



SIGNIFICANCE IMPACT ANALYSIS

Area of Impact - focused or broad?
Household - local - state - regional - national - global - international
- urban, rural?

Response
From media - newspapers.
Increased publicity - awareness
BIG reaction or counter - reaction
backlash? Apathy?
Pendulum swing?

Group Impact - narrow or wide?
Women - men - young - old - rivals,
neutrals - supporters - rich - middle classes - workers - farmers - poor - minorities - other?

Time - Longer Term
Sowed seeds - symbolic - historic - iconic - irreversible - ground breaking - stepping stone - domino effect - left a legacy.

Time - Short Term
Spark - trigger - immediate - catalyst - spontaneous - short lived - turning point or false dawn?

Power Dynamic - Balance
Changed or added / removed - laws, institutions, religion (secular v church), political systems, a move towards or away from democracy / dictatorship?

People, Attitudes, Behaviour
Deep personal impact - inspired other people + events - changed zeitgeist, culture, norms, trends, behavior - reaction - counter reaction - backlash?

Useful Terms
Significant - change that is important, widespread + long term
Impact - effect on a person / situation - creates change. Can be short term
Analysis - study of information and form a judgement about it
Domino Effect - one event leading to another
Legacy - remembered through the ages
Secular - separate / away from religion
Zeitgeist - general belief system of a time period
Institution - established system (e.g. government)
Catalyst - something that speeds up a process