

# Communications Activities

## Activity 2: The 3 Lenses - Seeing things from different perspectives

### Introduction

This activity helps people see issues from different perspectives, especially from a sociocultural, economic, and ecological viewpoint on various activities and topics.

### Material List

3 tables, 3 large sheets of paper (1 at each table), and markers/pens.

### Procedure

1. View a film, read an article or case study, or a topic that is important to your community.
2. As a group, watch the film, read the article or case study or have a clear discussion about the topic at hand.
3. Have people list at least two stakeholder groups affected by this situation and how they are affected. They do not have to agree with their statement or have a solution but have them start thinking about who they believe can affect change or are affected by the situation.
4. Divide into three groups and assign them to a table - each group will visit each of the three tables during the next step. Each table will represent each lens: sociocultural, economic, and ecological (see image at the bottom of the page).
5. Each group will start at their designated table for 5 minutes. Here they will view the film through the lens associated with the table at which they are sitting. What are the positive effects of this lens and the negative? Each group must add at least one new item to the list at each table. It must be something new and cannot be a repeat of what other groups have said.
6. Rotate until everyone has visited all 3 three tables (lenses).
7. Ask each group to share out the written items at their table with everyone. Discuss the issue from the three lenses. Here are some examples of questions to discuss:
  - What topics come up as possible disagreements or conflicts, and how might we overcome those to come to sustainable solutions?
  - What should we be considering looking through each of the three lenses (Ecology, Economy, and Sociocultural)?
  - Why might there be resistance to change and resistance to address the issues of the topic?
  - How might we communicate an effective message to groups represented by each of the three lenses?

