

by Maura Smale 3 years ago

# The Topography of Learning: Using Cognitive Mapping to Evolve and Innovate in the Academic Library

Donna Lanclos, Maura A. Smale, Andrew Asher, Mariana Regalado, and Lesley Gourlay; Association of College & Research Libraries Conference, March 27, 2015 <http://tinyurl.com/acrlcogmaps>



Colleen MacKinnon

@mackinc

Looking forward to the topography [#CogMaps](#) session at [#acrl2015](#) complete with interactive activity!



3 YEARS AGO



Jennifer Sharkey

@jsharkeylib

Getting ready to learn about cognitive mapping & learning. [#acrl2015](#) [#CogMaps](#)



3 YEARS AGO



Joelle Pitts

@jopitts

Ready to learn more about cognitive mapping in [#CogMaps](#) @ [#acrl2015](#)



3 YEARS AGO

Don

Donna Lanclos

@DonnaLanclos

Alright, [#cogmaps](#) session at [#acrl2015](#) is ON



3 YEARS AGO

Don

Donna Lanclos

@DonnaLanclos

We are going to have you actually draw [#cogmaps](#) come on down sit at a table [#acrl](#) 2015



3 YEARS AGO

Don [Donna Lanclos](#)  
@DonnaLanclos


[#cogmaps](#) maps reflect an understanding of spaces, are relatively fast and easy to implement as a method to investigate spatial perception

 3 YEARS AGO



[Juliann Couture](#)  
@julezig

And now [@DonnaLanclos](#) is trying to make me go to the front of the room. [#cogmaps](#) [#acrl2015](#)

 3 YEARS AGO

Don [Donna Lanclos](#)  
@DonnaLanclos

[#cogmaps](#) generally 2-D reps of 3-D spaces, but remember you can also have people map processes [#acrl2015](#)

 3 YEARS AGO

mre: [Meredith Evans](#)  
@mre1920

learning cognitive mapping w/ my friend [@DonnaLanclos](#) [#acrl2015](#) [#cogmaps](#)

 3 YEARS AGO

libra [Meredith Farkas](#)  
@librarianmer

Cognitive maps were developed to understand spatial perceptions of people in neighborhoods.  
[#acrl2015](#) [#cogmaps](#)

 3 YEARS AGO

Don [Donna Lanclos](#)  
@DonnaLanclos

DRAW YOUR MAPS [#cogmaps](#) [#acrl2015](#)

 3 YEARS AGO



**Juliann Couture**  
@julezig

Also, #cogmaps wants to autocorrect to cognac. @DonnaLanclos @aasher



3 YEARS AGO



**Joelle Pitts**  
@jopitts

Maps represent a cognitive understanding of places and spaces - drawing a map of my learning spaces now #CogMaps @ #acrl2015



3 YEARS AGO



**Ameet Doshi**  
@AmeetDoshi

where do you do your best work? sunlight, table space, access to food and drink, sometimes quiet / sometimes active #cogmaps #acrl2015



3 YEARS AGO



**Andrew Asher**  
@aasher

Wow --the conversation sounds great #cogmaps #wallofsound



3 YEARS AGO

Don

**Donna Lanclos**  
@DonnaLanclos


Attendees are sharing their cognitive maps with smiles and enthusiasm #cogmaps #acrl2015



3 YEARS AGO



RT [@DonnaLanclos](#): Lots of lively folks [pic.twitter.com/cU5C9ovFGs](https://pic.twitter.com/cU5C9ovFGs) #cogmaps

 ANDREW ASHER [@AASHER](#) · 3 YEARS AGO

Don [Donna Lanclos](#)  
[@DonnaLanclos](#)

Those of you in the #cogmaps #acrl2015 session please live-tweet your maps

 3 YEARS AGO



Sharing and discussing the maps we've drawn [#cogmaps](#) [#acrl2015](#) [pic.twitter.com/EuhAnlf6ET](https://pic.twitter.com/EuhAnlf6ET)

 MAURA SMALE @MAURAWEB · 3 YEARS AGO

pieb [lia friedman](#)  
@piebrarian

“[@DonnaLanclos](#): Those of you in the [#cogmaps](#) [#acrl2015](#) session please live-tweet your maps”  
ditto!

 3 YEARS AGO



[Andrew Asher](#)  
@aasher

[@DonnaLanclos](#) Starting the [#cogmaps](#) discussion

 3 YEARS AGO



[Andrew Asher](#)  
@aasher

Work in many differnt spaces noted-- often not offices [#cogmaps](#)

