# Participatory Narrative Inquiry

An Introduction with Special Attention to Health Care

Cynthia Kurtz
July 2015

# Talk outline

1. What is PNI?
2. Why stories?
3. What does PNI look like?
4. Where do the ideas in PNI come from?
5. What is your history with PNI?
6. What can you do with PNI?
7. What can't you do with PNI?
8. PNI in health care (with case studies)
9. Questions

# What is PNI?

Participatory narrative inquiry is an approach in which groups of people participate in gathering and working with raw stories of personal experience in order to make sense of complex situations for better decision making. PNI focuses on the profound consideration of values, beliefs, feelings, and perspectives through the recounting and interpretation of lived experience.

# What is PNI?

participatory, not extractive

Participatory narrative inquiry is an approach in which groups of people participate in gathering and working with raw stories of personal experience in order to make sense of complex situations for better decision making. PNI focuses on the profound consideration of values, beliefs, feelings, and perspectives through the recounting and interpretation of lived experience.

# What is PNI?

participatory, not extractive

using stories to think together, not just collecting them

Participatory narrative inquiry is an approach in which groups of people participate in gathering and working with raw stories of personal experience in order to make sense of complex situations for better decision making. PNI focuses on the profound consideration of values, beliefs, feelings, and perspectives through the recounting and interpretation of lived experience.

# What is PNI?

participatory, not extractive

using stories to think together, not just collecting them

Participatory narrative inquiry is an approach in which groups of people participate in gathering and working with raw stories of personal experience in order to make sense of complex situations for better decision making. PNI focuses on the profound consideration of values, beliefs, feelings, and perspectives through the recounting and interpretation of lived experience.

everyday anecdotes, not polished performances

# What is PNI?

participatory, not extractive

using stories to think together, not just collecting them

Participatory narrative inquiry is an approach in which groups of people participate in gathering and working with raw stories of personal experience in order to make sense of complex situations for better decision making. PNI focuses on the profound consideration of values, beliefs, feelings, and perspectives through the recounting and interpretation of lived experience.

everyday anecdotes, not polished performances

"what happened?" not "what do you think"

# What is PNI?

participatory, not extractive

using stories to think together, not just collecting them

Participatory narrative inquiry is an approach in which groups of people participate in gathering and working with raw stories of personal experience in order to make sense of complex situations for better decision making. PNI focuses on the profound consideration of values, beliefs, feelings, and perspectives through the recounting and interpretation of lived experience.

everyday anecdotes, not polished performances

"what happened?" not "what do you think"

not for preservation or persuasion, but to improve thought and discussion

# What is PNI?

Participatory narrative inquiry is an approach in which groups of people participate in gathering and working with raw stories of personal experience in order to make sense of complex situations for better decision making. PNI focuses on the profound consideration of values, beliefs, feelings, and perspectives through the recounting and interpretation of lived experience.

participatory, not extractive

using stories to think together, not just collecting them

deep exploration, not surface level

everyday anecdotes, not polished performances

"what happened?" not "what do you think"

not for preservation or persuasion, but to improve thought and discussion

# What is PNI?

Participatory narrative inquiry is an approach in which groups of people participate in gathering and working with raw stories of personal experience in order to make sense of complex situations for better decision making. PNI focuses on the profound consideration of values, beliefs, feelings, and perspectives through the recounting and interpretation of lived experience.

participatory, not extractive

using stories to think together, not just collecting them

deep exploration, not surface level

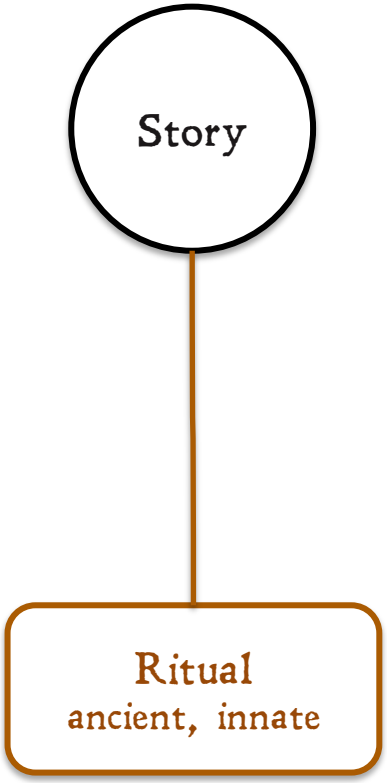
people consider their own stories

everyday anecdotes, not polished performances

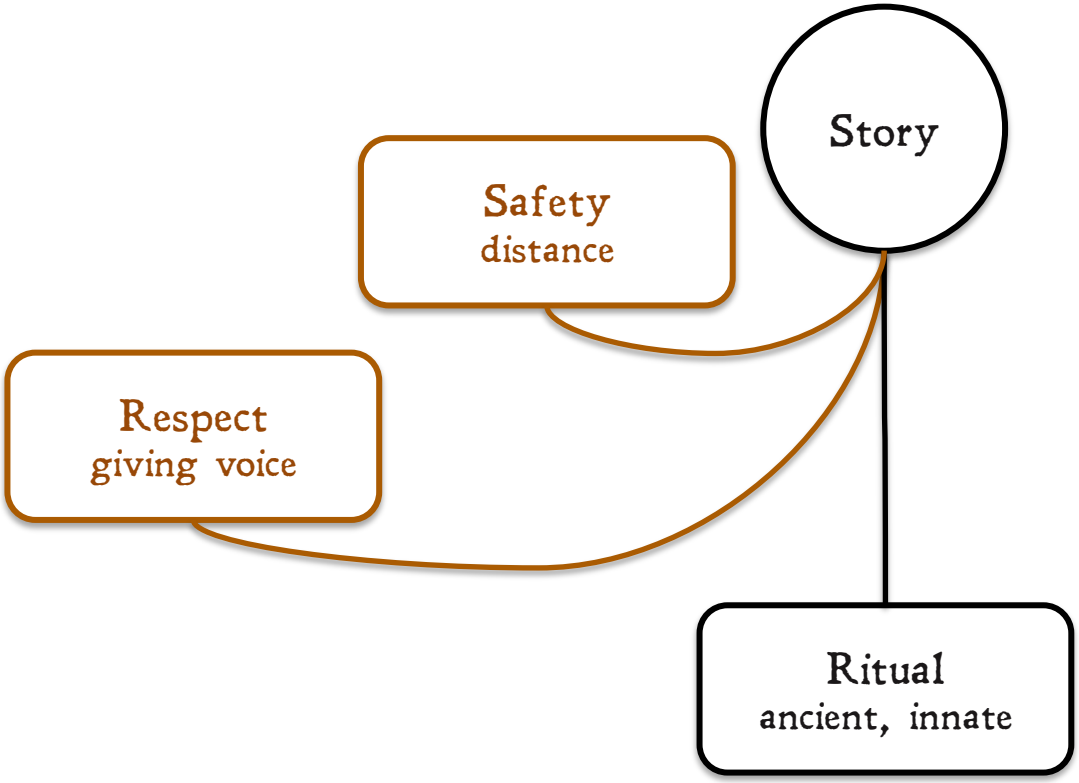
"what happened?" not "what do you think"

not for preservation or persuasion, but to improve thought and discussion

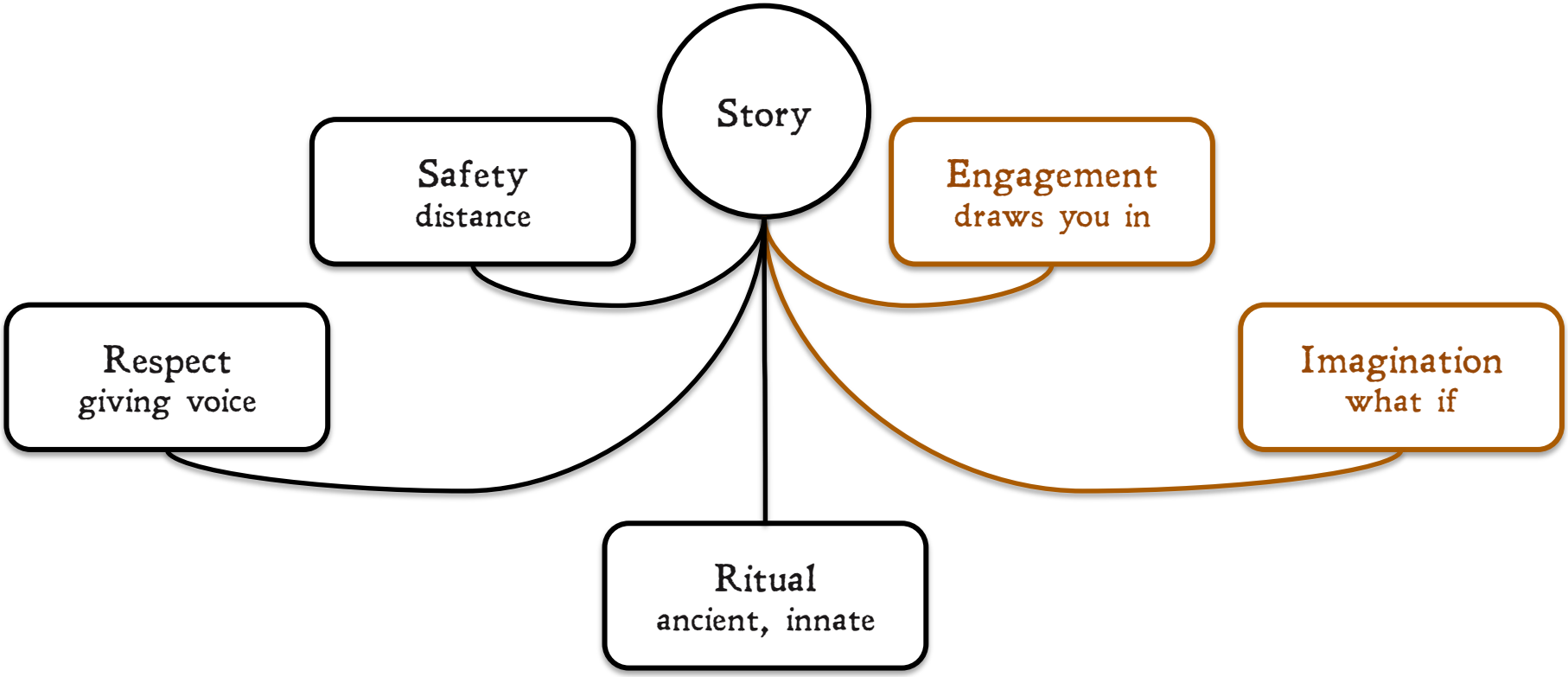
# Why stories?



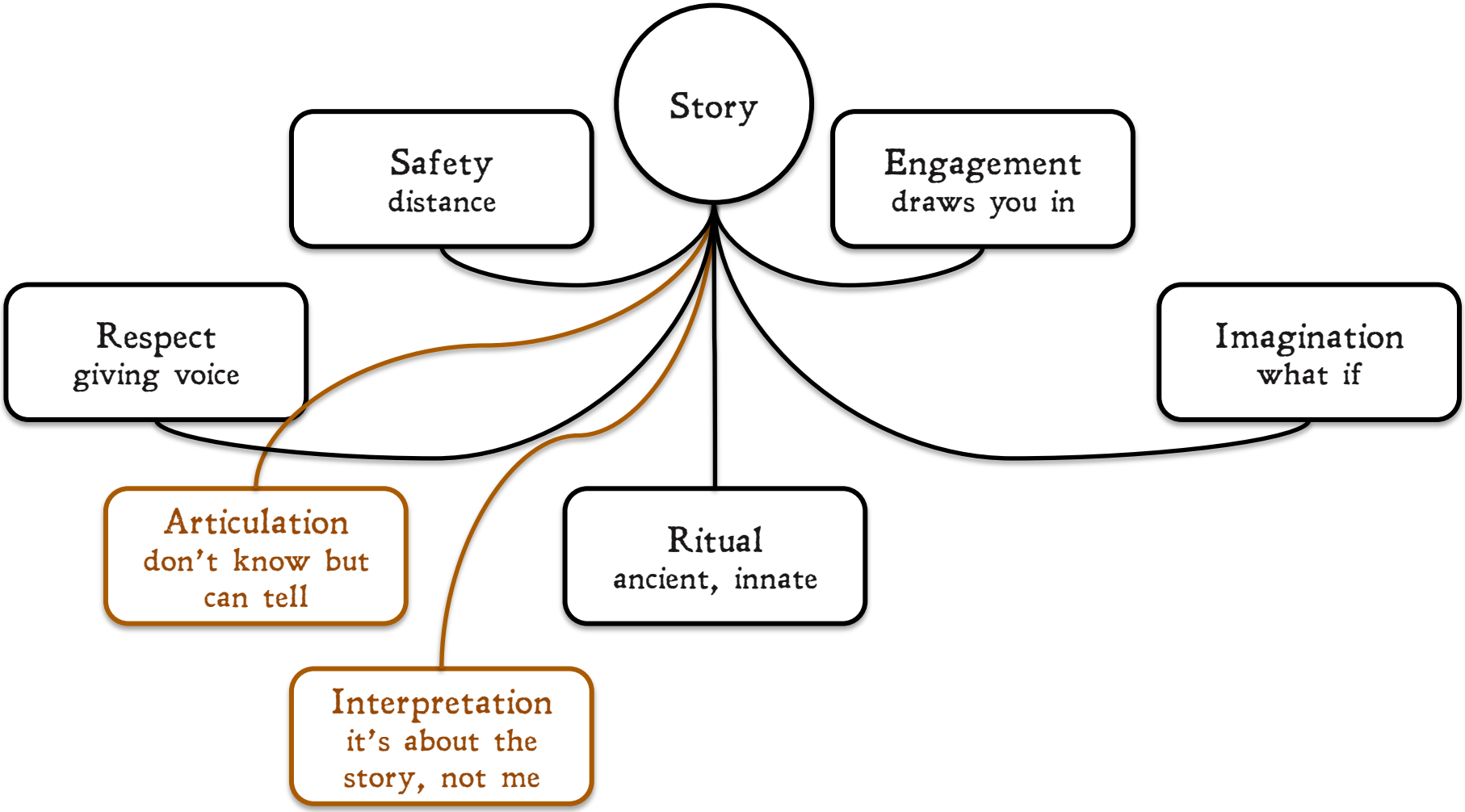
# Why stories?


Story
Safety
distance
Respect
giving voice
Ritual
ancient, innate

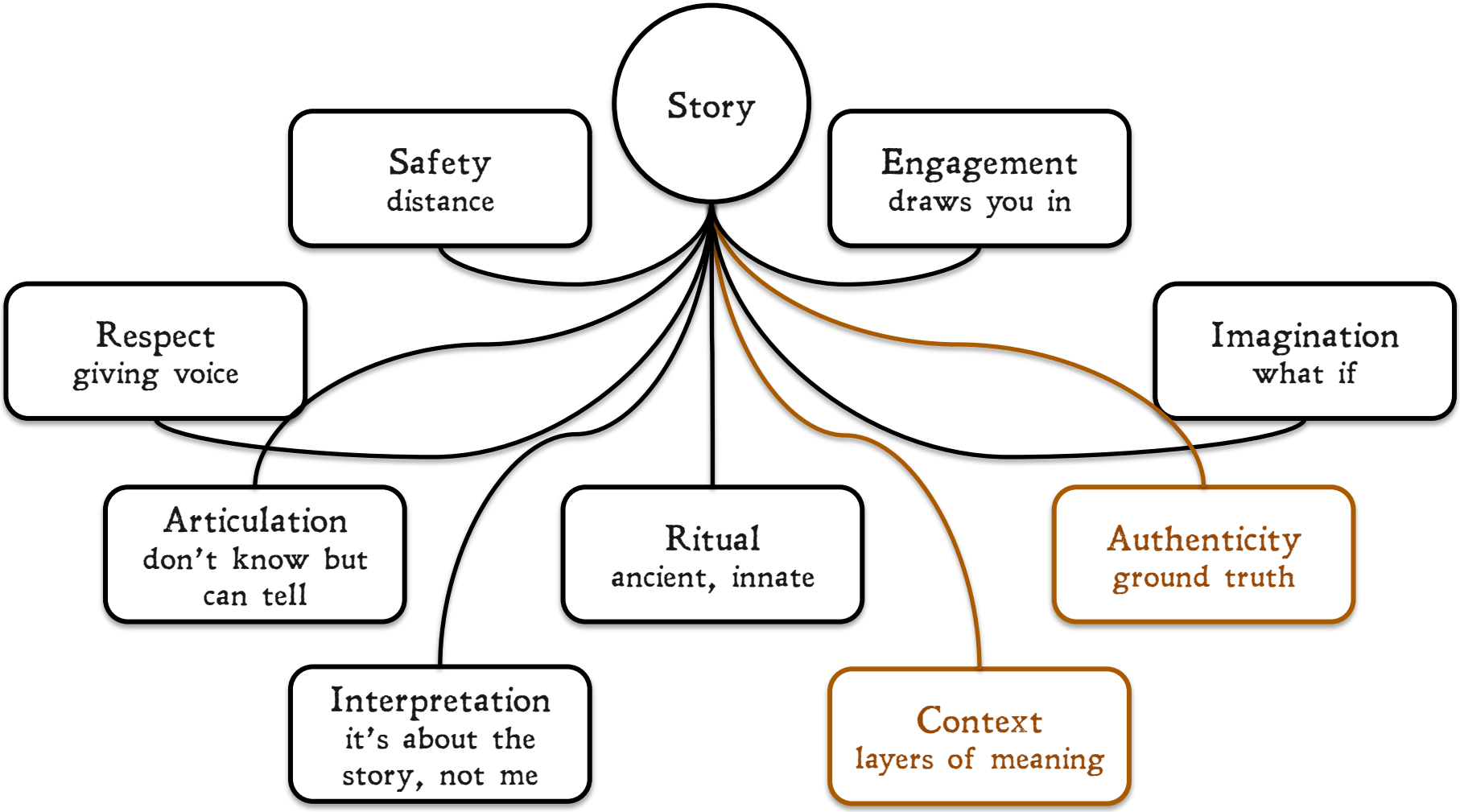
# Why stories?


