

LIVING BY THE BOOK

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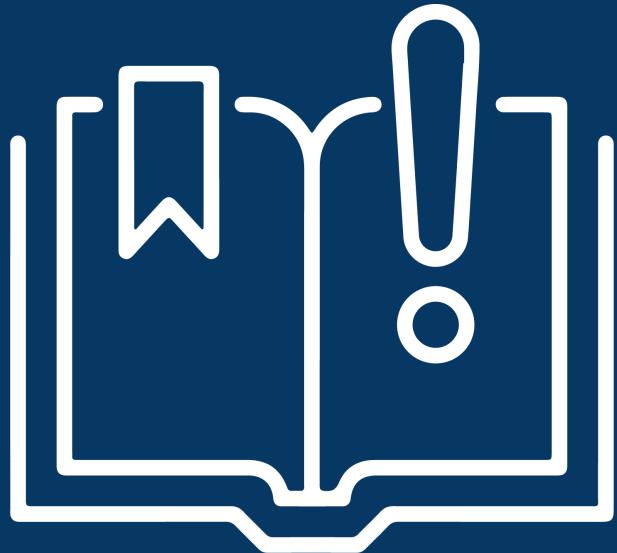
How might we improve
dog ownership in South
Dallas?



South
Oak
Cliff

75224

*“Hood Rules 101: If you see a
stray dog, jump the fence.”*



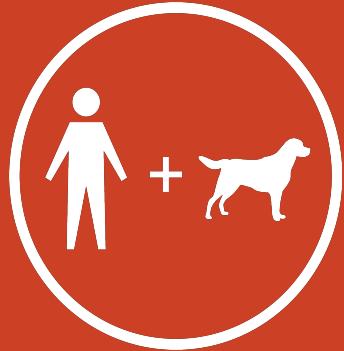
COMMUNITY GUIDEBOOK

**Issues of Pet
Containment**

**Issues of Pet
Socialization**

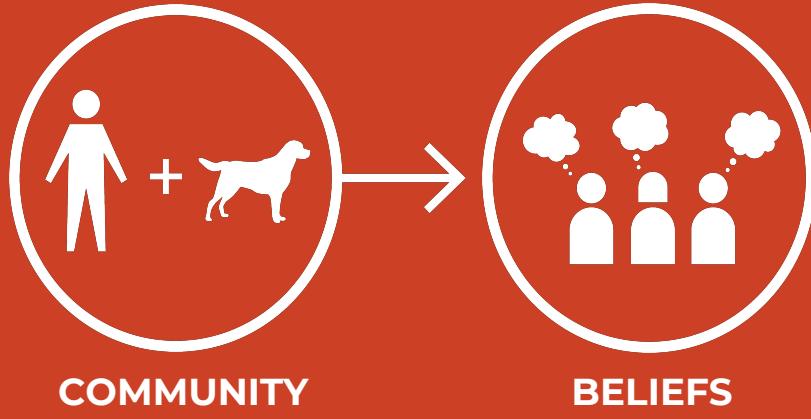
**Issues of
Familiarity**

People and Dogs



COMMUNITY

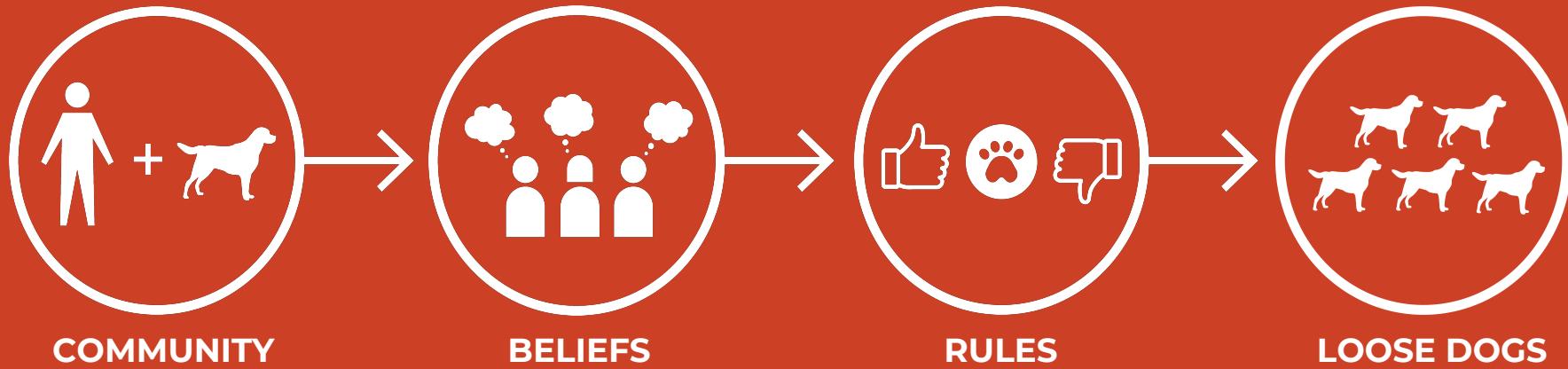
#1 People and dogs live together in community.



#2 People have ideas of what is acceptable for pet owners. These ideas become community beliefs.