 3 YEARS AGO



Andrew Asher  
@aasher

ICYMIm Promt is mapy your learning spaces #cogmaps

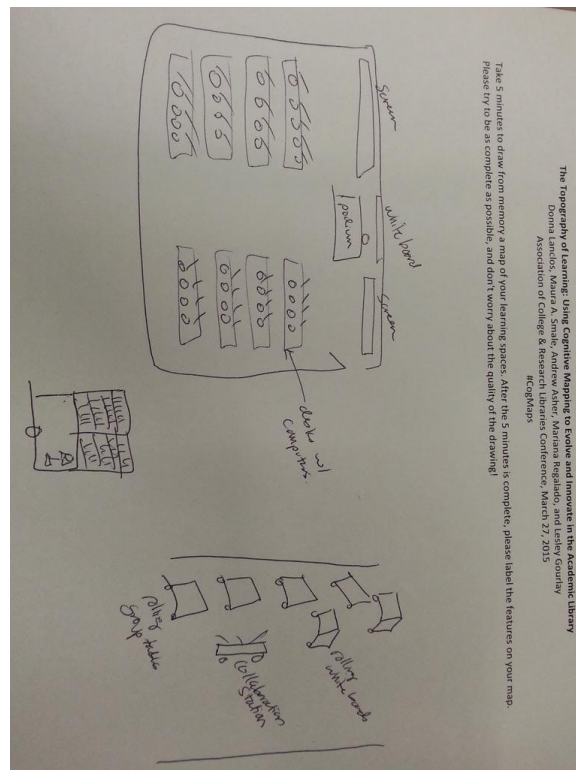
3 YEARS AGO



Andrew Asher  
@aasher

There are often 2 clear strategies for mapping: spatial which emphasizes the overall shap of a place/area #cogmaps +

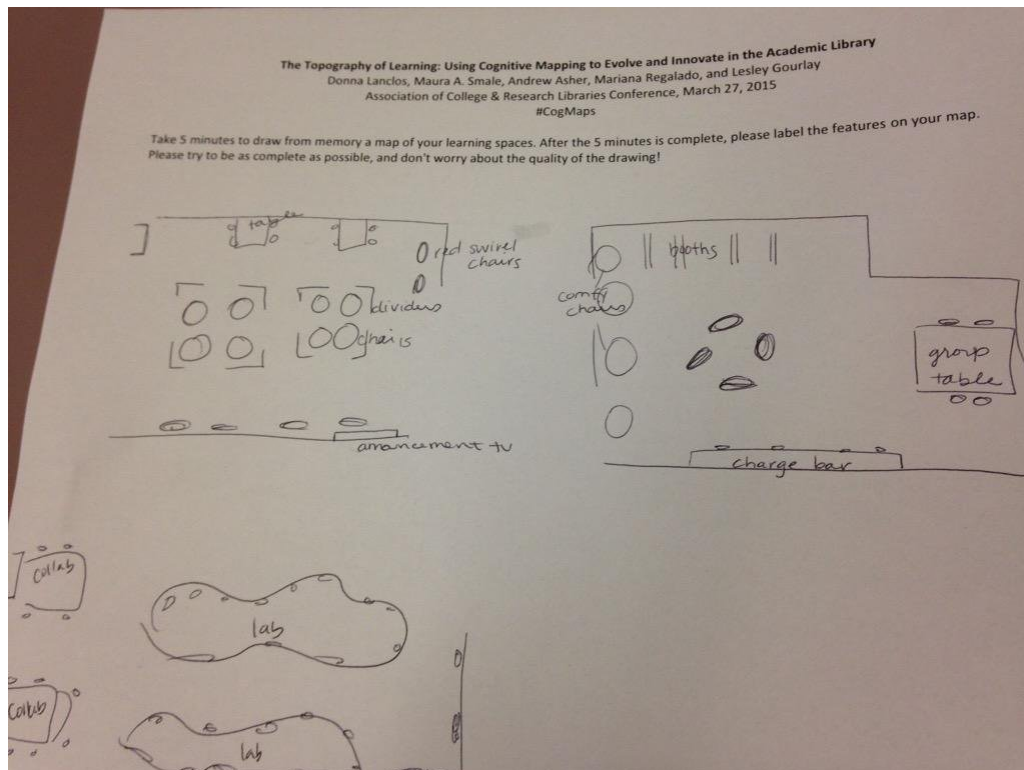
3 YEARS AGO



My library and personal learning spaces #CogMaps at #ACRL2015 [pic.twitter.com/4fNNvuNS1X](https://pic.twitter.com/4fNNvuNS1X)



JOELLE PITTS @JOPITTS · 3 YEARS AGO



Mapping out learning spaces [#cogmaps](#) [#acrl2015](#) [pic.twitter.com/u0VSIYDpKH](https://pic.twitter.com/u0VSIYDpKH)

ADSTARKEL @ADSTARKEL · 3 YEARS AGO



Andrew Asher  
@aasher

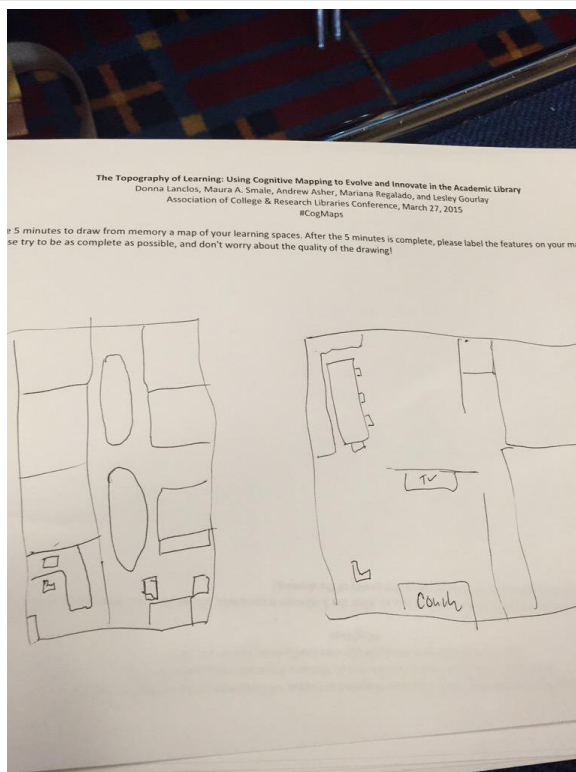
and path focused, which empasizes movement through a space [#cogmaps](#)

