**Chapter 9**

**Additional activity**

**Communicating across scales**

Choose a moment of communication such as an interaction in a classroom or a consultation with your lecturer or tutor, a meeting of an organization you belong to, an online interaction (such as on a MMOG site), a public event, or any other kind of communication where people from different places or with different kinds of power relationships interact.

Think about what kinds of ‘scales’ are relevant to this moment of communication. Remember scales can be spatial/geographical (e.g. a room, a building, a campus, a city, a state, a country), temporal (a class period, a week, a semester, a year, a university career, a lifetime), or social/institutional (a department, a faculty/college/school, a university, an educational system).

Think about the kinds of people, objects, facts, and relationships that are relevant to these different scales, and also the kinds of power relationships (who has relatively more power on this scale?).

Then examine the moment of interaction and notice how people use communication to *strategically make these different scales relevant*, for instance, ‘upscaling’ to invoke some kind of larger context, or ‘downscaling’ to make the local context more relevant.

Think about why and how they have done this and the kinds of effects it has on the interaction.

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| **Scale** | **Relevant people, objects, facts, relationships** | **How and why people make this scale relevant to the interaction** |
| Scale 1 |  |  |
| Scale 2 |  |  |
| Scale 3 |  |  |
| Scale 4 |  |  |