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Evidencing atmospheres and narratives: measuring the immeasurable? In:
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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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TEN
years
2007-2017

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'?

