

2019

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

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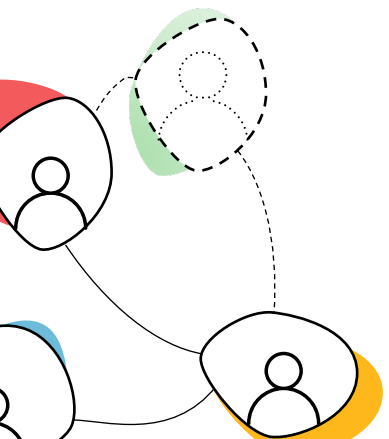
# Getting the whole system into the... map

Addressing key issues in Open Social Mapping

Oct 18, 2019

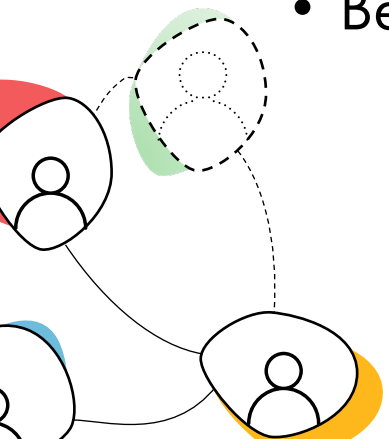
Ryan J. A. Murphy + Lewis Muirhead (*with Jennifer DeCoste and Heather Laird*)

ryan@systemic.design



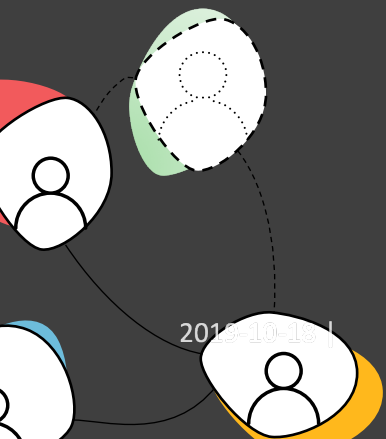
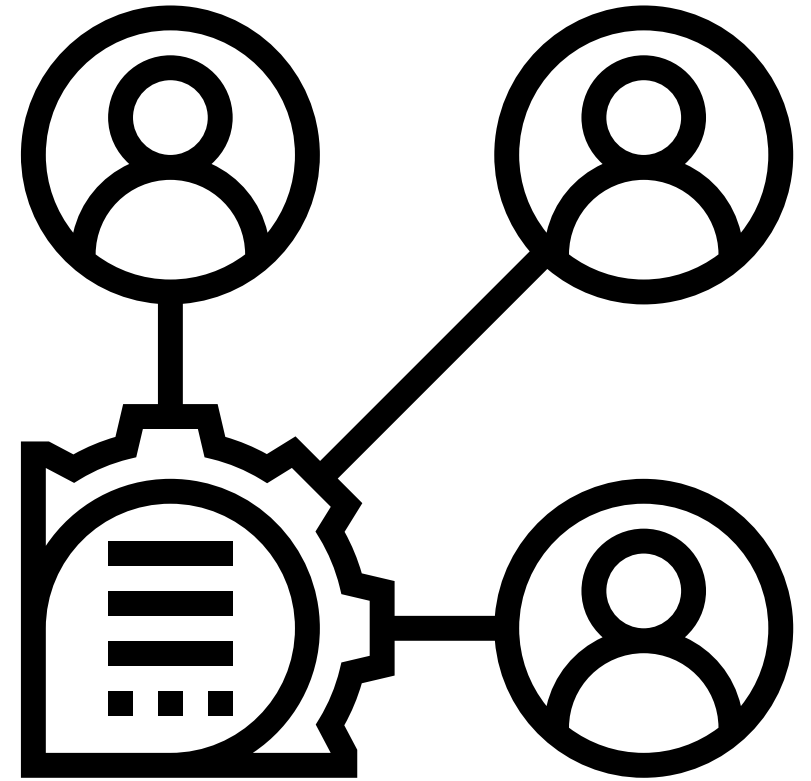
# Introduction