Story
Safety
distance
Engagement
draws you in
Respect
giving voice
Imagination
what if
Ritual
ancient, innate

# Why stories?

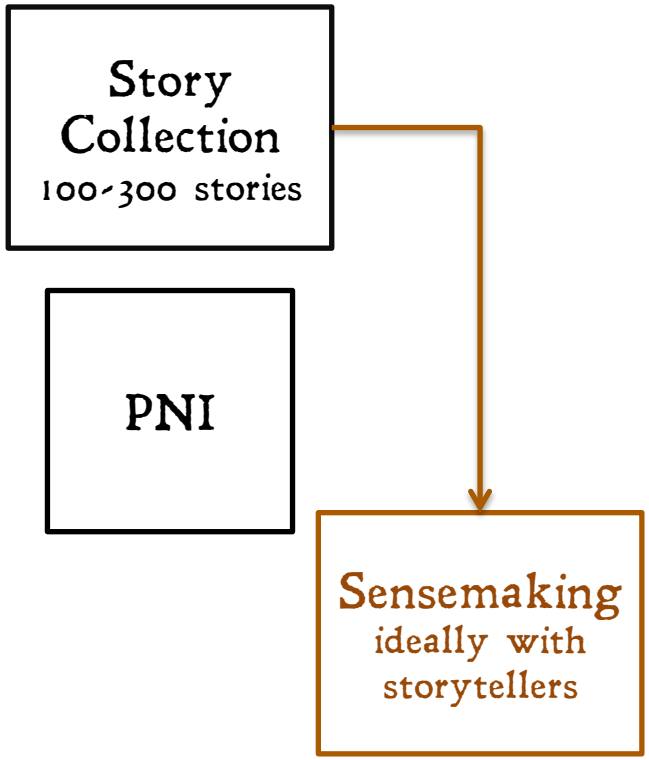

Story
Safety
distance
Engagement
draws you in
Respect
giving voice
Imagination
what if
Articulation
don't know but
can tell
Ritual
ancient, innate
Interpretation
it's about the
story, not me

# Why stories?

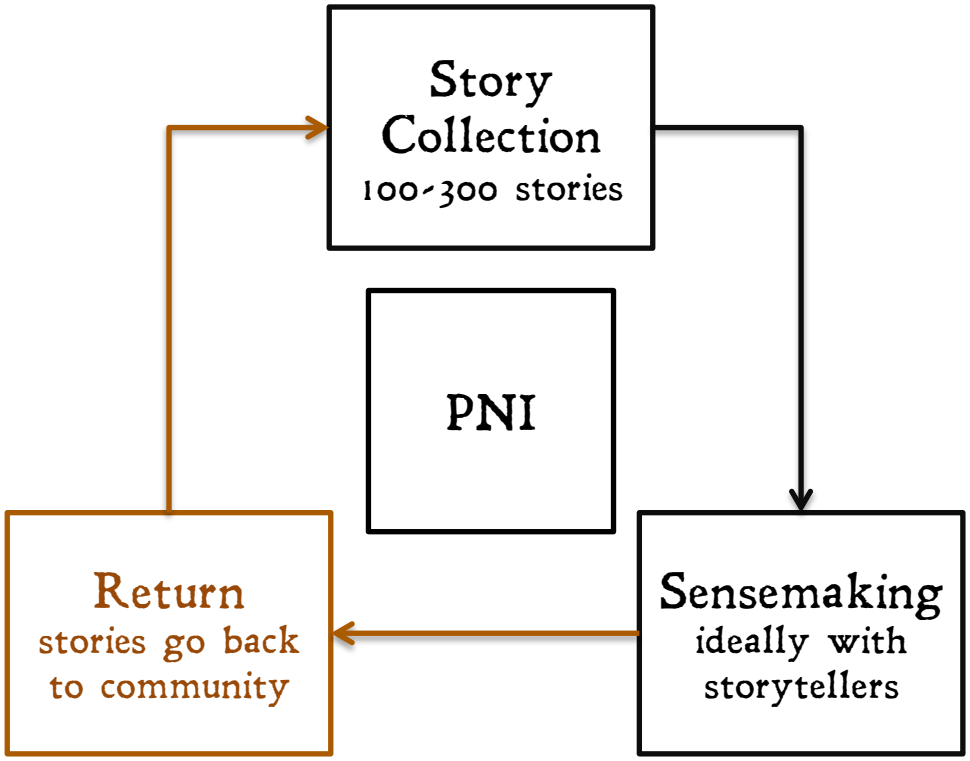

Story
Safety
distance
Engagement
draws you in
Respect
giving voice
Imagination
what if
Articulation
don't know but
can tell
Ritual
ancient, innate
Authenticity
ground truth
Interpretation
it's about the
story, not me
Context
layers of meaning

# What does PNI look like?

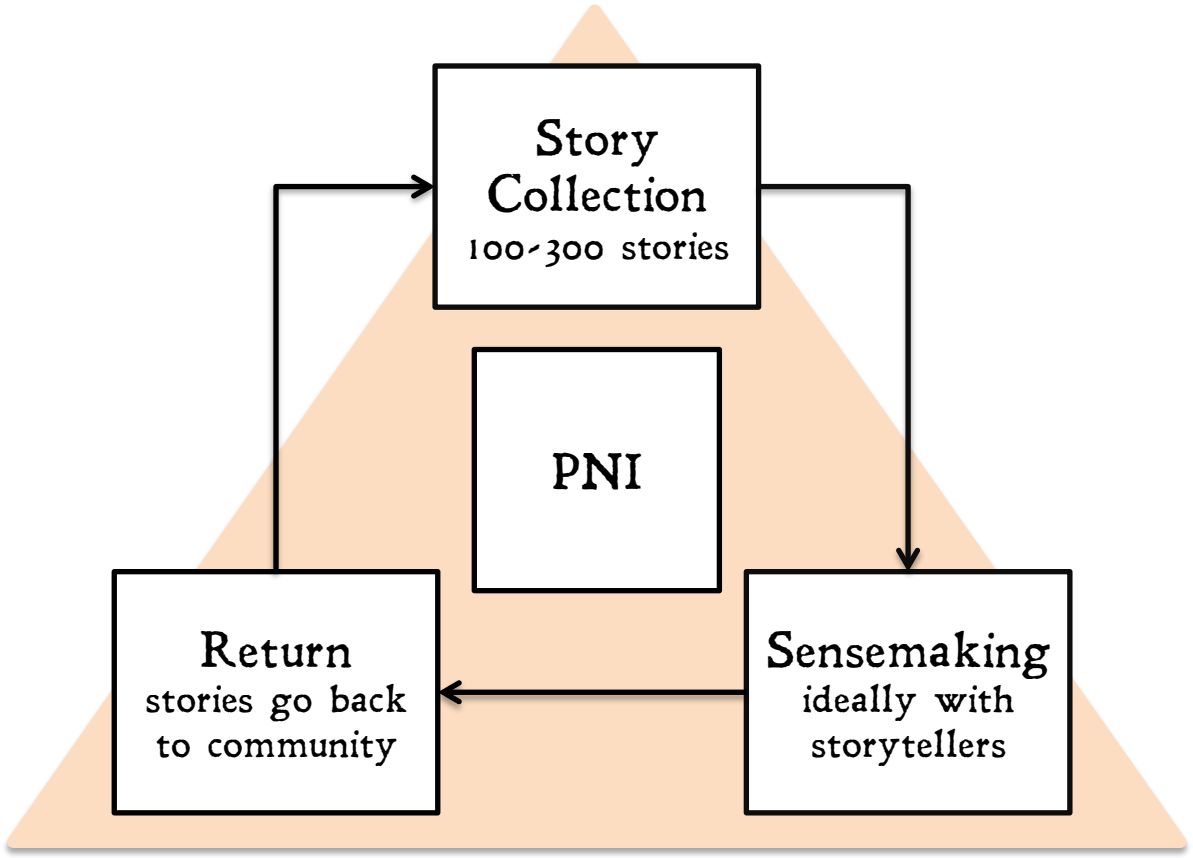
# What does PNI look like?



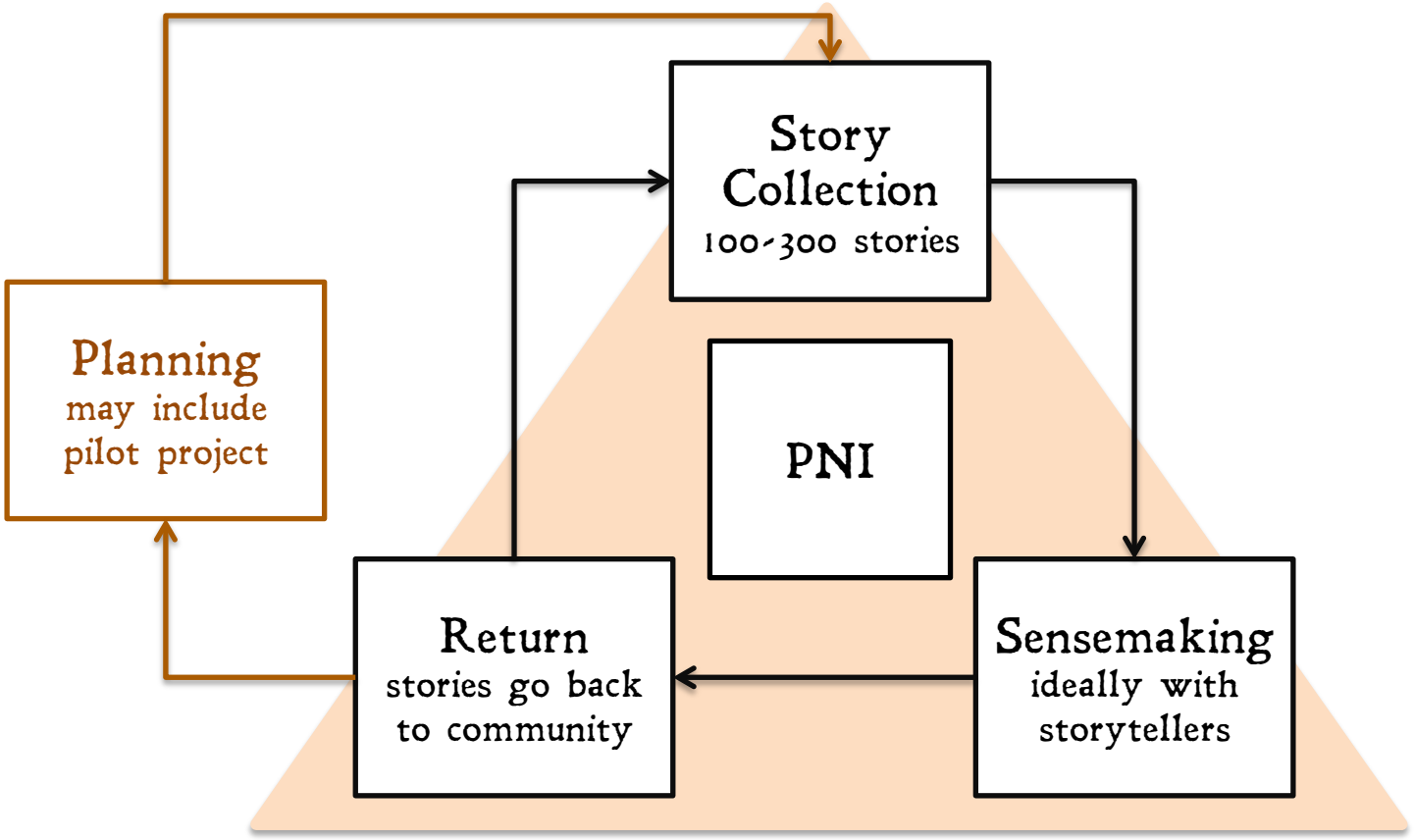
# What does PNI look like?



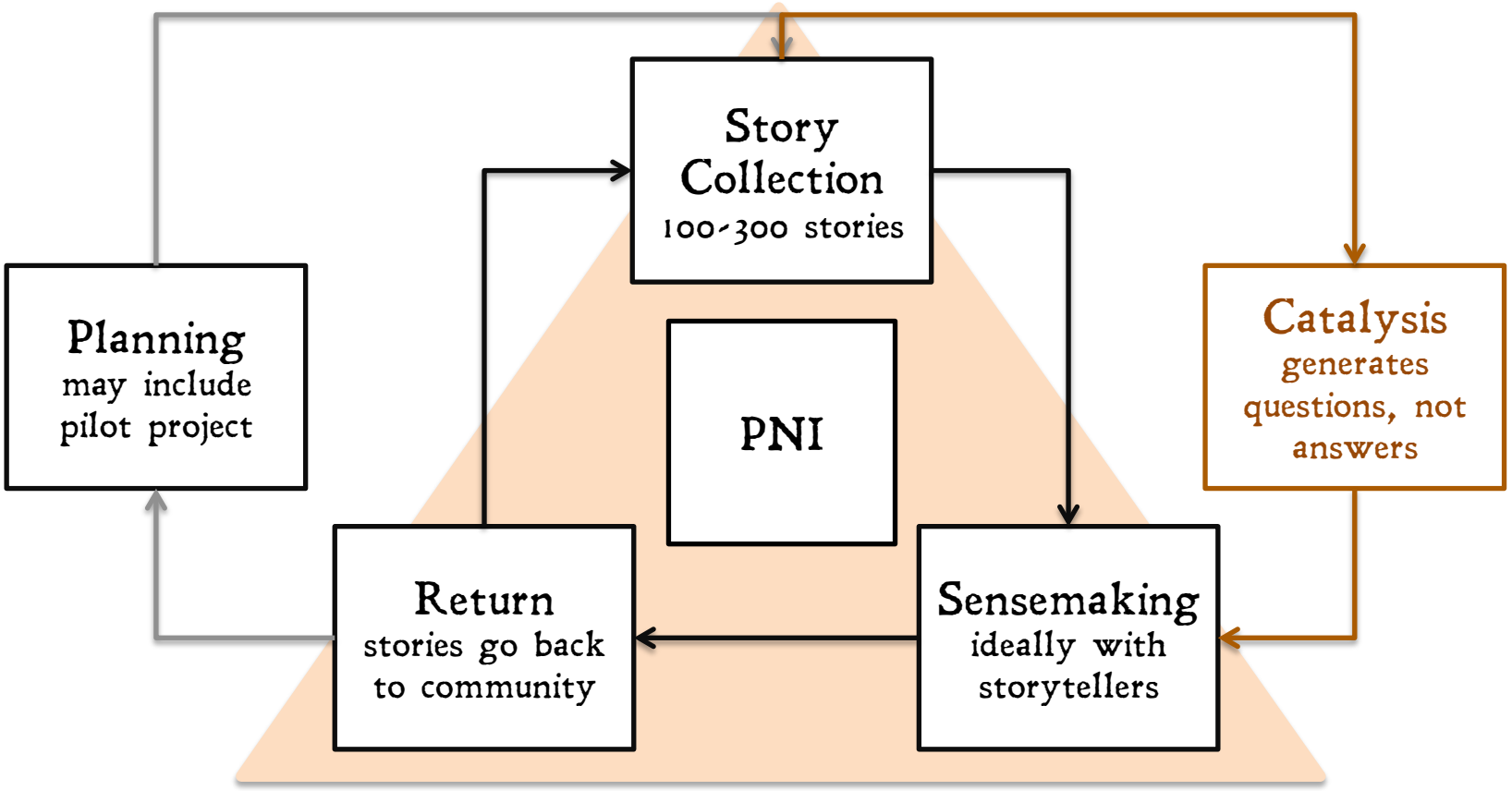
# What does PNI look like?



