

Creative and interpretative mapping is linked to these research methods:

- Arts-based methods
- Ethnographic (participant) observation
- Visual ethnographic methods
- Observational sketching
- Creative interviews

Multi-method mapping

Geo-referenced mapping

Words-focused mapping

Sensory mapping

Visceral mapping

Creative and interpretative mapping

These cards introduce the breadth of data and understandings generated by map-making and map use. The different practices are research methods that can be used separately, or you can use the cards to choose which different mapping types could be used *together* in your research.

These types of mapping are concerned with the process as well as 'a final map' per se. Some do not necessarily aim to produce a map at all. This enables *different data types and understandings*.

The cards can be used by transdisciplinary teams of researchers. Here, transdisciplinary is defined as research shaped by a critical engagement with the differences between disciplines and research/ knowledge styles.

Maps provide a physical, familiar and experimentable focus for researchers who use contrasting research approaches.

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What is creative and interpretative mapping?

- Creative maps are the medium within which understandings of place and environment are generated — concerned with participants' creative interpretation of place and space in the maps they make.
- Deep mapping, Parish Maps, some forms of community mapping and some types of creative interviewing are some examples. Sometimes called mental or cognitive mapping (although these terms can have different meanings).

Why is creative and interpretative mapping used?

Researchers can learn about (different) participants' *lived* experiences, use and value for place, space and particular aspects of landscapes, and how social and environmental phenomena are related. Such understanding is enabled by this mapping because:

- it is flexible in which features and phenomena are represented and how. This mapping allows researchers/participants to freely think out what features and marks/shapes reflect their experience of place, as an alternative to words¹ or numbers
- it enables researchers/participants to explore decisions on the "view" of the map; scale; how features and phenomena are placed in relation to one another, and within the map as a whole; and how features or symbols are grouped together²
- it can include mapping of the invisible or ephemeral², and more fluid conceptions of space.

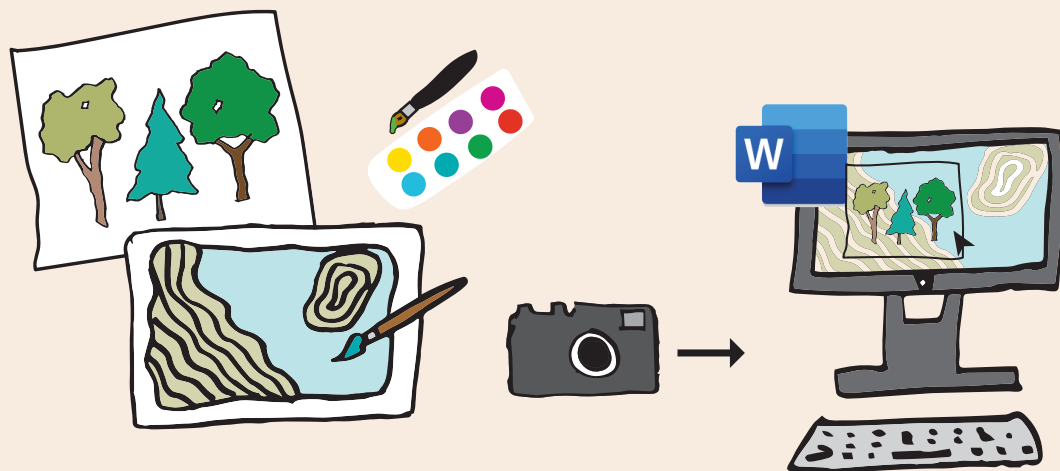
What are different approaches to this mapping?

Can make use of any arts-based methods. For example, free-hand drawn maps, as well as mapping with craft/modelling materials, textiles and photography, as illustrated. These last three can be a good choice when participants lack confidence with drawing.

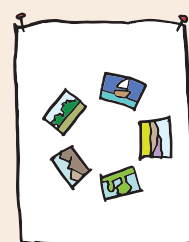
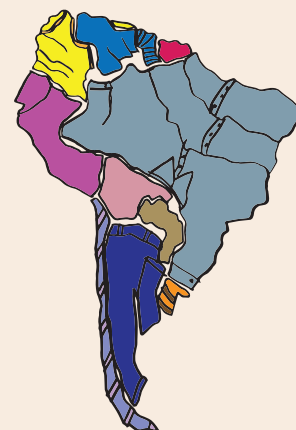
Speculative methods: creative mapping exercises can make use of roleplay, explore imagined futures, explore contrasting scenarios or solutions, or even explore the nature of knowledge itself e.g. through subversion.

How does this mapping use digital technologies AND hand-done techniques?

Hand-done creative pieces and/or digital items can be combined, either throughout the process or to combine several participants' work. GIS (Geographic Information System) or graphic design software can be used, or any image-friendly apps.



Remote options: digital image file-sharing; sharing participant packs and/or creative pieces by post/video-call; group creative exercise by video-call (e.g. using online boards); web-mapping (e.g. with photos).



How can the different types of mapping be used together?

The types of mapping on the other cards can be used together with creative and interpretative mapping:

Words-focused

- Semi/unstructured interviews using map-art-as-elicitation (e.g. on creative choices, or about community places)
- Ethnographic (participant) observation

Sensory

- An attention to the senses during map-making

Visceral

- Ethnographic participant observation
- Creative mapping as minor practice

Georeferenced

- Creative use of georeferenced maps
- Alternative use of GIS (e.g. warping³ or folded space⁴) or of cartographic conventions
- Creative GPS "trails"