- **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



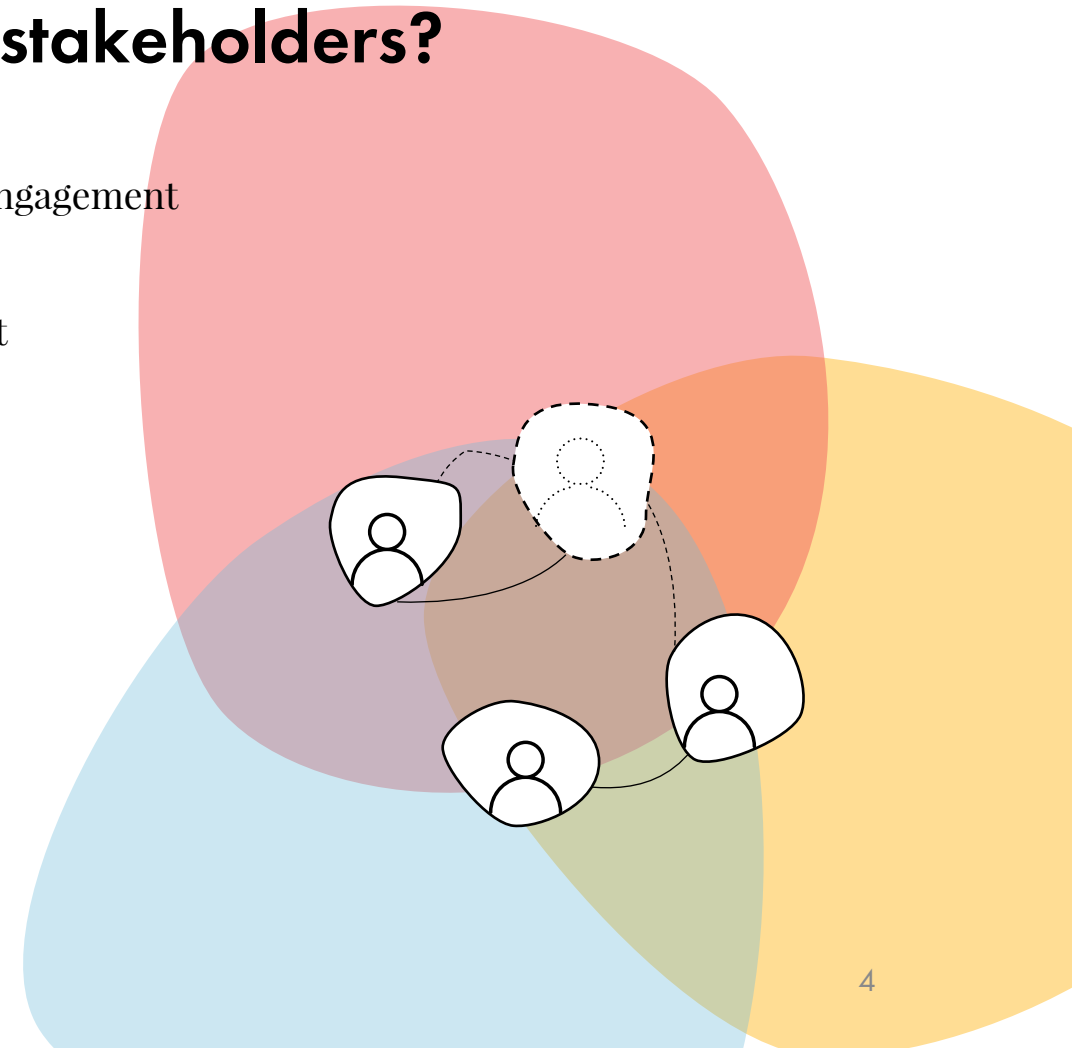
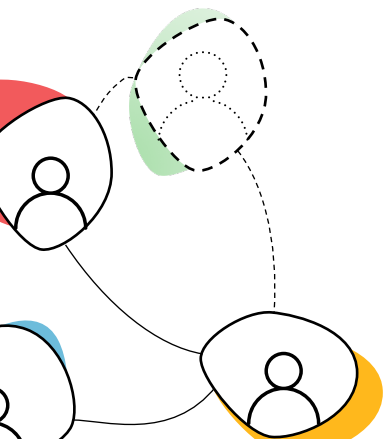
# Introduction

- 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

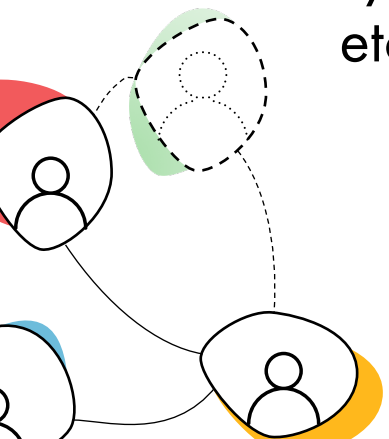
- **What if we *could* engage all interested stakeholders?**
  - This option is newly feasible...
    - Crowdsourcing & data science, cheaper/better platforms for engagement
  - ... desirable ...
    - Systems change leadership, network weavers, collective impact
  - ... and viable.
    - Systemic design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

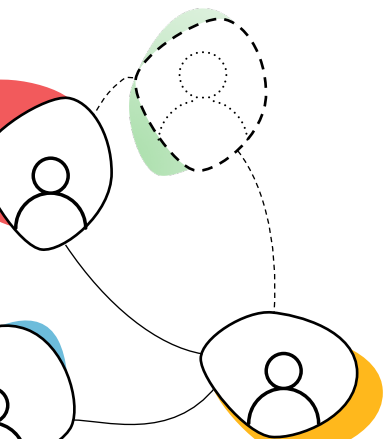
- **Stakeholders can see themselves (+ others)**