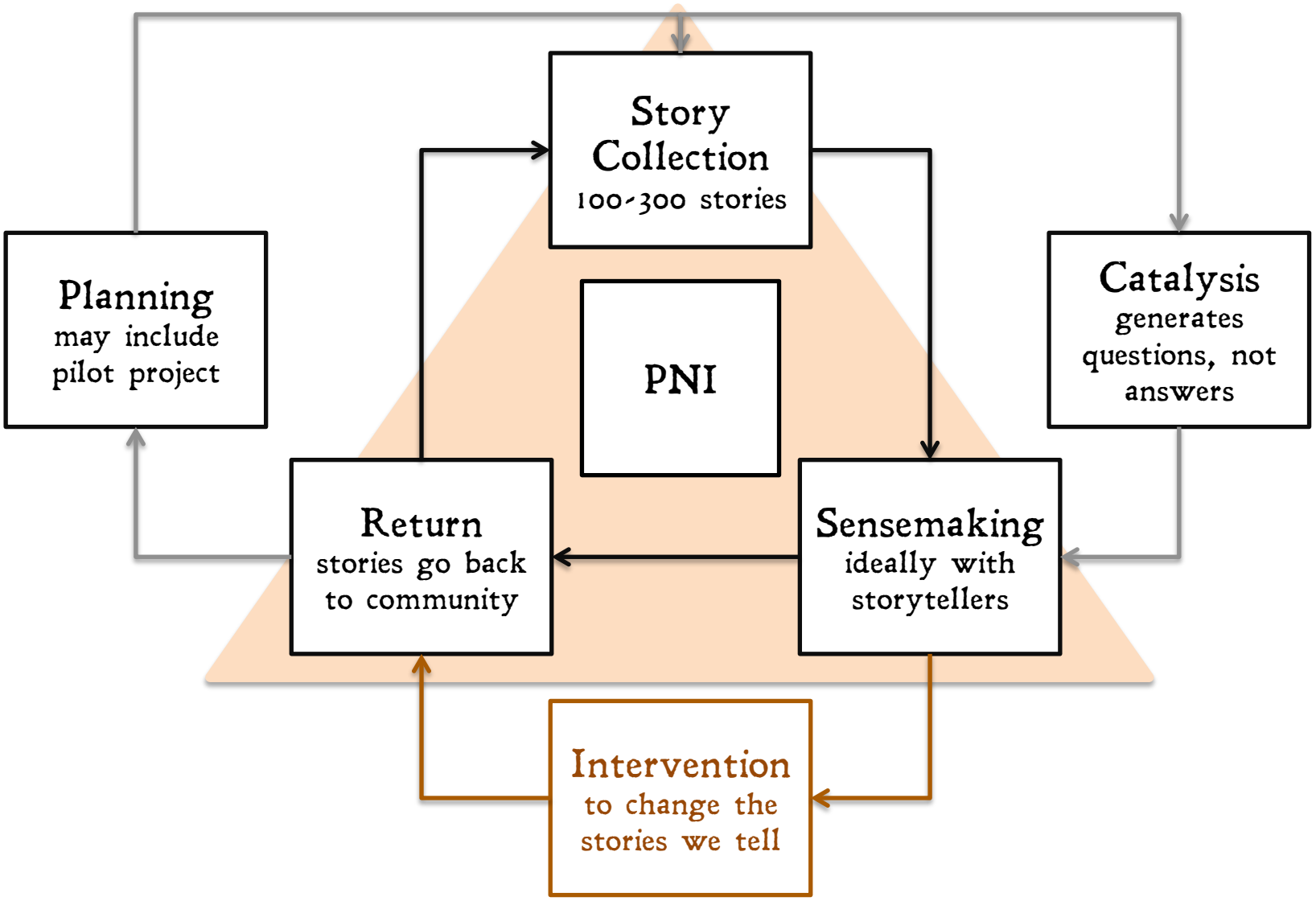
# What does PNI look like?



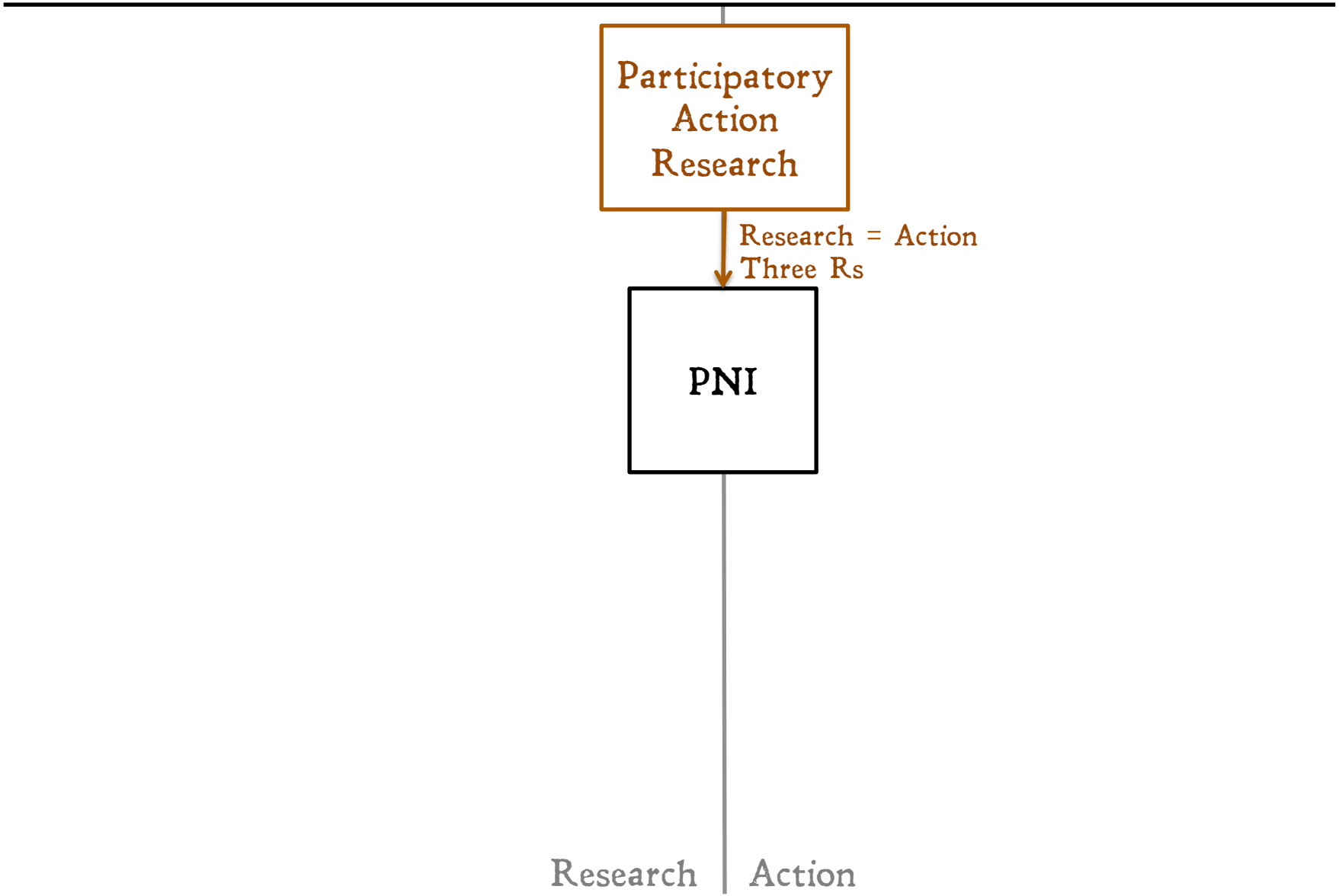
# What does PNI look like?



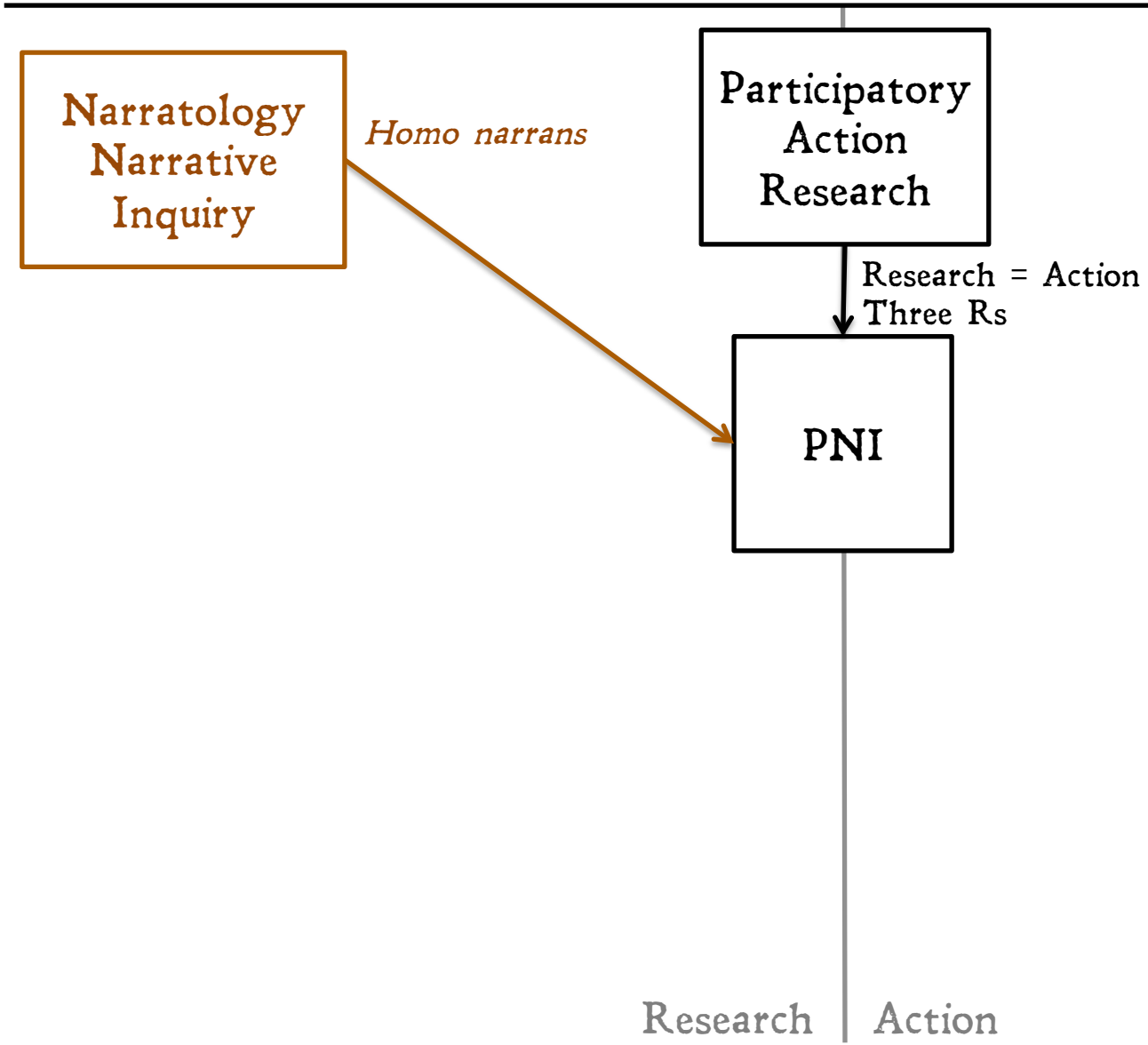
# What does PNI look like?



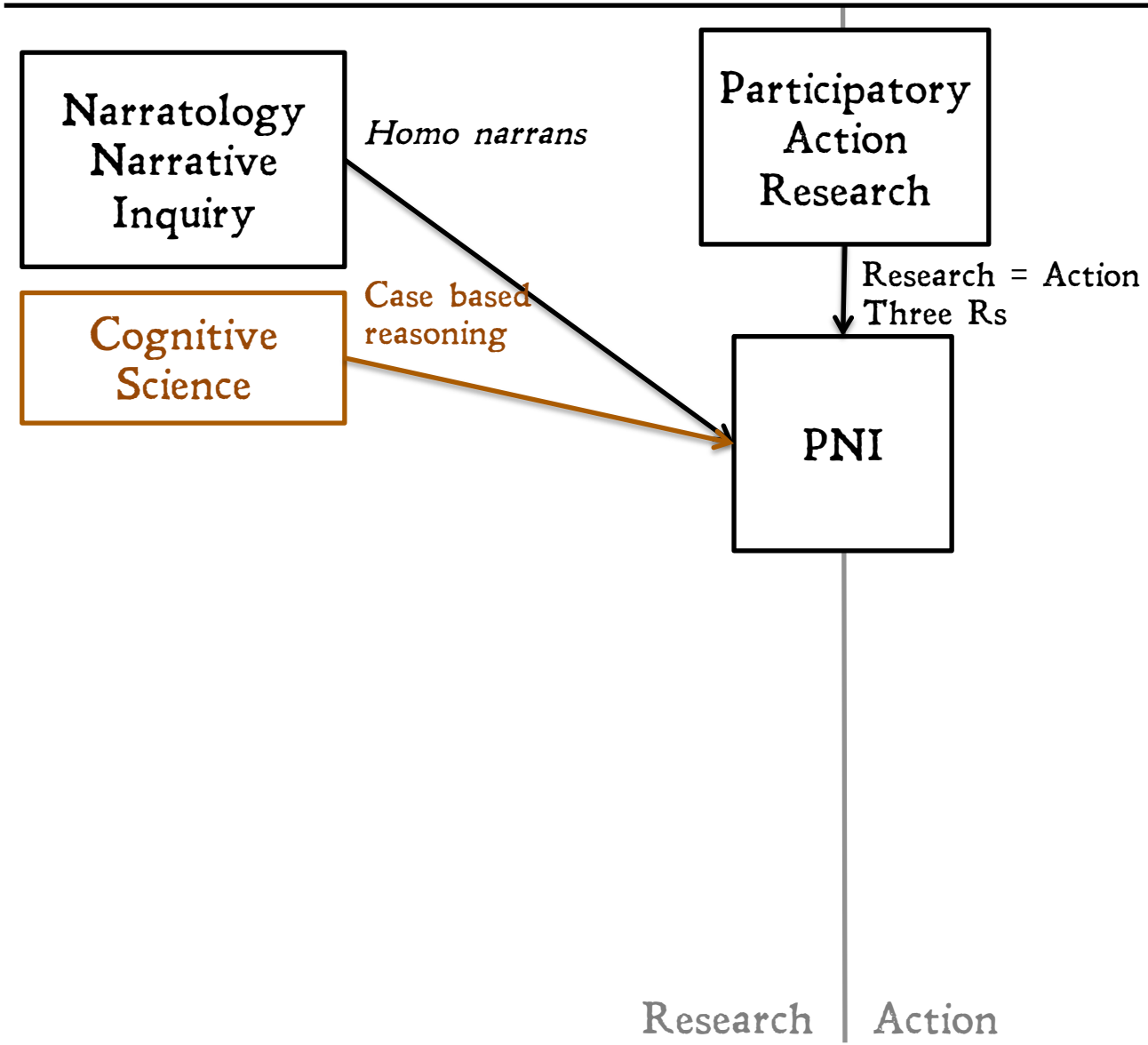
# Where do the ideas in PNI come from?



