

## aMap Press Release (Book Trade)

### **Are Children Worth it? Is modern art rubbish? A new series of pocket guides launches to get the UK arguing better.**

A new series of pocket-sized guides called aMap have been launched to promote the art of arguing across the UK.

aMap is short for "argument map" and are a series of pocket-sized maps providing a simple visual guide to some of the most important questions of the day – from the likes of "Does God exist?" to "Cat or Dog?".

The initial series covers 5 weighty and not so weighty arguments including: Does God exist? Cat or Dog? Is modern art rubbish? Beatles or Stones? Are children worth it?

A website has also been created [www.aMap.org.uk](http://www.aMap.org.uk) which enables people to create their own personalised aMap, and then share and argue with friends online. This has become particularly popular amongst bloggers and online communities, with anything from the modern merits of poetry to the question of Beer or Cider? being hotly debated.

aMap has been developed over the last 2 years by Opinion Research agency Delib. The initial concept for aMap came from an initial academic research project into the how arguments could be visualised in a simple visual format between Delib, the new economics foundation and the London School of Economics.

The theory behind aMap is based around "informal logic" – this is the logic people use to argue in everyday life. Informal logic has a four-tiered structure:

- Your position (I think . . .) – what you think overall
- Propositions (Because . . .) – reasons that support your position
- Arguments (As . . .) – supporting arguments that back up each of your propositions
- Evidence (Supported by . . .) – supporting evidence to back up your arguments

Each pocket-sized aMap is designed to fold out into a A3 sheet, across which all the arguments are mapped out in 3 sections.

At present aMaps are available across Amazon.com and the aMap.org.uk website, with the titles being available in book shops in the coming months. Each aMap title retails for £2.50. The series is published by Delib. (<http://www.Delib.co.uk>)

Chris Quigley, aMap founder, commented "Everyone loves a good argument, however interestingly most people don't understand actually how arguments are structured as arguing is something people learn through life. The idea of aMap is to try to help provide a stronger sense of structure to arguing, to enable people to argue more and better."

For more info, check out: [www.aMap.org.uk](http://www.aMap.org.uk) or contact Chris Quigley: [Chris@Delib.co.uk](mailto:Chris@Delib.co.uk) / +44 (0)7710 145575

## **About Delib**

Delib is one of the UK's leading online opinion research agencies, helping clients understand what people are saying and thinking using the internet.

Delib's main body of work is with Central and Local government, working with clients including the Central Office of Information, the Department of Health and Department of Energy and Climate Change, as well as working with over 100 Local Councils.

For more info, check out: <http://www.delib.co.uk>

## **About Chris Quigley**

Chris Quigley is a once failed philosopher and now successful communications and technology entrepreneur. After studying philosophy at Bristol University (and dismally failing his logic exams), Chris set up a string of entrepreneurial online ventures including political satire site Spinon.co.uk during the 2001 general election, which was (inaccurately) described as "the future of British political satire".

Chris is now a founding partner in the Team Rubber group, a creative media group based around three companies: Delib (an online opinion research agency), Rubber Republic (a viral marketing agency) and rubberductions (a film production company). Team Rubber is based in offices in Bristol and London.

For more information on Team Rubber visit: [www.TeamRubber.com](http://www.TeamRubber.com)