards, if you can not make a good pair then draw a card. The object is to lose all your cards.

Why—How [2 players]

One player starts with the Why suit, the other with the How suit. The Why player reveals the top card, blind, and the How player choses a card that sensibly answers the Why. How can be replaced by Where.

One of Each

Each player is dealt one card from each suit, from which they have to create a story.

Scenarios

These three scenarios show how the cards can be used to describe example behaviour of curatin memory. As an exercise try and describe your own industry using the cards, asking why certain cards are in and others are out.

Creative Industries

· **Who 4**: People in the creative industries put much more of themselves, than their business, into their networking.

· **Why 2**: Its essential for previous clients to be in forefront of their minds to get their new business, and to get them to recommend you.

· **Why J**: It's who you know that gets you business. You must be competent, but then its important who you know.

· **How 7**: Social time, out of the office away from the whiteboard, is the tool of choice for creatives.

· **Where 7**: Creatives like to meet informally (**How 7**), but they are busy people, so they plan their informal time.

Academics and Researchers

· **Who Q**: Universities, research institutions and companies collaborate only through the individuals within them, and it is surprisingly small the number of these individuals that connect such big businesses.

· **Who 5**: In academia having showing real skills and good past work are essential.

· **Why 6**: Academics mingle and impress each other to define themselves and their work.

· **How 3**: Names of institutions youre connected too play a significant role in impressing people in academia. There can be a tension here with **Who 5**.

· **Where 10**: Academics spend time at conferences meeting each other in person, because it is an efficient way to meet and to verify real skills against their institutional reputation.

Consultants

· **Who 9**: People who advise other people on running their business must appear confident to get business and be remembered.

· **Why K**: Consultants can have huge networks, and they spend time curating who is in their inner circle (strong ties) and whom might they want to pull in later (weak ties). They are always managing this system.

· **How J**: Having a diverse network means consultants often need to put on a different image, mirroring the crowd they are in.

· **Where 2**: Consultants will spend a lot of time preparing for events and meetings; printing businesses cards, dressing right, catching up on the news, all to create the best impression.

Curated Memory[3]

Instruction sheet

The Cards

The approach of using sets of cards around Who, How, Why and Where emerged from the need for a tool that could represent the considerable diversity of the disjointed scenarios of networking we observed. This remained true even while focusing on just the networking of Small and Medium Sized Enterprises (SMEs), and so we wanted a flexible approach that could explore this in conjunction with traditional research outputs. So, the cards provide a reference by which to share general understanding in an entertaining and easily accessible manner. Second, provides a tool to summarise narratives from the scenarios we observed, and that we could then use to create new scenarios to explore insights such as post-meeting curation of 'shared memories' when networking. Third, define a number of 'games' to help anyone explore how to better understand and utilise aspects of networking in their current approaches, and challenge them to develop new approaches.

Team

Our team of three people consisted of David Freer a Graphic Designer and associate of the Institute of Design Innovation, Alex Finnemore a Digital Product Designer at Moo.com, and Gerard Briscoe an Interdisciplinary Computing Researcher at Queen Mary University London.

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· **Where 10**: Academics spend time at

Artefact

FLY FISHING

DIFFERENT FLIES FOR DIFFERENT OCCASIONS

MEMORY TRIGGERS

NON-OBVIOUS ASSOCIATIONS

VALUE

TO BUILD A

HOW

DIFFEREN IN

WINING &

A

HOW IS MEMORY CURATED?

A