- Decentralizes the tool by providing the same utility to stakeholders as generated for the project team



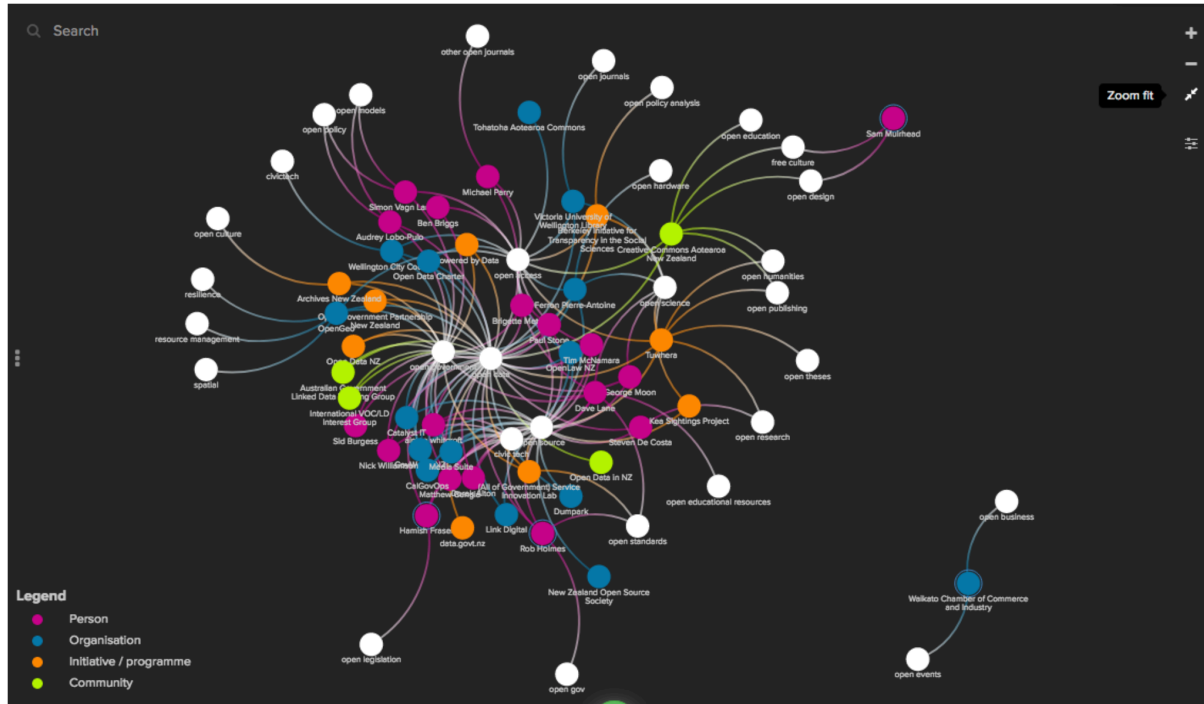
# Possible benefits:

- **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*



## MOVEMENT MAP

SEARCH | DISCOVER | CONNECT

The Movement Map presents the scope and scale of the work being done by organizations across Canada to achieve the [UN Sustainable Development Goals](#)

Start exploring



What are the  
**SUSTAINABLE  
DEVELOPMENT  
GOALS?**

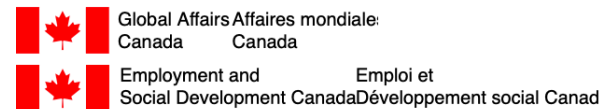
Civil society groups  
achieving the SDGs in  
Canada