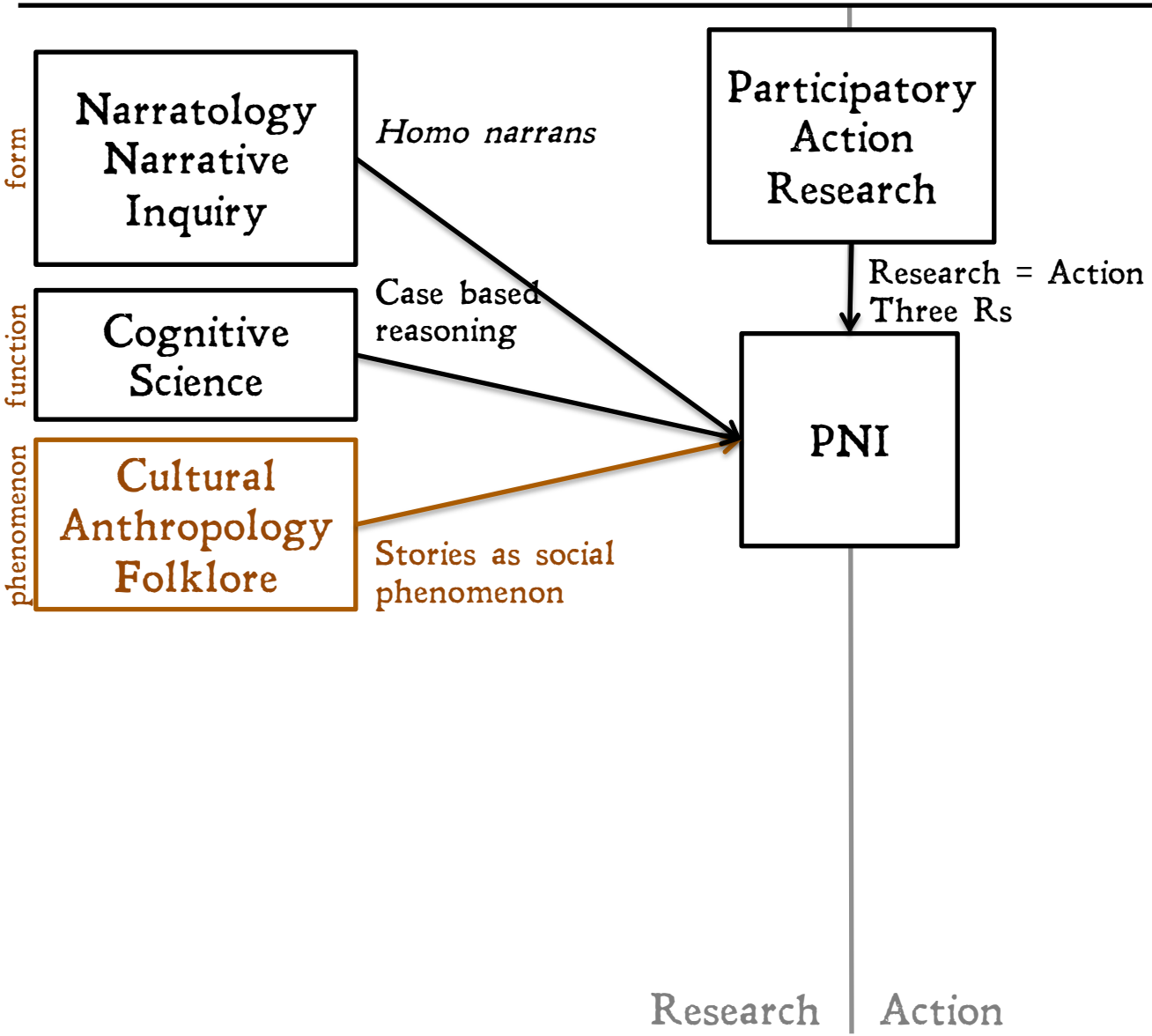
# Where do the ideas in PNI come from?



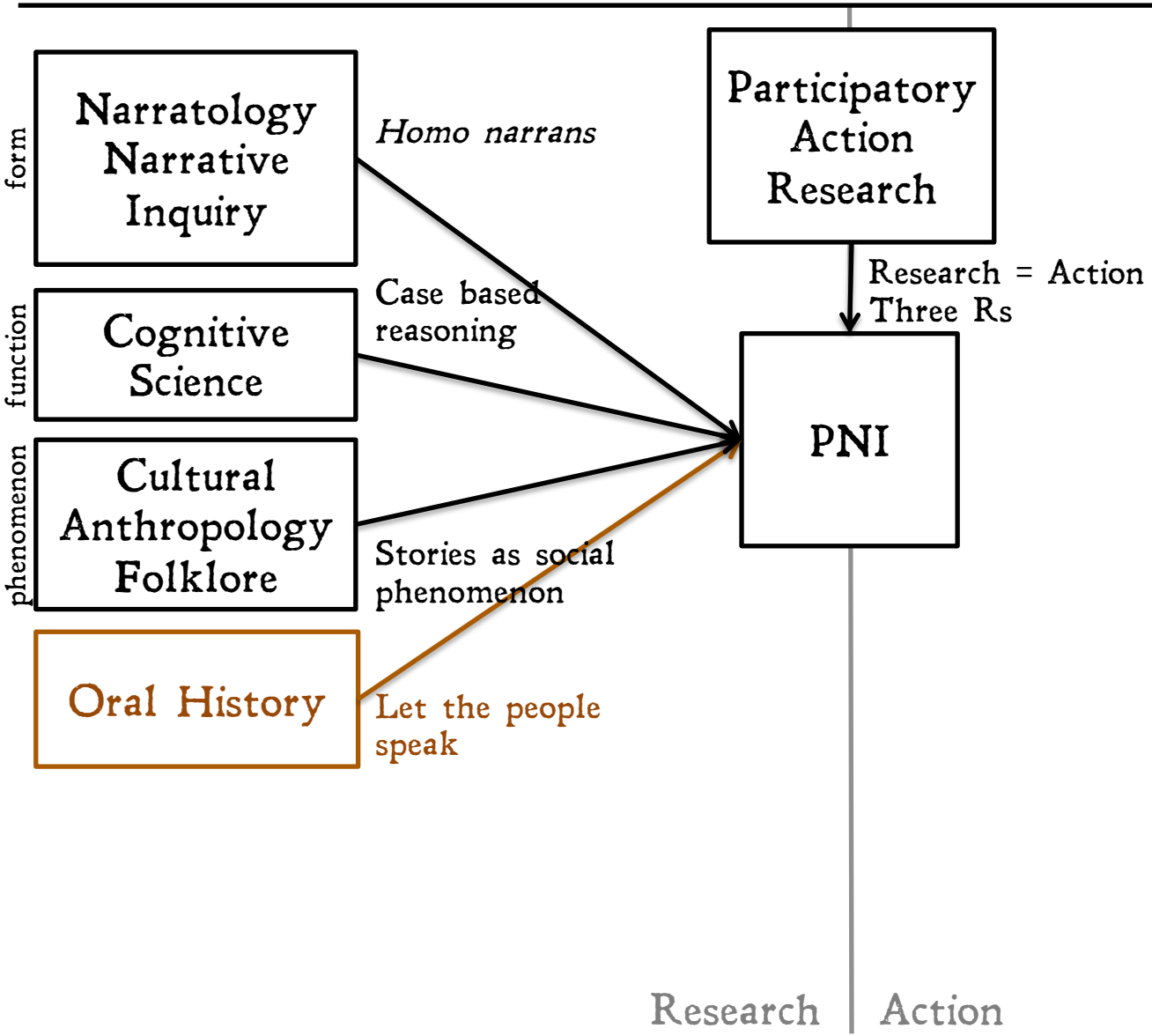
# Where do the ideas in PNI come from?



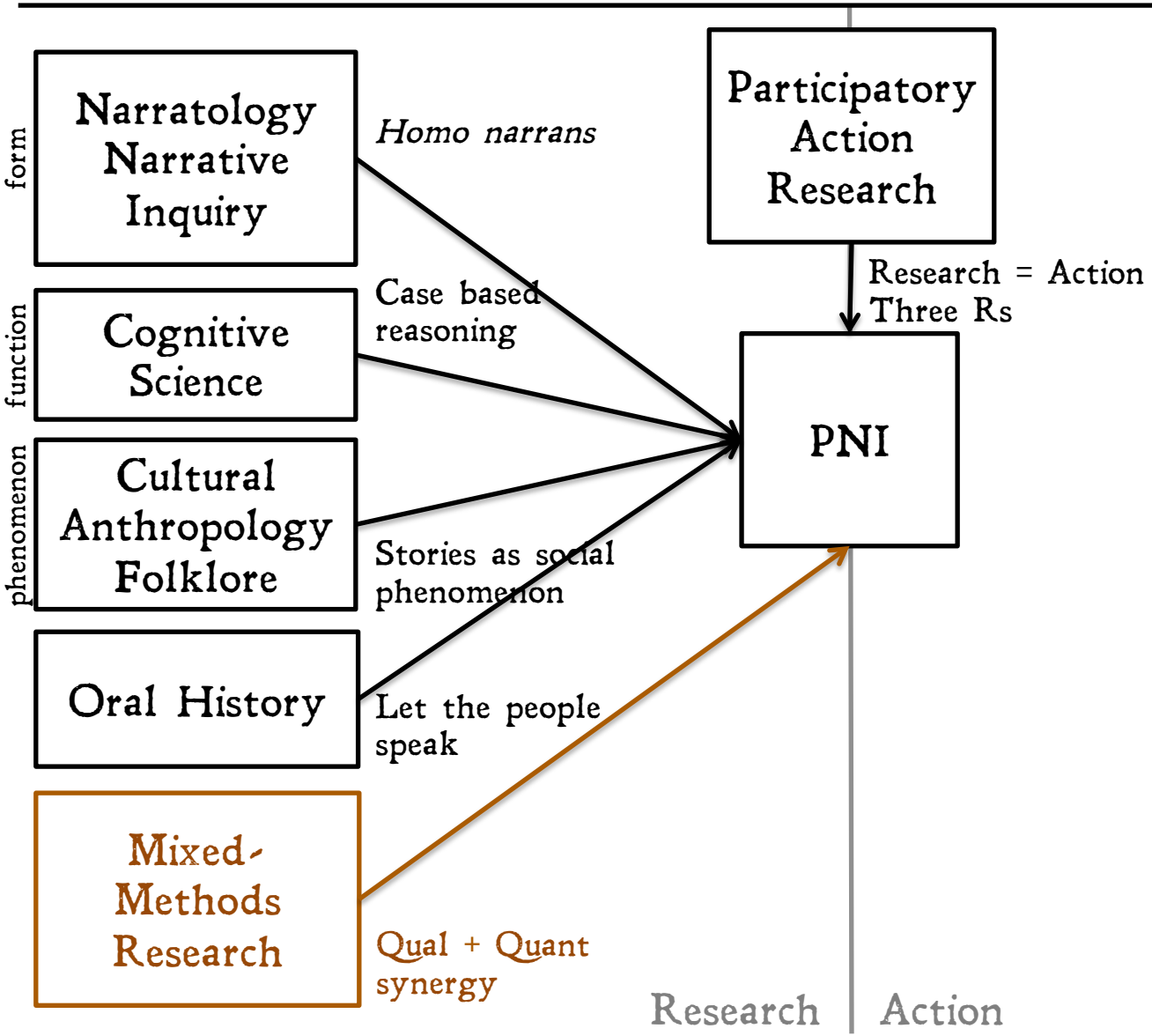
# Where do the ideas in PNI come from?



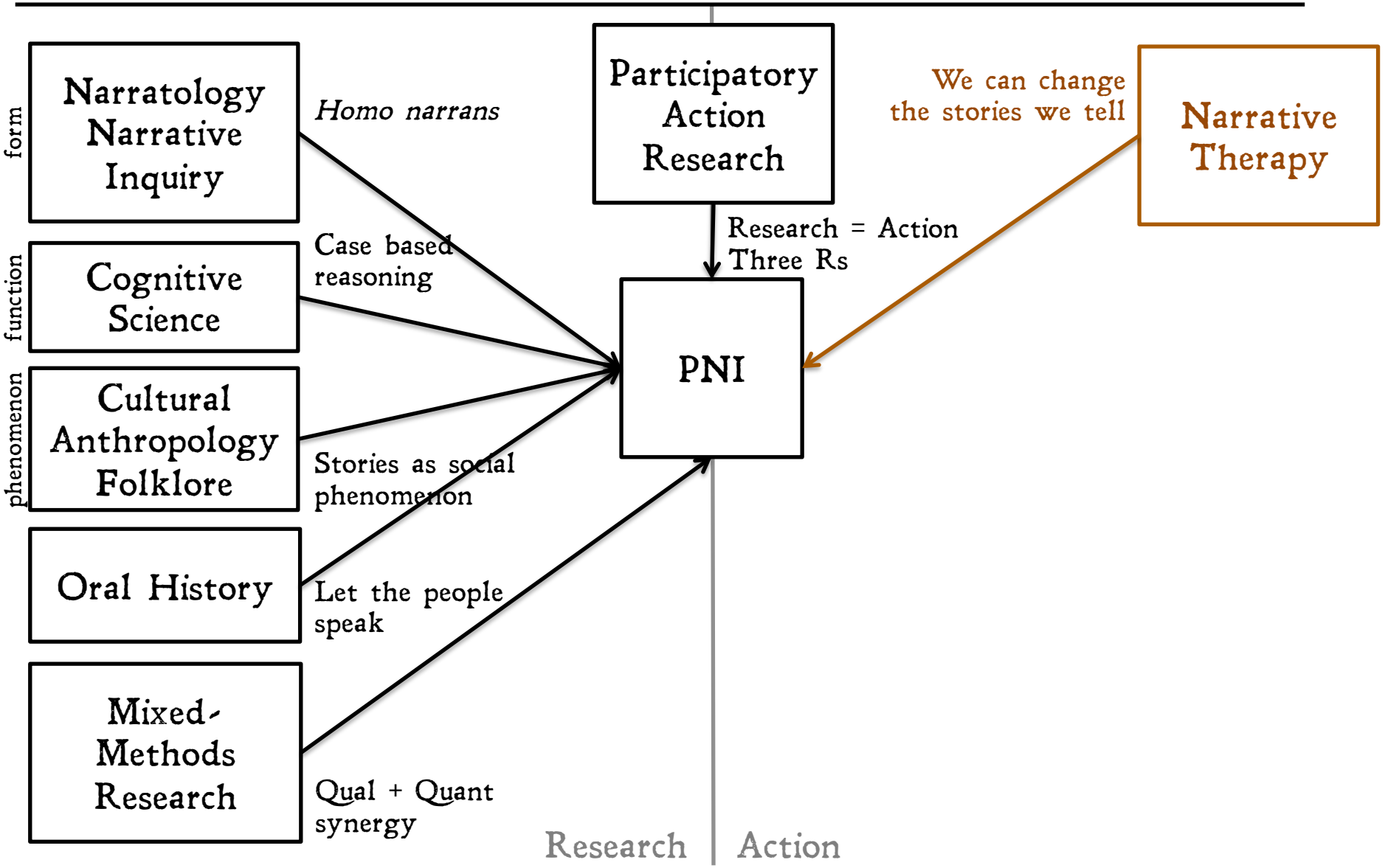
# Where do the ideas in PNI come from?



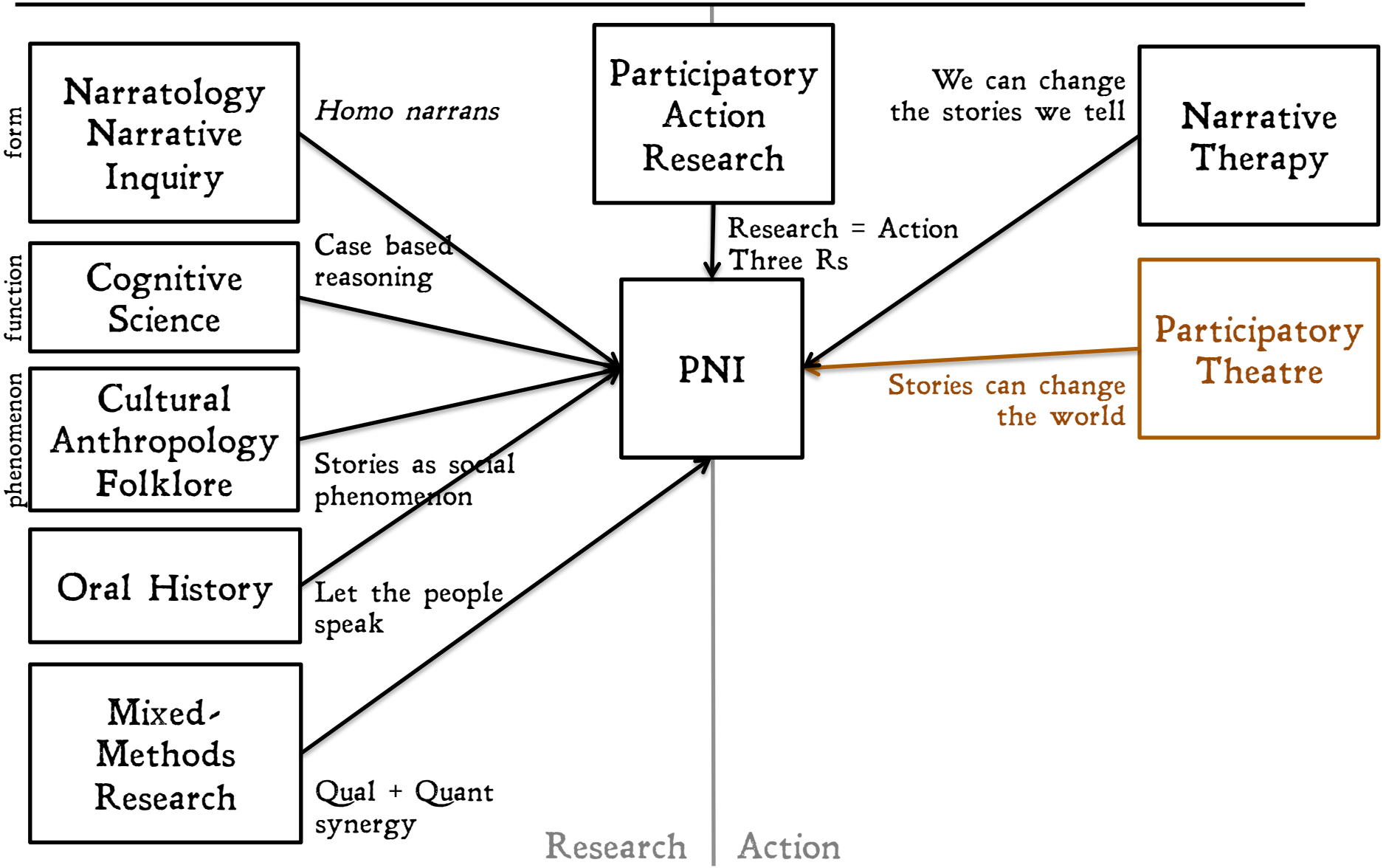
# Where do the ideas in PNI come from?



