
Guide tool for Narrative & Personas identification



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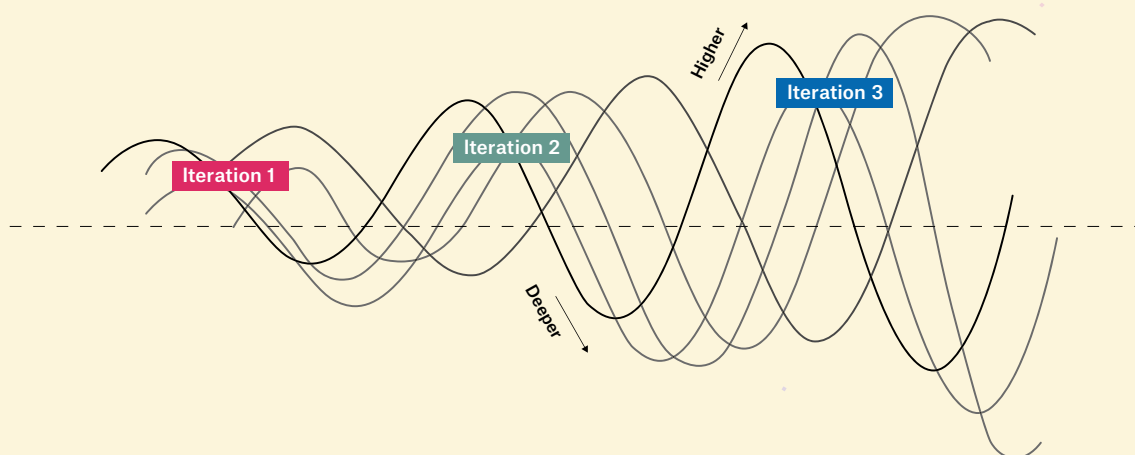


What is the logic behind this process?

This process aims to identify narratives in order to **segment them in all their diversity**. Narratives are subjective perceptions that people and communities have about their own lives. These narratives have a decisive influence on what is believed to be possible or not possible to achieve, and can even determine the success or failure of the socio-economic initiatives implemented for territorial transformation.

Identified narratives can reshape the status quo, confronting dominant norms, values and beliefs; form a collective identity by developing a shared sense of belonging, which structures actions and meaning on the basis of a common perspective on social reality and a desired future; guiding action by inviting people to imagine alternative futures.

They also inevitably influence the interventions that UNDP or the Municipality develop. It is essential to know them and take them into account when designing and implementing initiatives. That is why we also need to share all the information collected, and work collectively on its interpretation (sensemaking). If we work in this way, we will be able to contribute different points of view, assume the findings and gradually build new shared narratives of what is happening.



At first, the innovation waves are smaller. Then they begin to resonate deeper and higher through the listening process.

A transformation movement consists of many interconnected waves flowing in the same direction.

What is the logic behind this process?

To reach different levels of depth, the listening process consists of different waves or iterations throughout this Social Innovation process, until reaching the bottom of the narratives.

Important Definitions:

- ★ **Narratives** are perceptions locals and communities have about their own lives, challenges and opportunities
- ★ **Perceptions** are opinions, ideas and perspectives people have about specific topics
- ★ **Patterns** are repeated perceptions and thoughts; in this case, operating in a city. Patterns are helpful when analysing narratives for social change.
- ★ **Coding** - the analytical process in which quantitative and qualitative data gathered is categorized. The aim is to "translate" the data into a simpler and more visual way. In this case, we use the matrix presented above.
- ★ **Personas** are the visualization of patterns of narratives. These profiles represent the diversity of age, social origin and occupations with respect to a set of people and thus aim to show the diversity of the community

i. Quick chats Surface or public narratives.

As seen in the previous session, the ongoing listening process has several layers with different depths. In order to get to the bottom of the narratives, we start with an initial sample of people, and talk to them for about 10-15 minutes, to begin to understand what is happening in the region from a community perspective.

i. Quick chats Surface or public narratives.

