



# FACILITATION GUIDE: EMOTIONAL MAPPING

MAP THE EMOTIONAL EXPERIENCES EVOKED IN DIFFERENT AREAS OF THE NEIGHBOURHOOD

**Activity Type:** Understand

**Participant Audience:** Residents

## Objectives

Vibrant communities create well-being. This tool allows participants to explore their emotional responses while moving through their neighbourhoods. It maps out how people feel in their community, and gives rich qualitative information about which areas of the neighbourhood feel vibrant and safe, and which areas may be candidates for improvement.



## Using the Tool

### Materials needed

1. This tool can either be facilitated as a part of a group walk (method 1), or as a stationary mapping activity (method 2).
2. Materials needed for both methods:
  - Coloured dot stickers or emoji stickers
  - If using dot stickers, provide a colour key to associate different dot colours with a spectrum of emotional responses (from very positive to very negative)
3. For Method 1
  - Route maps for each participant, with key neighbourhood nodes displayed. To create your own basemaps, refer to 'How to Create a Basemap' guide on [participatoryplanning.ca](http://participatoryplanning.ca).
  - Clipboards and pens
  - Notetaker with pen & paper
4. For Method 2
  - Large map (24" x 36") with nodes displayed.

### Facilitation Process

1. Method 1 (Walk-about)
  - Give each participant their own neighbourhood base map with nodes clearly marked, and a sheet of coloured stickers or emoji stickers.
  - As a group, walk between the nodes.
  - At each node, facilitate a short discussion about people's emotional responses to their surroundings. The notetaker should write down notes from this discussion.
  - Invite participants to put a sticker that best describes their feelings on the map at the node. Invite them to also write 1-2 words that describe their emotion at the site.
  - Participants can also colour the route between nodes on the map to record their feelings in transit.
  - Compile the data by averaging out all of the ratings of each node to see which nodes were rated the most positive and the most negative.
  - Put the compiled ratings onto a map of the nodes to demonstrate your findings.

2. Method Two (Stationary mapping activity)
  - Orient participants using the large base map, and explain each node.
  - Provide participants with coloured stickers or emoji stickers.
  - Ask participants to place a dot on the map that best describes their feelings at each node that they are familiar with. Invite them to also write 1-2 words that describe their emotions at that node.
  - Take a photo of the completed map.
3. While mapping, participants can discuss the benefits of good design and factors that increase or limit physical activity in the community. Organizers should also document feedback from participants.

**Tip:** Take into account that different people may experience different emotions. This can stem from factors like age, gender, mobility, or past experience.

**Tip:** Use this tool alongside or in addition to other walking audit and mapping tools to add a layer of qualitative emotional observation.

### Sample Materials

1. Reference material for emotional mapping (via Sustainable Calgary)

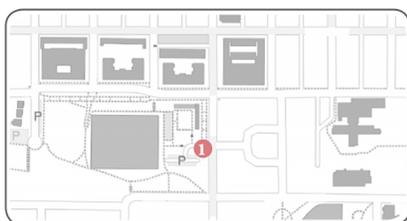


Figure 1. Select a node/place to evaluate.

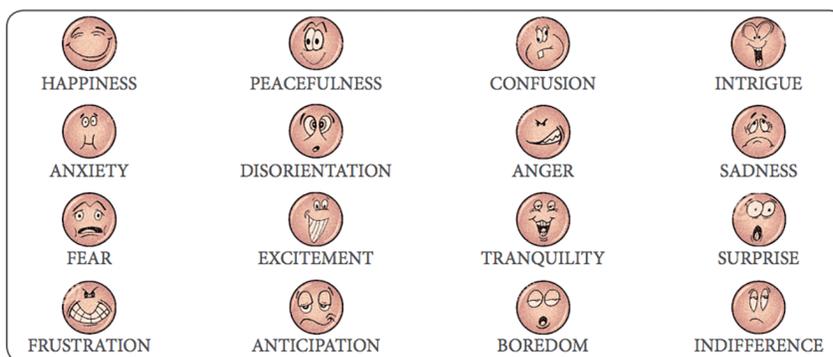


Figure 2. Circle how each of the various nodes/places in your neighbourhood make you feel.

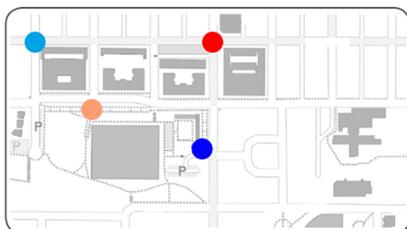


Figure 4. Present all feelings on a map.



Figure 3. Rate your general feelings about the various selected places.

2. Sample tool output: Map from the Bridgeland-Riverside neighbourhood portrait (via Sustainable Calgary)



A mix of walking tours and engagement activities led to the map above, which documents how pedestrians tended to feel in different parts of the neighbourhood. The trend was for the commercial and public core (including the playing fields and community centre) to be spaces where people felt safe and happy.

The experience of participants tended to turn towards bad feelings as they made their way to the neighbourhood edges. The reasons given for feeling bad mostly related to traffic safety or a sense

of isolation (security). The reasons given for feeling good tended to be related to the presence of other people, activity, and things to do.

- Very Good
- Good
- Average
- Poor
- Very Poor



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