



# **CAUSAL MAPPING STARTS FROM WHAT PEOPLE ACTUALLY SAY AND WHAT THEY DO NOT SAY**

Causal mapping aims to directly understand and collate the causal claims which people make in narrative (and other) data rather than trying deduce causal connections using statistics or other methods. It starts with what people actually say in real-world contexts and does not rely on heavily pre-structured question formats. Urgent, unexpected, and unwelcome information is treated at face value.

The analyst does not need to have any preconceived conceptual framework; types of causal claims are identified in the data inductively and iteratively. This is a partly creative process, however the decisions made by the analyst are transparent as the underlying text is always available.

At least some of the boundaries of causal mapping research are set by the respondents, not the researchers; what are we going to talk about? What are we not going to talk about?