

Multimodal Appreciation



A Kit for Evaluating Multimodal Works
in Anthropology and Beyond

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The first step towards appreciating a multimodal work is to find or create an appropriate space or setting in which to engage that work, and to be aware that we come differently positioned and with distinct knowledges and experiences that set us in relation with the work in specific ways.

INSTRUCTIONS FOR IMMERSION

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IMMERSION

Immerse yourself or encounter the multimodal work in the way(s) that it invites engagement – such as:

- reading
- watching
- listening
- smelling
- manipulating



Document your immersion by responding in writing to four questions:

- What made or left an impression, on an intellectual, emotional and/or affective level?
- How are these impressions informed by your social position, your disciplinary background and/or your own research practice?
- What qualities or elements of the work afforded or contributed to these impressions?
- How does the work contribute to relevant debates or trends in anthropology? Or what, from your perspective, is preventing the work from making such a contribution?

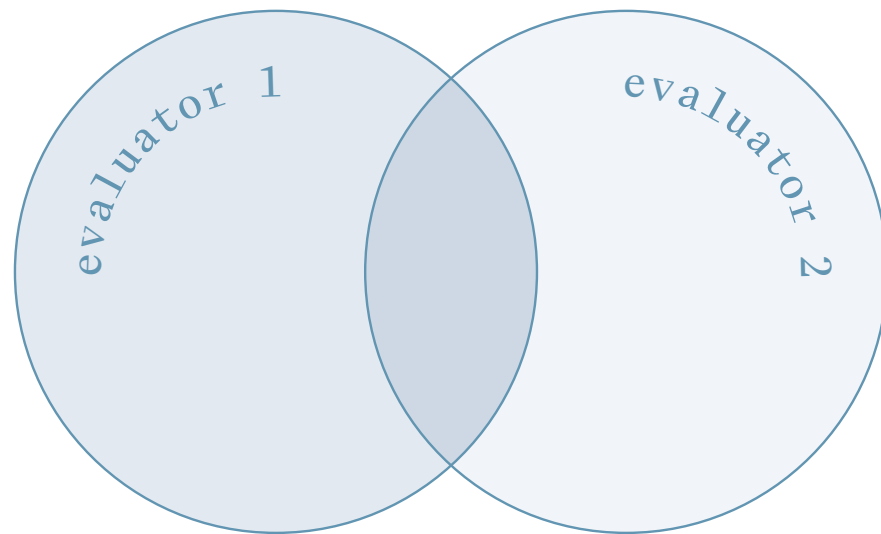
Share your experience and responses with others.

DIALOGIC EVALUATION PROTOCOL

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The Dialogic Evaluation Protocol is aimed at guiding users through a joint assessment of a multimodal work. The format that we propose here is made up of questions that correspond to multiple dimensions of evaluation and are inspired by the expanded Values Inventory. They may not all be relevant for each multimodal work or project. We recommend that you go through the Instructions for Immersion before you complete this protocol.

