



*Stories, Attention &
Participation*

@matlock @storythings
matt@storythings.com



STORYTHINGS

Hello.



I'm Matt Locke from Storythings.

We make beautifully-crafted human stories
about complex issues.



BBC





What is the best way to understand
audience *attention*?



Newspaper/Mags/Books

TV

Movies

<1 min
30mins

1 hour
2 hours

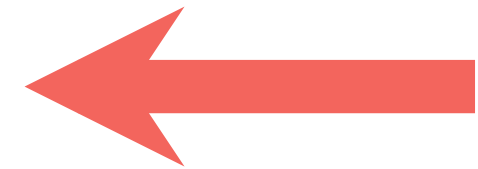
3 hours
>3 hours

Twitter

Facebook

Youtube

Newspaper/Mags/Books



TV

Movies

<1 min
30mins

1 hour
2 hours

3 hours
>3 hours



Twitter

Facebook

Youtube

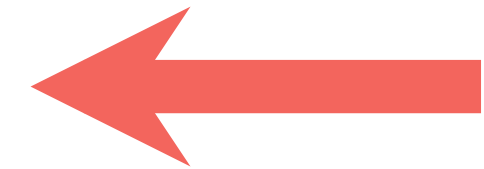
Twitch/Livestreams

Console Gaming

Binge TV

Podcasts

Newspaper/Mags/Books



TV

Movies



<1 min
30mins

1 hour
2 hours

3 hours
>3 hours



STREAMS

SCHEDULES

SERIES

Twitter

Facebook

Youtube

Twitch/Livestreams

Console Gaming

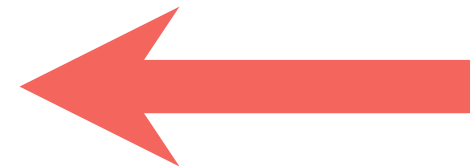
Binge TV

Podcasts

Newspaper/Mags/Books

TV

Movies



<1 min
30mins

1 hour
2 hours

3 hours
>3 hours





STREAMS

Fast iteration

Tone of Voice

Paid Promotion

Optimise for algorithms

High Reach/Low context/Low Engagement





SCHEDULES

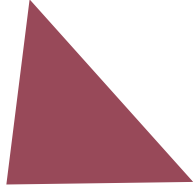
Celebrity

Formats

Live Events

Optimise for Editors/Commissioners

High Reach/Medium Context/Low Engagement





SERIES

Storytelling
Production Talent
Research/Access

Optimise for Loyalty/Subscription

Low Reach/High Context/High Engagement





How are stories shared?

BBC

participate

Participate User Research Report 2006



WP2.3 Design Methods

D2.3.1 User Motivations in Mass Participation

May 2006

Author/s: Luciana Baptista, Adrian Woolard (BBC)

Research undertaken by Sparkler

BLAST THEORY

BBC Research & Innovation

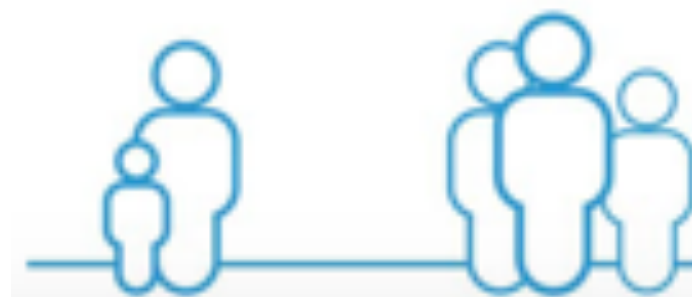
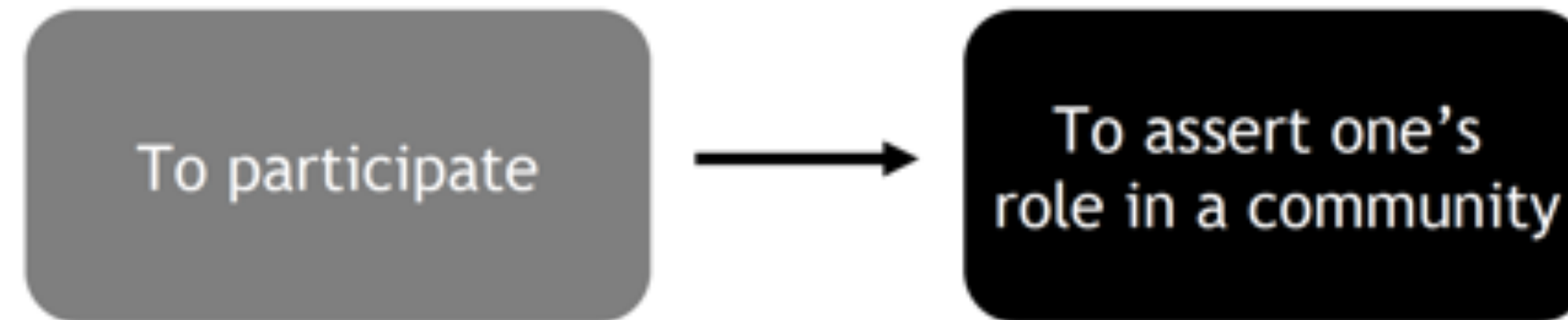
Microsoft
Research