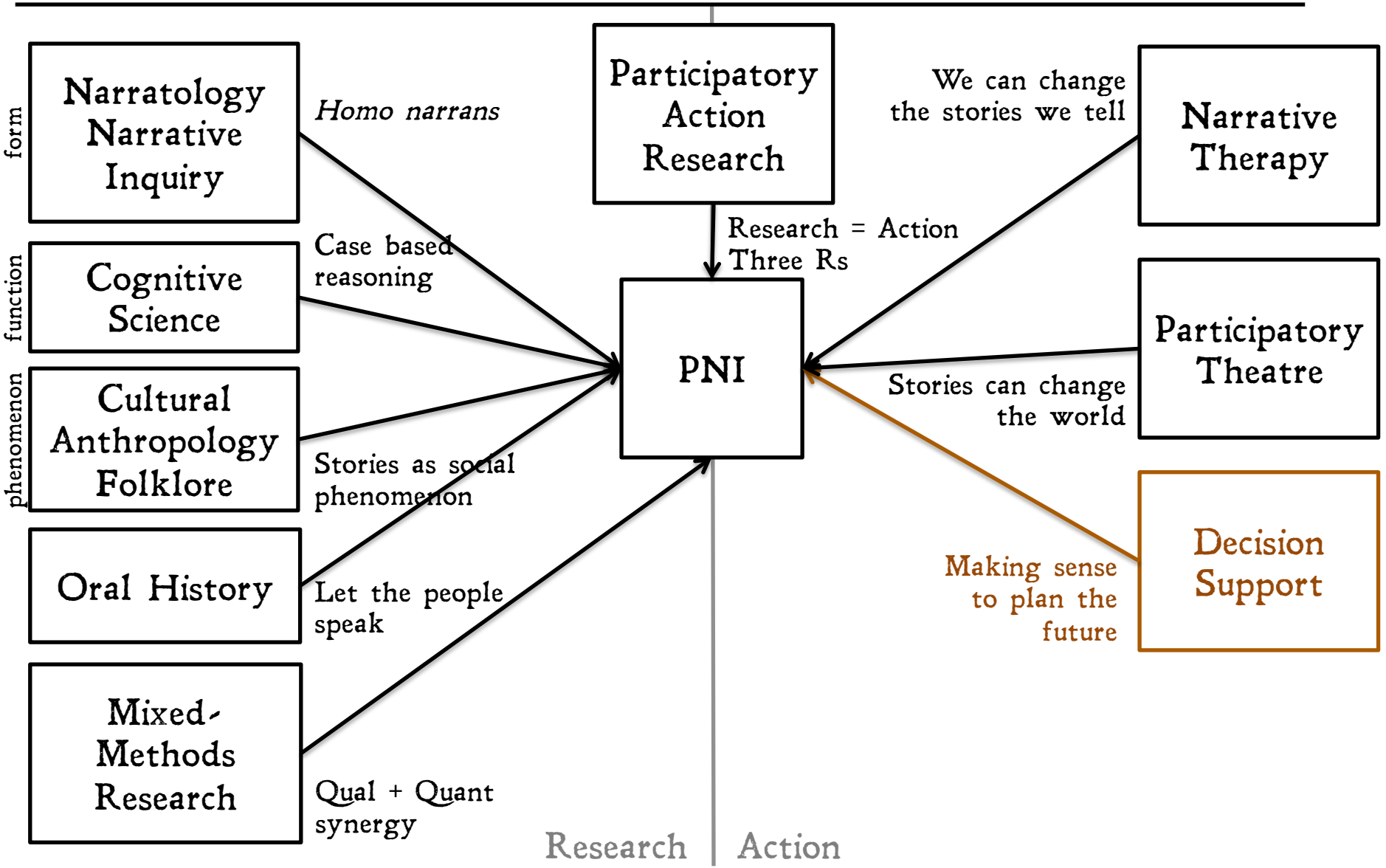
# Where do the ideas in PNI come from?



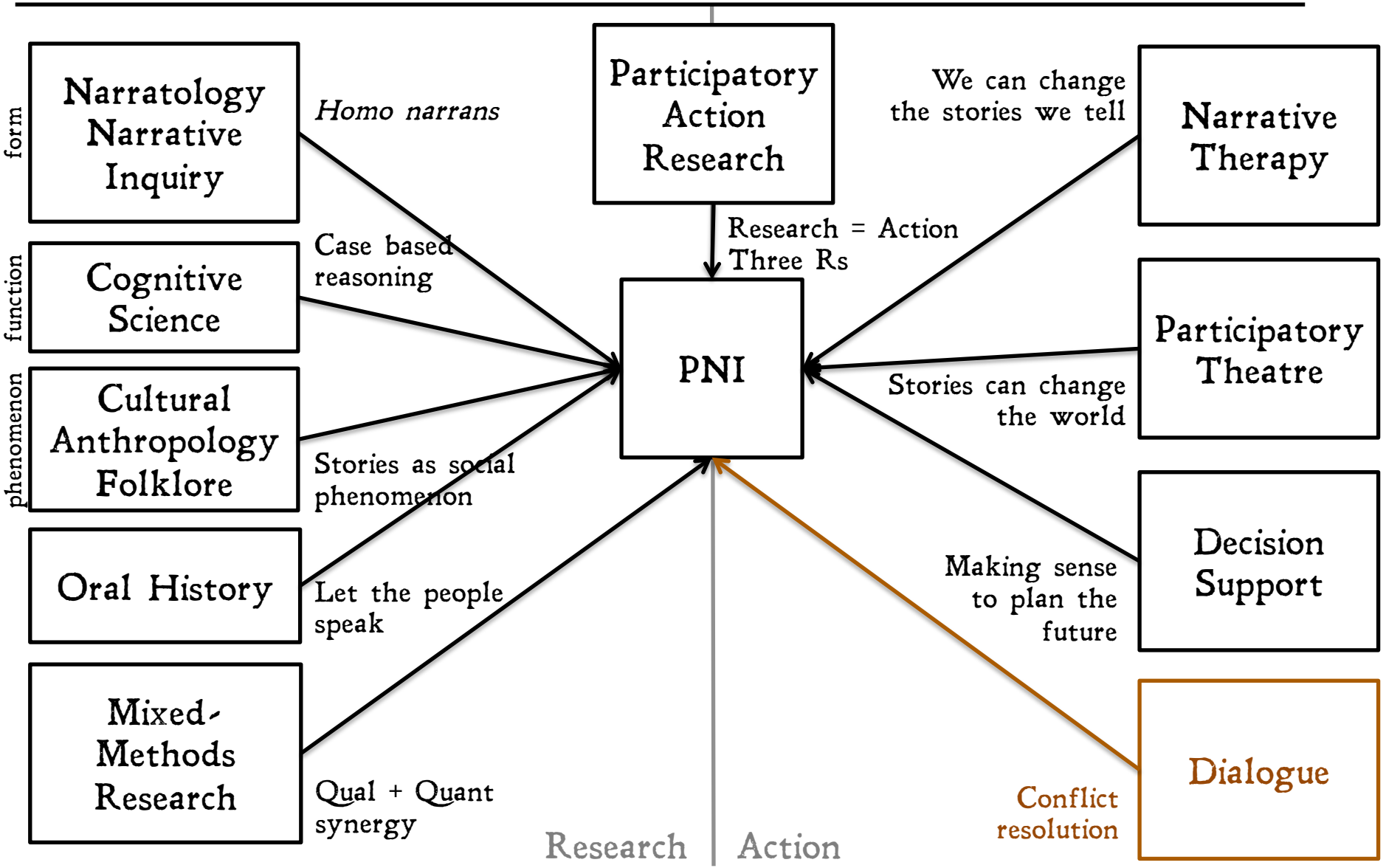
# Where do the ideas in PNI come from?



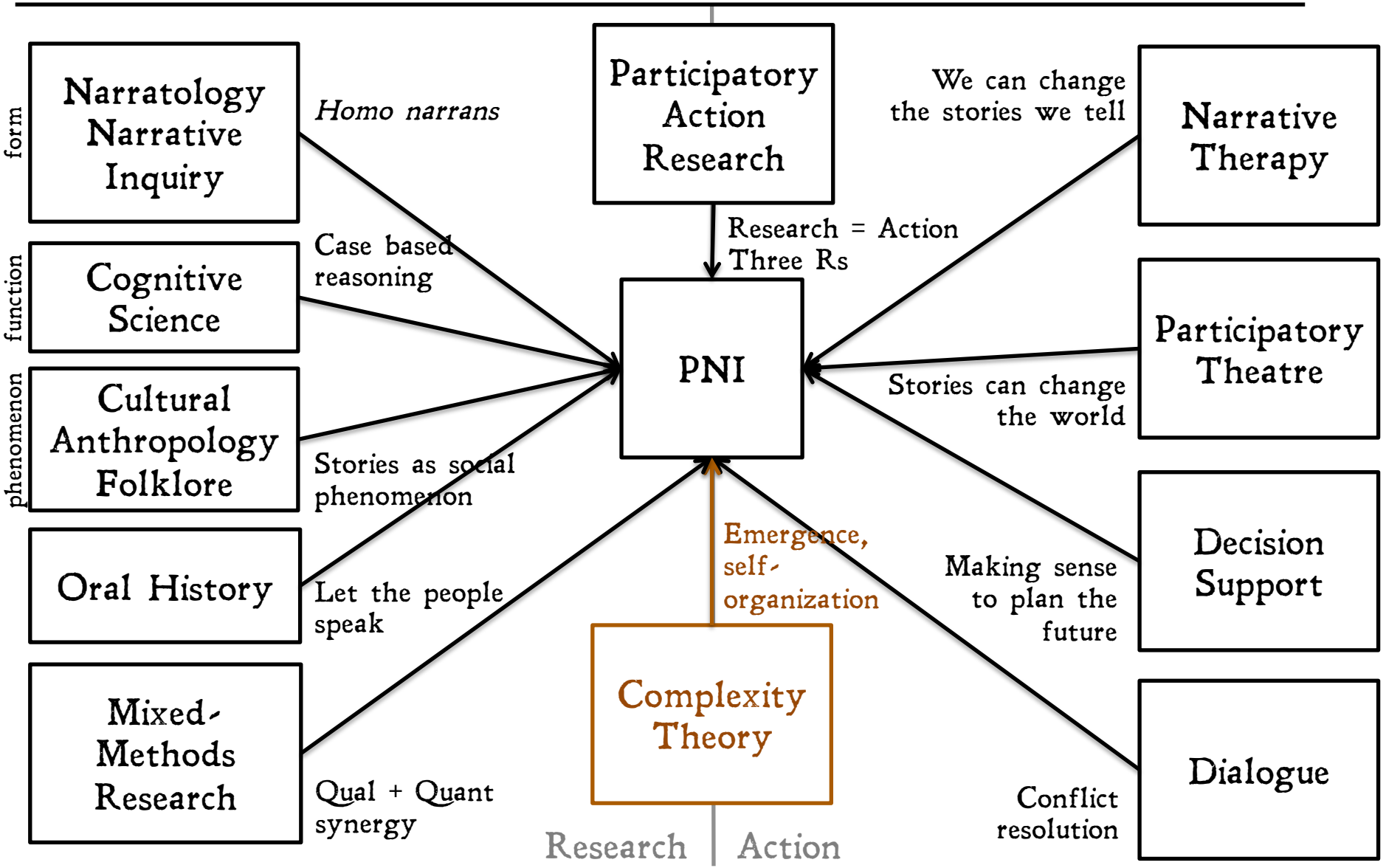
# Where do the ideas in PNI come from?



# Where do the ideas in PNI come from?



# Where do the ideas in PNI come from?



# What is your history with PNI?

1986

Started as ethologist

# What is your history with PNI?

1986

Started as ethologist

Wrote educational software

# What is your history with PNI?

1986

Started as ethologist

Wrote educational software

1999

Knowledge socialization group
StoryML
Guided Exploration

# What is your history with PNI?

1986

Started as ethologist

Wrote educational software

2001

IBM

IKM & Global Services
Dave Snowden
Sharon Darwent
(and others)

1999

Knowledge socialization group
StoryML
Guided Exploration

# What is your history with PNI?

1986

Started as ethologist

Wrote educational software

2001

DARPA

Human augmentation of reasoning through patterns

IBM

IKM & Global Services
Dave Snowden
Sharon Darwent
(and others)

1999

Knowledge socialization group
StoryML
Guided Exploration

# What is your history with PNI?

1986

Started as ethologist

Wrote educational software

1999

Knowledge socialization group
StoryML
Guided Exploration

IKM & Global Services
Dave Snowden
Sharon Darwent
(and others)

2001

Human augmentation of reasoning through patterns

SenseMaker

# What is your history with PNI?

1986

Started as ethologist

Wrote educational software

1999

Knowledge socialization group
StoryML
Guided Exploration

IBM

IKM & Global Services
Dave Snowden
Sharon Darwent
(and others)

2001

DARPA

Human augmentation of reasoning through patterns

CognitiveEdge

SenseMaker

MINDEF SINGAPORE

Risk assessment and horizon scanning

# What is your history with PNI?

1986

Started as ethologist

Wrote educational software

1999

Knowledge socialization group
StoryML
Guided Exploration

IBM

IKM & Global Services
Dave Snowden
Sharon Darwent
(and others)

2001

DARPA

Human augmentation of reasoning through patterns

CognitiveEdge

SenseMaker

MINDEF SINGAPORE

Risk assessment and horizon scanning

2009

Independent consultancy

# What is your history with PNI?

1986

Started as ethologist

Wrote educational software

1999

Knowledge socialization group
StoryML
Guided Exploration

2001

IBM

IKM & Global Services
Dave Snowden
Sharon Darwent
(and others)

DARPA

Human augmentation of reasoning through patterns

CognitiveEdge

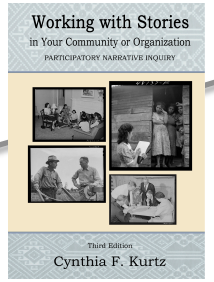
SenseMaker

MINDEF SINGAPORE

Risk assessment and horizon scanning

2009

Independent consultancy




PNI textbook

# What is your history with PNI?

1986

Started as ethologist

Wrote educational software

1999

Knowledge socialization group
StoryML
Guided Exploration

IBM

IKM & Global Services
Dave Snowden
Sharon Darwent
(and others)

