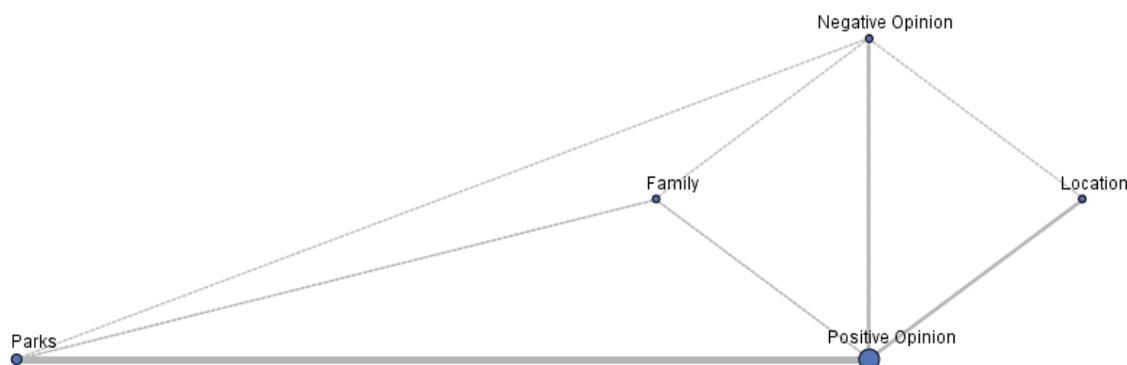


RECSTOR by MANGEMENT LEARNING LABORATORIES

Recreation Departments often collect large amounts of comments and suggestions from community members, both users and non-users, that arrive in the form of texts which require a significant amount of time to read, and make sense of. This is a time-consuming process and often remains subjective. Yet, these comments are useful since they tell a story about the feelings, needs and opinions of the community.

MLL has developed the **Recstor** solution that automates the process which creates maps of the stories that the community is saying. The easily viewed maps provide an immediate snap shot that can become a useful resource for decision makers.

Consider the map below. This is based on response to an open ended question about the feelings of 350 respondents.



As the map shows, people are often conflicted about their opinions, and it is unrealistic to consider that people have either clear cut positive opinion or a clear cut negative opinion. The line between the 'Negative Opinion' and 'Positive Opinion' suggests this duality of opinion. However, the thick connection between 'Parks' and 'Positive Opinion' also suggest that people are relatively happy with the parks just as people are happy with the 'location' of the parks. These maps are read by looking at the size of each node, e.g., the larger blue circle for 'Positive Opinion' suggests that a large number of respondents used positive supportive language in their comments, and the thickness of the lines shows the strength of the relationship between nodes. For instance, for these respondents few felt negatively about the parks, location of family.

It is possible to create maps periodically to see how the story changes as decision makers implement changes in the community and thus retain a constant sense of the pulse of the community by following exactly what people are saying about recreation and leisure in a community.

For more information please e-mail Ananda@sayithere.org or call 336-745-6267

The **Recstor** data can be come from open ended questions in a survey instrument, from a Web-based comments field, from what people are saying on social media, or from any digital source that produces text files of comments.