3 YEARS AGO


My

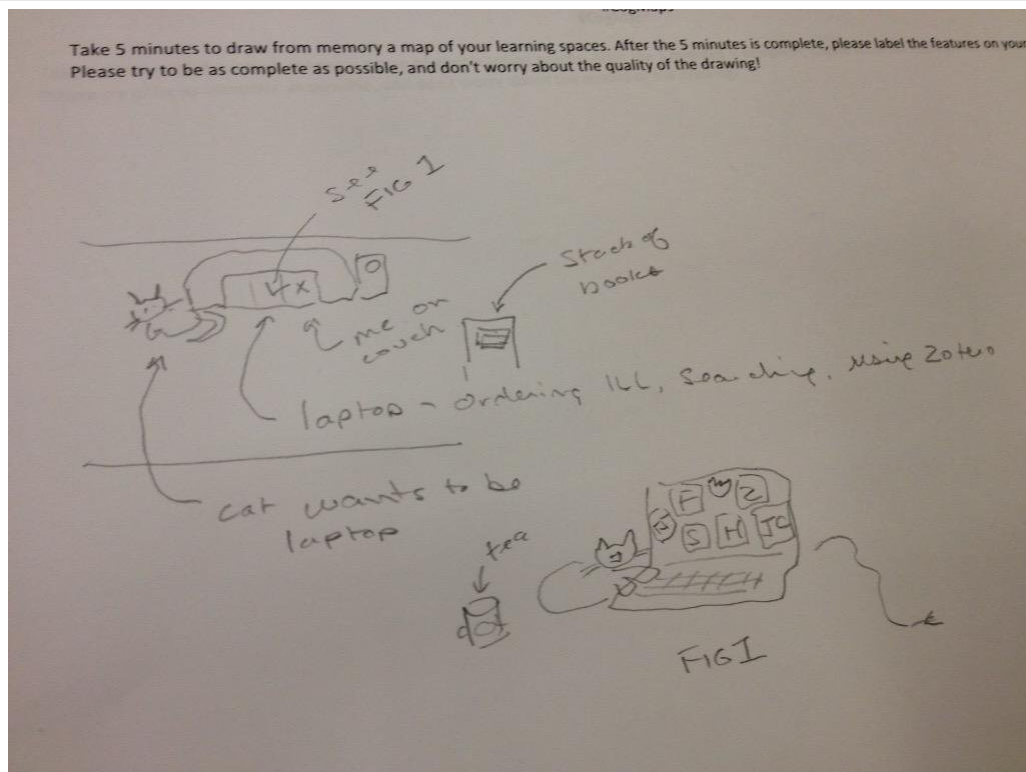
My horrible learning space map. This is why I majored in business, not art. 😊 [#acrl2015](#) [#cogmaps](#)  
[pic.twitter.com/26265u7ZDQ](https://pic.twitter.com/26265u7ZDQ)

JORDAN @GUYBRARIANESQUE · 3 YEARS AGO




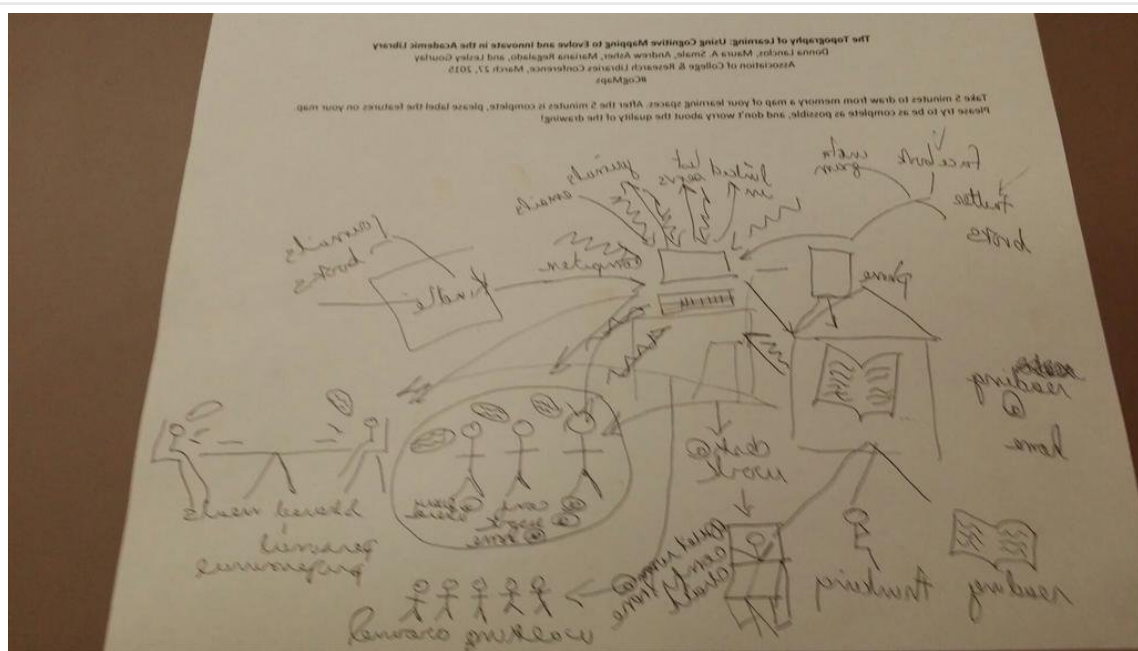
My [#cogmaps](#) - I like the idea of working on comfy chairs but always move to large table where I can spread out. [pic.twitter.com/9dW9d9DS0Q](https://pic.twitter.com/9dW9d9DS0Q)

