



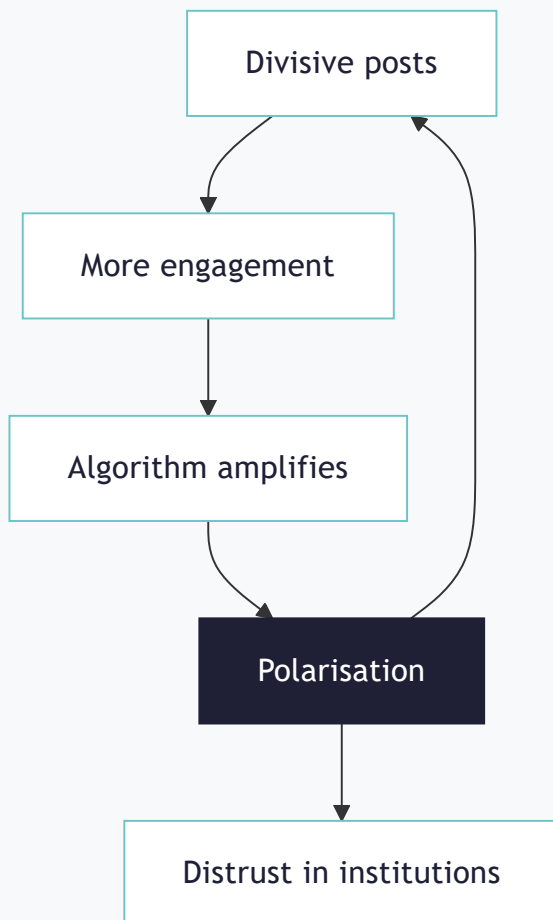
THREE WAYS TO USE CAUSAL MAPPING

Three different ways to use causal mapping. The workflow is similar for each: import interviews and/or reports and code them (identifying all the causal claims, where someone says that one thing influences another) manually or with AI.

General social research

What do people think, and what drives what?

Gather open accounts on any topic and map the causal claims people make. No fixed framework: **the drivers** emerge from the material, **feedback loops** and all.

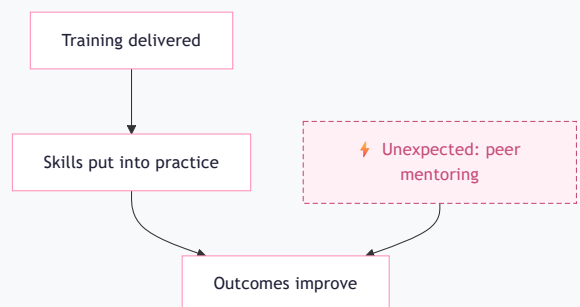


A feedback loop driving polarisation, with a downstream branch.

Testing a theory of change

Does the evidence back your theory of change?

Build a **theory of change** inductively from reports and interviews, or apply a fixed codebook from an existing theory, or mix the two approaches. Either way the map can also surface **outcomes you never expected**. Behind each link are multiple quotes from multiple sources.

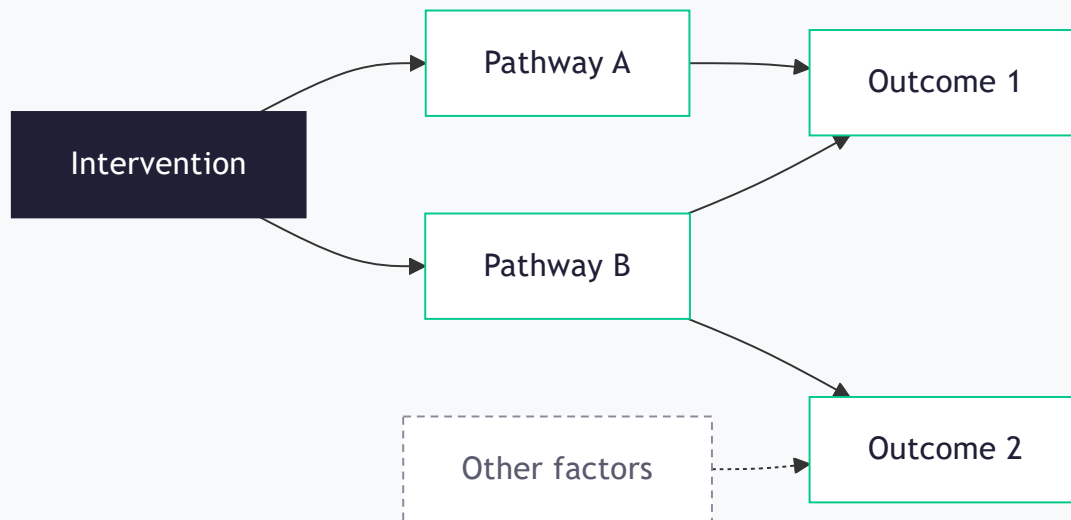


Validating a theory of change

As the skeleton for an entire evaluation

Run the whole evaluation from one coded evidence base

Import all your material, code it once, and use the map as the backbone of the study. Express each **evaluation question** as one or more filters applied to the **complete map**. Then read the answer off the evidence.



Questions you can answer

- What is the evidence our intervention led to a given outcome?
- Along which pathways did that change happen?
- How does the story differ across groups of respondents?
- What are the alternative explanations, and how strong are they?