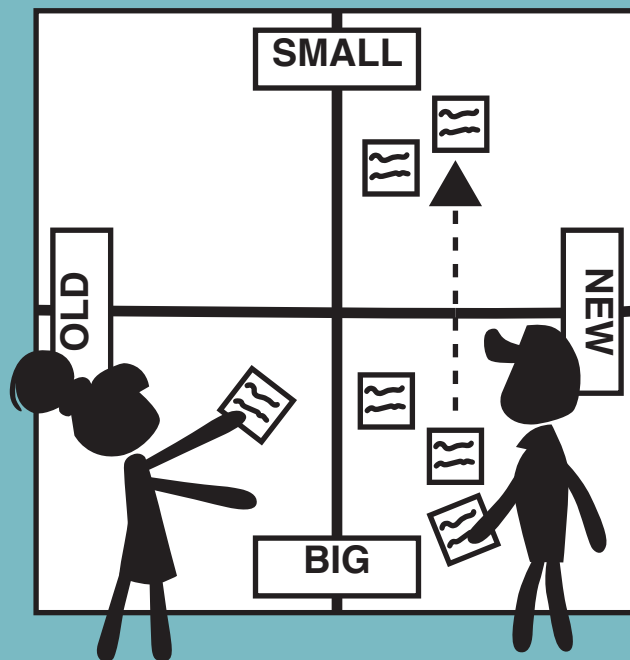


ANALYSIS METHOD: 30. ANALYTICAL DIAGRAM



30. ANALYTICAL DIAGRAMS

One way of analysing a set of elements, data and information is by organising and visually placing the elements collected in different diagrams: three overlapping circles, one axis or a double axis placed in a cross with opposite analytical criteria. The criteria emerge from the analysis of your research and what you find relevant to the challenge.

Materials needed: Blackboard, cardboard, smartboard or sharable online board e.g. padlet, where photos and notes can be uploaded and moved around.

Time required: 45 minutes.

How?

1) This method is often useful after doing Clustering (method no. 25). Where Clustering is looking for emerging patterns in the research material this method makes you relate the research data to certain criteria you decide are relevant for the challenge you are working on.

2) Discuss and agree on which two, three or four criteria you want to use to map out the data or information: Different groups of people who have different but also overlapping opinions, bright versus dark, teens versus adults, small versus big and organic versus geometric. The possibilities are endless and can be really simple analytic criteria or more abstract ones.

3) Use post-it notes, images or notes and place them one by one in the diagram discussing along the way whether they are being placed in the right spot.

4) Step back and discuss if each element is placed correctly, move them if necessary and look for patterns and relationships or differences.

5) Are there any empty spaces or tendencies or patterns that you can see? What are they? Why?