 JULIANN COUTURE @JULEZIG · 3 YEARS AGO




#cogmaps #acrl2015 where I work (on couch, with cat) @DonnaLanclos @aasher making us cartographers [pic.twitter.com/spnhYqkYV7](https://pic.twitter.com/spnhYqkYV7)

 BARBARA FISTER @BFISTER · 3 YEARS AGO



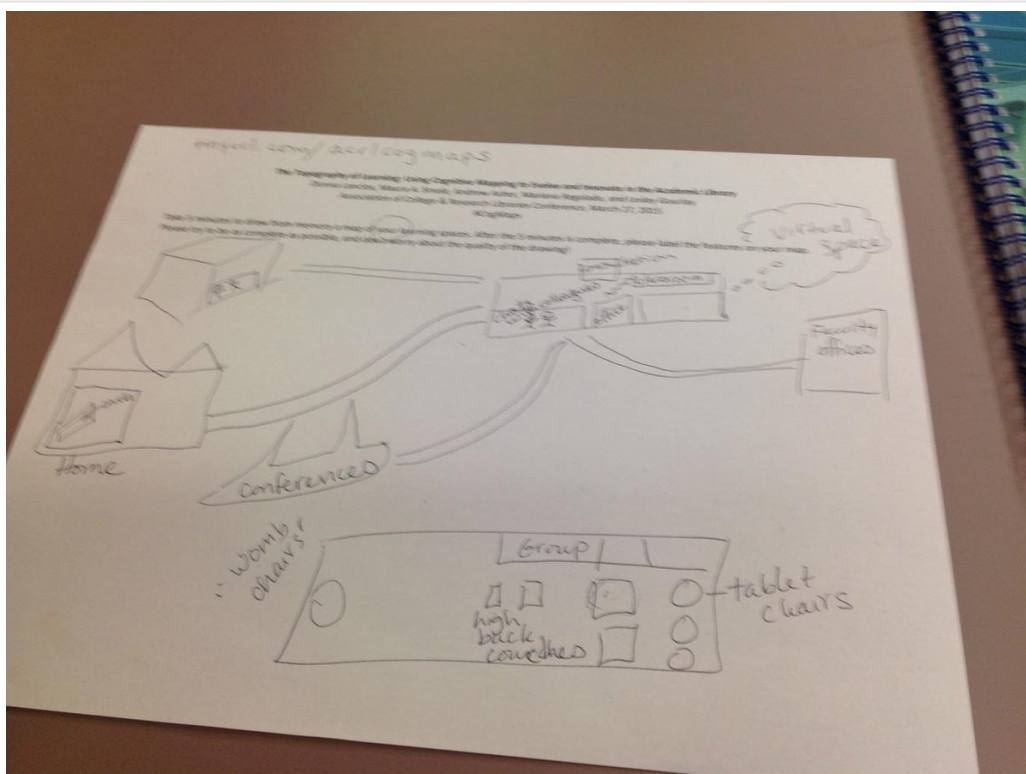
My learning spaces [#cogmaps](#) [#acrl2015](#) [pic.twitter.com/H1jZliZWaA](https://pic.twitter.com/H1jZliZWaA)

 KATRINA BROWN @WYOBRARIAN · 3 YEARS AGO

mirn [Miriam Matteson](#)  
@mirmatt

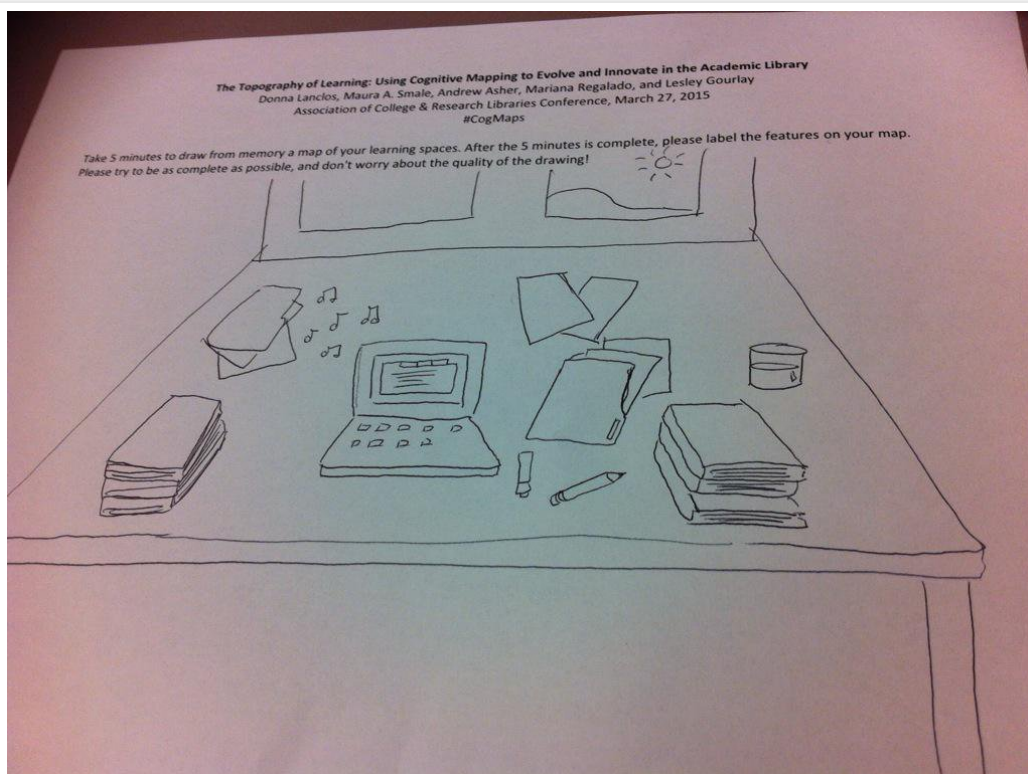
Would someone who attended [#cogmaps](#) let me know if the presenters recommended any online mapping programs? Thanks! [#ACRL2015](#)

