

VITAL IMAGES METHOD: WORKSHEET 2

People can work as individuals, in pairs or in small groups.

Identify a topic (e.g. big data, apps, data privacy, smartphones, fitness, exercise, good health, a specific health condition, a risk or threat) that you would like your participants to focus on.

As them to sort through the image cards and pull out some (say three or four cards) that they associate with the topic (in present day or a specified period into the future [10 years, 20 years etc]). Ask them to reflect on these questions (they can write the reflections down or record them using a voice recording device):

1. What do these images mean to you in relation to the topic?
2. Why do you think you chose them?
3. What feelings/emotions do they inspire in relation to this topic?
4. Did these images provoke new connections or ideas for you?
5. Did you make any connections or ideas that surprised you?

Alternative approach: rather than ask participants to select image cards, provide them with cards randomly and ask them to undertake the same reflections.

Extensions

1. Make a drawing or map of the connections you see between the image and the topic.
2. Write a short story or make a story board based on the ideas generated by the images.

Analysis

The participants' reflections can be used as research data – as a way of inquiring into the often unrecognised or unacknowledged memories, feelings and associations that people draw on to give meaning to their worlds.

*WORKSHEET DEVELOPED BY DEBORAH LUPTON, VITALITIES LAB, UNSW SYDNEY, USING
'NEW METAPHORS' CARDS FROM THE IMAGINARIES LAB, CARNEGIE MELLON UNIVERSITY*
<http://imaginari.es/new-metaphors/>