

WHAT EVEN IS A

QUESTION

Some findings from new research

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TUG

The *Understanding* Group

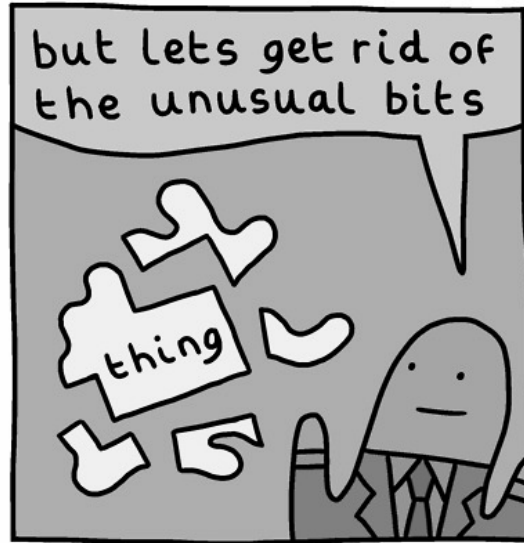
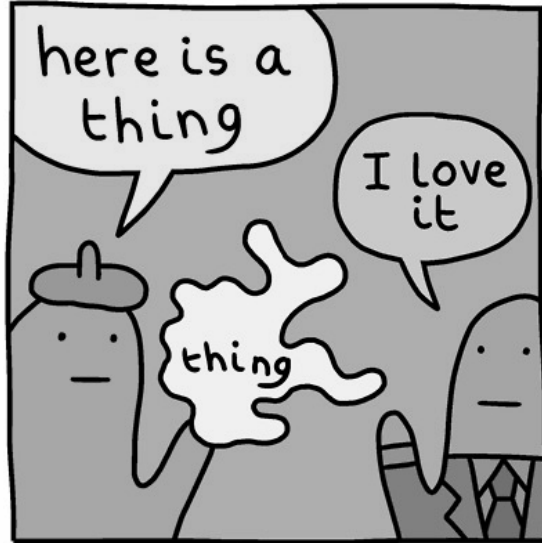