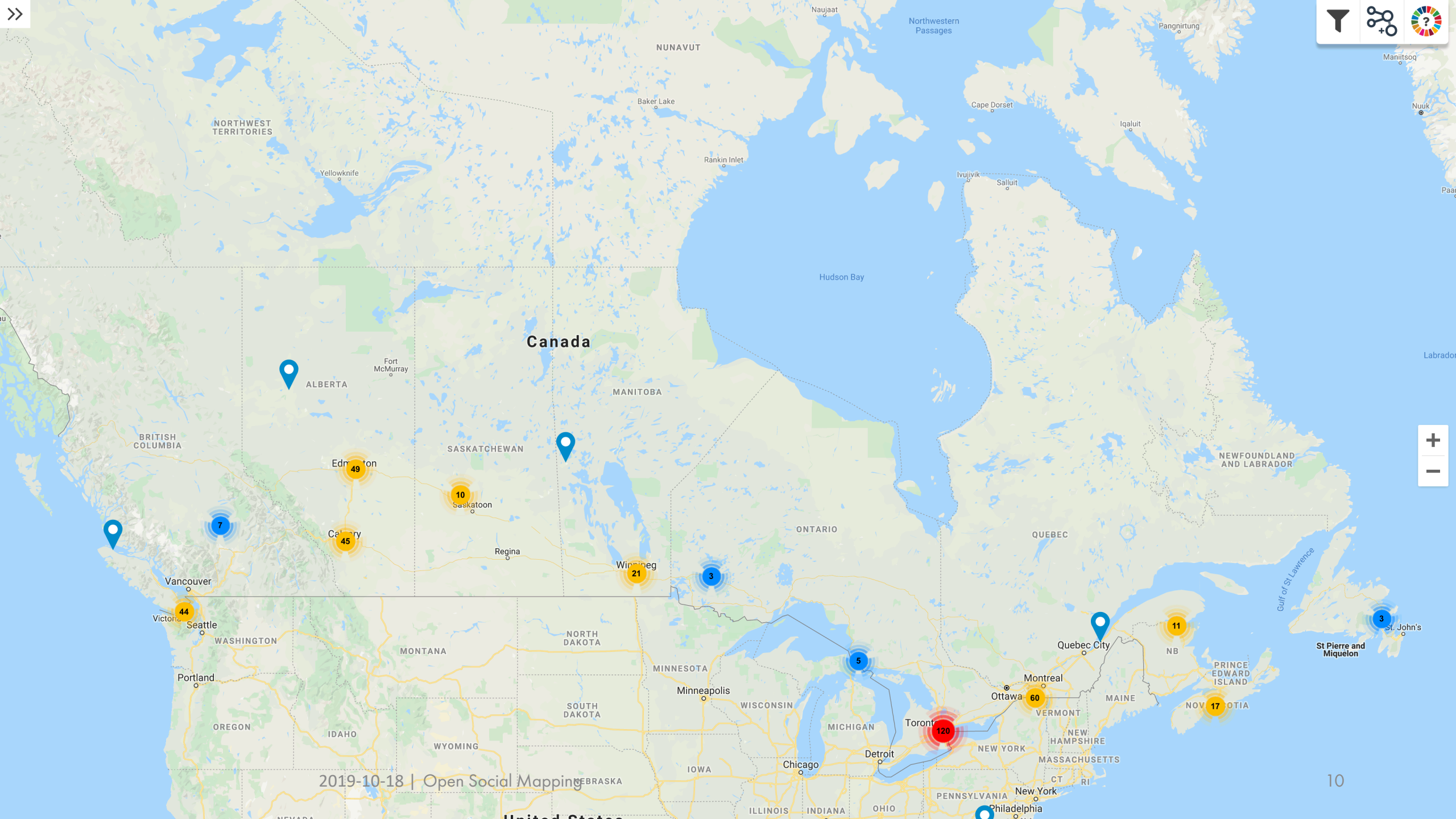
**11,651**

Created By



Partners





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[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**  