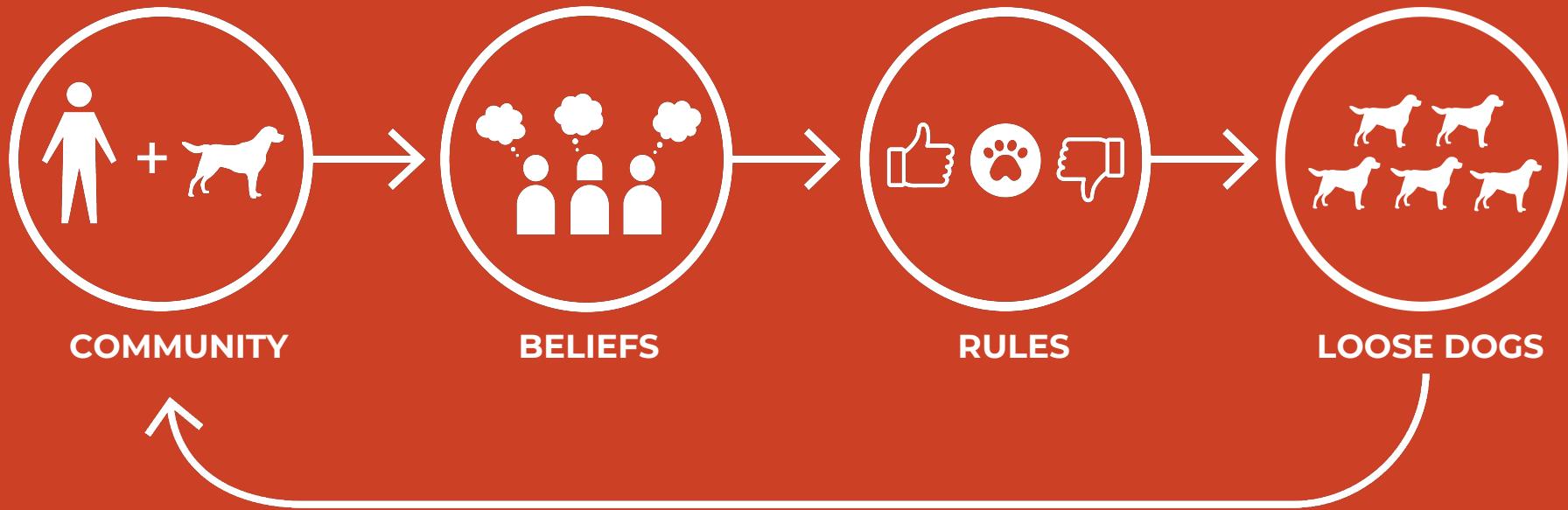
#3 These beliefs prompt human behavior surrounding animals in the community.



#4

Human behaviors cause or enable the excessive dog population in the zip code.

Why does this matter?



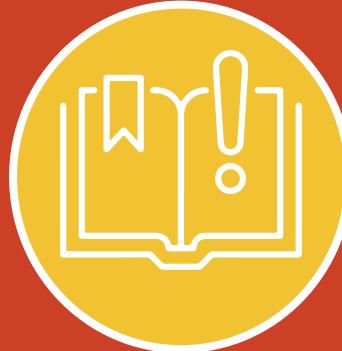
Because this is cyclic, any improvement among the human element now means less improvement will be needed in future cycles.



BELIEFS



RULES



COMMUNITY GUIDEBOOK

These beliefs and rules, which we are calling the community's "Guidebook", reveal places for intervention through design.

Field Research



COMMUNITY
MEMBERS

Human Input



ORGANIZATION
AFFILIATES
(DAS, SPCA,
DALLAS P&R...)

RULES AS A METHODOLOGY

Imagine your friend or cousin moved to this neighborhood. What rules would you tell them about your community and dogs in the area?

TOM





*"I've been to jail. I don't want to **tie him up** or keep him **fenced in**...
I know what it's like to be incarcerated."*



WHAT WE LEARNED:

- Pet owners have aggressive dogs because they keep their dogs chained or tethered.
- Not all pet owners know the importance of walking their dogs.

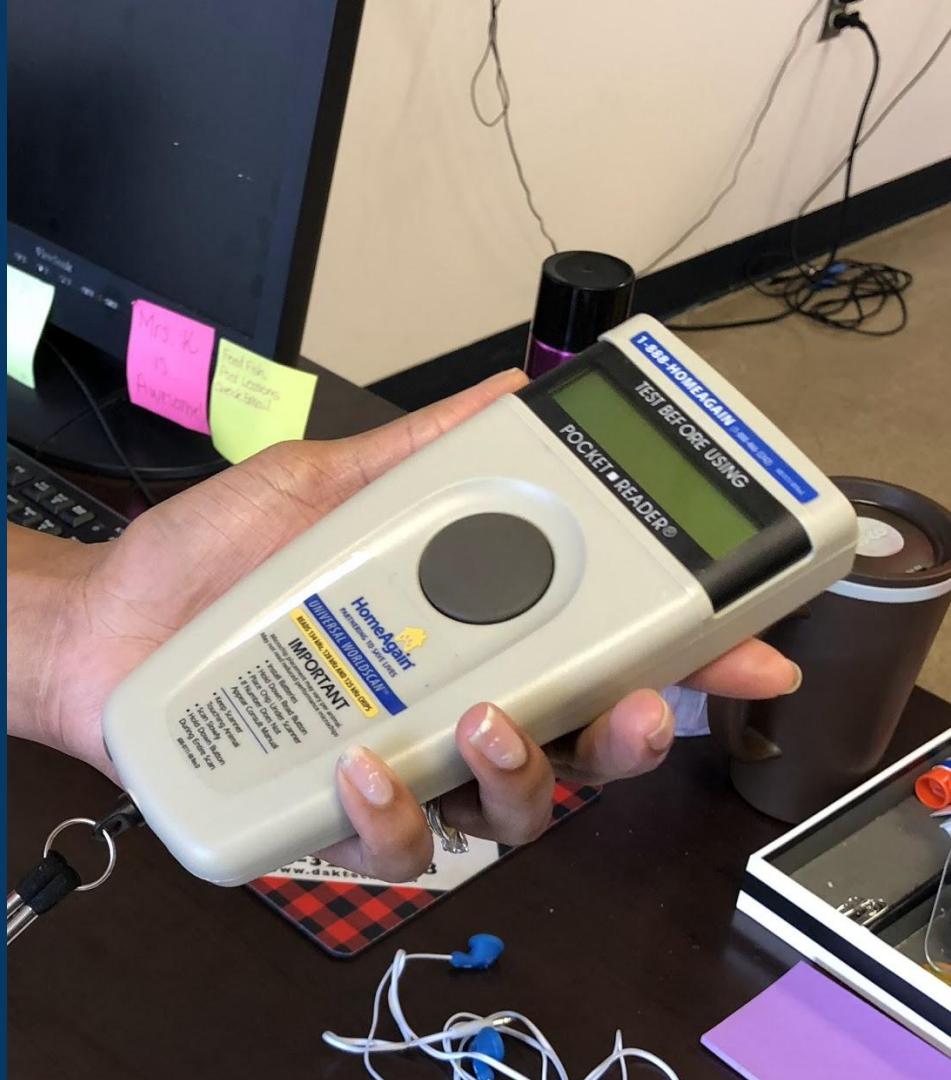
AMELIA





*“Dogs knock
on our door.”*

*“One big issue—
there aren’t enough
tags and collars that
are **identifiable**.”*



WHAT WE LEARNED:

- Identifiable dogs are sometimes perceived as safer or less dangerous.
- Community members are unclear which loose dogs are owned or truly stray.