Amy Espinosa

A GOOD QUESTION IS
WORTH MORE THAN A
BRILLIANT ANSWER

Louis I. Kahn

PITCH



webcomicname.com

Alex Norris



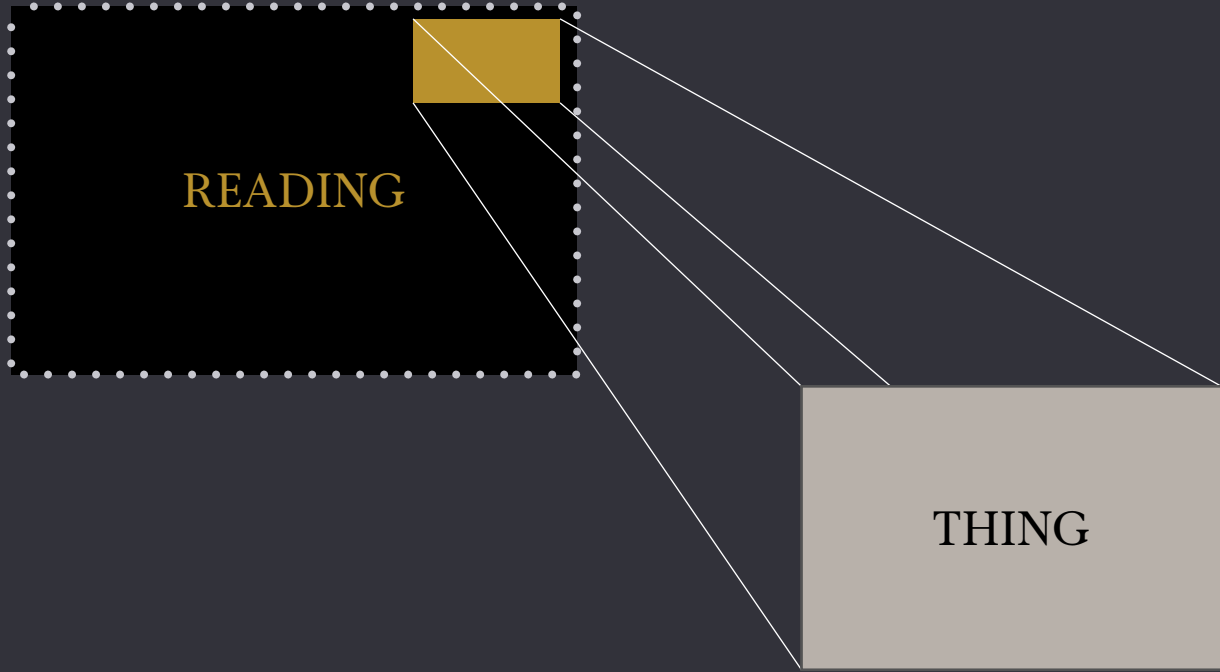
MAKING AGREEMENT



communities share a
reading

the reading has an