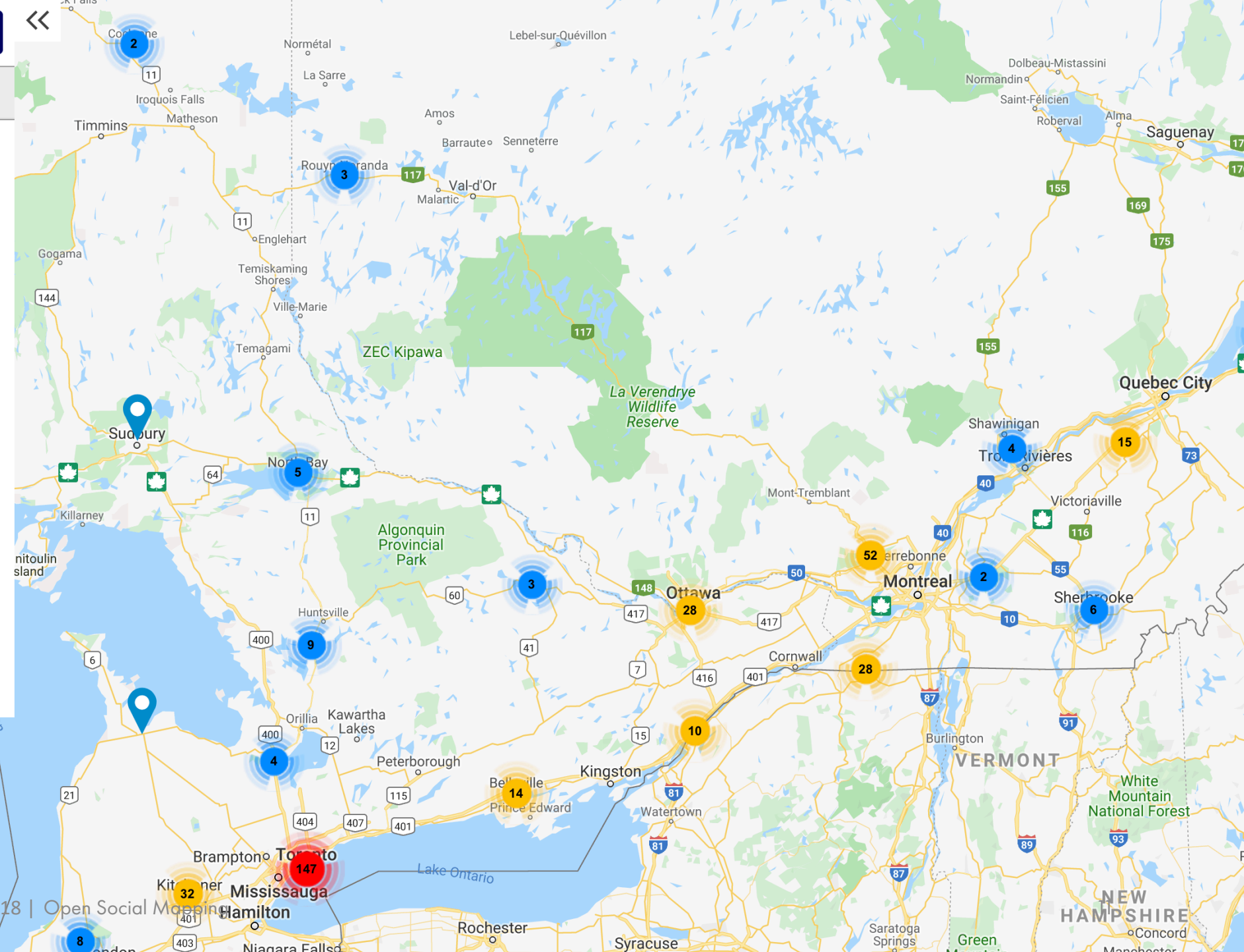
- 14 LIFE BELOW WATER**  

- 15 LIFE ON LAND**  

- 16 PEACE, JUSTICE AND STRONG INSTITUTIONS**  

- 17 PARTNERSHIPS FOR THE GOALS**  


[Reset](#) [+ More options](#) [Search](#)





# 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

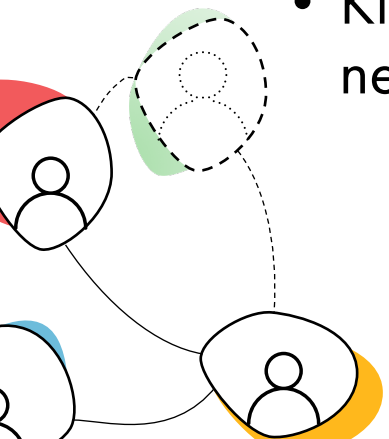
Submit

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 be needed to keep it together.



Open Social Mapping

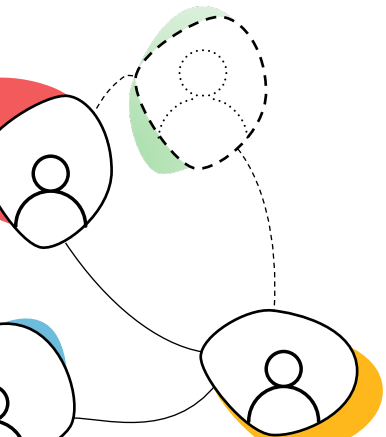
2019-10-18 |



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, Simmerman & 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.



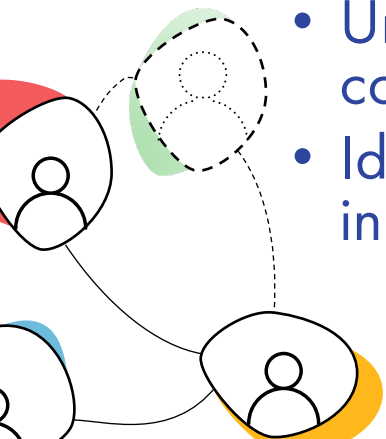
# A reason for mapping

- **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!