 3 YEARS AGO



My blurry #CogMaps of my learning spaces #ACRL2015 [tinyurl.com/acrlcogmaps](http://tinyurl.com/acrlcogmaps)  
[pic.twitter.com/WdLvyekeJ](https://pic.twitter.com/WdLvyekeJ)

 HEIDI SENIOR @HEIDISENIORPDX · 3 YEARS AGO



I thrive in chaos! #acrl2015 #CogMaps [pic.twitter.com/zqEkdt209S](https://pic.twitter.com/zqEkdt209S)

 SV @SILVIA\_VONG · 3 YEARS AGO

Thi

Thanks #cogmaps for making me think about learning spaces! #ACRL2015  
[pic.twitter.com/6Zr0zS4bc9](https://pic.twitter.com/6Zr0zS4bc9)

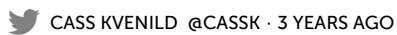
 G MARTÍNEZ MERCIER @MARTINEZMERCIER · 3 YEARS AGO



**Juliann Couture**  
 @julezig

If I need a table to spread out, students prob need them too. Might be why they don't like comfy chairs w/ tiny desks. #acrl2015 #cogmaps

 3 YEARS AGO



 3 YEARS AGO

 3 YEARS AGO

 3 YEARS AGO



**Joelle Pitts**  
@jopitts

Students mapping the library almost always mapped it with a different orientation than the posted signage [#CogMaps](#) at [#acrl2015](#)

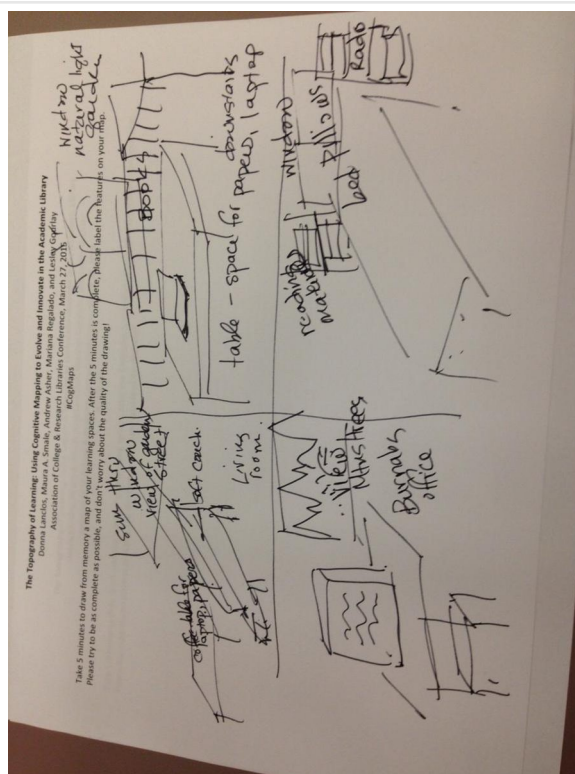
3 YEARS AGO



**Ameet Doshi**  
@AmeetDoshi

what isn't mapped can be just as important as what is [#cogmaps](#) [#acrl2015](#)

3 YEARS AGO



Cognitive map of my learning spaces [#cogmaps](#) [#ACRL2015](#) [pic.twitter.com/ETx0Ntd5ag](https://pic.twitter.com/ETx0Ntd5ag)

SYLVIA ROBERTS @CMNSLIBRARIAN · 3 YEARS AGO

mre: **Meredith Evans**  
@mre1920

I like windows and tables [#acrl2015](#) [#cogmaps](#)

3 YEARS AGO



**Ameet Doshi**  
@AmeetDoshi

how much time to complete the cognitive maps? is there an advantage to getting first impressions? [#cogmaps](#) [#acrl2015](#)

3 YEARS AGO

Don

**Donna Lanclos**  
@DonnaLanclos

.@aasher suggests indices for analyzing [#cogmaps](#) [#acrl2015](#)

3 YEARS AGO



**Joelle Pitts**  
@jopitts

Can use cognitive mapping to reallocate high identification areas in the library [#CogMaps](#) at [#acrl2015](#)