2001

DARPA

Human augmentation of reasoning through patterns

CognitiveEdge

SenseMaker

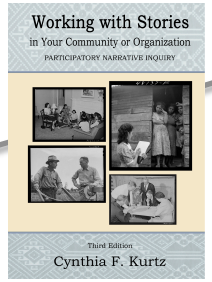
MINDEF SINGAPORE

Risk assessment and horizon scanning

2009

Independent consultancy

PNI textbook

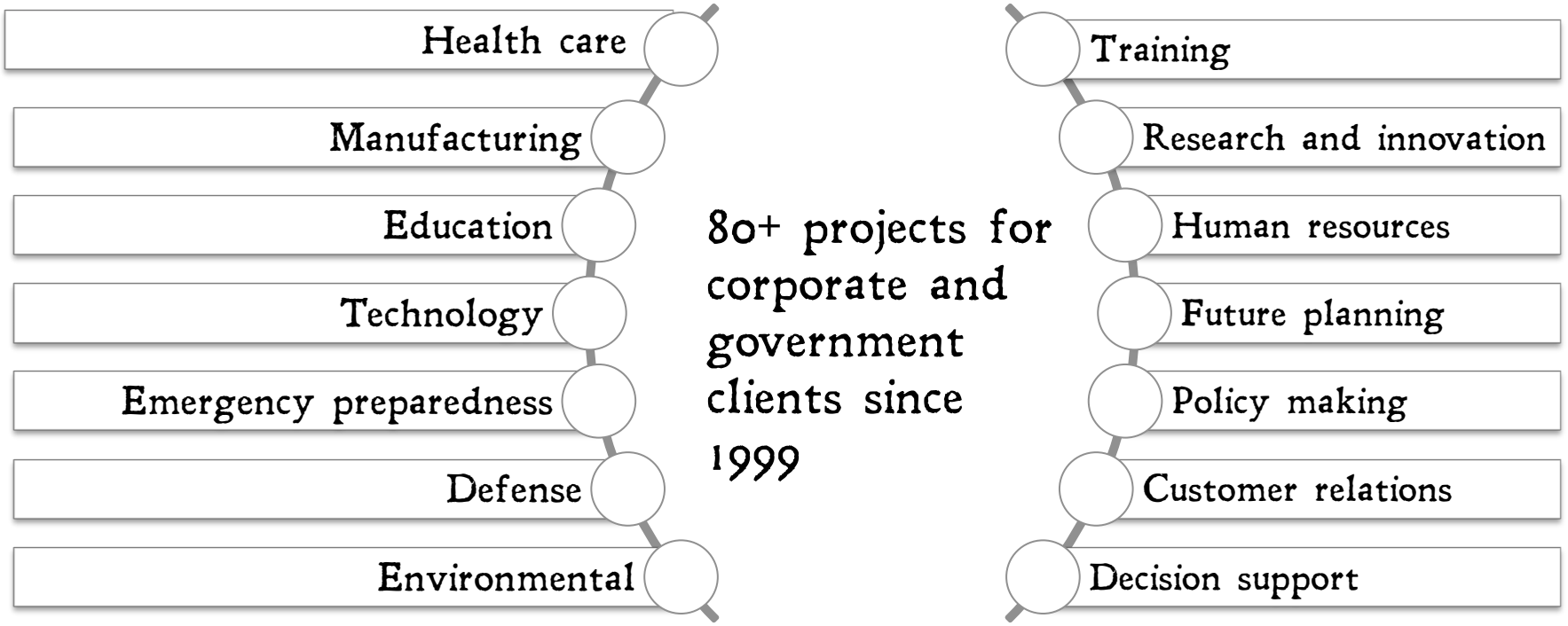



2015

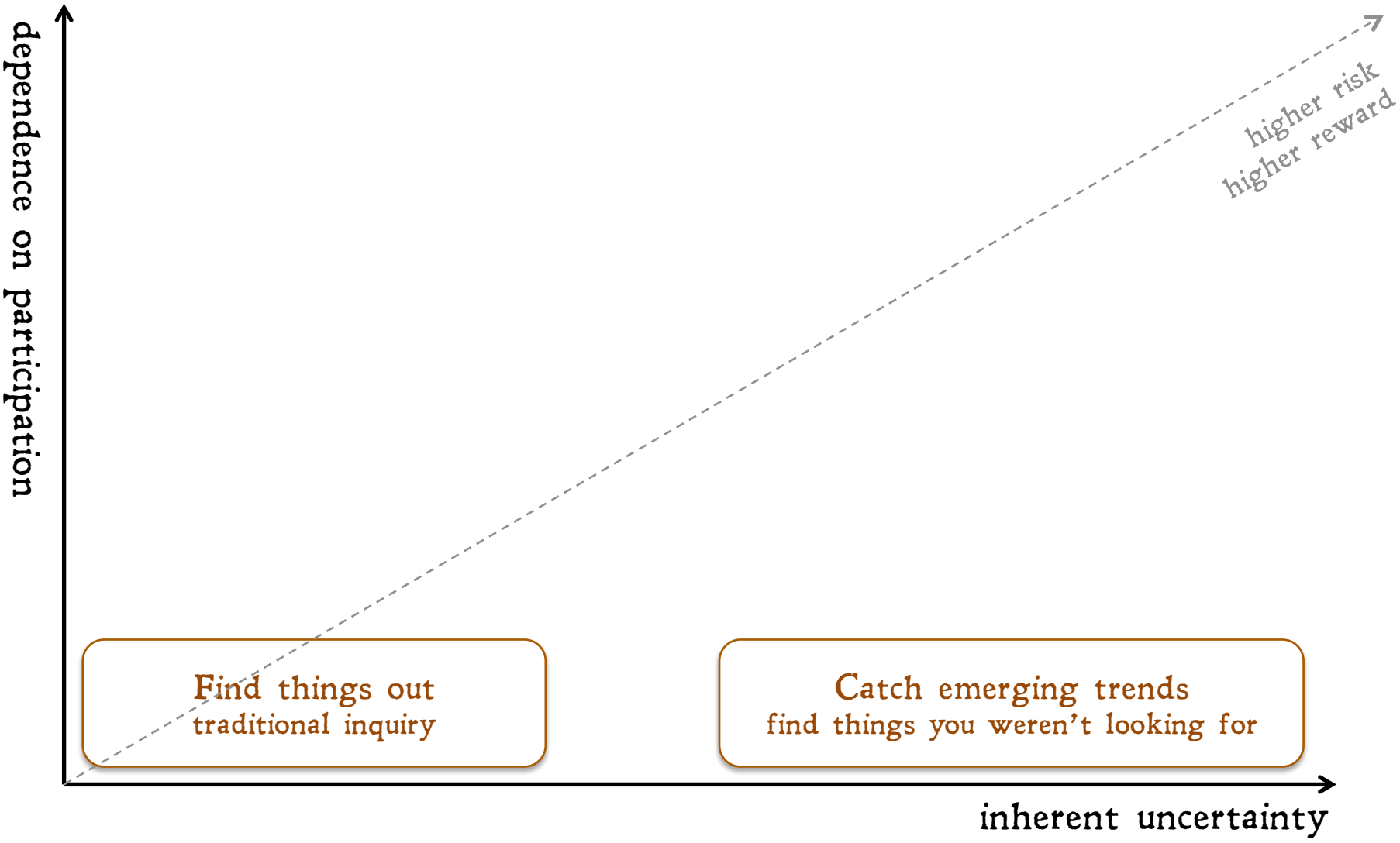
PNI INSTITUTE

NARRAFIRMA

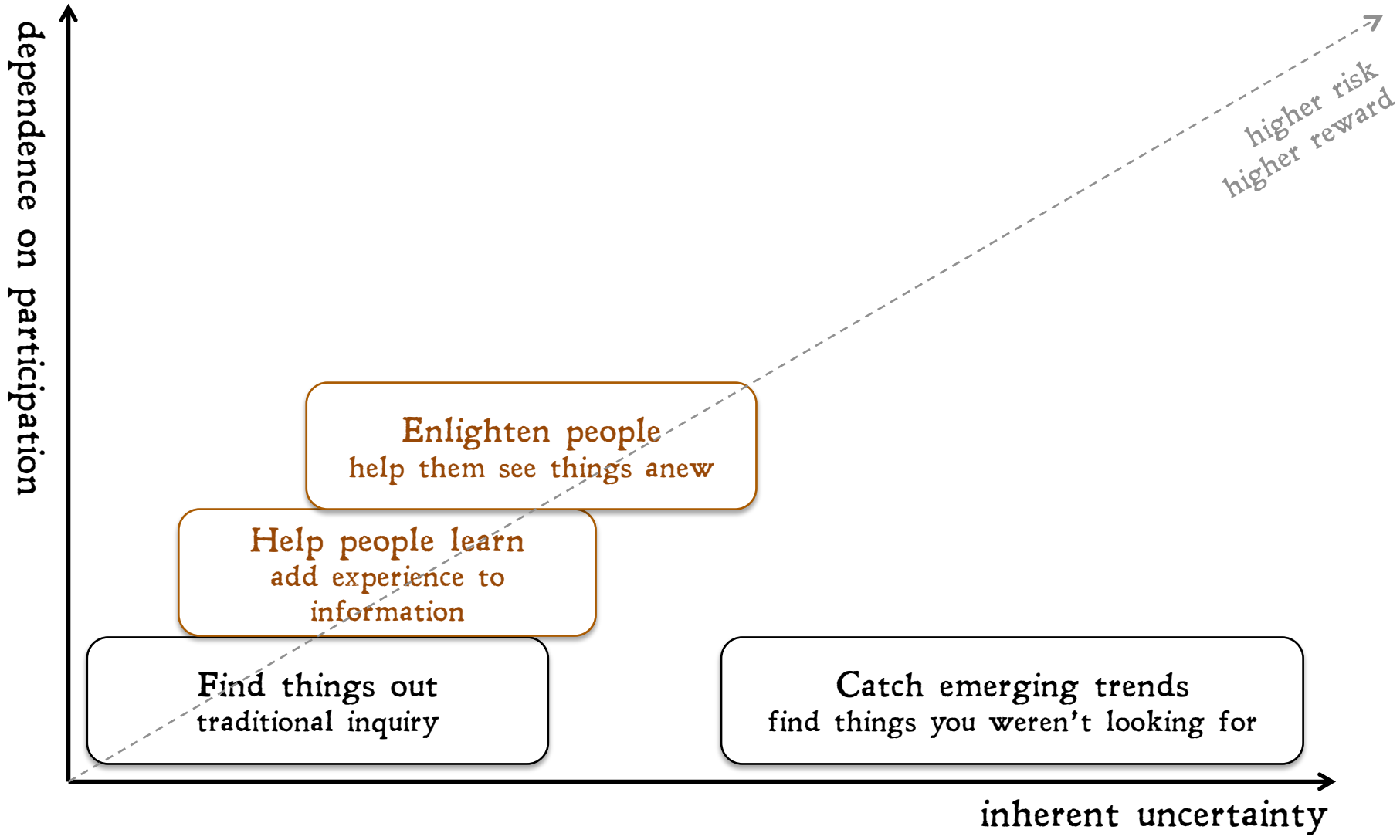
# What is your history with PNI?



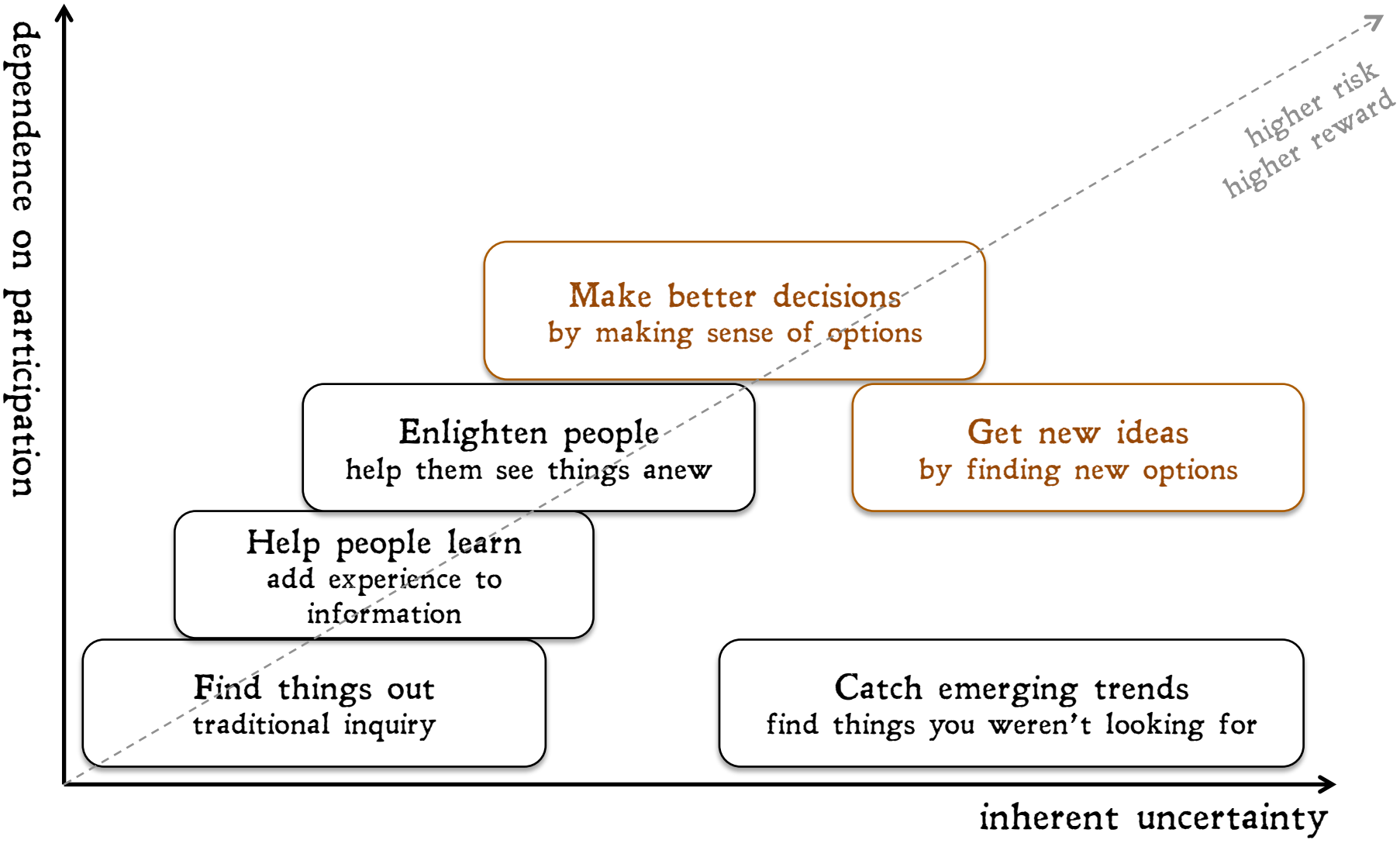
# What can you do with PNI?



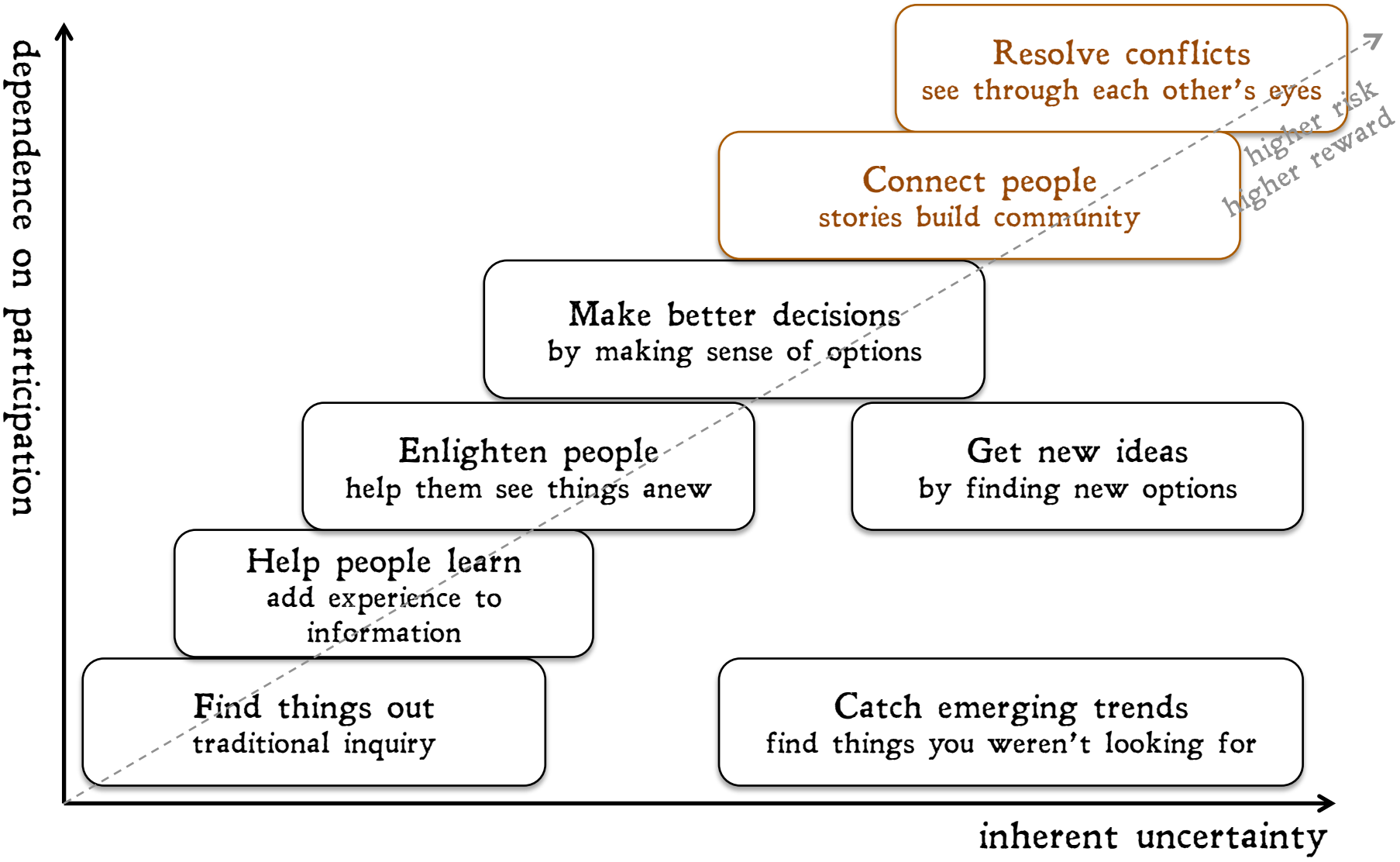
# What can you do with PNI?



