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'name tag'



gathering up
the laundry
pile

'Name tag' is an exercise that is built on a tool called 'One Face Many Facets', developed by Toi Āria - Design for Public Good.

It invites you to think about how you describe and position yourself, 'tagging' from one thing to another. Like a pepeha, it can help position you in your relationships and connections to people and place, and to your interests and values.

Beyond the things you normally share when you meet someone, it welcomes you to think about other aspects of yourself that are personally important in one way or another, but you might not normally stick on a 'name tag'. Perhaps they are things that drive you, or things you have learnt about yourself along the way, or things that have an impact on your life, such as health, or elements of your social situation.

The intent of 'name tag' is to start us off in a reflexive frame of mind. What does that mean? Canfield & Menezes (2020) call reflexivity 'Continuous, critical, and systematic reflection on personal identities' with a view to helping us 'redress inequitable interactions'. Cunliffe (2016) describes it as 'questioning what we, and others, might be taking for granted—what is being said and not said—and examining the impact this has or might have'. Salmon et al. (2017) draw attention to a quality of 'self-questioning, in particular a willingness and ability to question one's own assumptions, how they relate to societal power structures, and how they shape one's actions'.

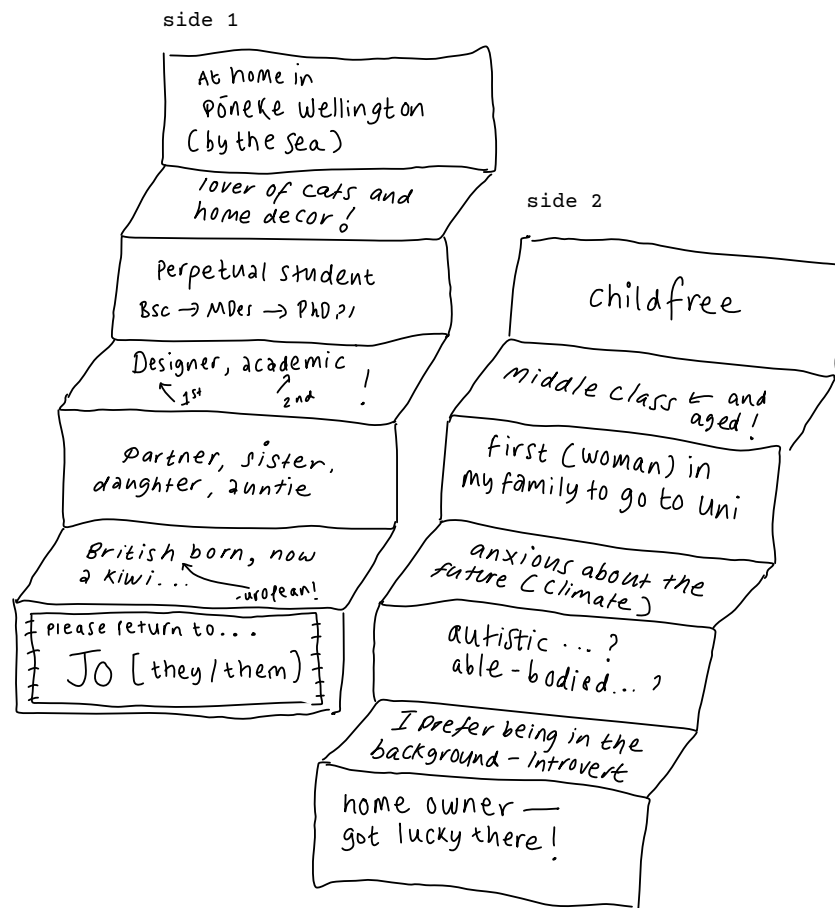
It might be useful to think about this as taking a look at yourself in a 'mirror' (what are the top-level things you can see or are quickly shared like where you live and work and what your profession is). Then, **take a look at yourself taking a look at yourself looking in a mirror**. What are the less visible or obvious considerations that have shaped you, personally or societally?

Canfield, K., & Menezes, S. (2020). The State of Inclusive Science Communication: A Landscape Study (p. 77). Metcalf Institute, University of Rhode Island.

Cunliffe, A. L. (2016). "On Becoming a Critically Reflexive Practitioner" Redux: What Does It Mean to Be Reflexive? *Journal of Management Education*, 40(6), 740-746. doi.org/10.1177/1052562916668919

Salmon, R. A., Priestley, R. K., & Goven, J. (2017). The reflexive scientist: An approach to transforming public engagement. *Journal of Environmental Studies and Sciences*, 7(1), 53-68. doi.org/10.1007/s13412-015-0274-4

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'NAME TAG'

Cut out the 'name tag' and fold it in a concertina, like a staircase. Work your way up the first side of the tags, starting at the bottom (like climbing the stairs). The top side is your 'face value' side. Like a name tag, it's open and visible. The underside is yours to keep hidden, if you prefer. You decide what's a side 1 thing and what's a side 2 thing – there's no right way, but here are some prompts:

side 1: face value

What are the more overt parts of how you define yourself? If you're stuck, try asking:

- What do you like to be called?
- Where is 'home'?
- Who is your family?
- What do you do for work, and play?
- What other things would you tell people the first time you met?

side 2: hidden depth

Then turn the tags over. These parts can be less visible. You might not want

to share them with people (at least not straight away), but you know they're important to your identity:

- What's your socioeconomic background?
- What inspires you?
- What worries you?
- Where do you sit politically?
- Are class, race, gender, sexuality, disability or health conditions important to your identity?

Salmon et al. (2017) suggest that thinking about the politics of your field of research; institutional context; and personal assumptions are vital to help develop reflexive science communication. As we go through the laundromat process, reflect on how these elements of you shape your research, and your engagement. And, think too about how your audiences bring their own individual, complex version of themselves too (even if you're calling them all 'the general public!').

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side 2: hidden depth

'NAME TAG'