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EOE 2017  
DISCUSSION FORUM  
Evidencing Atmospheres and  
Narratives: Measuring the  
Immeasurable?

Heather Prince & Tracy Hayes

# 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'?