## 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

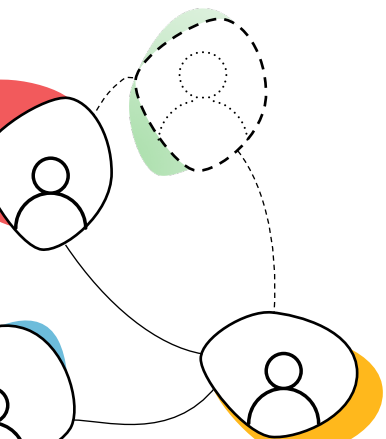
People who are determined to move to action, because not everyone is personally or organizationally ready to take part in changemaking work

## Supporters

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

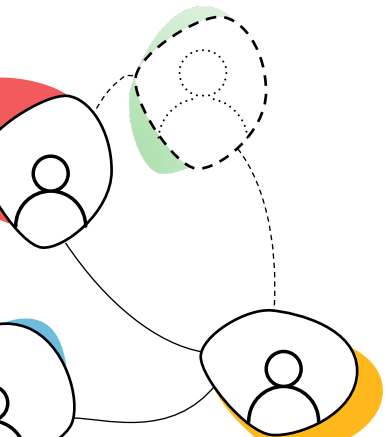
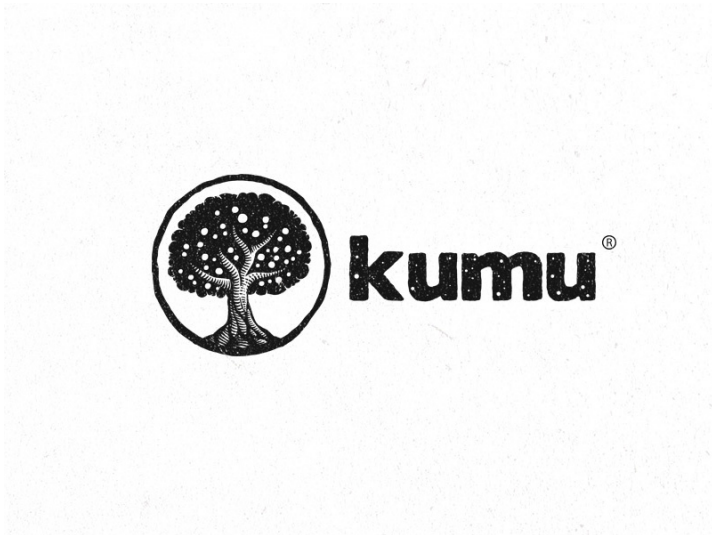
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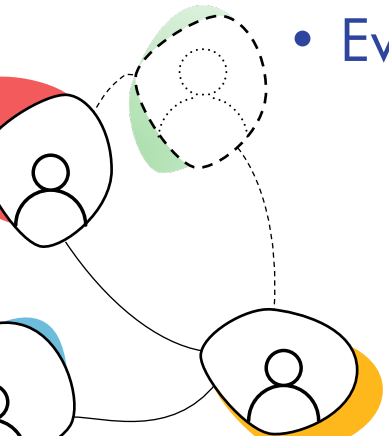
# Designing the map

WeavEast  TissEst



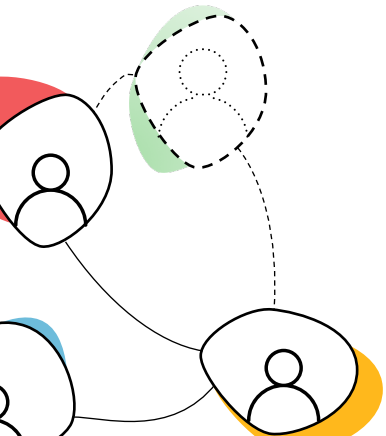
# Designing the map

- 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

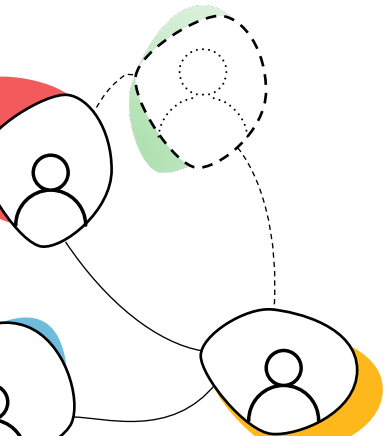
- Arts / Culture / Heritage
- Agriculture / Food security
- Poverty & Affordable Services
- Housing & Homelessness
- Health and Wellness
- Education
- Equality / Diversity & Inclusion
- Sustainable Cities and Communities
- Rural issues
- Mobility / Transportation
- Water Use / Conservation
- Affordable 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



