



# WHY CAUSAL MAPPING ?

## What do you think is important in social research?

Here's what we believe, do you agree?

- 1  Social research works best when the **concepts come from people** closest to the subject — not from experts. Quantitative tools can't do that.
- 2  **People's worlds differ.** Not just in details — in main features. One size doesn't fit all. Especially in a changing world.
- 3  **Social research must welcome data and narratives that don't fit:** messy structure and messy contents.

We also believe social research needs a **causal** lens, do you?

- 1  **Many of the most important questions in research and evaluation** are causal: What drives X? What does Y lead to?
- 2  Asking "**how does your world work?**" can be a really useful question — for interviews and for analysis.
- 3  **Beliefs matter.** What do people *think* drives what? That is critical to know when we're dealing with people — even when they're wrong.
- People are causation experts.** Mostly, people are right

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about causation. We make mostly successful causal judgements thousands of times a day. We're the best causation detectors there are.

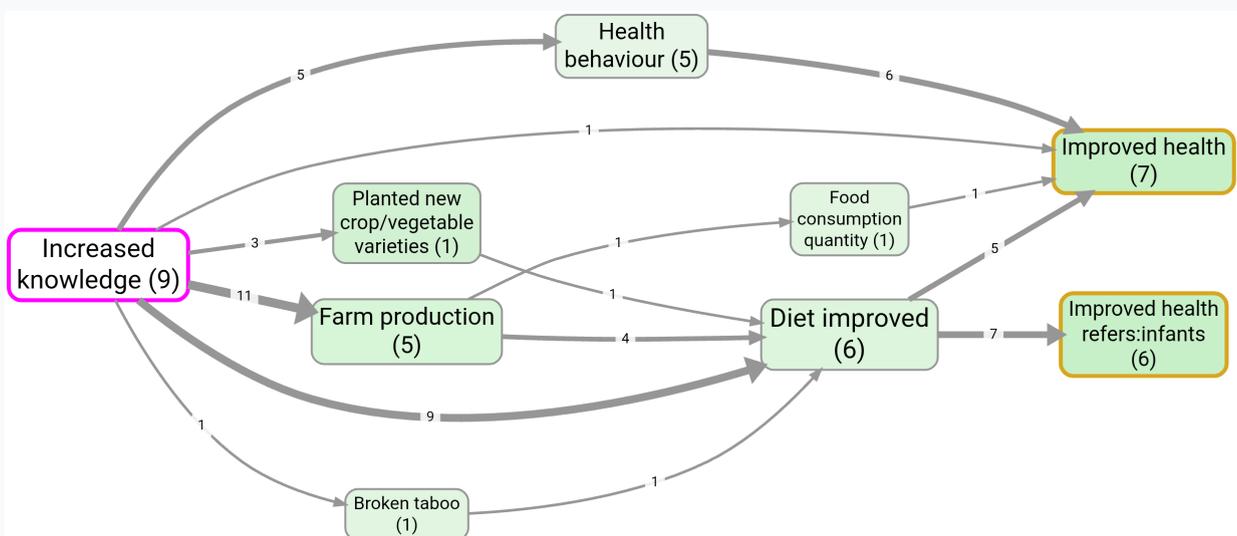
✓ Causal mapping ticks all of the above boxes.

How can it help in social research, concretely?

✓ Causal mapping is not an "evaluation method" but an "evidence broker" for evaluation methods like QuIP, Outcome Harvesting and Process Tracing. It finds masses of causal information, organises it, and feeds it in to other methods for evaluative judgement.

🤖 Causal mapping is a perfect fit to make use of the power of AI – not by using it as a block box but as a low-level coding assistant. We can apply a relatively generic causal coding template to hundreds of interviews documents and be ready to ask and answer causal questions about them very quickly.

📖 Stories in, stories out. People tell stories. Causal mapping takes them and outputs stories – and maps.



Relevant page:

Causal Mapping – the evaluation evidence broker



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