3 YEARS AGO

mrlil

**Joe Hardenbrook**  
@mrlibrarydude

Cognitive mapping session: best library real estate taken up by low identification items. Need to rethink your space. [#cogmaps](#) [#acrl2015](#)

3 YEARS AGO



**Andrew Asher**  
@aasher

@AmeetDoshi bus as learninbg space [#cogmaps](#) often very important for urban students

3 YEARS AGO



**Andrew Asher**  
@aasher

@AmeetDoshi Usually 5-10 per map [#cogmaps](#) After that its usually diminishing returns

3 YEARS AGO



Andrew Asher  
@aasher

bus as learninbg space #cogmaps often very important for urban students



3 YEARS AGO



Theresa Quill  
@TheresaQuill

@aasher I am so sad that I'm not talking about #cogmaps in Portland. It's currently snowing in Bloomington.



3 YEARS AGO



Andrew Asher  
@aasher

@AmeetDoshi Other studies have shown that maps are usually stable in the short term for an individual #cogmaps +



3 YEARS AGO



Andrew Asher  
@aasher

@AmeetDoshi but over long term change a understanding of space evolves #cogmaps



3 YEARS AGO

Don

Donna Lanclos  
@DonnaLanclos

.@lesleygourlay shows the creation of personal spaces in non-permanent environments,making "their" desk in a shared space #cogmaps #acrl2015



3 YEARS AGO

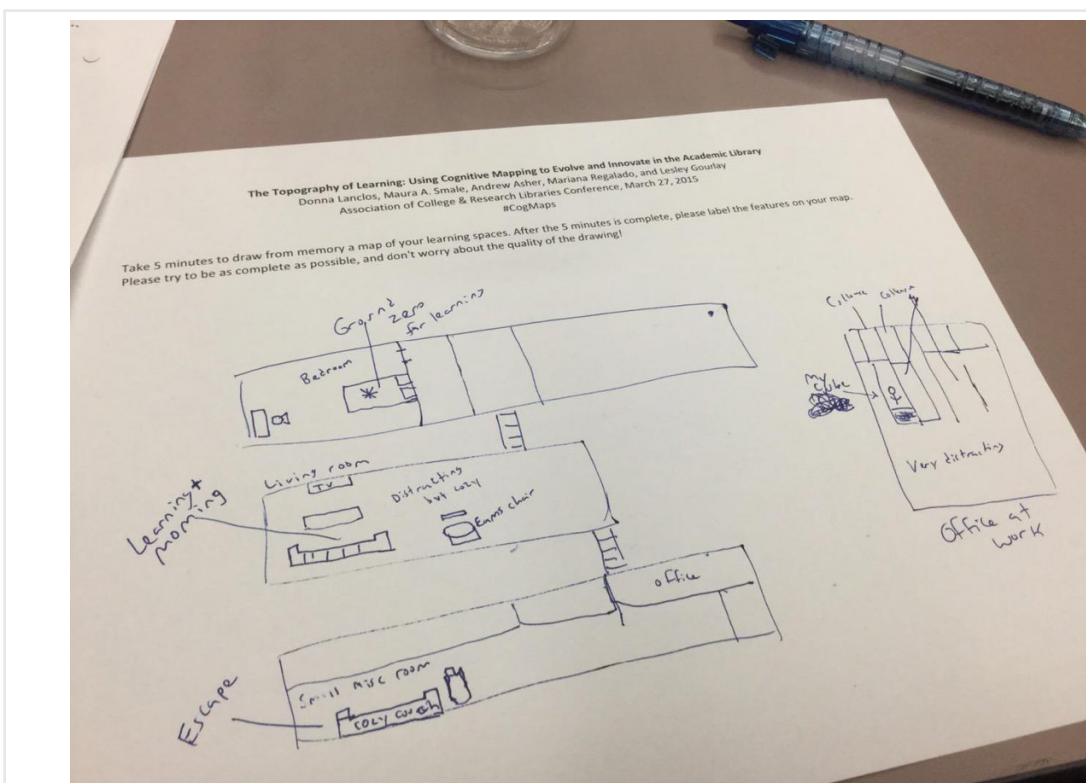


Jenaya  
@jenayawebb

The digital is VERY situated #cogmaps #acrl2015



3 YEARS AGO



My learning spaces, such as they are. [#acrl2015](#) [#cogmaps](#) [pic.twitter.com/xmCxmT447p](http://pic.twitter.com/xmCxmT447p)

MEREDITH FARKAS @LIBRARIANMER · 3 YEARS AGO

Don [Donna Lanclos](#)  
@DonnaLanclos

.@lesleygourlay these techniques help root our thoughts about learning spaces in ethnographic detail and specifics [#cogmaps](#) [#acrl2015](#)

3 YEARS AGO



[Joelle Pitts](#)  
@jopitts

Cognitive mapping can be a mini ethnography of your students' learning spaces [#CogMaps](#) at [#acrl2015](#)

3 YEARS AGO



Andrew Asher  
@aasher

#cogmaps can be used with & without a debriefing interview--if there's time its often a great approach to ask the person to describe map

3 YEARS AGO

libra

Meredith Farkas  
@librarianmer

Cognitive mapping gives you access to student perceptions (often unconscious) in ways you can't get from observation. #acrl2015 #cogmaps

3 YEARS AGO

bfist

barbara fister  
@bfister

#cogmaps #acrl2015 Also have students take photos, narrate their maps and photos.