CHRISTIAN

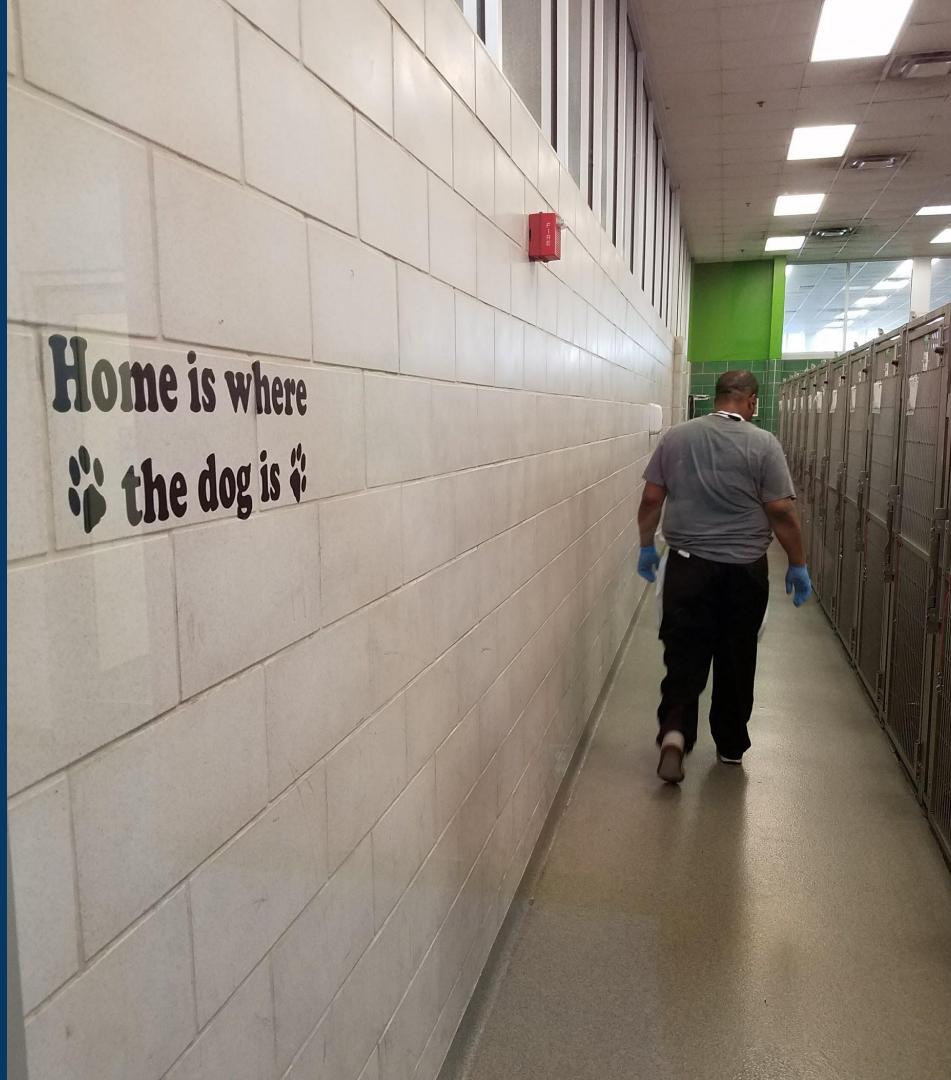


“People tether their dogs because they don’t have proper fencing to contain them.”



WHAT WE LEARNED:

- Some pet owners lack fencing and can resort to inhumane methods of containment such as tethering.
- Loose dogs are a result of poor containment.



you need to walk your dog every once in a while.

Do not approach a stray dog.
Avoid aggressive dogs, don't make eye contact.
Want a dog to bother you, go to the other side
of the street.

Don't look dogs in the eye.

Pay attention to them. If they still approach, yell. If
they still approach, fight.
If you see three or more dogs in a pack, avoid them.

Ignore dogs when you see them.
Use a big stick or golf club if you go on a walk or run.
If you see a dog, stare and go the other way, don't run.
If it's a dog, *make a waving gesture* and tell them to
go.
Carry sticks, golf clubs, pepper spray, or bats for
protection.
If a dog tries to attack you, grab him on the top of his
neck.

If a dog gets out, people will notice and shame you on
social media.

Dogs will chase runners.
That your dog doesn't get stolen because it will
never be recovered.

Don't call SPCA because they will kill the dogs.

Don't show fear– they can smell fear.

If you leave dogs alone, they'll leave you alone.
Don't run– their basic instinct is to chase you.
They are more likely to be aggressive with your dog than
with you.

My dogs don't bark at loose owned dogs because they're
familiar with them.

If you don't call, they won't pick the dogs up.

There are less pitbulls and big dogs in the neighborhood now
than in the past few years.

BELIEFS & RULES

Stories about people dying from dog attacks creates an attitude
of fear in the neighborhood.

When dogs escape, people know they'll come back.

People drop off dogs from other places.

People don't know the benefits of spaying and neutering.

People own dogs in these neighborhoods because of burglary.
Chaining and tethering is cruel.

Some owners are bad because they don't know how to care for a
dog.

If dogs aren't adopted in 14 days they are killed.

People don't care for dogs.

Stray dogs are viewed as something normal until they become
aggressive.

Dogs are connected to masculinity.

Dogs on the street mostly avoid people.

Spaying and neutering are becoming more and more
accessible.

Dogs will turn over trash cans and steal food scraps.