BBC Research & Innovation

participate

Community is central to the idea of participation...



participate

... & for the mass, micro communities are most important

- Whilst some participatory communities are very large
- The action is actually happening on a much smaller scale
- I.e. micro communities exist within the macro
- The key to understanding participation is getting under the skin of these micro communities



participate

For example, in Edinburgh

My family
walking round
Edinburgh for
the day...
doing our bit



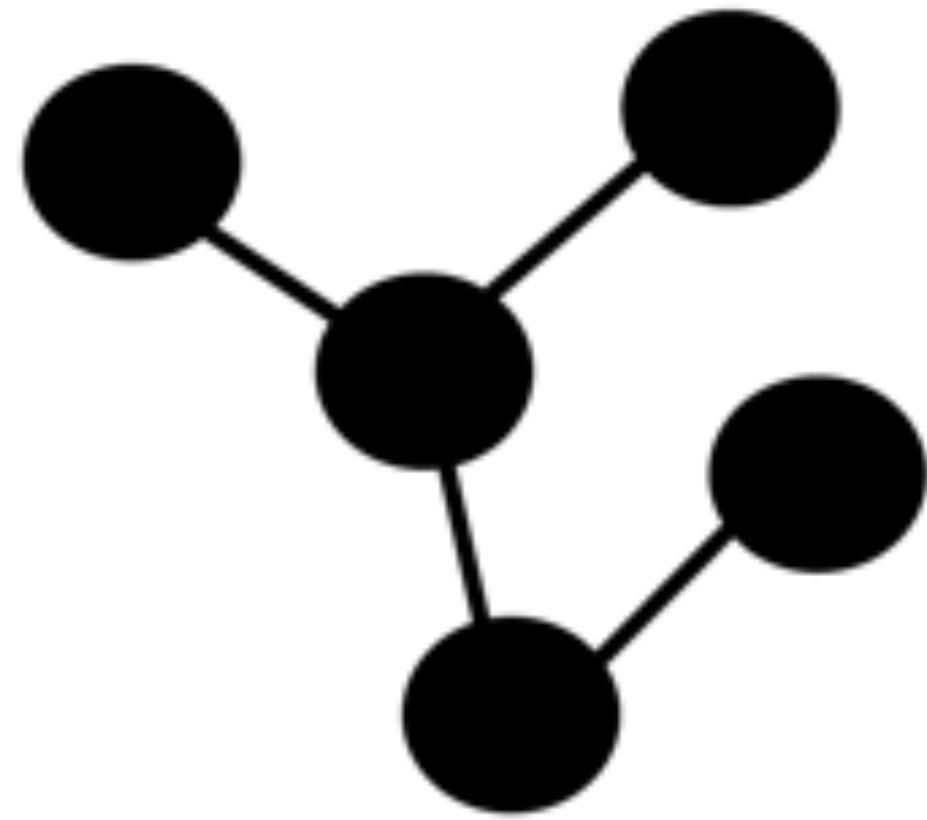
Make poverty
history march



- Although the cause was the catalyst, the strength of feeling was primarily about the micro community of the family



A series of micro communities make up the macro



- So rather than thinking of 'mass participation'
- We must think of micro communities
- Some of these join together in the context of a larger movement
- Some of these remain small, localised & discrete





Participation is about
Communities & Networks
not
Platforms





3 tips to get more participation:





1 - Find the spaces where people are
already telling their stories



The GREAT American READ

Vote Now

Continue to vote for your favorite novels!

