



Introduction:

This activity will prompt you to observe and explore cultural messages about time. There are so many cultural messages about time all around us, yet we often do not take notice. This activity asks you to consider the multiple messages about time that exist in the environment, and to analyze the extended meanings of these messages.

Participant Instructions:

1. Pair up once your instructor signals for you to do so.
2. Once you've paired up, walk around and notice any indicators about time, keeping a list or taking photos of your observations. Discuss your observations and ideas with your partner throughout the activity. Typically, about 15 minutes is allotted for this exploration phase.

Note: You're encouraged to extend beyond the "traditional" time indicators (such as clocks and standard signs about activities or meetings) and notice other clues about how time is viewed in the culture (for example, how the building is structured, subtle "conveniences" which serve as time-savers, internal and external clues, physical spaces and the possibilities for interaction within these spaces, amount of detail and layout of information on signs, etc.).

3. Once your instructor signals the end of the observation time, engage in a large group discussion, addressing the following questions:
 - What general observations do you have about time?
 - How many indicators of time did you record on your lists?
 - What criteria did you use in selecting and identifying indicators of time?
 - What surprised you the most as you paid attention to time?
 - How are you affected by time indicators in your daily life?
 - What cultural values underlie your observations of time?
 - What new insights can you gain from these observations?