# What can you do with PNI?

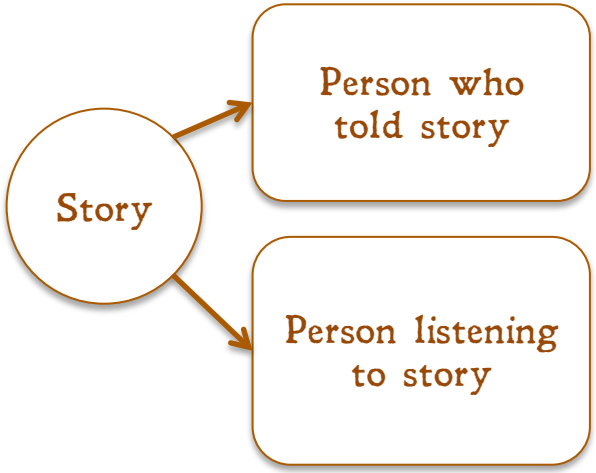


# What can you do with PNI?



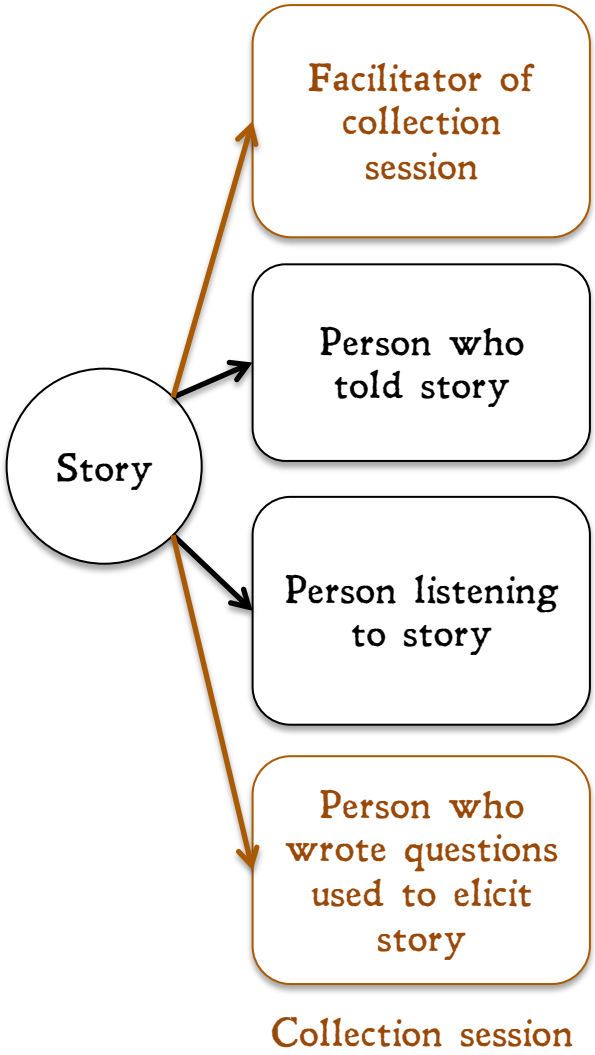
# What can't you do with PNI?

Prove anything conclusively. Why not?



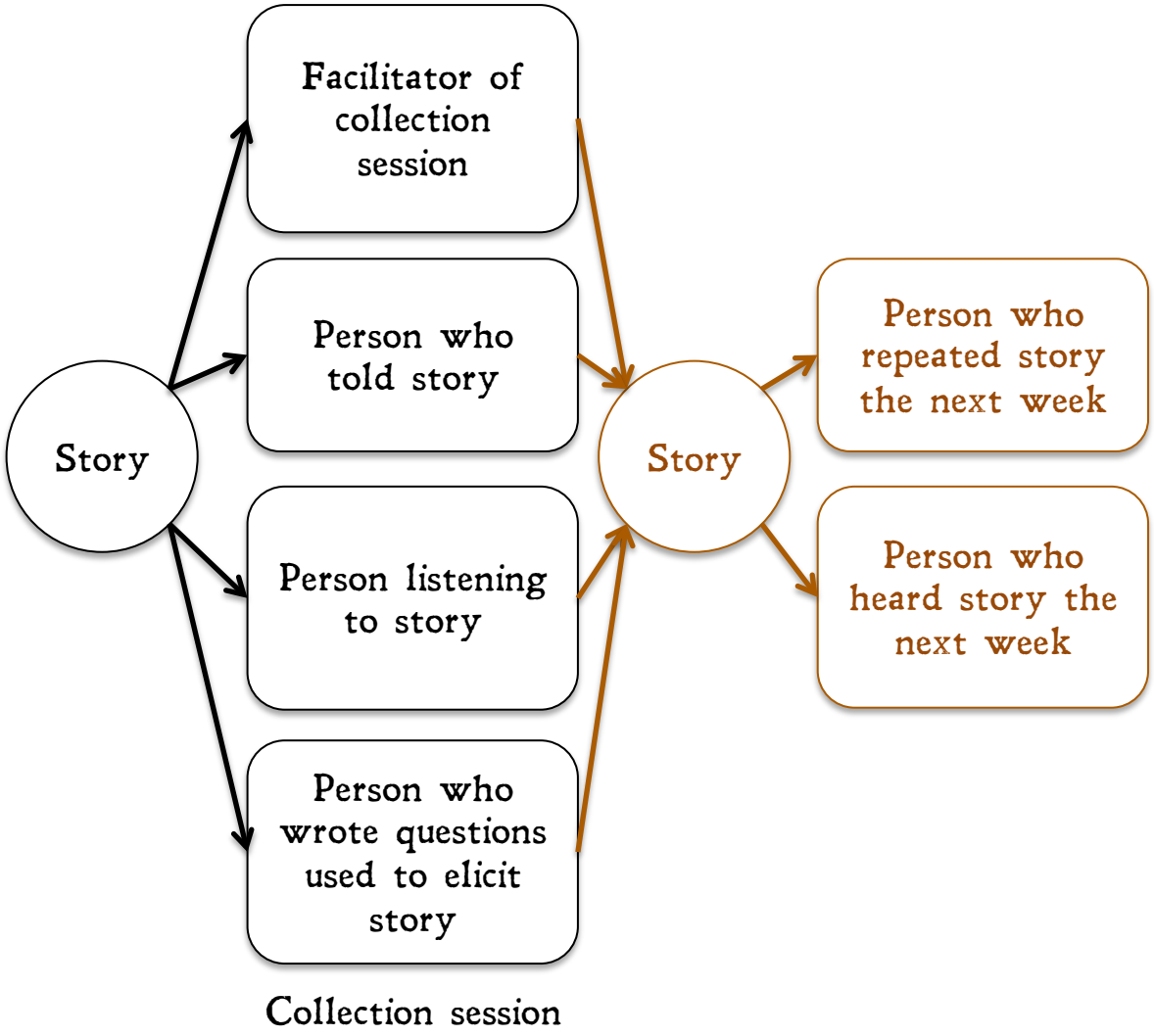
# What can't you do with PNI?

Prove anything conclusively. Why not?



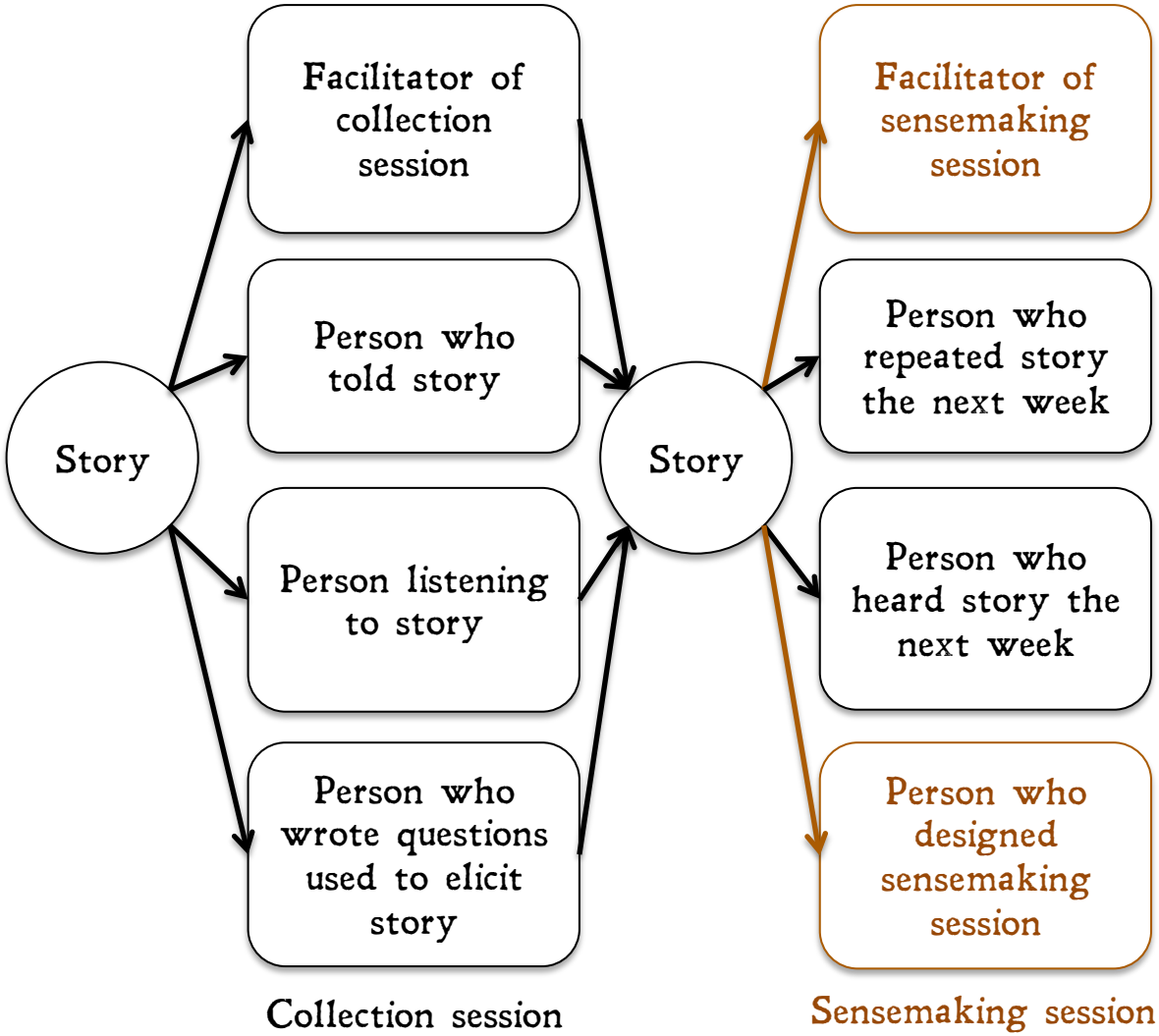
# What can't you do with PNI?

Prove anything conclusively. Why not?



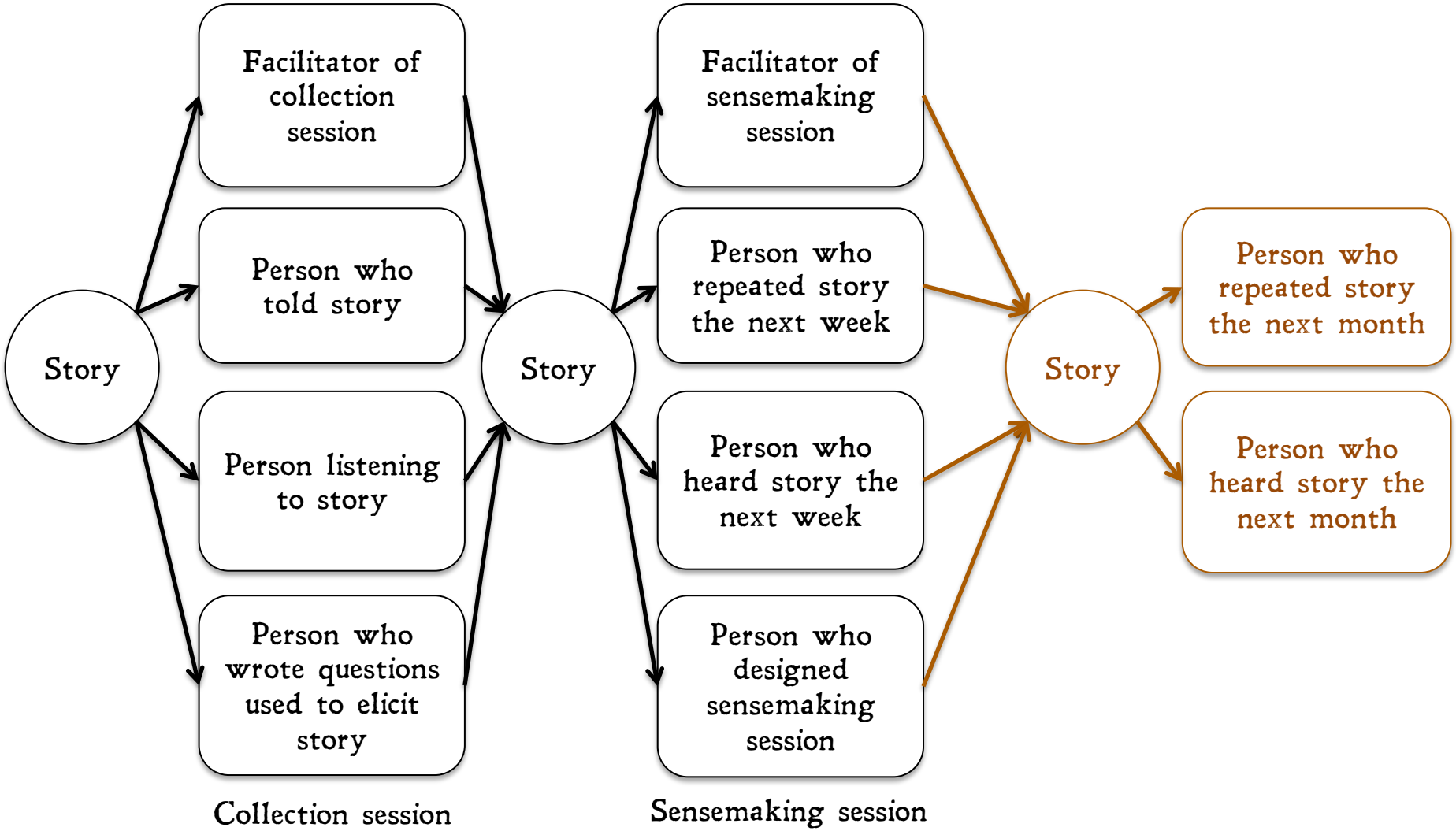
# What can't you do with PNI?

Prove anything conclusively. Why not?