VOTE NOW





Share Your Story

Which novel has had the biggest impact on your life? Share with us by submitting text, photo, video or audio file with a short story about how the novel impacted your life. Selected contributions may be featured on this page. [Visit the FAQs here.](#)

There are two ways to share:

Upload

Text, photo, video or audio using our tool

UPLOAD

Share


Tag your posts with #GreatReadPBS






Joined ▾ ✓ Notifications ↗ Share ⋮ More

Write Post | Add Photo/Video | Live Video | More

 Write something...


Photo/Video | Get together | Poll | ...

GROUP BY

 **PBS**
3,696,997 people like this
[Watch Video](#)

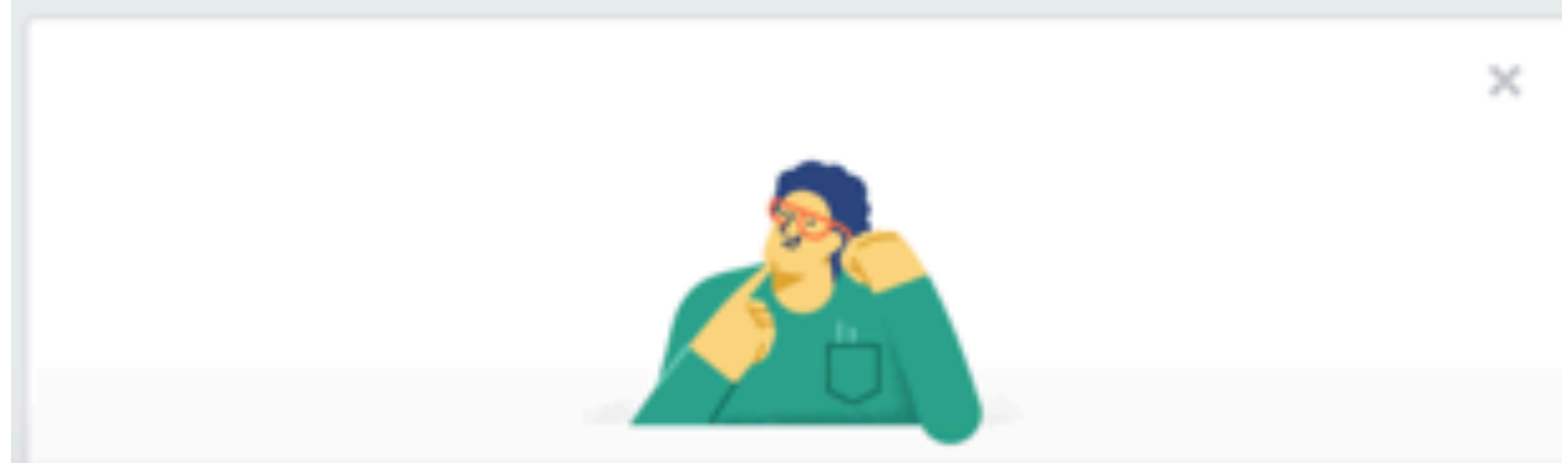
ADD MEMBERS

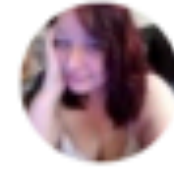
MEMBERS 46,152 members



SUGGESTED MEMBERS Hide

Friends





Beth @sqrib8 · Sep 21

Replying to @KindleDd

You can use the hashtag option. #VOTEOutlander 👍👍

@VoteOutlander



5 Ways To Vote DAILY

1. Vote on pbs.org using the link. (USA & Canada)
2. Original Tweet using #VOTEOutlander (Worldwide)
3. Original Facebook post using #VOTEOutlander (Worldwide)
4. Text #VOTEOutlander to 97979. (USA & Canada)
5. Call toll free 1-855-443-6574. (USA & Canada)