architecture

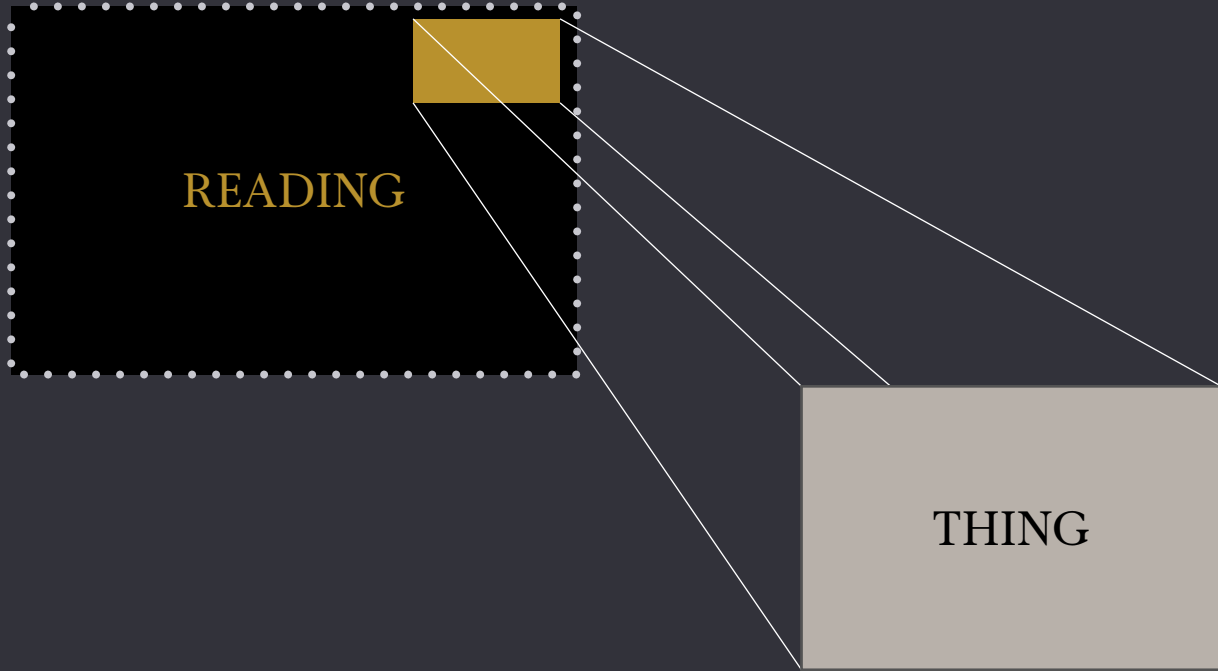


QUESTION READING

ODD

OPENING

size & locus

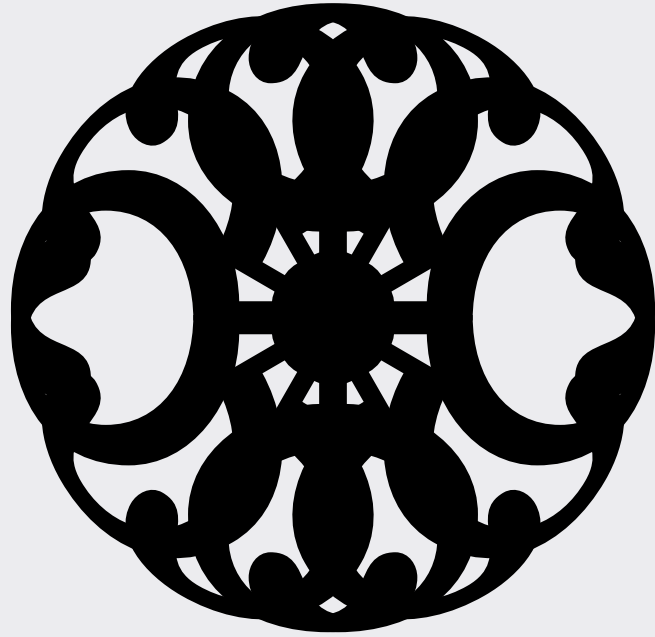


DIRECTION

hooks & nets



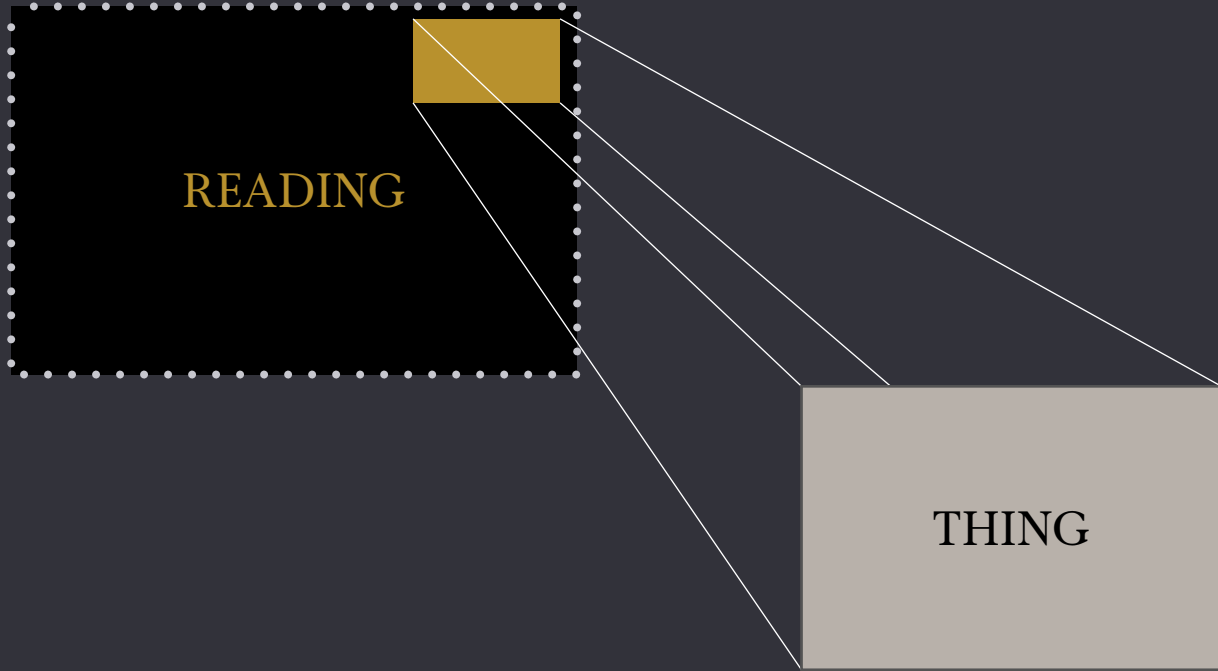
What time is it?



