

and the players in the “field” on the left side of a large piece of paper—steps (1) and (2) in figure 8.2. Then each of them should write down what is important to them: their needs, values, and “currency” on separate sticky notes (step (3) in figure 8.2). In the next step, these notes with the needs, values, and core currency concepts are reclustered into coherent groups (4), irrespective of the stakeholder or party in the field with which they were originally associated. In the process of labeling these clusters, or giving them a name, the possible themes emerge (5) that can be the core of nomological networks (6)—these are clouds of words that relate to the central concept in various ways, and together through these connections define that central concept; see figure 8.3. A thoughtful inquiry into these nomological networks then sparks the emergence of new frames (7).

THE STRENGTH OF A THEME

These themes then have to be thought through and analyzed. This step is tricky because themes are complex constructs that contain psychological, social, and technical aspects, often in close connection. One way to formulate a strong sociopsychological theme is to consider the aspects of the human psyche: are there consistent and strong relationships between the emotional, cognitive, motivational, physical, social, and contextual dimensions of the theme in this particular problem situation? For instance, the theme of “identity forming” that seemed to play such a strong role for some of the groups of youngsters coming to the Kings Cross area can be understood in this way. The notion of social rank within a group of young males has all of these psychosocial aspects: the group is a high-pressure social environment that is tied to the deeply felt beliefs and values of its members—to what is considered “normal.” It is also a highly emotional sphere, where the need to belong and the need to be seen as an individual with qualities of your own could easily clash with feelings of anger and frustration. The young men’s personal goals in life are being shaped socially at a moment when the body is also going through great and unsettling

Figure 8.2

The frame creation workshop: a step-by-step approach to get from context to frames.