The Notice and Focus Analysis Activity

The notice and focus activity help you s l o w   d o w n and dwell longer on the data before feeling compelled to decide what the data means. It helps you avoid the *reaction trap* of "what do you think?" or "what do you like or dislike?"

Step 1: Notice

Look at the image. List all of the details you notice about the image. Go longer than you normally would before stopping. The more the better, really. Ten or more should be just a start!

Step 2: Focus

Focus on what you've noticed. Rank the items on your list from most interesting or unusual to least interesting or usual. Focus on the most interesting or unusual details—they are the most "telling" ones.

Step 3: Say Why

Say why three things you selected struck you as the most interesting or unusual. Saying why will help you interpret these details, or figure out why these details are unusual. It will help you discover the possible meaning of you've noticed and focused on.