



UiT Norges arktiske universitet

*Youth and Democratic Processes: Interdisciplinary
Perspectives on Inclusion, Mattering, and Well-being"*



**No point having a seat at the table if you're in
the wrong room:**

**Participatory research questions needing more
attention.**

June 1st 2026

Professor (Dr.) Tony Ghaye, FRSA, CWO

Founder: UMATTER Tanzania,
Professor, University of Dar-es-Salaam, Tanzania
Professor, Loughborough University, London, England

GENERAL POSITIONING:

1. Participatory practices TO DO GOOD & to harness them to COMMUNICATE THE GOOD DONE.
2. CREATIVE DESIGN METHODS (fusion & mashup) as forms of participatory communication for and about social change.
3. CONVERSATION about what counts as knowledge, who produces it & how it is communicated.
4. (IN)VISIBILITY where participatory practices and the circulation of POWER, POLITICS & TRUTH is always an exercise in revealing particular in/visibilities.
5. FICTIONAL-CRITICAL WRITING as disrupting conventional boundaries, pushing against methodological conventions & cultivating new connections.
6. THEORY of KINDNESS as espoused kindness & kindness-in-action (Ghaye, 2027)



Journal of
**Creative
Research
Methods**



**An example of the use of a new
creative methodology:**

MASH (up)

**Music + Art + Story + Honour
(Ghaye, 2027)**

For those who care

An example of the use of a new creative methodology called MASH (up) (Ghaye, 2027)

Lyrics written by Tanzanian youth.
Music genre and singer chosen by youth
and harmonised with creative AI technologies.

Consent has been given for the use of all photos.



I matter, U matter, We
matter - say it loud,

Spread kindness every
day, lift every voice
from every crowd.



I matter,
U matter,
We matter - this is real

Pamoja we rise
together,

Ubuntu is the deal.



From Longido to
Arusha, from the
boma to the school.

Every child, every
mother - hear me,
nobody's a fool.

You got the right to
exist, to be seen and
to be named.

To be heard and
affirmed, protected,
never shamed.



Single mothers
holding families,
With grace under
the sun.

Village to the sober
house - the battle
can be won.



No more silence just to stay safe,

Speak your truth and stand your
ground.

UMatter family beside you,

We will never let you drown.



I matter, U matter,
We matter - say it
loud.

Spread kindness
every day,

Lift every voice
from every crowd.



I matter,
U matter,
We matter - this is real.

Pamoja we rise together,

Ubuntu is the deal.



Courage in the
morning,

Compassion
through the night,

Show up with
your whole self,

Carry kindness
like a light.



Mental health is
wealth,

Feeling valued
feeds the soul.

Purpose found in
connection,

That's what
makes us whole.



Youth in the
classroom,

Elders in the shade,

Every single life here
matters,

Debts that can't be
paid.



I see you,
I affirm you,
You add value to
this space.

We matter,
Every one of us,
In every time and
place.



I matter, U matter,
We matter - say it
loud,

Spread kindness
every day,

Lift every voice from
every crowd.



DIRECTOR



DEPUTY DIRECTOR

UMatter Tanzania

I matter,

U matter,

We matter - this is
real.



Pamoja we rise
together,

Ubuntu is the deal.





We live in worlds our questions create!

Vi lever i verdener våre spørsmål skaper!

**Participatory research questions needing
more attention**

Who am I able to be here?

(Joshua, 19 year, at a U Matter Wellness café, 2025)

STORY 1

MARY (27 years. Dar es Salaam area)

ITS ALL ABOUT TRUST!

Questions needing more attention:

- Who can I trust completely?
- In what context does this trust hold?



STORY 2
JOHN (24 years. Arusha area)

REFUSING TO DISAPPEAR

Questions needing more attention:

- Am I in the right room and at the right table?
- Does this space/ place allow me to step forward as I am?
 - What does this room truly worship?



STORY 3
STEPHEN (25 years. Makumira area)

OUR VOICES ARE NOT LOST – THEY ARE LOCKED

Questions needing more attention:

- How have we come to be unheard?**
 - How is this acceptable?**
- How do we create the places/spaces celebrating voices that refuse to be silenced?**



STORY 4
ISABELLA (22 years. Usa River area)

I WAS NEVER TAUGHT WHICH MOVES COUNT

Questions needing more attention:

- Who do I have to become to be here?
- How much of me is it safe to show here?
- What does a better future look like and how can we build it?

Tempo di Minuetto

An example of the use of a new creative methodology:

MASH (up)

Music + Art + Story + Honour

(Ghaye, 2027)





Pamoja

Together we rise

An example of the use of a new creative methodology called
MASH (up)

(Ghayе, 2027)

Lyrics written by Tanzanian youth.
Music genre and singer chosen by the youth
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© UМatter Tanzania

From the red
dust roads of
Longido,

To the streets of
Arusha town,



Single mothers
holding families,

With a love that
won't back down.



You were made with
sacred purpose,

Every heartbeat, every
breath,

Rise up child, you are
worthy,

From your first day to your
last.



I matter, you matter,
we matter,
Every voice
deserves to be
heard,
Build a kinder world
together,
Let your life speak
every word.



Spread kindness every
day,

In the small things, in
the big,

God sees everything
you carry,

Every dream inside
you lives.



Show up with courage
in the morning,

Show up with
compassion too,

The decisions shape
your future,

And your future needs
your truth.



You are not too
young to lead now,

Not too small to
change the tide,

Ubuntu lives inside
us,

No one left, no one
behind.



I matter, you matter,
we matter,

Every voice deserves
to be heard,

Build a kinder world
together,

Let your life speak
every word.



Spread kindness
every day,

In the small things, in
the big,

God sees everything
you carry,

Every dream inside
you lives.



Pamoja, we are stronger,

Pamoja, we belong,

In each other we find
meaning,

In each other we are
home.



I matter,

You matter,

We matter,

Spread kindness every
day.





CONTACT

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