It is important to note, that the expected number of interviews/ conversations in this first iteration will be merely estimative: more important than the quantity, will be the quality of the content. Subsequently, this collected information is normally coded in the **matrix tool** ([example here](#)) and analyzed and complemented with secondary sources and other listening channels.

Outcomes:

- Identification of the main challenges and opportunities
- Identification of barriers and facilitators
- First conclusions on main narratives and needs
- Final outcome: Creation of initial personas based on ethnographic templates

ii. Second and third iteration with other listening channels.

Once the first narratives have been analyzed and validated, a second batch of information will be collected in the medium term with more in-depth interviews, this time with as many people as possible. With the interviews of the second iteration, we are taking a step further in the quick interviews we have already conducted.

It is important to emphasize that all of the quotes gathered and presented are perceptions. This means that they are not necessarily true and sometimes even they are contradictory between each other. In any case, all of them are operating and ultimately conditioning the success/failure of the activities in both areas.

Analysis

In order to facilitate the analysis, each quote is analyzed through **6 parameters** within the *Matrix tool* in order to identify patterns of thought (HATCH., 2002). These parameters can help us with the understanding of the depths within the collected narratives, and are applicable in relation to other quotes. A quote can be similar to a quote and different to another quote - the key here is to capture all details:

- **Similarity** (perceptions similar to others)
- **Difference** (perceptions different from others)
- **Frequency** (perceptions that are repeated)
- **Sequence** (perceptions that happen in a particular order)
- **Causality** (perception that one element leads to another)
- **Causation** (one appears to cause another)

Through these parameters, we identify patterns of thought , similarities and differences between ideas, and perform the analysis considering three different layers of depth of discourse.

EXAMPLE 1

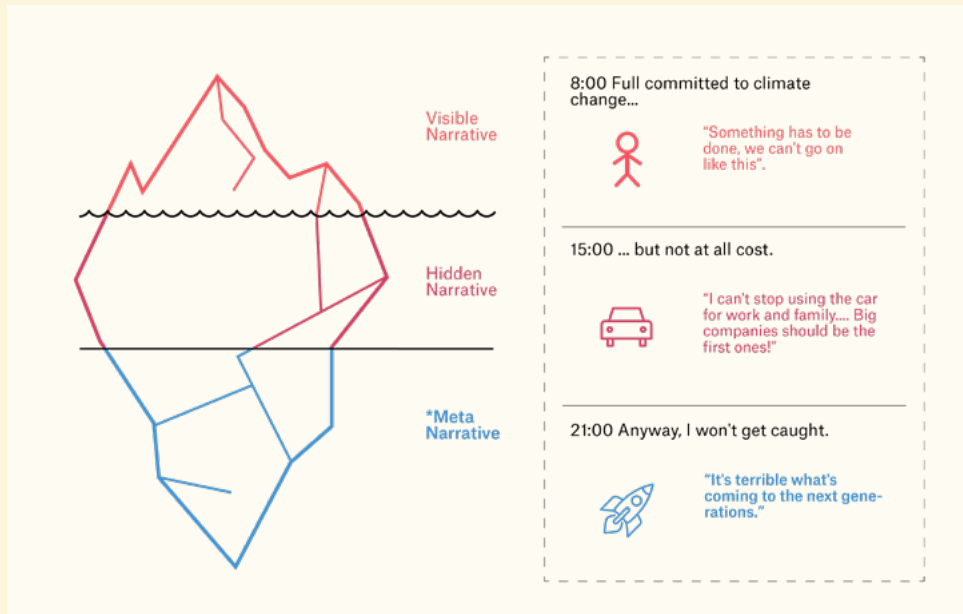
- a) “Transport and public management are basic things that should have been fixed by now”
- b) “The city is stuck and doesn’t move any step forward in creating innovative activities and actions”

NARRATIVE ANALYSIS 1 (with parameters)

If basic things are not fixed, the city cannot innovate, this is a causation . These narratives show how people *perceive*¹ the city and within the analysis we see how one element leads to another.

