

TITLE: GOOGLE SELF AND INTERSECTIONALITY	
Aim (what for?)	<p><b>AIM</b> To aid the process of self empowerment by examining current self desires, the progress currently made in realising those desires and how life's factors (Intersectionality) influence that realisation.</p> <p><b>OBJECTIVES</b> To afford the participants the opportunity to paint a picture of the aspects of life's development that matter the most to them.</p> <p>To present the participants with a (self made) graphical image of these aspects as "paths".</p> <p>To show the participants that Intersectionality (age, culture, gender, family, economic status, religion, social status, ability etc) affect their travel on the paths.</p> <p>To enable the participants to graphically see that "age, culture etc" can be both an obstacle and an aid to self empowerment.</p>
Group (whom for?)	Designed for the TC: Empowering Young Ethnic Minority Women but can be used across the gender spectrum.
Material needed	GOOGLE SELF template (see attached) one blue and one green pen for each participant.
Duration	1.5 hours
Description	See following pages for detailed description.
Further info/Source	Lynne Tammi and Stephen McKay (2008)
Tool types	Individual activity on self empowerment.
Tool topics	Empowerment

## “GOOGLE SELF” MAPS AND INTERSECTIONALITY

### AIMS

To aid the process of self empowerment by examining current self desires, the progress currently made in realising those desires and how life's factors (Intersectionality) influence that realisation.

### OBJECTIVES

To afford the participants the opportunity to paint a picture of the aspects of life's development that matter the most to them.

To present the participants with a (self made) graphical image of these aspects as “paths”.

To show the participants that Intersectionality (age, culture, gender, family, economic status, religion, social status, ability etc) affect their travel on the paths.

To enable the participants to graphically see that “age, culture etc” can be both an obstacle and an aid to self empowerment.

### METHODOLOGY

Introduce the idea that each person has various personal desires towards achieving self empowerment. As individuals, our “paths” are set by various influences such as gender, race, family, economics and religion.

Set the scene: explain Google Earth to the participants (don't assume that all are familiar with it). Show the programme in action if you have access to the internet.

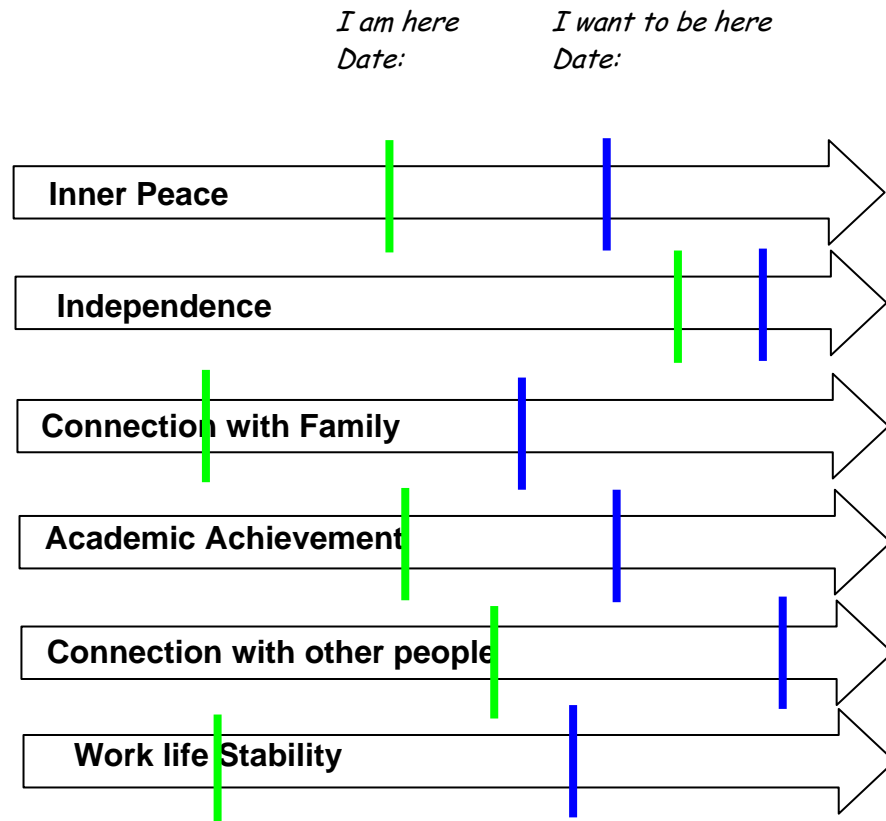
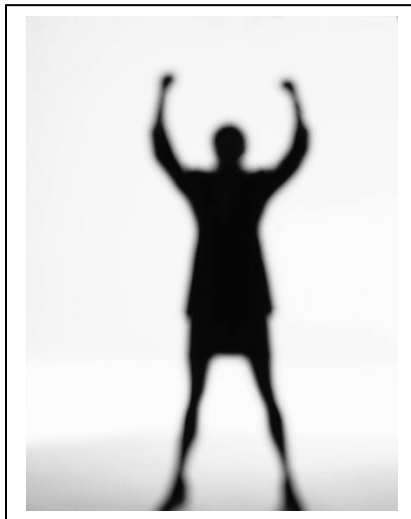
Segue into the concept of **Google Self**: participants being able to enter a small kiosk in town, put their money in the slot and their hand on a sensor. The sensor picks up all their thoughts and feelings, and enables them to access their reality. **Google Self** will show them, graphically, all the paths that they have in life (self derived, genetic, or externally derived). These paths will be represented as roads. Some will appear to go on for ever while others will appear very short. The more important a path is to them, the longer it appears. The less important, the shorter the path.