What is time?

DEPTH

surface ^{vs} transgressive



AGREEMENT

IA?

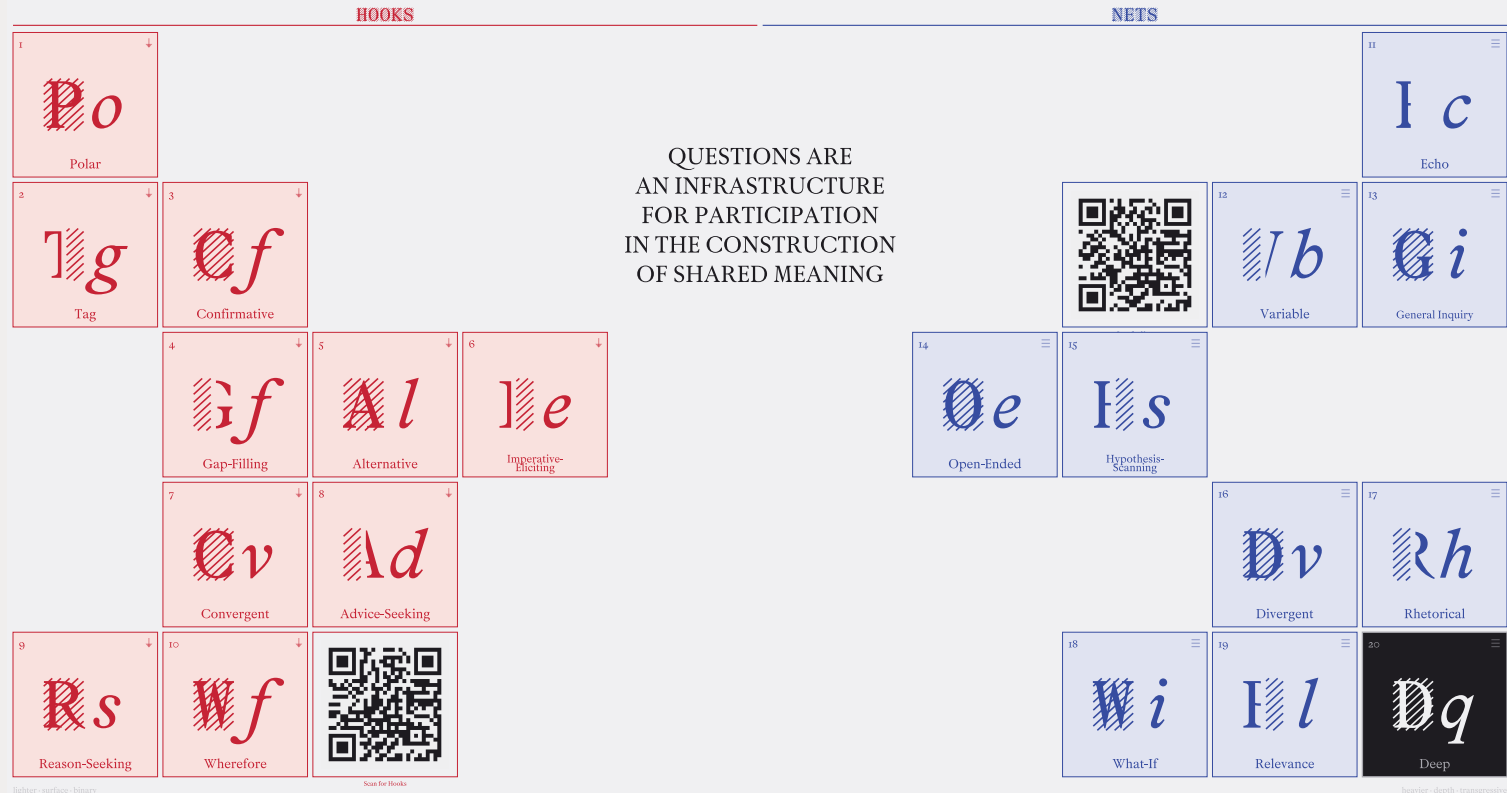


< LABEL >



Periodic Table of Questions

From Chapter 2 of Richard Saul Wurman ^A5
as told to, translated & embellished by Dan Klyn



***T**hank **Y**ou*



I



P O

Polar

HOOK

I

P O
Polar

Expects yes or no

Is this the right address?

