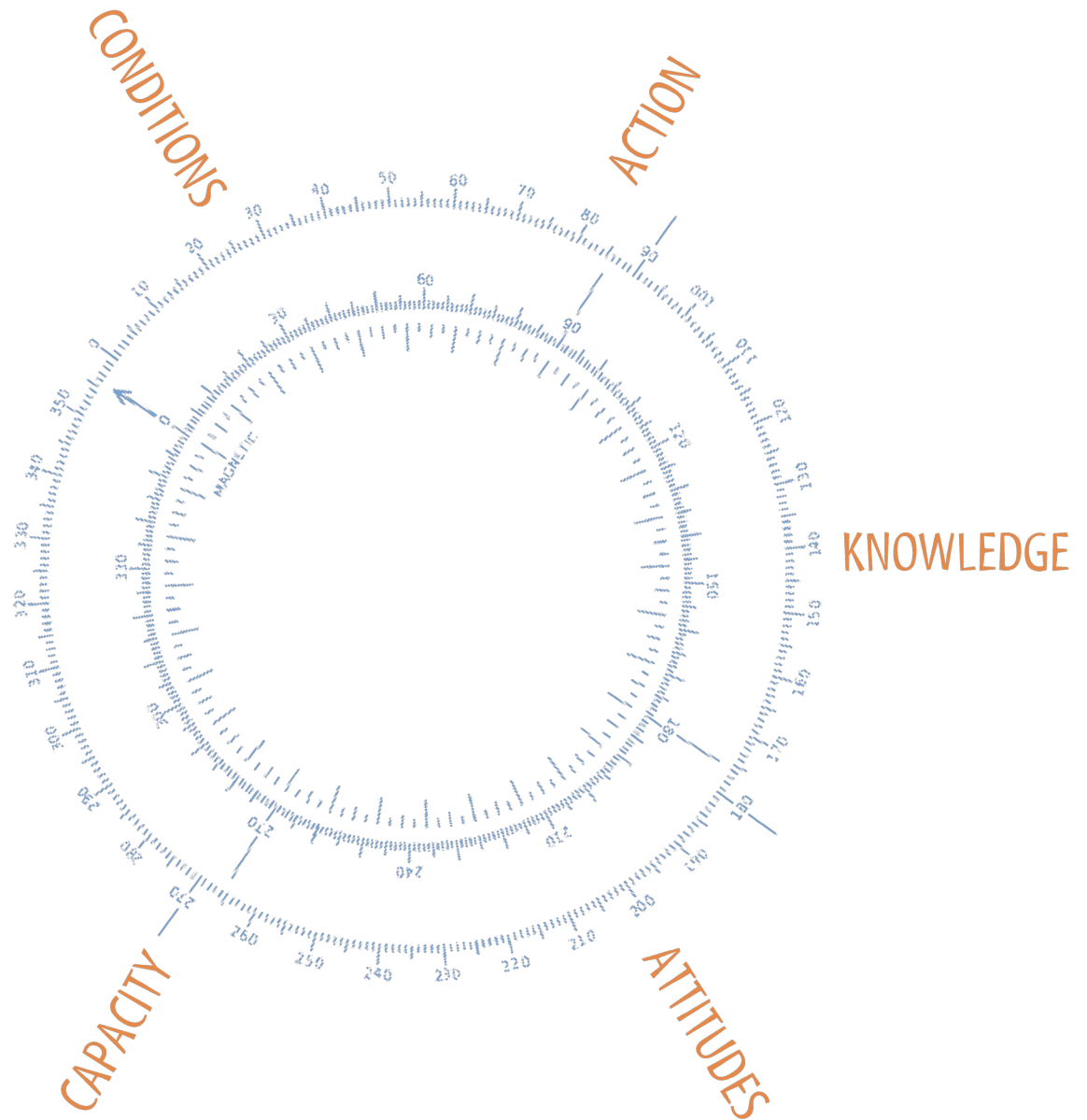


# Changes in DISCOURSE



# Are you working for CHANGES IN DISCOURSE?

*Changes in public **discourse** relate to who engages and how they have exchange with one another around matters of civic and social importance.*

**What difference do you want to make?**



**Outcomes Related to:**

**For Example**

## **DIALOGUE**

People with differing viewpoints working toward common understanding in an open-ended, typically face-to-face format. Dialogue includes multiple perspectives; seeks to create equality among participants; and aims for a greater understanding of others' viewpoints through empathy.

Police and youth are afforded a safe space for honest dialogue about the status of youth/police relations.