There are certain streets that are especially
dangerous.
There aren't enough identifiable tags and collars.
Puppies can be worth \$3000-\$4000.
Dogs are territorial and come after my dog.
Dogs travel in packs of 2-6.
Dogs wander in groups of 2-4.
Stray dogs are attracted to trash, and trash
is a major issue in
this neighborhood.

Dogs are driven to aggression or destruction
by boredom.

Dogs are pets, and pets are people.
Neighbor dogs aren't threatening.

Dogs need to be walked.
We know everybody's dogs. We know where
they've been seen where.

Dogs are in our faces– they knock on our doors.

Dogs should be outside.

Don't feed dogs unless you're willing to take
care of them.
Pets in this neighborhood live outside.

Owners should keep dogs on a leash.
Don't pamper your pet– pets here are mean.
Keep your pet secured.

Do not feed a stray dog unless you take care of it.
You have to walk your dog once in a while.
Don't get involved.

People need to walk their dogs.
Owners should pick up dogs' poop
and use a fence.

Get your dog microchipped

Be considerate.



BELIEFS

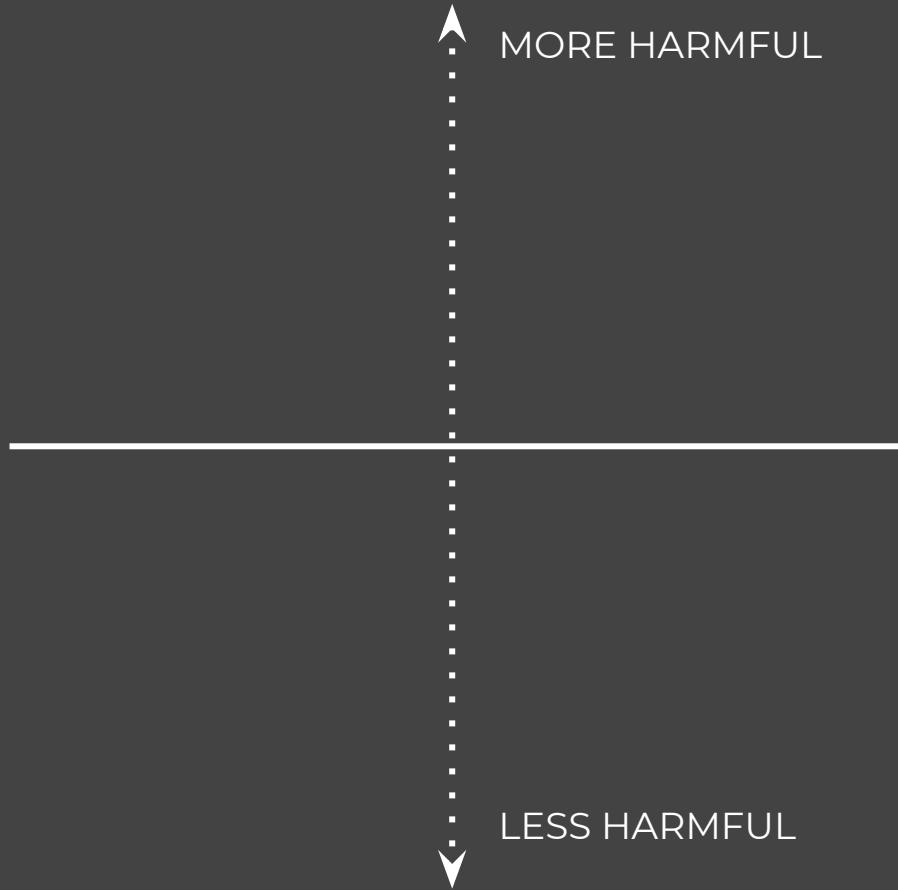


RULES



COMMUNITY
GUIDEBOOK

Drawing Insights from the Guidebook



HARMFULNESS



HARMFULNESS



MORE HARMFUL

LESS HARMFUL

EXAMPLE:

*"Young people
don't report
stray dogs."*

↑ MORE HARMFUL

EXAMPLE:

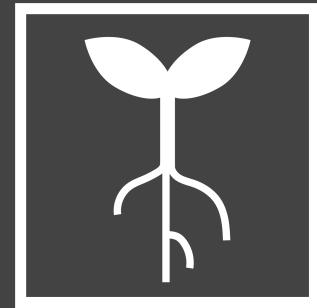
*"People from
other places
dump dogs in our
neighborhood."*

HARMFULNESS



↓ LESS HARMFUL

SYSTEMIC PROBLEM



SURFACEABLE

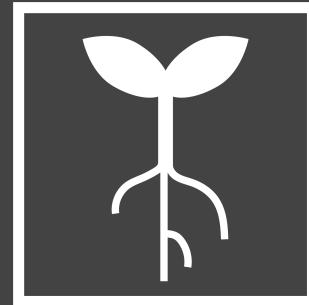
DEEPLY
ROOTED

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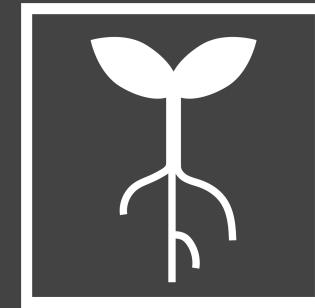
EXAMPLE:
*"This neighborhood
has inadequate
fencing."*