Team up with the colleague you want to evaluate the work with

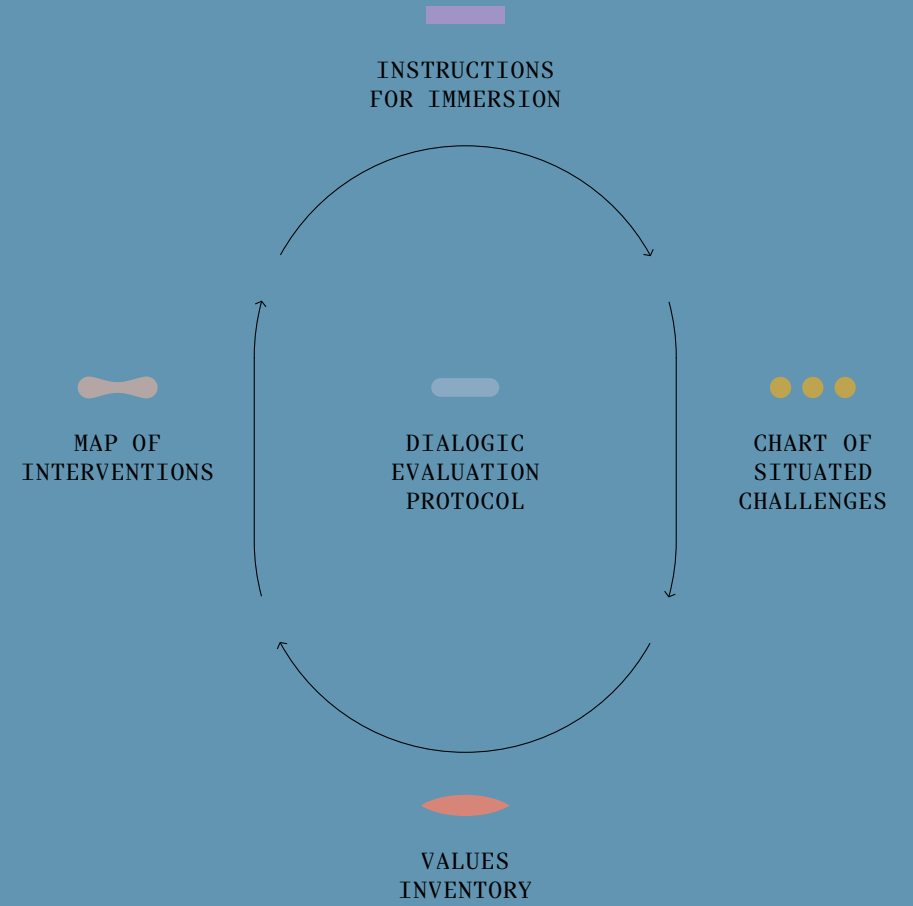


You may use the model protocol we provide on the following pages or create your own according to your needs.

The evaluation of each dimension will have to be done on separate sheets of paper, or in an online document with two columns if you prefer to type instead of write by hand. The point is to bring each response to each question into a visible relationship.

Filling in the protocol can be done in a synchronous as well as asynchronous way.

The completed protocol is designed to be used as the basis for a conversation which will lead to final evaluation results.



VALUES INVENTORY

This Values Inventory offers an expanded set of criteria for appreciating and evaluating multimodal works. Taken together, they are designed to prompt reflection on the diverse dimensions that individual works and projects may entail. The Inventory contains questions that help users assess how a multimodal work embodies each value. Feel free to add any relevant values not included in this list.

Originality and Relevance

A traditional academic value according to which most scholarship is evaluated: Is the argument, analysis, contribution to theory, method, (re)presentational aesthetics, etc., **original and relevant?**

Communication

A traditional academic value usually assigned to a text: How **clearly and coherently** does it communicate?

Truth Value

A traditional academic value: How **accurate** is the information that is being communicated?
Does the multimodal work create or achieve a high level of truth value?

Evocative Capacity

How well does a work **evoke** something about the phenomena under consideration, such as a (sensory) experience?

Performative Value

How well does a multimodal work or project **perform or enact** an argument, point, or phenomenon under investigation?

Humanity

How well does the work **humanize** or render the full complexity of a person in ways that resist reduction and abstraction?

Collaboration

How well does the multimodal work or project make possible **collaboration** or other relations? How well does the work make visible or credit the role of that collaboration or those relations?

Media / Object Alignment

How well are the format(s)/media/genres and object(s) of investigation **matched** in a multimodal work or project? And how well is this relationship articulated, i. e. why this format/media for this topic?

Affordances Realized

How well are the possibilities/elements/**affordances** of individual formats/media/genres used in developing insights, achieving an analytic effect, containing a multiplicity of perspectives, or communicating any of the above?

Multiplicity

A value of accumulation: How well does a project realize the affordances of intermediality and multimodality **across multiple forms** and formats?

Ethical Value

How well does a multimodal work or project make visible/sensible **community concerns**, problems, objects, etc?

Reach

How well does a multimodal work or project **reach and reflect** the concerns of particular audiences?

Multidisciplinary Potential

How well does a multimodal work or project develop or draw upon **multiple disciplinary perspectives** and practices to effectively document and communicate the complexity of the phenomenon under investigation?

Epistemological Location

How well does a multimodal work or project makes the **conditions of its production** sensible/visible/knowable?

Activation Potential

How well does a multimodal work or project lend itself to **activation** or provide for distinct kinds of interventions?

Accessibility

How well is the **accessibility** of a multimodal work or project designed and realized?

Pedagogy

How well does the multimodal work or project anticipate and provide for **teaching**?
Does it provide tools for its own activation
in classroom settings?



Steps for Evaluating Multimodal Works

