



Understanding Relational and Group Experiences through the Mmogo-Method®.

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This volume describes the development and application of the Mmogo-method® as a projective visual data gathering method, applied in different contexts and with different groups of people. The Mmogo-method® provides a more profound understanding of personal, relational and group experiences. “Mmogo” means togetherness in Setswana, one of the 11 official languages of South Africa. The Mmogo-method® is particularly useful in cross-cultural contexts and across age groups, and by allowing visual expressions of the self as a complex, dynamic social system it overcomes some of the limitations of traditional data collection methods, such as questionnaires or interviews. These chapters show how this flexible, visual data collection method can be used independently or jointly with other data gathering techniques, such as journaling or in-depth interviewing, to acquire rich information. The research method described in this book enables researchers to access perceptions, feelings and personal experiences participants might find it difficult to verbalize and explain. Researchers in disciplines such as education, social sciences, consumer sciences, market research, and city and town planning will find this book and its innovative method particularly valuable in addressing a gap in available visual and other data collection resources.

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