physical and biological changes. External factors that are part of an evening in Kings Cross can easily trigger aggressive or overly boisterous behavior, actions that are not actually caused by these externalities but by the way this theme plays out in such a group of young men. Likewise, in the marathon example, the themes of appropriateness (fitting the city) and inclusiveness (involving the city) strengthen each other in an interesting manner, and together frame possible actions by highlighting both the major high-tech companies and citizens as the key players in any solution. The sociotechnical theme of friction highlights a key variable and points in a completely different set of solution directions.

THEMES TO FRAMES

In chapter 5 we saw that to get from this understanding of a theme to the creation of possible frames (often considered one of the hardest steps in the frame creation process), one could use the tool of a nomological network, which effectively creates an in-between step. In making a nomological network, we put the central concept of the theme (in this case: "forming identity") in the middle and surround it with concepts that have been shown in earlier research to have a relationship with it (see figure 8.3). (The concept of a nomological network has, in fact, been used before in this book: figure 7.3 and its accompanying text form a nomological network that explicates aspects of novelty and its relationship to organizational practices.)

Next we strategically choose some of the terms that are close to the theme, and map the patterns of action that are associated with these terms. In this case, "strategically" means that we choose terms that are relevant, but in a nonobvious, slightly oblique manner—this is crucial in order to arrive at a new approach to the original problem situation (choosing too close to the theme probably means falling back into existing solutions). For instance, in the case of our group of young men at Kings Cross, one could look at the social position of the weaker/junior members in the group, as they are in danger of overcompensating their status by extreme behavior. As a pattern of behavior that might be useful in this regard, one could look at the way tribal societies ritualize, rather than regulate or suppress, these internal group conflicts. One could propose framing the situation in Kings Cross as one of ritualized conflict, and perhaps think as a solution direction of providing a wide variety of urban games or sports so that various members of the group can display their own particular physical or mental skill to the others and be recognized for it, thus releasing the social pressures on the weaker group members to assert themselves. Young