**Google Self** will show them how far they have traveled on each path. They will see at a glance how quickly they are progressing along some paths and how slowly they are progressing along others. They will be able to see if they have been neglecting some paths in favour of others.

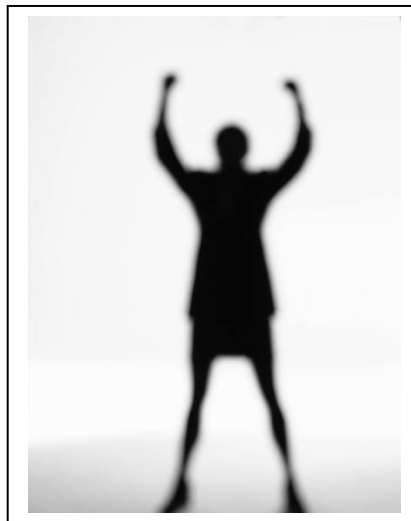


**Activity**

Show the participants “your” **Google Self** map as outlined below:



Ask the participants to create their own **Google Self** map putting GREEN lines where they feel they currently are on each path and BLUE lines to indicate where they would like to be. Remember to include dates as our desires alter over time and it is helpful to plan changes and set timelines for achieving those changes.



Eight horizontal arrows pointing to the right, stacked vertically, intended for participants to draw lines indicating their current and desired positions on various paths.

Introduce the concept of Intersectionality.

Intersectionality (or Intersectionalism) has its roots in the North American Feminist Movement, and more specifically the Black Feminist Movement, of the 1990's. The concept was first mooted by [Kimberle Crenshaw](#) and was later mainstreamed into female social justice discourse by [Patricia Hill Collins](#) as "an analysis claiming that systems of race, social class, gender, sexuality, ethnicity, nation, and age form mutually constructing features of social organization, which shape Black women's experiences and, in turn, are shaped by Black women". (Collins, P. H. (2000). *Black feminist thought: Knowledge, consciousness, and the politics of empowerment* (2nd ed.). NY: Routledge.)