SURFACEABLE

SYSTEMIC PROBLEM



SYSTEMIC PROBLEM

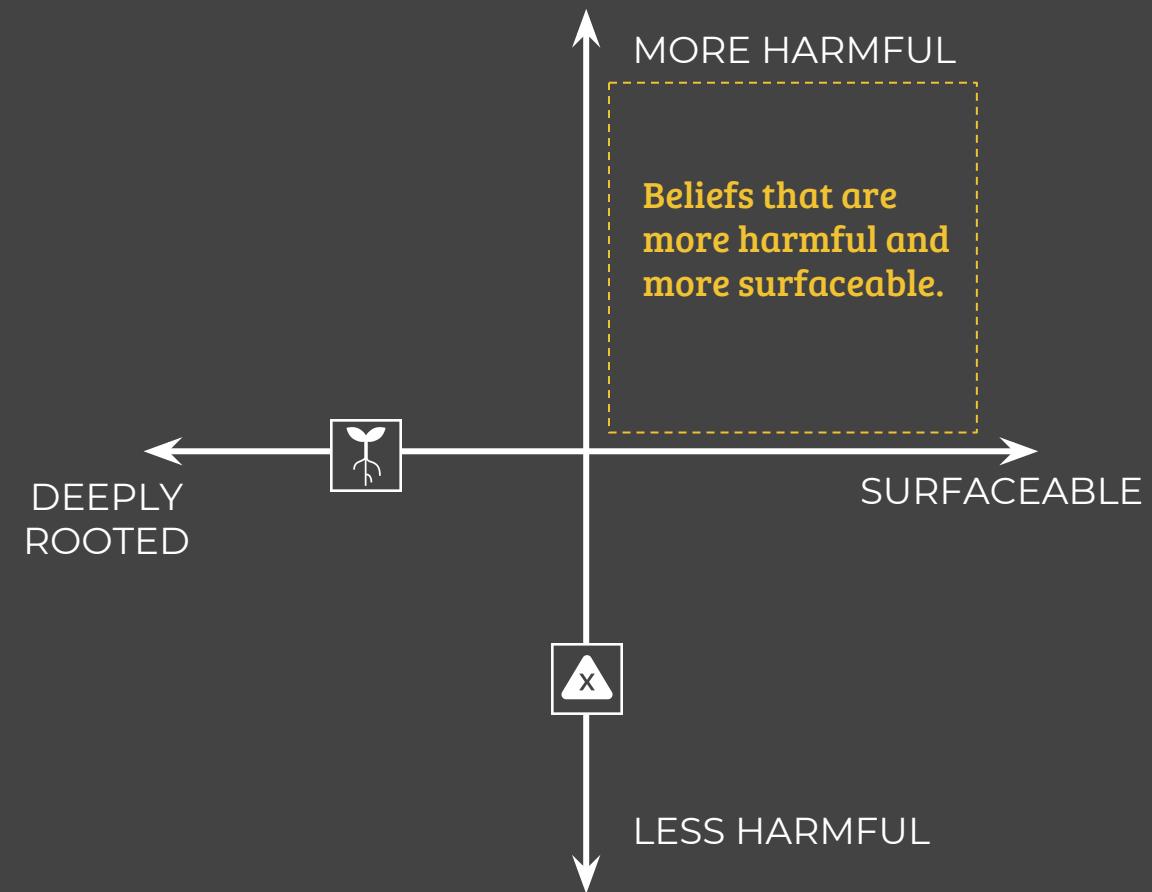


EXAMPLE:

"Dogs are used as a security measure because people don't feel safe."

