TECH2503-18 Community Media Production

Workshop Thirteen – Objectives & Evaluation

1   Discussion – Evaluation Processes

"Developing the practice of questioning assumptions is critically important in situations where mutual reciprocity among a large set of factors can lead to unpredictable outcomes. Questioning assumptions can be particularly challenging when an urban designer is hoping to see results from his or her planned actions in a system. It is tempting to look for confirming evidence that one's simple solution is a magic bullet" (Lanham et al., 2016, p. 59).

- In order to understand if our community media projects are successful or not, we need to evaluate them.
- What kind of evaluation approach would be useful for community media cafes?
- How would we account for the different aspects of the operation of a community media café over time?
- How can we evaluate different aspects of a community media café, when people who participate in them come from many different backgrounds and with many different expectations?
- How can we keep a record of our evaluation on an ongoing basis?

2   Activity - Evaluation Framework

- This evaluation framework is taken from (Lanham, Jordan, & Jr, 2016, p. 58) and was covered in the fourth lecture, 'The Need for Sustainable Development.'
- In what way will you be dealing with the issues listed in this table, and how do they relate to ideas of community development and practical issues of implementation and action.
- Develop each of these columns as a separate mindmap.

	Understanding Core Ideas and Cross-Cutting Concepts	Engage in Professional Practices	Develop Dispositions
Diverse Learning Agents	Variability is inevitable; diversity is a source of resilience and adaptive potential.	Create diverse teams; manage the social and task challenges associated with working in diverse teams.	Cultivate appreciation for diversity.
Nonlinear Relationships	Actions have unexpected consequences; expect surprise; systems have unpredictable trajectories.	Pay mindful attention, learn to learn instead of learn to know; develop relationships to deal with surprise.	Base your identity on your ability to deal with emergent futures rather than your expertise in solving yesterday's problems.
Self-Organisation	Order and structure are created through local interaction but may not be apparent at a local level.	Develop relationships (one's own and others'), treat conversation as collective improvisation with emergent insights.	Ground your identity in relationships and help others to do the same, appreciate identities in context.
Emergence	Systems' dynamics change over time and are history dependent.	Re-arrange spatial and temporal relationships to allow the possibility of new elements and new systems.	Value collective identities and help others do the same; treat trust, freedom, and relationships as emergent.
Co-Evolution	Systems of systems make mutual adjustments.	Adapt to the world as the world is adapting to you; scan question, assess; think across levels.	Appreciate interdependence and surprises; they are the essence of CAS in which we live.

3 Community Media Café Sustainable Development Evaluation

(Definitions are listed below)

Issue	Ideas	Practices	Work-Around
Emergent Interactions: *What assumptions about community development and community media are being questioned in this practice and arrangement?* "Researchers have identified some challenges in trying to understand complexity systems. For instance, individuals tend to interpret group-level behaviour as being dictated by centralised control or directed by a group leader. It is difficult to understand that group-level behaviour can emerge from interactions among agents who are continually modifying their behaviours in order to learn, adapt, and evolve in their environment" (Lanham et al., 2016, p. 58).			
Expected Outcomes: *How will you be responding to evolving relationships and circumstances?*			
Unexpected Outcomes: *How will you pay attention to new ideas, and how will you share them?* "Relationships are critically important to managing uncertainty. Urban designers need to learn to participate effectively in dynamic systems of relationships with diverse partners so that they can adapt to evolving circumstances. Engage in conversation, paying attention to how new ideas emerge from the interactional feedback as discursive partners exchange ideas" (Lanham et al., 2016, p. 59).			
Dispositions: *What will you do to foster and support the relationships within which a sense of community identity is shaped?* "Urban designers need to develop dispositions that favour careful attention to and nurturing of relationships, recognising that trust, freedom, and responsibility are emergent properties that continuously evolve out of the self-organising interactions of relationally interdependent agents" (Lanham et al., 2016, p. 59).			

Uncertainty: *How will you work in an uncertain environment?*

"Complexity theory leads to the understanding that the world is an endlessly creative place. As such, the world is an endlessly uncertain place" (Lanham et al., 2016, p. 60).

Potentialities: *How will you cope with the things that you can't control, and the many possible ways they may turn out?*

"Because complex systems are inherently unpredictable, treating the future as potential, possible, taking 'delight in the problematic' and enjoying the doubtful is preferable to relying on feelings of assurance. Learning to avoid over-reliance on past experience, pay attention as the world unfolds, and acknowledge uncertainty to one's collaborators can help one appropriate a welcoming stance toward a world that is unknowable in many of its aspects" (Lanham et al., 2016, p. 60).

Non-Linear Interdependencies: *What is the limit of familiar approaches and strategies to community development?*

"The role of nonlinear interdependencies, self-organisation, emergent properties, and co-evolution are important characteristics of CAS in improving our understanding of and generating new insights into the challenges of sustainable developments" (Lanham et al., 2016, p. 60).

Prediction & Control: *As options become more uncertain, how will you manage them?*

"How should a system be designed so that sustainability is more likely to emerge" (Lanham et al., 2016, p. 61).

Embracing Uncertainty: *What is the change that you hope to bring about?*

"Attention can subsequently be redirected toward recognising and embracing uncertainty, utilising more adaptive strategies such as insurgent planning and communicative planning" (Lanham et al., 2016, p. 61).

"Sustainable development is something which we must continuously strive through multiple, humble, iterative projects from which we learn. As we move towards sustainability, we change the world" (Lanham et al., 2016, p. 61).

4 References

Lanham, H. J., Jordan, M., & Jr, R. R. M. (2016). Sustainable Development - Complexity, Balance, and a Critique of Rational Planning. In S. A. Moore (Ed.), *Pragmatic sustainability - Dispositions for Critical Adaptation*. London: Routledge.