¹ Don't forget! narratives are perception patterns.

Analysis



The **3 levels of narratives** are the following:

★ **Surface narrative**

Public discourses in first contact, what people say openly

★ **Hidden narrative**

Analysis of textual quotations that through patterns indicate something hidden behind the textual discourse

★ **Metanarrative**

Deep belief that operates and conditions the two previous ones. To reach a systemic transformation, the initiatives that are part of the portfolio must address the metanarrative.

EXAMPLE 2

"Something has to be done about climate, we can't go on like this" but then, when talking about their daily life they mention "I use the car for everything, for work, family..." (this can also be identified by observation) and then later mentions how "it's terrible for next generation"

Analysis

NARRATIVE ANALYSIS 2

The visible narrative is clear: they're fed up with the climate crisis situation. However, in a) other conversations they mention how much they use the car or b) in other listening channels we observe the number of cars that the city uses is very high - unraveling the hidden narrative that "I'm concerned about climate change but don't commit at all cost". *To get to the metanarrative and keep enriching it, it is always important to a) have in-depth interviews with people and b) validate and get feedback with diverse agents in sensemaking sessions.*

Personas

JETA

Age 50
Job Civil servant
Area Prishtina

"You get the feeling that buildings come up like mushrooms and you are not part of the city because the city is developing by ignoring you as a citizen completely"

The city cannot innovate if the basic urban problems are not fixed

CHALLENGES

- ▲ **Lack of basic facilities.** (Transport, public spaces management) are basic things that should have been fixed by now, so we could move a step forward in creating new experiences that can be linked to arts and other creative solutions of how we can use public space.
- ▲ **Lack of greenery.** There is no greenery. There are no proper spaces or walk-throughs for people with disabilities. It's hot and like all we have around us is concrete as well. There are no water fountains.

OPPORTUNITIES

- **Different type of transportation.** New roads, everything will be reached, but I also imagine Prishtina having ways to connect with each other between the city with a different type of transportation. // If the municipality of Prishtina would invest in bicycle paths, so that we can move by bicycle, this in addition to have a cleaner environment, will also affect saving time (not waiting in traffic jam), better health for all of us, smaller financial expenses etc.
- **Tourism focused on heritage.** I feel that if that gets thrown down, we get more focused on something more that represents our history and represents Prishtina and the people themselves. I feel that in the next 10 to 20 years or so, it's doable and it could be very economically good and of course overall I see Prishtina in 20 years if all goes well to be a more tourist oriented hotspot.

Example of filled Persona pattern with representative quote on the top, the metanarrative on the iceberg plus the challenges and opportunities.

Personas

1. These personas are used to represent the patterns of narratives identified during the social listening process that are repeated or operating in the city.

2. The personas/profiles are based on narrative analysis. They are not merely based on demographic data or quantitative analysis: they represent unified perception, behavioral and thinking patterns.

3. These personas try to represent the diversity of age, social background and occupation as a personas set , but the persona on civil servants (like the one above) doesn't solely represent 50 year old women from Prishtina, but also younger ones, even men.

4. Each persona has an underlying key idea, a series of opportunities and challenges perceived and a relevant quote.

EXAMPLE - How to get to Personas

- We give each of the identified patterns a face and a name to represent the narratives as a whole.
- The structure of Personas includes perceived challenges and opportunities
- Each one should be attributed with a key idea or metanarrative that is repeated or exists in the city, whether it is publicly recognized or not.
- As general criteria: a metanarrative = a Persona
- Personas also include:
 - Quotes from listening segmented in the Matrix tool, by topic, codes and subtopics
 - Quotes segmented by parameters
 - Quotes segmented by Challenge, Opportunity, Barrier or Enabler
 - Along with related challenges and opportunities identified during the social listening process

All tools mentioned here are suggestions. Other tools can be used too. The most important thing is to be able to identify and socialize the narrative patterns.