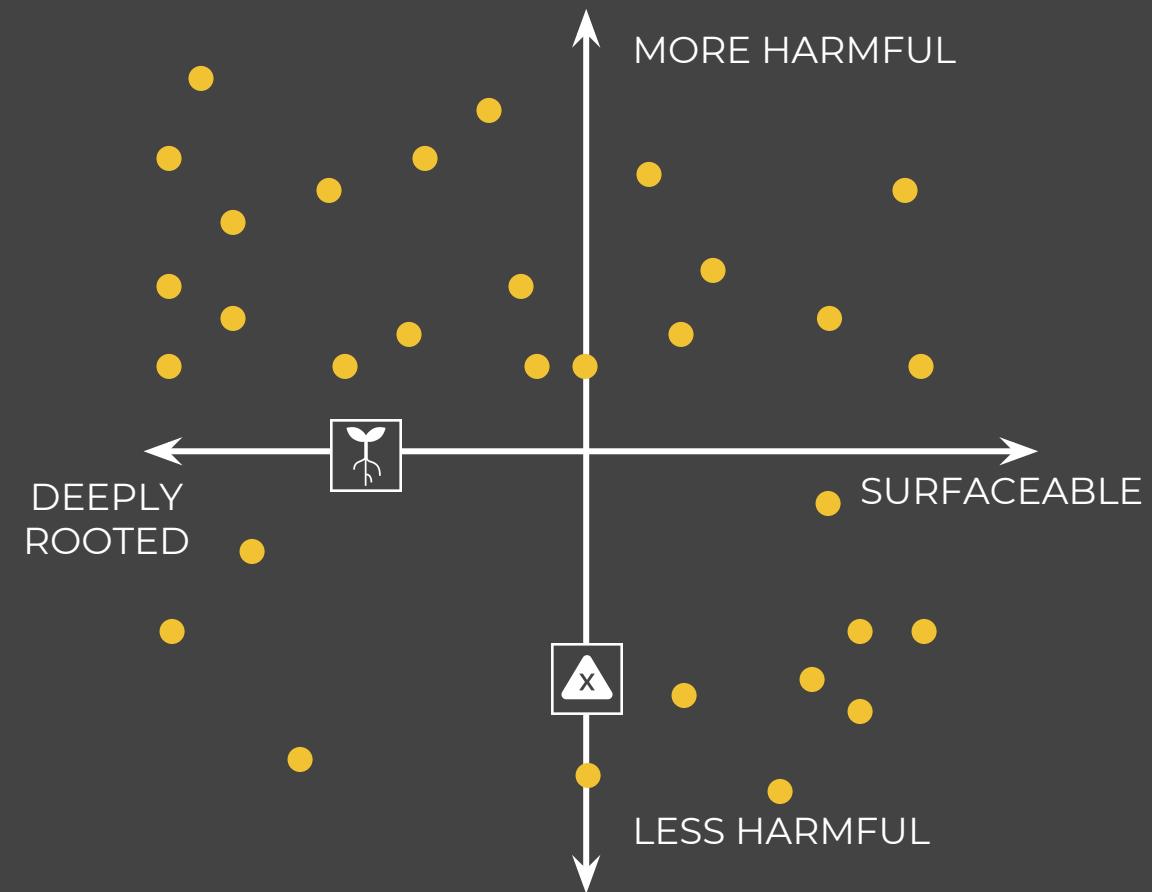
DEEPLY
ROOTED

SURFACEABLE

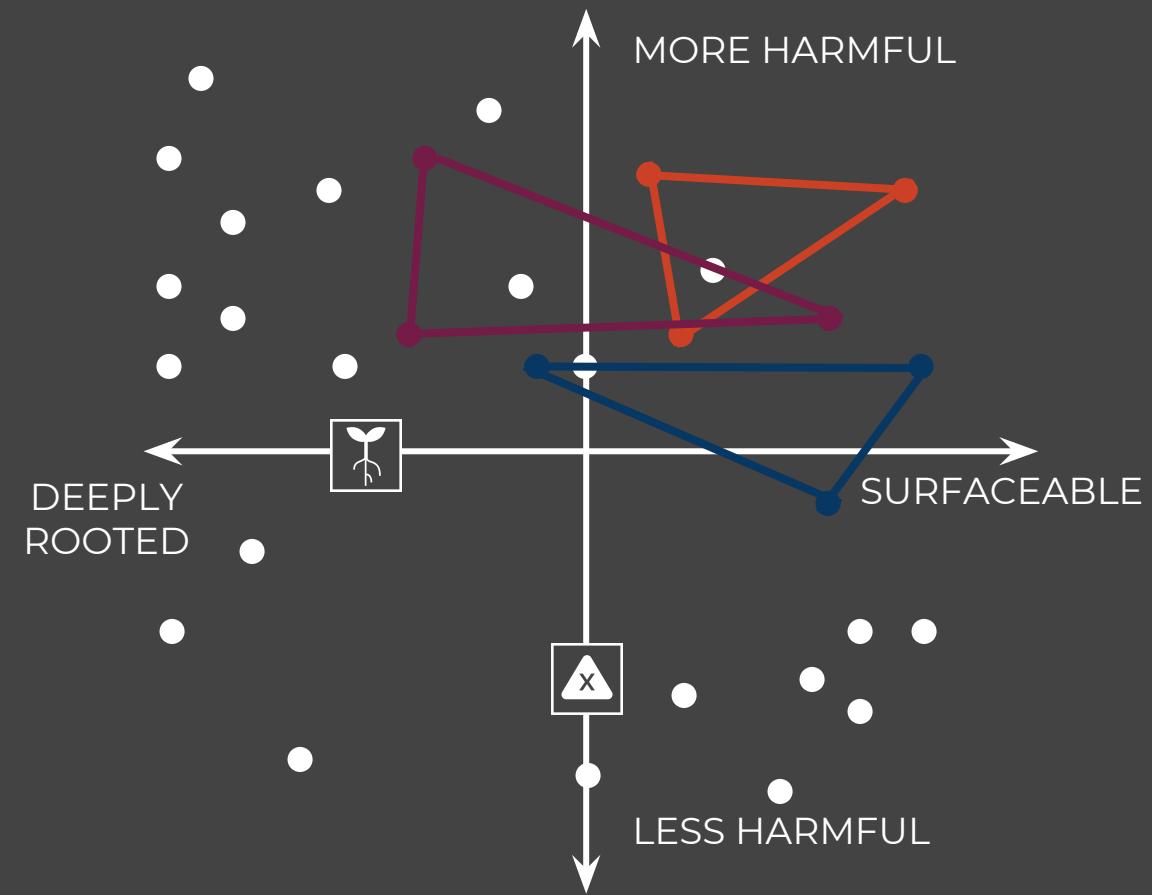


HOW HARMFUL & HOW SYSTEMIC

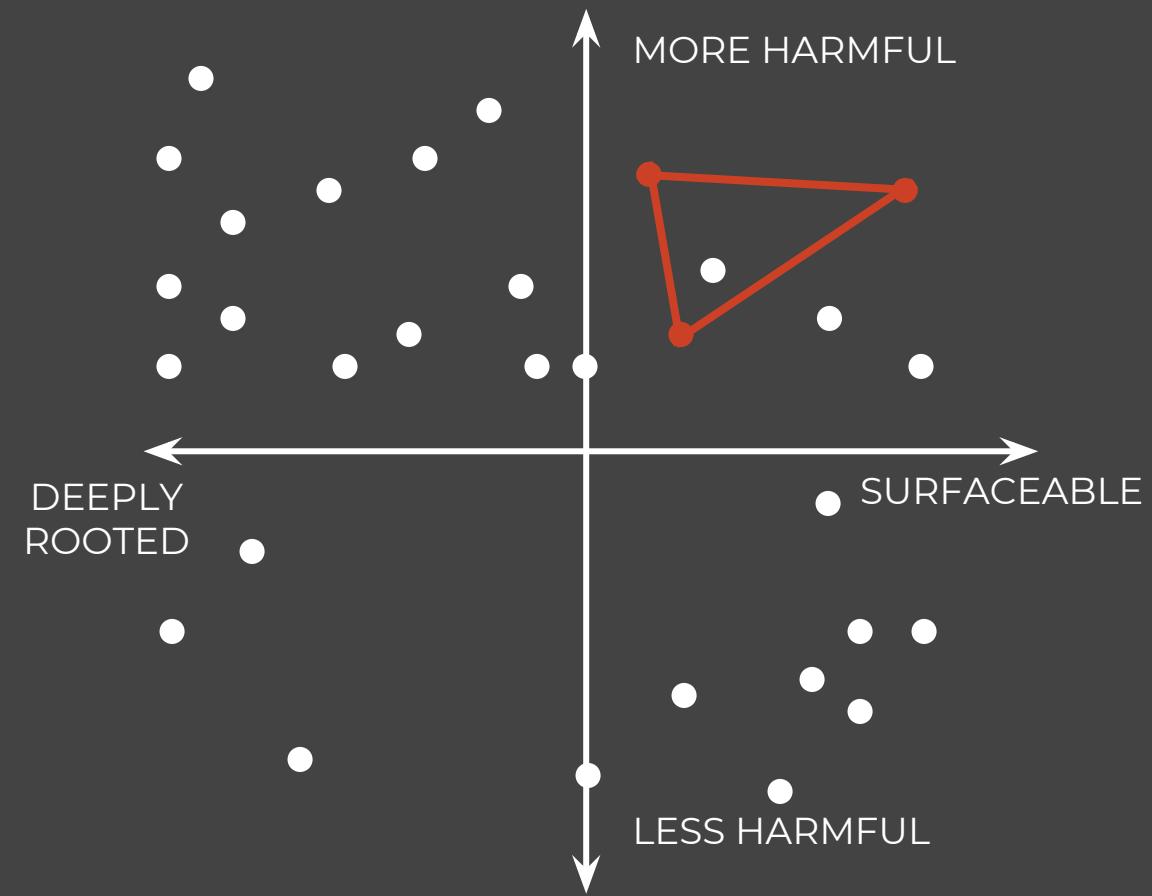




Each dot represents a belief or a group of related beliefs.



