Prince, Heather and Hayes, Tracy (2017) Evidencing atmospheres and narratives: measuring the immeasurable? In: European Institute for Outdoor Adventure Education and Experiential Learning (EOE) International Seminar, 28 June - 2 July 2017, University of St Mark and St John, Plymouth, UK.

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Our work – practice & research

• What is it that we do? Is what we do measurable?
• How do we want our research to be used?
• Who do we want to read/act on it?
Evidencing impact

• What is impact and who is ‘impacted’?
• How do we do this with Hauntings, Aesthetics, Atmospheres or Narratives – when we sense a presence that is not physically present?

National Memorial Arboretum, National Forest, UK – ‘Shot at Dawn’ memorial. Cobwebs linking men through time and space.

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Influence

• How does influence differ from impact?
• Is this preferable to impact?
• What is your preference for evidencing your work?
Being ‘robust’...

- What does this mean:
  - in practice?
  - in research?

- Are interpretative practices (for example, narratives and stories) ‘robust enough’?