3 YEARS AGO



Ameet Doshi  
@AmeetDoshi

cog maps provides access to granular (other dimensional) data, good supplement to user interviews #cogmaps #acrl2015

3 YEARS AGO



Theresa Quill  
@TheresaQuill

@mirmatt @DonnaLanclos What about something like [floorplanner.com](http://floorplanner.com) for online #cogmaps? I also love @cartoDB for easy, free web mapping

3 YEARS AGO

Don

Donna Lanclos  
@DonnaLanclos

Love seeing the wide variety of #cogmaps coming out of our #acrl2015 session

3 YEARS AGO

Don [Donna Lanclos](#)  
@DonnaLanclos


Note the importance of public transportation in NYC [#cogmaps](#) that [@mauraweb](#) and Mariana Regalado collected from commuter students [#acrl2015](#)

 3 YEARS AGO

 [OAI](#)  
@OAI\_PSU

PS--the session is on [#cogmaps](#) at [#acrl2015](#) sounds fabulous!

 3 YEARS AGO

 [Joelle Pitts](#)  
@jopitts

Books still "say library" to the students [#CogMaps](#) at [#acrl2015](#)

 3 YEARS AGO

Don [Donna Lanclos](#)  
@DonnaLanclos

.[@mauraweb](#) shows not just spatial maps but also process [#cogmaps](#) you can do both, too [#acrl2015](#)

 3 YEARS AGO

libra [Meredith Farkas](#)  
@librarianmer

Cognitive mapping can be used to show how students travel to school and around campus and where they get work done. [#acrl2015](#) [#cogmaps](#)

 3 YEARS AGO

Don [Donna Lanclos](#)  
@DonnaLanclos

When you have [#cogmaps](#) you can ask people about what kind of things they do in what sorts of places [#acrl2015](#)

 3 YEARS AGO



Ameet Doshi  
@AmeetDoshi

has anyone done cog maps for website / online interactions (digital spaces)? [#cogmaps](#)  
[#acrl2015](#)

3 YEARS AGO

mrlit

Joe Hardenbrook  
@mrlibrarydude

Cognitive mapping session: Books still = "library" to students even if they don't use the books.  
[#cogmaps](#) [#acrl2015](#)

3 YEARS AGO

Don

Donna Lanclos  
@DonnaLanclos

.[@mauraweb](#) this is NOT about artistry [#cogmaps](#) are about representing spaces & processes a start to further investigation [#acrl2015](#)

3 YEARS AGO



Andrew Asher  
@aasher

[@AmeetDoshi](#) I've tried it for prompts like "how does google work" but not systematically I think it could be quite effective [#cogmaps](#)

3 YEARS AGO



Jane Davis  
@JaneDavis13

RT [@DonnaLanclos](#): When you have [#cogmaps](#) you can ask people about what kind of things they do in what sorts of places [#acrl2015](#) < yes!

3 YEARS AGO

Don

Donna Lanclos  
@DonnaLanclos

Mariana makes lovely point that this [#cogmaps](#) technique gives us access to the texture of people's everyday lives [#acrl2015](#)

3 YEARS AGO



**Michael Paulus**  
@mjpaulusjr

.@lesleygourlay: Cognitive mapping shows how digital work is situated and accompanied by physical materials. #cogmaps #acrl2015



3 YEARS AGO



**Colleen MacKinnon**  
@mackinc

Cognitive mapping can show the texture of student lives #CogMaps #acrl2015



3 YEARS AGO



**Ameet Doshi**  
@AmeetDoshi

@aasher nice, that approach be an effective tool for conversations about the nature of information #infolit #cogmaps



3 YEARS AGO



**Andrew Asher**  
@aasher

#cogmaps can be used to reveal very important differences in how things like class affect student experience #cogmaps



3 YEARS AGO

Don

**Donna Lanclos**  
@DonnaLanclos

Students are bringing food, will they be able to eat in the library? Affects their work! #cogmaps #acrl2015



3 YEARS AGO

Don

**Donna Lanclos**  
@DonnaLanclos

Maps within maps--research process within spatial #cogmaps #acrl2015



3 YEARS AGO

Don [Donna Lanclos](#)  
@DonnaLanclos

[#cogmaps](#) are important opportunities to reflect on practice, for us and for the people drawing the maps [#acrl2105](#)

 3 YEARS AGO

mrlit [Joe Hardenbrook](#)  
@mrlibrarydude

Cognitive mapping session: students reported liking private library spaces because they may lack those spaces @ home. [#cogmaps](#) [#acrl2015](#)

 3 YEARS AGO

Don [Donna Lanclos](#)  
@DonnaLanclos

Please tell us how you think you could use [#cogmaps](#) at your own institution [#acrl2015](#)

 3 YEARS AGO

Don [Donna Lanclos](#)  
@DonnaLanclos

Think carefully about the question you want to ask when collecting [#cogmaps](#) [#acrl2015](#)

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Don [Donna Lanclos](#)  
@DonnaLanclos

Prompts for these can be very important [#cogmaps](#) [#acrl2015](#)

 3 YEARS AGO

Don [Donna Lanclos](#)  
@DonnaLanclos

.@lesleygourlay points out potential for emergent outcomes from these [#cogmaps](#) techniques