Three themes emerged that were focused in the upper right quadrant, but that allowed us to connect clusters *across* quadrants.



Issues of Pet Containment:

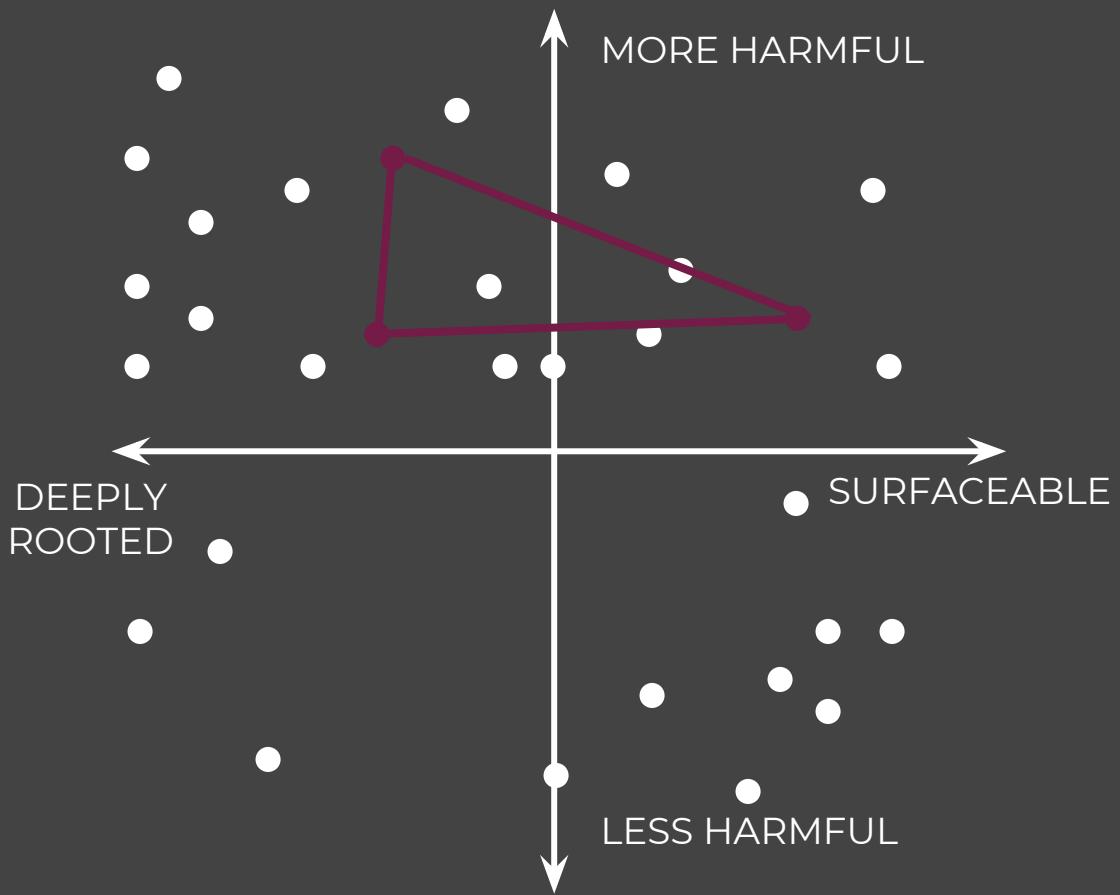
FENCING, CHAINING AND TETHERING, AND ACCESS TO MATE

*“A stray female used to live in my hedge...
the loose males would come to my house
when she was in heat.”*

AJ, BARBER IN 75224

*"I don't like that my neighbor's dog gets out
a lot and shows up in my yard. I have to
shoo the dog away."*

BEA, LAUNDROMAT IN 75224



Issues of Pet Socialization:

BOREDOM, EXERCISE, AND OWNER INTERACTION

“There was a group of stray, aggressive dogs in our area... We literally stopped walking our dogs because of [those dogs]. But I have a husky, and he demands to be walked.”

MARTHA, WORKS AND LIVES IN 75224

“People train dogs without even knowing what they’re doing to ‘em.”

WADE, WORKS IN 75224



Issues of Familiarity:

NORMALIZATION, PERCEPTION OF THREAT, AND IDENTIFICATION

*“Dogs are **as common as grass**... you can
usually stop to pet the dogs on the street...
they really won’t hurt you.”*

ANTONIO, WORKS AND LIVES IN 75224

*“Neighbor dogs aren’t threatening.... We see
the same dogs all the time and know they
won’t hurt us.”*