2 - Create stories that people
can share as gifts











3 - Curate and amplify more
than you create



BATTLEFRONT

CAMPAIGNERS ON A MISSION

Connect to Battlefront on:



Sign in / Register



Supported by **nominate** trust

HOME CAMPAIGNS THE SHOW GET INVOLVED START YOUR CAMPAIGN

THE CAMPAIGNERS

Meet The Battlefront 12



SPOTLIGHT



Meet Your Street
Alex Loughlin



The Battlefront Show
With Scouting For Girls!



Lives Not Knives
Eliza Rebeiro

LATEST NEWS



Billy the Battlefront Mascot!

After launching a search for a Battlefront mascot, we proudly give you Billy the dog...

3 days ago [Read More](#)

WHAT'S IT ALL ABOUT?

Young people on a mission to change the world. That's what it's all about.

Battlefront is an online-only Channel 4 project starting a crew of 14-21-year-olds with big ideas, big hearts and big ambitions. With the help of experienced mentors and a dedicated Battlefront team, Battlefronters turn their issues into fully-fledged campaigns and set off on a journey to achieve something incredible.

Follow their journeys. Support their campaigns. Become a campaigner.

Battlefront: Campaigners on a mission

BATTLEFRONT

CAMPAIGNERS ON A MISSION



[Less detail](#)

Action not Exposition

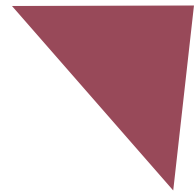


FOWL

PLAGUE

The world may be in the earliest scenes of a disaster movie. Avian influenza, better known as bird flu, is inflicting major economic damage to poultry farmers around the world, and is just a handful of genetic mutations away from turning into what could be the largest, deadliest pandemic that our planet has ever seen.

hugh garry

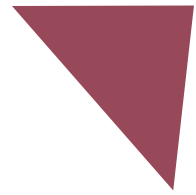


Two months after Hurricane Harvey submerged much of metropolitan Houston, recovery is under way across the city. Residents and volunteers are **gutting and restoring flooded homes**. Government agencies and nonprofit organizations are **announcing cleanup programs** and developing plans to **distribute relief funds**.

But many questions remain about impacts on public health. What contaminants did floodwaters leave behind? How many people are being exposed to mold – which can grow rapidly in damp, humid conditions – as they repair their homes? Will there be an increase in Zika, West Nile or other vector-borne diseases as **mosquito populations recover**? Or an uptick in reported cases of other illnesses?

<https://www.smithsonianmag.com/science-nature/how-do-scientists-measure-public-health-impacts-natural-disasters-180965318/>





In 2011 Ron Fouchier took a pipette in one hand, a ferret in the other, and squeezed a few drops of liquid into the creature's quivering nostril. This was a routine procedure for Fouchier, one of the world's leading virologists at the Erasmus Medical Center in Rotterdam. He had spent his career studying the ways in which deadly viruses mutate as they pass between animals and people. Nevertheless, as he squeezed the pipette, he could not have anticipated the fallout from his actions.

<https://howwegettonext.com/fowl-plague-82f020309aaa>





Protagonists, not Subjects



IDENTITIES of the WORLD

[HOME](#)