2



Tag

HOOK

2



Appended confirmation

This is the correct form, isn't it?

3



Confirmative

HOOK

3



Confirmative

Verifies understanding

So the deadline moved to March?

4



Gap-Filling

HOOK

4



Fills a hole in understanding

What year did the Revolution begin?

5



Alternative

HOOK

5



Alternative

Presents options, requests selection

Monday, Wednesday, or Friday?

6



I e

Imperative-
Eliciting

HOOK

6

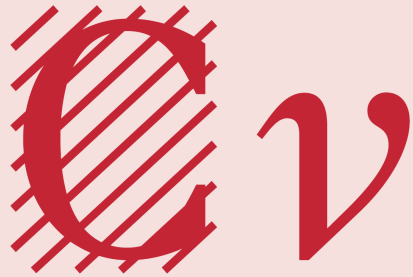
I e

Imperative-Eliciting

Seeks a command as answer

What should I do next?

7



Convergent

HOOK

7



Guides toward a single best answer

What is the most likely diagnosis?

8



Advice-Seeking

HOOK

8



Requests guidance or recommendation

Should I take the job offer?

9



R.S

Reason-Seeking

HOOK

9

R.S
Reason-Seeking

Demands justification for a claim or action

Why did you choose that approach?

IO



Wf

Wherefore

HOOK

IO

Wf

Wherefore

Asks for cause, purpose, or underlying principle

For what reason was the bridge built here?

II ☰

I c

Echo

NET

II

I c

Echo

Repeats, inviting elaboration or surprise

You quit your job?

I2



Variable

NET

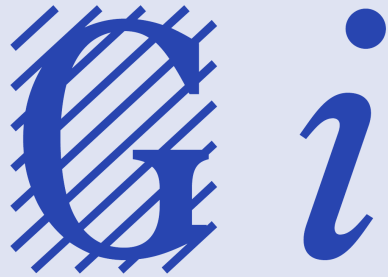
I2



Uses who, what, where, when, why, how

Where did you grow up?

I3



General Inquiry

NET

I3



Broadly explores a person or topic

What's your background?

I4



Open-Ended

NET

I4



Invites extended response, unconstrained

Tell me about your experience

15



I  **S**

Hypothesis-
Scanning

~~NET~~

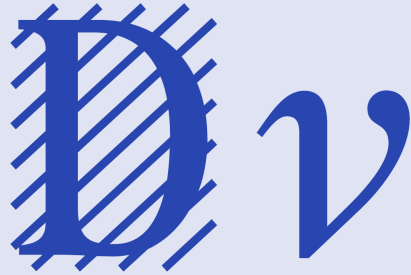
15

I  **S**
Hypothesis-Scanning

Tests possibilities without foreclosing others

Could the problem be a faulty sensor?

I6



Divergent

NET

I6



Deliberately seeks multiple possibilities

What are all the ways we could do this?

I7



Rhetorical

NET

I7



Makes a point rather than seeking an answer

If we don't act now, what hope is there?

I8



Wi

What-If

NET

I8

Wi
What-If

Imagines alternatives and consequences

What if we had unlimited budget?

19



Relevance

NET

19



Probes significance and connection

Why does this matter for our project?

20



Dg

Deep

NET

20

Dg
Deep

Explores causes, connections, underlying structures

Why do some communities thrive while others decline?

THANK
YOU