VALERIE, LIVES IN 75224

Opportunities for Design

1

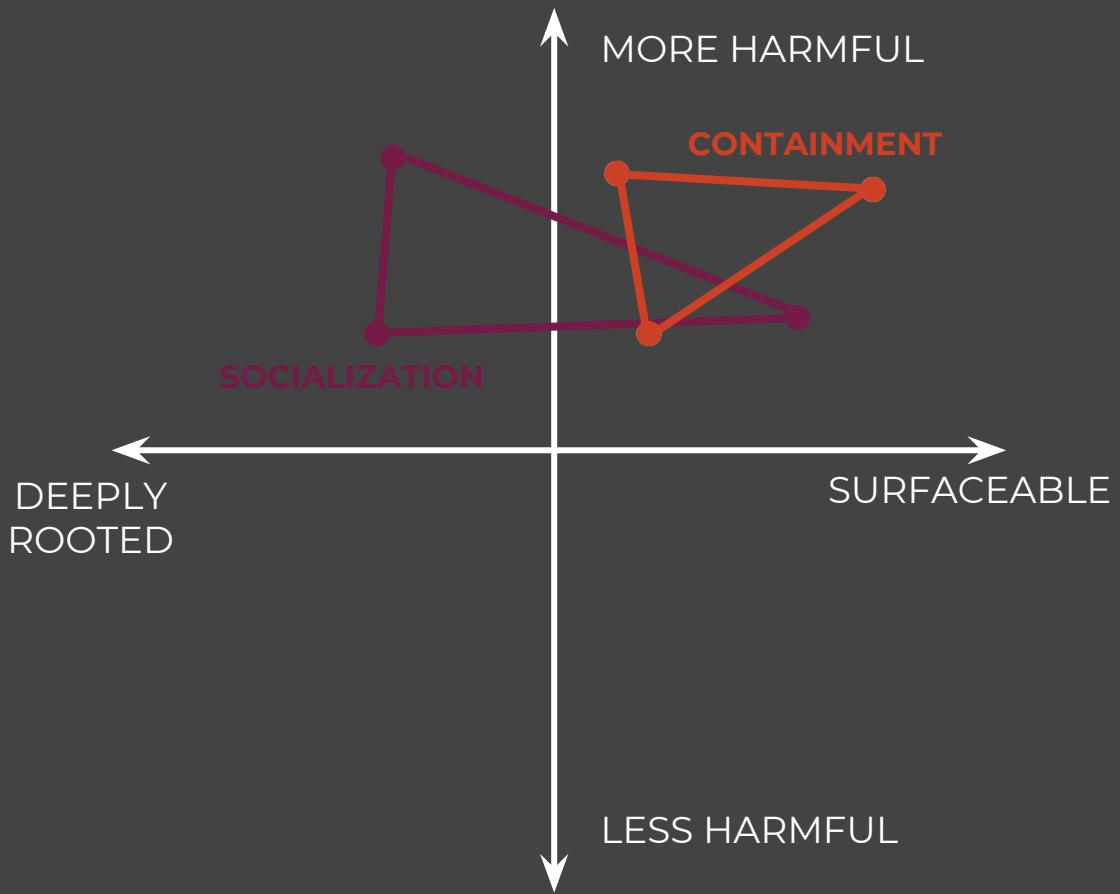
How might we establish
physical or metaphorical
barriers for dogs?

2

How might we reshape
a dog's experience of
being in a yard?

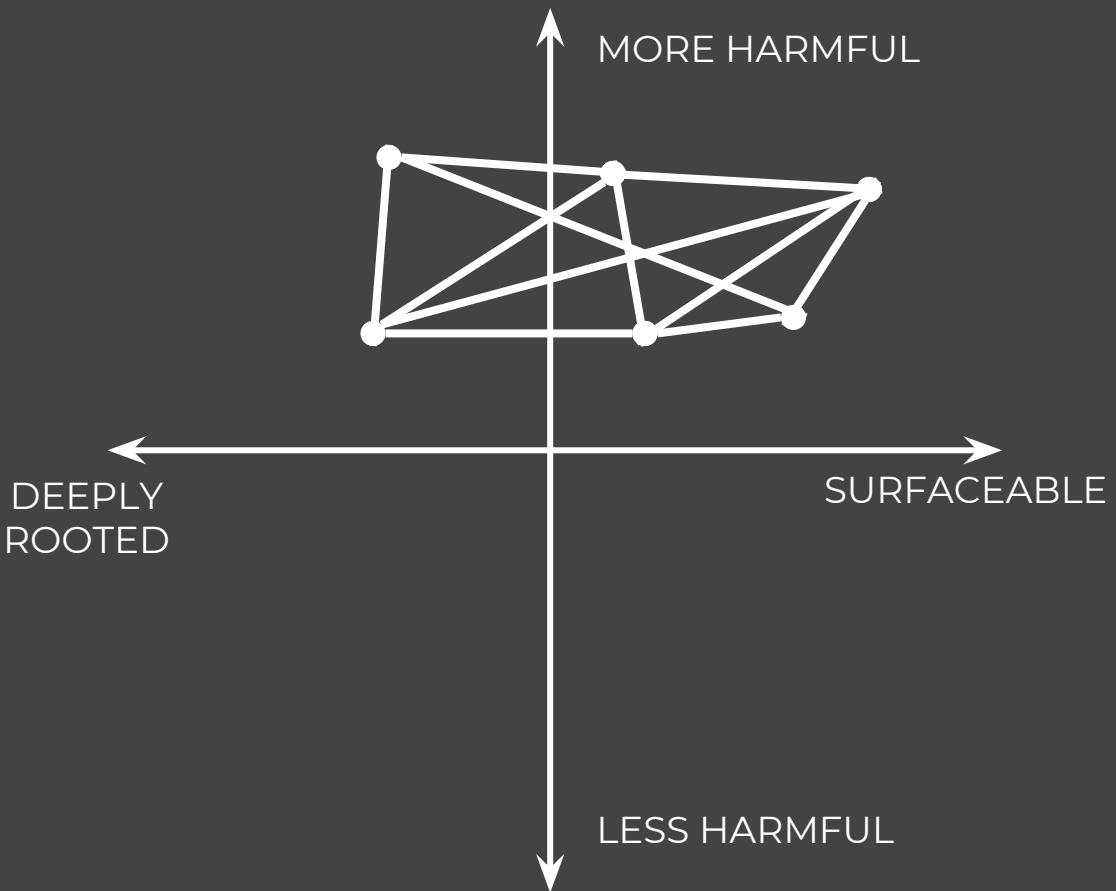
3

How might we leverage
familiarity for positive
action?



How might we establish physical or metaphorical barriers for dogs?

How might we reshape a dog's experience of being in a yard?



How might we establish physical or metaphorical barriers for dogs?

How might we reshape a dog's experience of being in a yard?

How might we reshape
a dog's experience of
containment in a yard?

Thank You.

How might we reshape
a dog's experience of
containment in a yard?