WeavEast

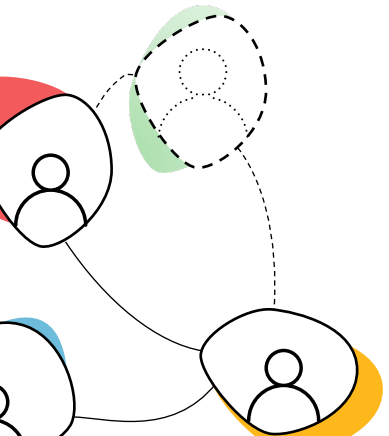


TissEst



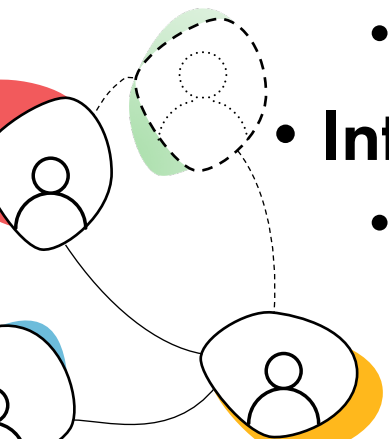
# Discussion

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



# Workshop—four key issues

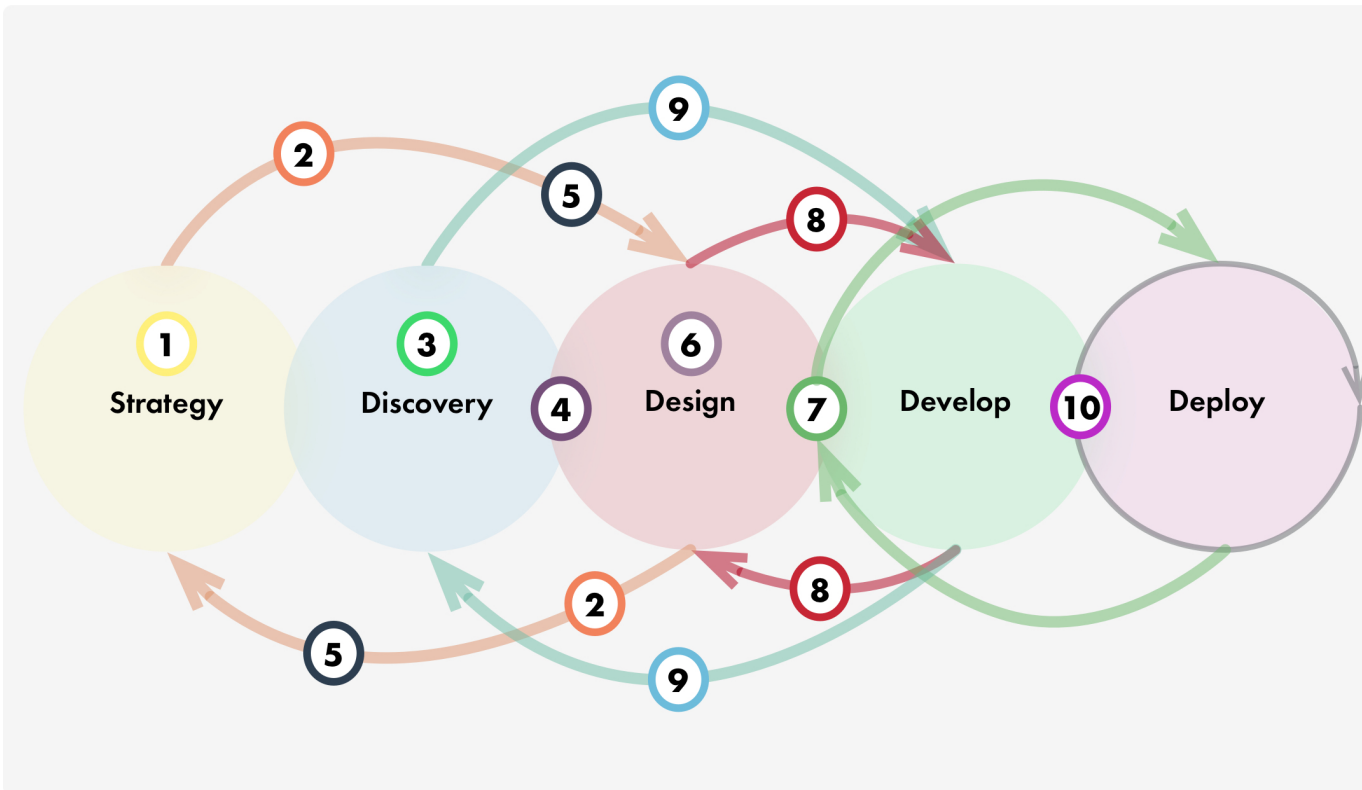
- **Promotion, engagement, data capture and upkeep**
  - How to reach widely, sustain momentum, maintain data, and transfer ownership?
- **Privacy of data**
  - What are participants comfortable with? How to support and involve the vulnerable?
- **Power dynamics and politics**
  - Who leads these projects?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