**Outcomes Related to:**

**For Example**

## **DELIBERATION**

People working with intention for decision-making or problem analysis or resolution through consideration of relevant factual information from multiple points of view.

People see and understand possible outcomes for the environment regarding different choices they could make.



**Outcomes Related to:**

**For Example**

## **MEDIA/NEW MEDIA**

Expression and reporting of information, opinion and commentary, viewpoints, and exchange through the wide range of conventional media channels (newspaper, radio, tv); mainstream and alternative sources; social media.

The growing immigrant population is better represented in mainstream media.

## What evidence or INDICATORS would you look for?

### ! Indicators of DIALOGUE & DELIBERATION measure:

- who is engaged
- access to opportunities for exchange
- the quality of exchange (balance of perspectives, safety, tone or civility)
- effects of dialogue/deliberation (increased understanding, empathy, identified options for actions or solutions, decision or resolution)
- opponents agree to participate in a dialogue
- frequency or sustainability of exchange

### ! Indicators of MEDIA/NEW MEDIA measure:

- content of what is reported
- access to media
- who is represented in media coverage or exchanges
- diversity of perspectives represented
- quality of reporting or commentary (balance or bias; depth or breadth; nuance; accuracy, etc.)
- renewed media attention
- amount of articles, media spots, social media hits, blog exchanges
- duration of media attention



# HOW TO Draft DISCOURSE Outcomes & Indicators

**DESCRIBE YOUR CREATIVE STRATEGY.** Then write the Outcome(s) that are important. Next, consider which general Types of Indicators are most relevant as evidence of change. Use these as a starting point to define the specific Indicators for your creative project.



**CREATIVE STRATEGY** – A rural art center and regional planning commission collaborate on a project that pairs artists and community members who hold opposing views on a divisive development project. Each pair creates a work of art that reflects common ground they find around the issue. Artworks are then presented in public planning discussions to launch community dialogue.



## OUTCOME

**What are the intended outcomes?**

Adversaries are able to reconsider their own and others views toward possible new choices for action.



## TYPES OF INDICATORS

**Consider and check the most relevant indicators for the creative strategy.**

- Who is engaged
- Quality of exchange
- Effects of dialogue



## INDICATORS

**What specific evidence to track or measure?**

- Residents participate who typically don't participate in public meetings.
- One-sided diatribes are replaced with respectful listening and exchange.
- People understand more fully their own and others' beliefs, values, and fears.
- People identify common points reflecting what everyone cares about changing.



### Note!

Involve stakeholders such as youth, neighborhood groups, city leaders, etc. in defining outcomes and indicators that matter to them, so that program design and evaluation are meaningful and useful. For a tool to collect stakeholder input, click [here](#).

# Changes in DISCOURSE Worksheet

Changes in public discourse relate to who engages and how they have exchange with one another around matters of civic and social importance.



Describe your creative strategy for changes in attitudes.

## DIALOGUE

People with differing viewpoints working toward common understanding in an open-ended, typically face-to-face format. Dialogue includes multiple perspectives; seeks to create equality among participants; and aims for a greater understanding of others' viewpoints through empathy.

## DELIBERATION

People working with intention for decision-making or problem analysis or resolution through consideration of relevant factual information from multiple points of view.



### YOUR OUTCOME

What are your intended outcomes?



### TYPES OF INDICATORS

Consider and check relevant indicators.



### YOUR INDICATORS

What specifically will you track or measure?

- who is engaged
- access to opportunities for exchange
- the quality of exchange (balance of perspectives, safety, tone, or civility)
- effects of dialogue/deliberation (increased understanding, empathy, identified options for actions or solutions, decision or resolution)
- opponents agree to participate in a dialogue
- frequency or sustainability of exchange

## MEDIA/NEW MEDIA

Expression and reporting of information, opinion and commentary, viewpoints, and exchange through the wide range media.



### YOUR OUTCOME

What are your intended outcomes?



### TYPES OF INDICATORS

Consider and check relevant indicators.

- content of what is reported
- access to media
- who is represented in media coverage or exchanges
- diversity of perspectives represented
- quality of reporting or commentary (balance or bias; depth or breadth; nuance; accuracy, etc.)
- renewed media attention
- amount of articles, media spots, social media hits, blog exchanges
- duration of media attention



### YOUR INDICATORS

What specifically will you track or measure?



### YOUR OUTCOME

What are your intended outcomes?



### TYPES OF INDICATORS

Consider and check relevant indicators.



### YOUR INDICATORS

What specifically will you track or measure?