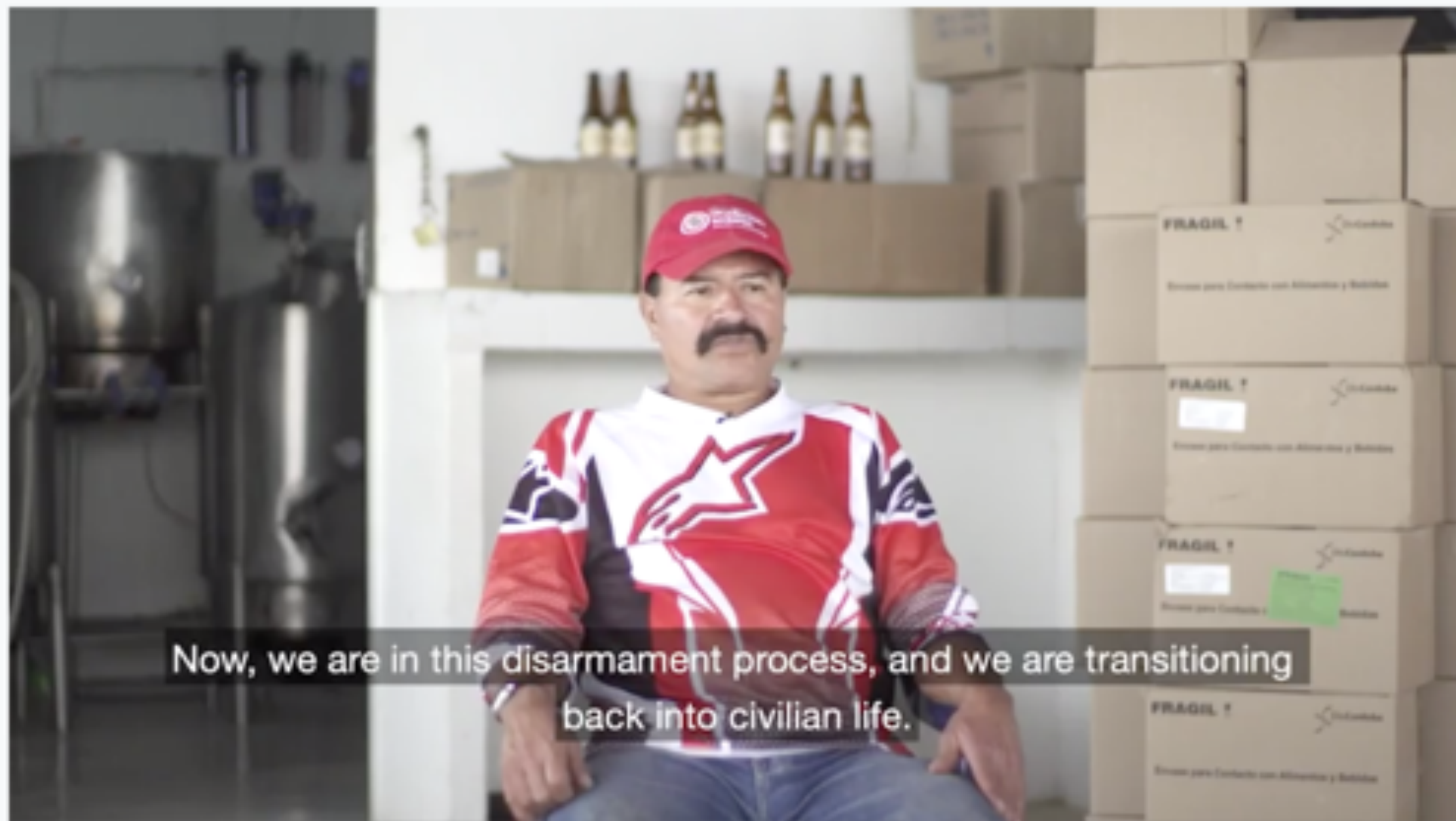
[ABOUT](#)

[CONTACT](#)



Identities of the World, in partnership with Experian, is a series of portraits of people falling through the cracks in their aim to truly gain financial independence.






Now, we are in this disarmament process, and we are transitioning back into civilian life.



It made it possible to help the community with micro-credit for expenditures with basic needs, for economically vulnerable families.



Data stories, not Data visualisation



The Pudding

She Giggles, He Gallops

Analyzing gender tropes in film with screen direction
from 2,000 scripts.