# The Systemic Design Process

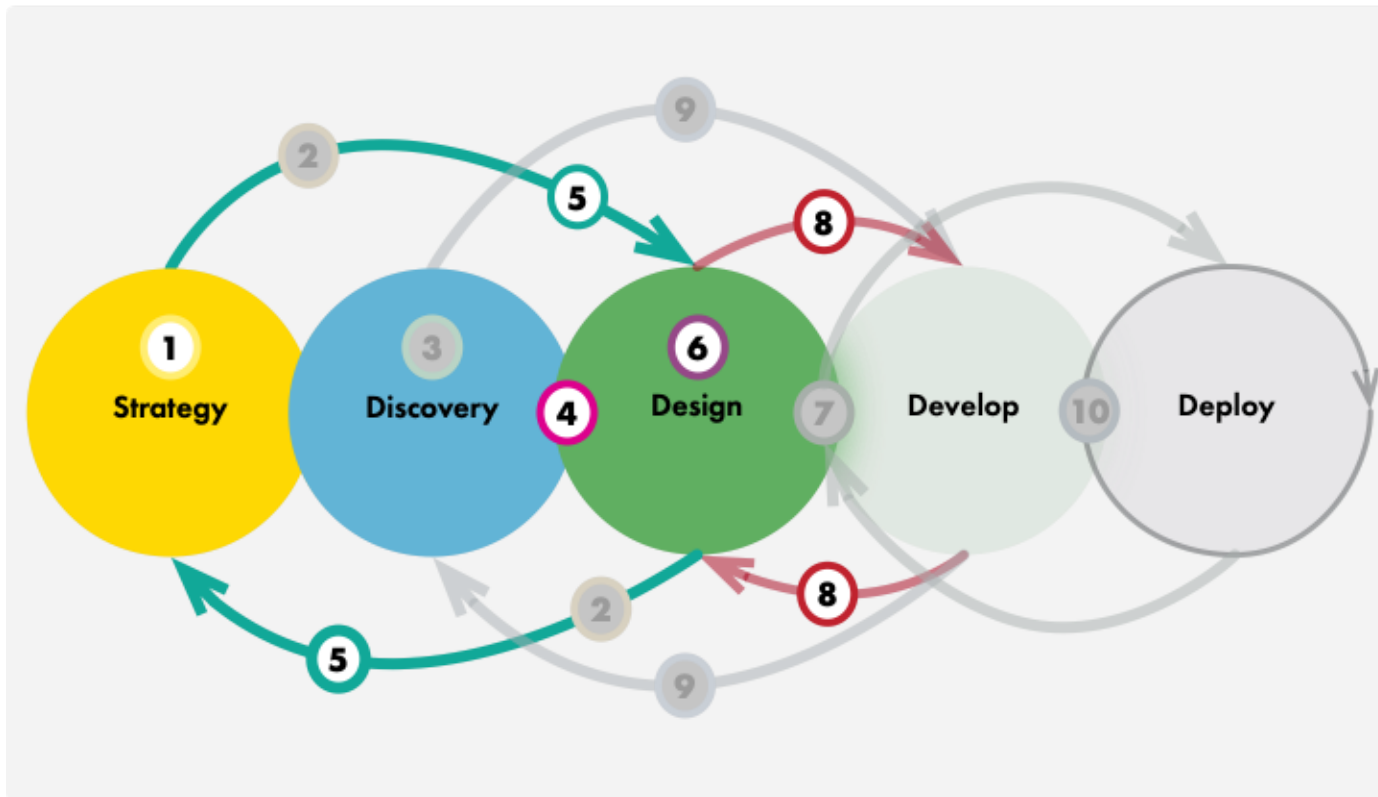
Adapted from "Systemic Design Principles for Complex Social Systems" (Jones, 2014):  
Design principles mapped to process



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

# The Systemic Design Process

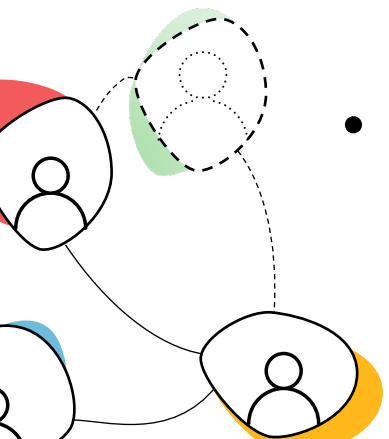
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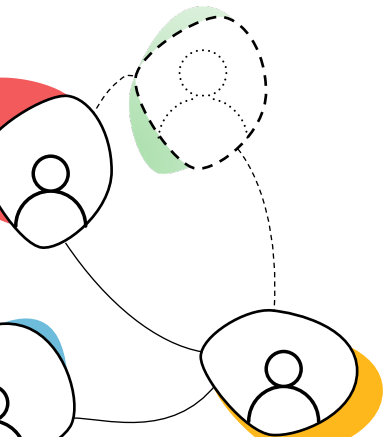
# The Systemic Design Process

- **(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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