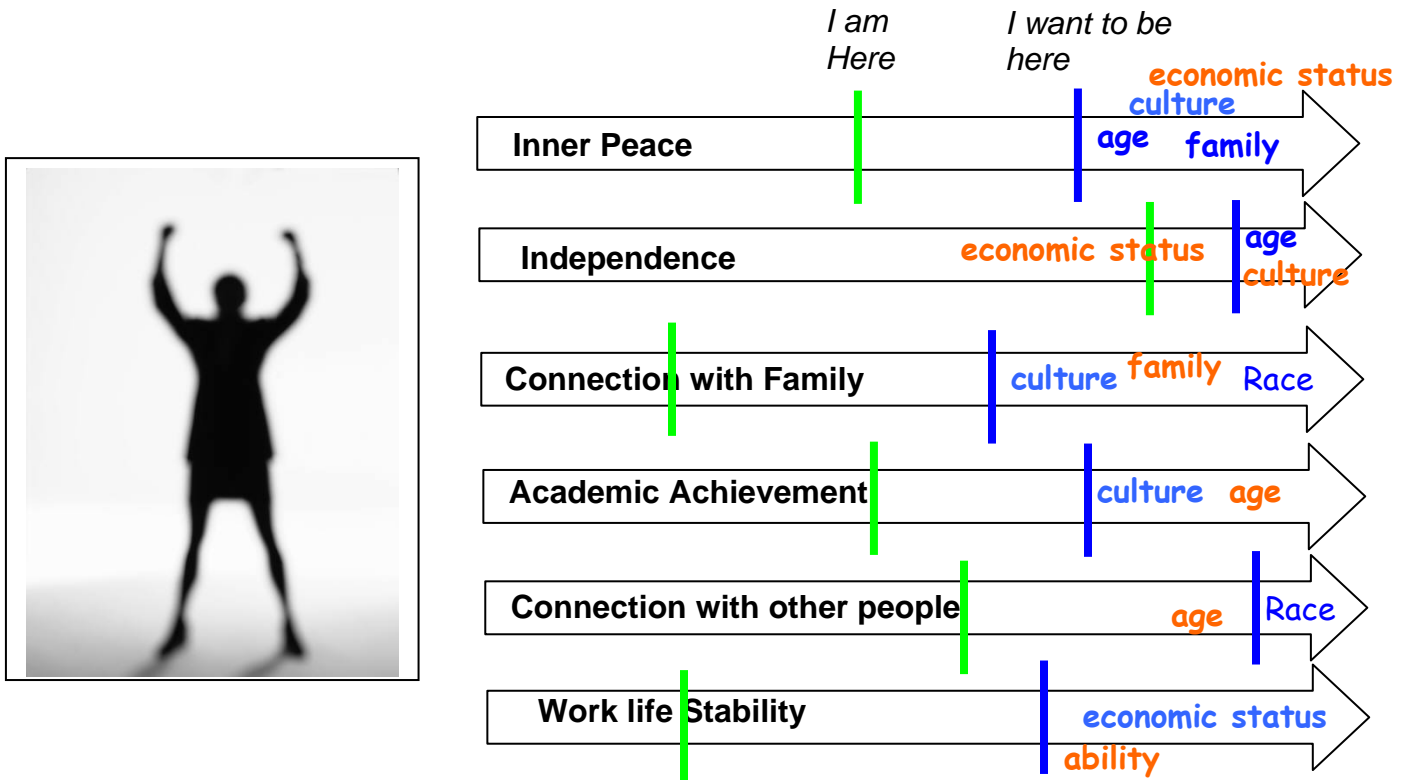
Essentially, in female social justice discourse, Intersectionality empowers the individual to make sense of their own reality. Intersectionality is based on the premise that individuals have a complex mix of identities, such as religion, race, family, culture, socio-economic status, which influence the way they participate, and thus gender is just one (albeit important) part of the equation in terms of their empowerment and participation. The action of "naming" these identities is in itself a key step in the empowerment process in that it leads to a greater understanding of the (positive and negative) impact that the multiple identities have on the individual's capacity to participate, on a basis of equality, at all levels of society.

Though initially devised as a tool for female situational analysis Intersectionality can be applied across the gender spectrum.

**INTERSECTIONALITY = The complex mix of identities which influence the way an individual participates at all, or any, level of society. These include the following:**



Ask the participants to look at their **Google Self** maps and place one or many labels (age, culture etc) on each path. (see below for example). Promote discussion on how each label affects the paths. “Is it a positive or negative influence?” “Is it possible to swap labels between paths?” “In what way do the labels inhibit or aid the path’s travel plan?” Why do you feel that “race” inhibits “inner peace” ?”



The Intersectionality labels may or may not all be used. The point is to provide a self generated graphical representation of desire and current situation (as felt). The final exercise allows the facilitator to create discussions about the effects of age, gender, family, culture etc on each of the desires “paths”.

When working with the participants the facilitator must be flexible. Use your own map (or others) to provide examples of how they may be questioned. “If my age is an impediment to academic achievement are there other paths in which age is beneficial?” (balance). “Why do I believe that age is an impediment on that path?” (Is it true? How big an influence? Is my measure valid?). “I haven’t used the label “Social Status”. Is there some way that I can use my social status to enhance a path’s progress?”

Self empowerment can mean making choices and compromises: where two contrary paths, for example: “connection to family” and “independence”, are obviously out of balance there may be benefit in pointing out that this appears to be a “life choice”: You give up family connection for independence. Is this a choice you want? Would you prefer a better trade off? How can you redress the imbalance?

**FACILITATORS TIPS:** Have a variety of previously made (but authentic) **Google Self** maps as this will show various mind sets and, hence, shows the various thinking, frameworks etc.

Prepare questions based upon your own map: “Do you think I’m spending too much time on x?” “At what cost?”, “why did I think that culture affected my need to have connection with family?” “does it inhibit by path or smooth the way?”. Note; there are no right or wrong answers, the activity is designed to promote self awareness within the individual’s reality .

Encourage participants to date the **Google Self** maps and give them spare copies of blank maps. Promote the idea of a regular check up and realignment.



**GOOGLE SELF MAP**

Create your own **Google Self** map by putting GREEN lines where you feel you currently are on each path and BLUE lines to indicate where you would like to be. Remember to include dates as our desires alter over time and it is helpful to plan changes and set timelines for achieving those changes.

A series of six horizontal arrows pointing to the right, stacked vertically. Each arrow is a simple outline with a rectangular body and a triangular head. These arrows are intended for users to draw green lines for their current state and blue lines for their desired future state, as described in the text above.