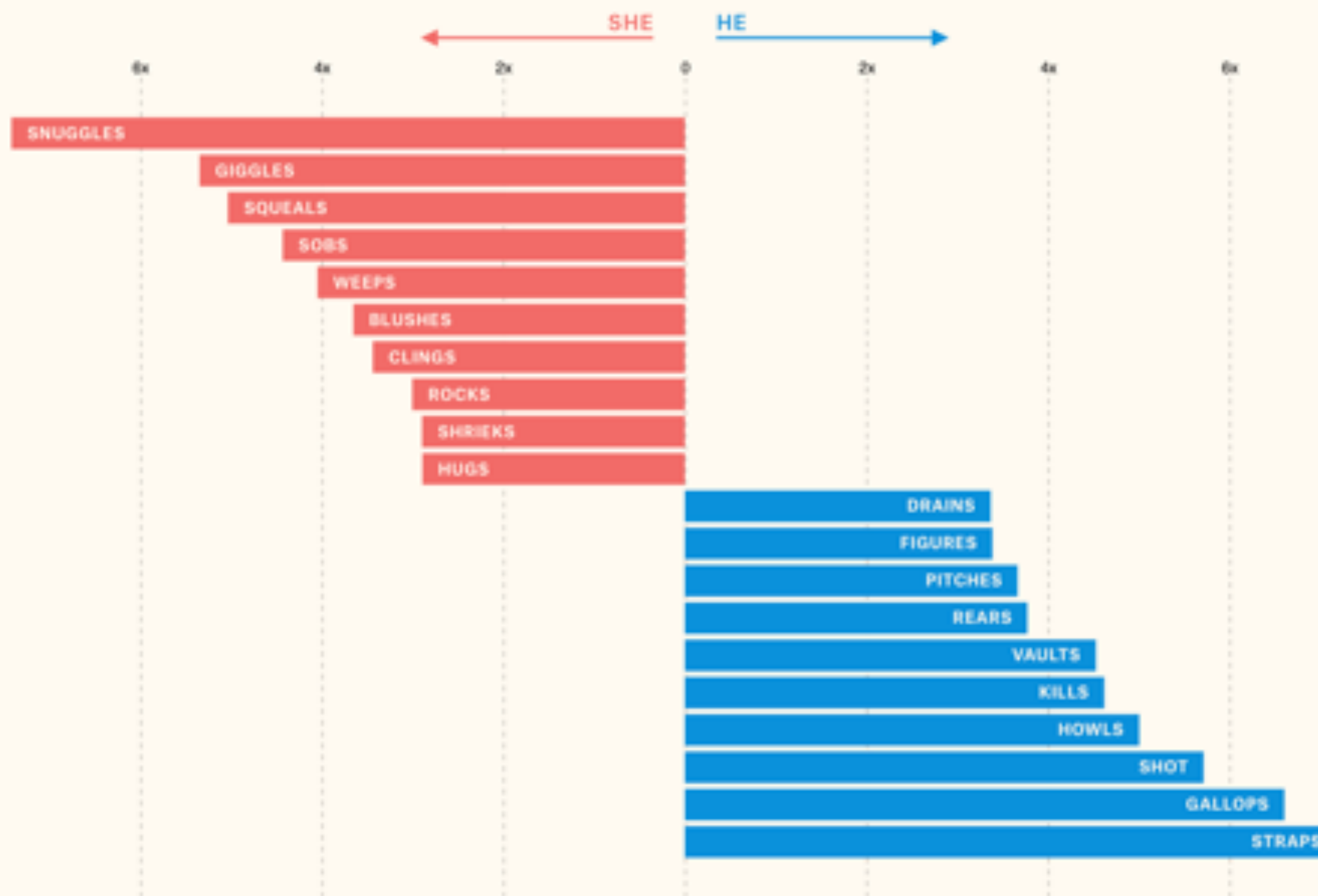
By Julia Silge

+

Russell Goldenberg Amber Thomas Hannah Anderson

The most used words for women vs. men

Likelihood that certain words appear after "she" vs. "he" in screen direction.



2469

languages are at risk of extinction around the world

Your nearest endangered language is Jersey French

Spoken by 2,874 speakers, UNESCO classifies it as **severely endangered**.





Are your stories **Streams**, **Schedules** or **Series**?

How can your **stories** be gifts?

How can you make your **stories** more human?





Thanks!

STORYTHINGS

www.storythings.com

matt@storythings.com

@matlock @storythings

