Improving Engagement Tools to Enable Advocacy in Public Sector Activities

Design Principle & Practices
03.03.2022

Ros Galabo

Postdoctoral Research Associate

ImaginationLancaster - Lancaster University
Beyond Imagination - Community & Public Sector

Lancaster University

imagination LANCASTER

Imagination Lancaster

An open and exploratory design-led research lab at Lancaster University. Transforming the world through interdisciplinary design and architecture research.

imagination
LANCASTER

Creative Engagement Tools

Creative engagement (CE) involves enabling an expressive dialogue often between communities and public bodies using creative acts (e.g. film, photography and storytelling). CE are often supported by tools to enhance the creative abilities of those involved in engagement activities

Background

- Designing tools for a specific project that envisions the use before use has been criticised in the participatory design/co-design literature as stakeholders and potential users will appropriate tools in unpredictable ways.

- There is a need to tailor tools for specific contexts to accommodate the skills and practices of creative engagement professionals and the contexts in which they work.

- In this paper we describe research where we work with creative engagement professionals to conceive and test a framework aimed at improving the tools that enable advocacy in Public Sector Activities.

Galabo, R. and Cruickshank, L. in press. Making it better together: a framework for improving creative engagement tools. Codesign journal

imagination
LANCASTER

Building the Improvement Framework

Dimensions / Layers	INSTRUCTION	FUNCTIONALITY	FLEXIBILITY
PLANNING Design			
ENABLING Facilitation			
DOING Application			

Galabo, R. and Cruickshank, L. in press. Making it better together: a framework for improving creative engagement tools. Codesign journal

Building the Improvement Framework

Dimensions / Layers	INSTRUCTION	FUNCTIONALITY	FLEXIBILITY
PLANNING Design	Design + Instruction	Design + Functionality	Design + Flexibility
ENABLING Facilitation	Facilitation + Instruction	Facilitation + Functionality	Facilitation + Flexibility
DOING Application	Application + Instruction	Application + Functionality	Application + Flexibility

imagination LANCASTER

Building the Improvement Framework

Dimensions / Layers	INSTRUCTION	FUNCTIONALITY	FLEXIBILITY
PLANNING Design	Design + Instruction	Design + Functionality	Design + Flexibility
ENABLING Facilitation	Facilitation + Instruction	Facilitation + Functionality	Facilitation + Flexibility
DOING Application	Application + Instruction	Application + Functionality	Application + Flexibility

Galabo, R. and Cruickshank, L. in press. Making it better together: a framework for improving creative engagement tools. Codesign journal

imagination LANCASTER

Building the Improvement Framework

Dimensions / Layers	INSTRUCTION	FUNCTIONALITY	FLEXIBILITY
PLANNING / Design	Challenge / Briefing	Interaction models	(Build) Resilience
ENABLING / Facilitation	Facilitator notes	Resources produced by facilitators	(Encourage) Facilitator response
DOING / Application	Example or use notes	Design of material	(Enable) Contrary activity

imagination LANCASTER

Methodology

Action sequence	Action researcher's Enquiry PD (Action) and case study (research) (Theoretical frameworks)	Participants' Practice Future workshop + Bricolage (Co-designing improvements of tools)
Plan	**Planning, preparing and collecting evidence** through improvement workshops to understand the practice	**Planning. preparing, identifying** issues in the tools to change their practices
Action	**Evidence gathering** Delivery of improvement workshops within the context of practice	co-designing ideas for the improvement of tools
Observe	**Evidence analysis** the changes in theory and practice	the improvement proposals
Reflect on	The action research findings	The proposals that will result in improvements in their practice

Case studies

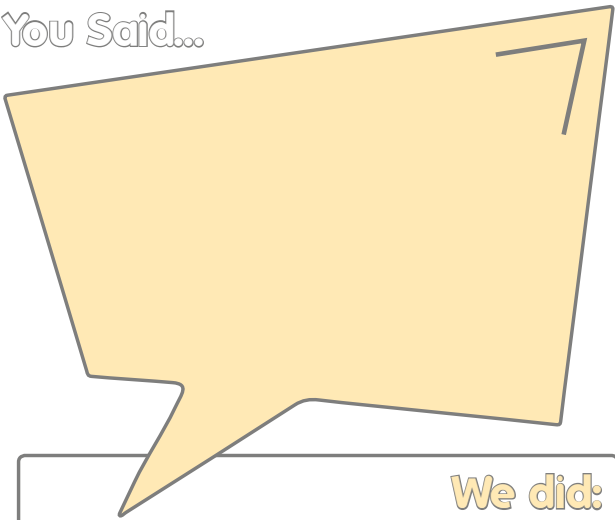| Dimensions / Layers	INSTRUCTION	FUNCTIONALITY	FLEXIBILITY
PLANNING Case 2	Challenge / Briefing	Models of interaction	(Build) Resilience
ENABLING Case 3	Facilitator notes	Resources produced by facilitator	(Encourage) Facilitator response
DOING Case 1	Example or Use notes	Design of material	(Enable) contrary activity

Cross-case analysis

Galabo, R. and Cruickshank, L. in press. Making it better together: a framework for improving creative engagement tools. Codesign journal

imagination LANCASTER

Project results: Outputs

Galabo, R. and Cruickshank, L. in press. Making it better together: a framework for improving creative engagement tools. Codesign journal

Project results: Outcomes

Participants learnt how to adapt and improve tools used for enabling advocacy in their engagement practice

- 'Some people feel like [tools] quite rigid, and like obviously the more people understand how to use the tool, and all the different aspects like the more you get out of this at the first place, sitting down at the en¬d of task 3, I understand that if I'm working to figure task 1.' (Case 1 participant)

- 'It was also good to think how we can be more inventive in getting our own voices heard in the Integrated Care Communities when we are competing for time and funding for our services.' (Case 2 participant)

- 'From the workshop we've done today, it shows how adaptable you can use them [tools], with ideals for people on their own field, and how you could adapt it.' (Case 3 participant)

imagination LANCASTER

Conclusion

- Insights on the improvement process and how the propositions play out in practice to improve CE tools

- Diffferent types of participants and tools might affect the improvement process

- Simple tools can enable CE practitioners to generate good suggestions that lead to the improvement of tools, whereas complex tools can hinder the tool improvement

- Participants with less tool experience provide fewer improvement suggestions, but they can still contribute with good suggestions whilst learning through the process

- Workshop outcomes suggest participants have developed capabilities to develop their practices through the improvement of tools.

imagination
LANCASTER

Thank You!
Any Questions?

imagination.lancaster.ac.uk

Ros Galabo
Research Associate
r.galabo@lancaster.ac.uk