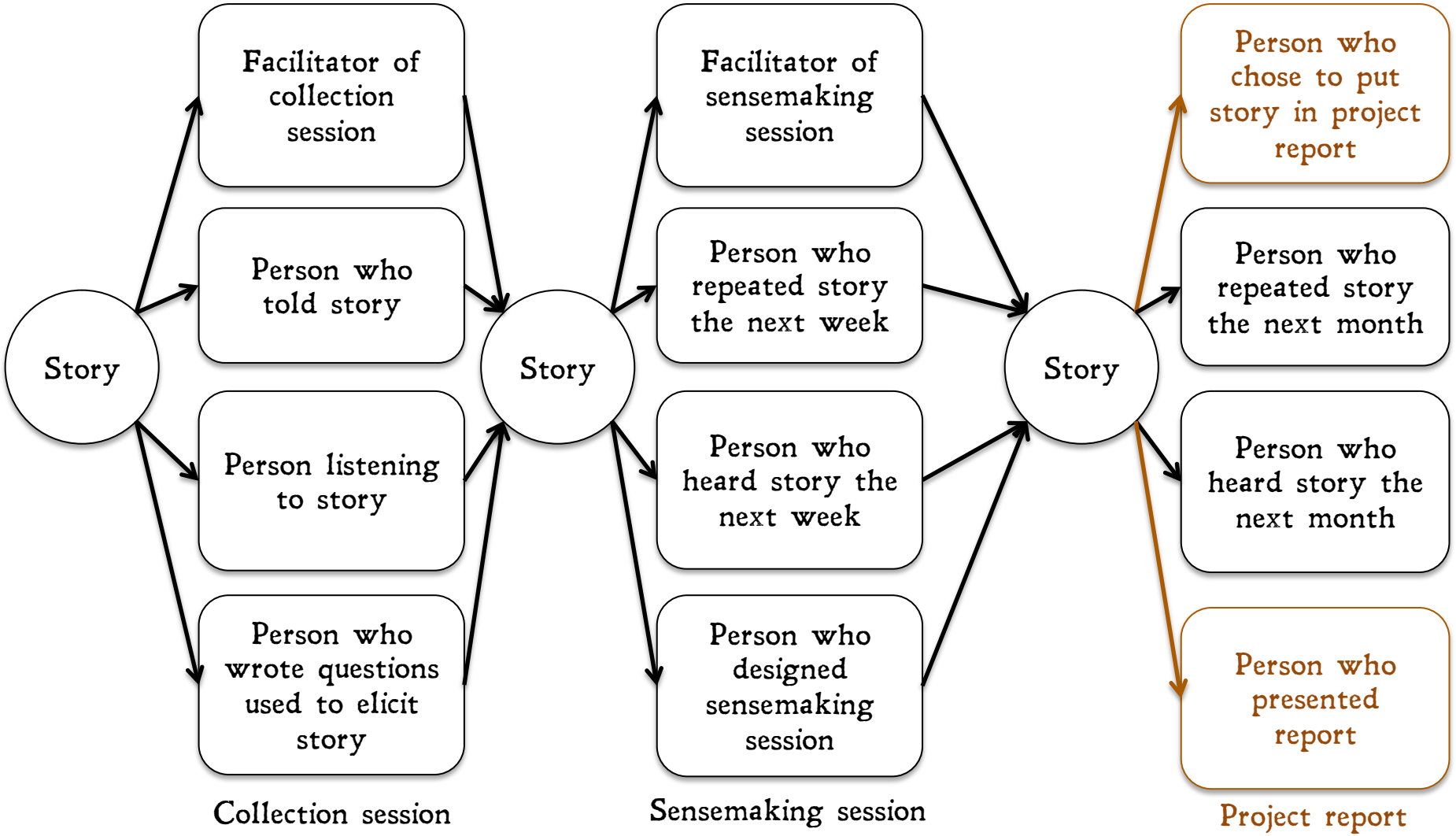
# What can't you do with PNI?

Prove anything conclusively. Why not?



# What can't you do with PNI?

Prove anything conclusively. Why not? So many intermingled interpretations!



# PNI in health care

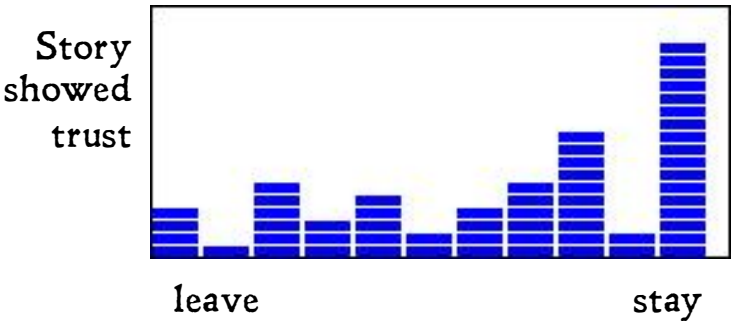
# PNI in health care – case 1

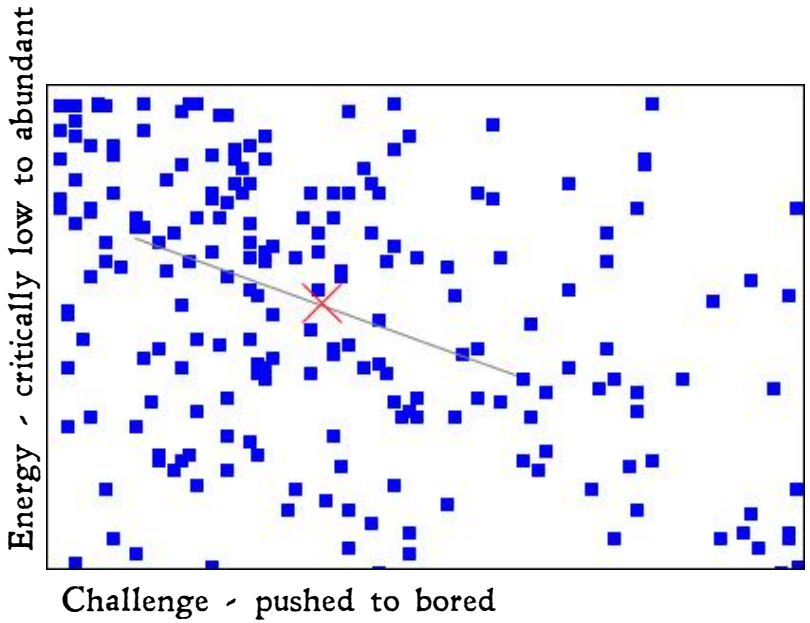
Hospital – retention of nursing and administrative staff

They saw:
- high turnover

They thought:
- staff quit because of stress

They found out:
- Work stress was seen *positively* when it was combined with challenge in an environment of trust and treamwork



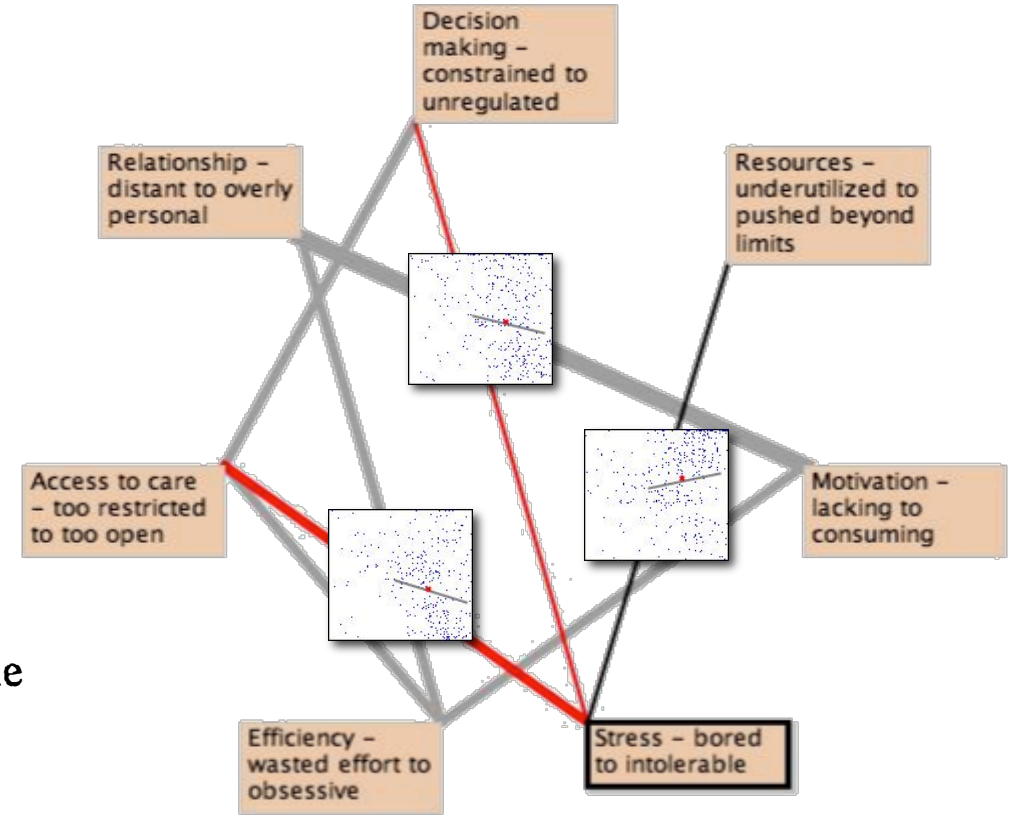
# PNI in health care – case 2

Pharmaceutial firm – doctor views of representatives

They saw:
- doctors irritated with reps

They thought:
- doctors never want to be bothered by reps

They found out:
- Visits from reps were welcome ("angels") when they helped doctors provide better patient care ("Help me help my patients")



# PNI in health care – case 3

Pharmaceutical firm – relationships between patients and doctors

They saw:
- patients and doctors butting heads

They thought:
- power dynamics are inherent in the relationship

They found out:
- Patients with different conditions had different feelings about control, need for information, and views of pharma

| Control of decision making | | | | |
|---|---|---|---|---|
| | **Asthma** | **Gastro intest-inal** | **Blood Pressure** | **Chol-esterol** |
| Need help | Yes | | Yes | Yes |
| Understand treatment | | Yes | | Yes |
| Know what to do | | Yes | No | |
| Who should be in charge | | Me | Conflicted | My doctor |
| (Doctors) Opinion of patient | Conflicted | | Conflicted | |
| (Doctors) Can patient handle treatment? | | No | | |
| | | | | |
| **Satisfaction** | | | | |
| | **Asthma** | **Gastro intest-inal** | **Blood Pressure** | **Chol-esterol** |
| Treated well | | | Badly | |
| Opinion of pharma | | | Good | |
| Information received | Okay | | Okay | Useless |
| Fully heard | Fully | Not at all | Fully | Fully |
| Fully included | Fully | Not at all | Fully | Not at all |

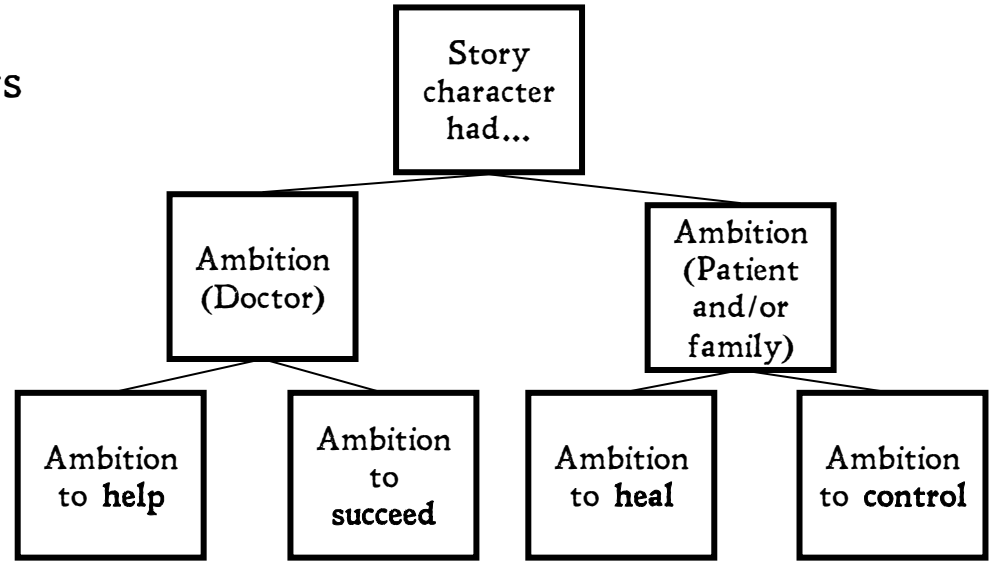
# PNI in health care – case 4

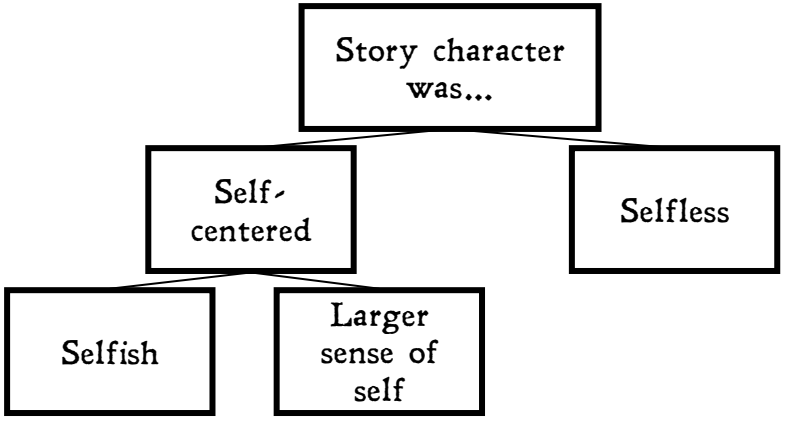
Pharmaceutical firm – why doctors do what they do

They saw:
- doctors struggling

They thought:
- all doctors face similar challenges

They found out:
- Doctors responded in a variety of ways to terms like ambition, fairness, control, selfishness, validation
- Three distinct motivations: community caretaker, life-saving hero, everyday worker



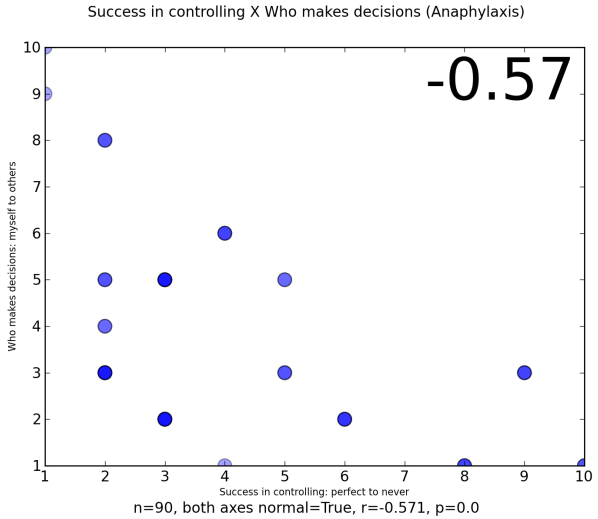
# PNI in health care – case 5

Maker of medical devices – how to design devices for different conditions

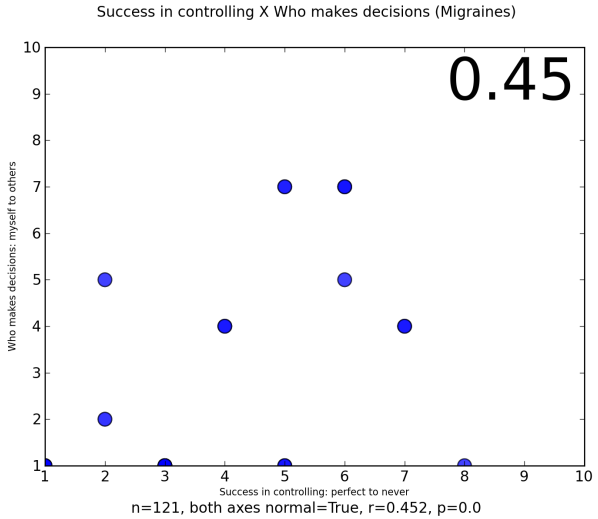
They saw:
- six different conditions

They thought:
- what do these people need?

They found out:
- People with each medical condition had varying needs a device should meet (e.g., clarity, reassurance, privacy, reliability).




The most successful anaphylaxis patients depended on others to make decisions.




People with migraines who had the most success in controlling the condition depended *least* on the decisions of others.

# Questions?

Find out more at:

- workingwithstories.org – textbook
- pni2.org – PNI Institute
- storycoloredglasses.com – blog
- cfkurtz.com – web site