 3 YEARS AGO



Andrew Asher  
@aasher

@DonnaLanclos @lesleygourlay Yes! #cogmaps are great for exploratory work b/c they are fast & generate a lot of data

3 YEARS AGO



Ameet Doshi  
@AmeetDoshi

this is a good way to discover "desire lines" in both physical and digital spaces #cogmaps #acrl2015

3 YEARS AGO

Don Donna Lanclos  
@DonnaLanclos

#IOE student doing teacher training had simple maps because they got all their stuff from Moodle @lesleygourlay #cogmaps #acrl2015

3 YEARS AGO

Don Donna Lanclos  
@DonnaLanclos

"We made recommendations for big changes" @aasher sighs #cogmaps #acrl2015

3 YEARS AGO

Don Donna Lanclos  
@DonnaLanclos

#cogmaps can give you insights, but institutional concerns can get in the way of making changes based on them #acrl2015

3 YEARS AGO

Don Donna Lanclos  
@DonnaLanclos

Changes don't have to be spatial, some can be organizational, some can be policy #cogmaps #acrl2015

3 YEARS AGO

Don [Donna Lanclos](#)  
@DonnaLanclos

Happy to have + ideas about how to use [#cogmaps](#)--eg using for strategic planning in [#libraries](#), ID-ing barriers w/in resources [#acrl2015](#)

 3 YEARS AGO



[Andrew Asher](#)  
@aasher

[@DonnaLanclos](#) Yes please share with us! [#cogmaps](#)

 3 YEARS AGO

Don [Donna Lanclos](#)  
@DonnaLanclos

Liking the temporal aspects of [#cogmaps](#) [#acrl2015](#) maybe use to figure out course navigation, resource navigation

 3 YEARS AGO

Don [Donna Lanclos](#)  
@DonnaLanclos

Try recruiting for [#cogmaps](#) outside of the library [#acrl2015](#)

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Don [Donna Lanclos](#)  
@DonnaLanclos

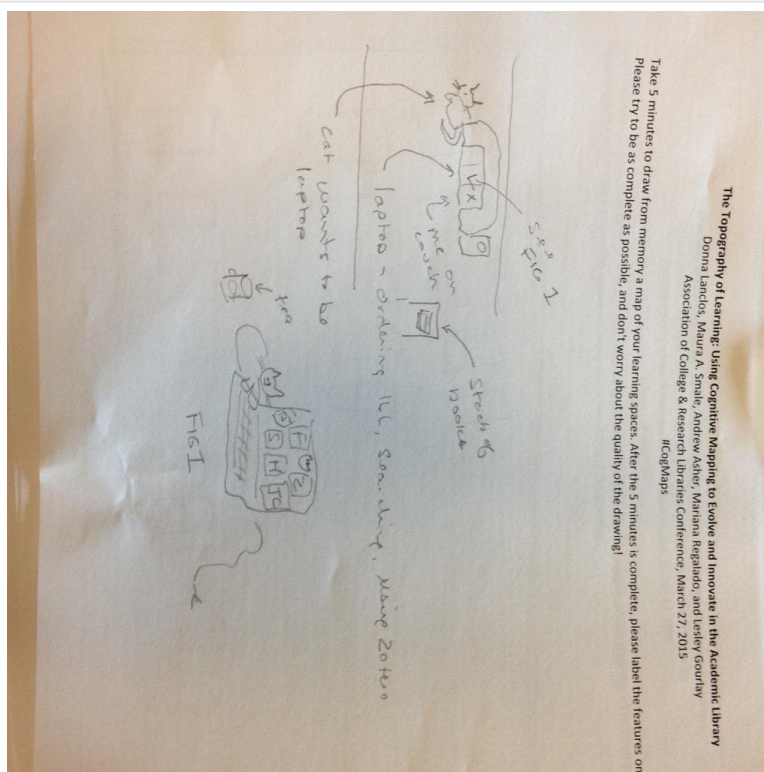
You can ask them explicitly to map digital places as well as physical [#cogmaps](#) [#acrl2015](#)

 3 YEARS AGO

libra [Meredith Farkas](#)  
@librarianmer

Don't only recruit in the library for participants if you want to get non-users too. [#acrl2015](#) [#cogmaps](#)

 3 YEARS AGO



Thanks to all who drew #cogmaps w/us esp this one w/cats! #acrl2015  
[pic.twitter.com/jWQRLBmh9z](https://pic.twitter.com/jWQRLBmh9z)

MAURA SMALE @MAURAWEB · 3 YEARS AGO



HogwartsUXLibrarian  
 @HogwartsUXLib

.@DonnaLanclos Since wizards' drawings can move, our #cogmaps have a temporal dimension as well, showing changing relationships over time.

3 YEARS AGO



HogwartsUXLibrarian  
 @HogwartsUXLib

.@DonnaLanclos This can highlight the effect of change in emotional state, time of day and other factors on user experience. #cogmaps

3 YEARS AGO

Don [Donna Lanclos](#)  
@DonnaLanclos

Still so pleased at the energy and interest that greeted our [#cogmaps](#) session at [#acrl2015](#).  
Please let us know how you use the techniques!

 3 YEARS AGO



[Stephanie Beene](#)  
@BeeneSteph

Love the cross-session synchronicity. [#cogmaps](#) [#ux](#) [#data](#) [#discovery](#) [#assessment](#) [#acrl2015](#)

 3 YEARS AGO