

The ABC-D of Storytelling

Take your audience
from attention to action

What stories?



Why ABCD?

Attention. Grab your audience's attention with a compelling hook in 7 seconds.

Because. Why does it matter?

Chorus/Content. This is the key message you want people to take away.

Do. Leave your audience with a clear idea of how they can engage. Call them to action!



CEE Spring writing contest: BG.WP

Wikimedians of Bulgaria/2015/CEE Spring report

< Wikimedians of Bulgaria | 2015

This is an archived version of this page, as edited by [Topsi Enevska](#) (talk | contribs) at 23:16, 10 August 2015. It may differ significantly from the current version.

(diff) — Older revision | Latest revision (diff) | Newer revision — (diff)

Following last year's CEE Conference in the beautiful and sad city of Kyiv, we posted a short notice on our [Village Pump](#), in which we gave a resume of the idea of CEE Spring and linked to a [short page](#) about the contest. Preparations for the contest included also compiling a list of topics which would present Bulgaria as complete as possible. In three days a [list of 191 topics](#) was completed. We hadn't expected such a positive reaction! To spread information about the contest we mentioned it in our site notice which led to a journalist from a nationwide magazine - Tema - to contact us and ask for an interview. The result was a [very lengthy interview](#) given by two of the Bulgarian Wikimedians.

For attracting users to participate in the contest, we offered to send the winner to Estonia for the next CEE Meeting, without knowing that there would be a specially designated [WikCamp in Skopje](#). Maybe it was a factor for someone, but perhaps some good natured patriotism might have helped more. Another thing which was good about the competition, was that it took place during the early days of 100wikidays, which led to the participants in the challenge to take topics about Eastern European countries when they did not have another idea. The people who met in Kyiv shared their articles on Facebook, which also contributed to the success of the competition - some articles were written in many languages.

There were 14 contributors participating in the contest and among them were very different people: for example the winner was an over-60-year-old woman, the second placed was a student of psychology, the third placed was a computer scientist and there was even one Macedonian user taking part.

Since we are not a chapter and do not have a bank account, we could not apply for a grant at the WMF or anywhere else. Towards the end of the tournament it was clear, that the winner will be invited to participate at the CEE WikCamp in Skopje. Our winner informed in a beautiful letter, that she wouldn't like to travel, therefore the second placed took part at the event. We gave our winner instead little present - a hoodie from the Wikipedia store for which two Wikipedians paid and a third one brought to her apartment personally. Such a small gesture made her very happy.

We didn't search for sponsors, which we regret a bit because we saw that money can help the creation of high quality free knowledge. For example on Estonian Wikipedia, which has less active users than the Bulgarian one, 13 people took part of the contest and wrote in total almost 60 articles more than did users in our contest (282 vs 216). Having some prizes, although not big, might have motivated people to participate there.

This was in fact the first article writing contest in Bulgarian Wikipedia so we are happy with the results. Next time we will try to make the competition even more public and organise a ceremony.

[y/w/index.php?title=Wikimedians_of_Bulgaria/2015/CEE_Spring_report&action=history](#)

[See the report \(before and after\) online](#)

Wikimedians of Bulgaria/2015/CEE Spring report

< Wikimedians of Bulgaria | 2015

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Report [edit]

Following last year's CEE Conference in the beautiful and sad city of Kyiv, Wikimedians of almost 30 Central and Eastern European countries decided to launch an international article writing contest, which was the first on Bulgarian Wikipedia and went on to be a huge success with 216 new or expanded articles about the region in Bulgarian and many about Bulgaria in other languages.

Importance [edit]

The countries in the CEE region share culture, values and history, although most of them do not share a language. The mainstream culture in the region is highly influenced by The West. After the contest our readers can read about the history, literature, sporting traditions, national heroes, culture, castles, art, theatre, protests, cinema, religion, education, geography, etc. Knowledge leads to better understanding and leaves no room for propaganda.

Organisation [edit]

We posted a short notice on our [Village Pump](#), in which we gave a resume of the idea of CEE Spring and linked to a [short page](#) about the contest.

Preparations for the contest included also compiling a list of topics which would present Bulgaria as complete as possible. In three days a [list of 191 topics](#) was completed. We hadn't expected such a positive reaction! To spread information about the contest we mentioned it in our site notice which led to a journalist from a nationwide magazine - Tema - to contact us and ask for an interview. The result was a [very lengthy interview](#) given by two of the Bulgarian Wikimedians.

For attracting users to participate in the contest, we offered to send the winner to Estonia for the next CEE Meeting, without knowing that there would be a specially designated [WikCamp in Skopje](#). Maybe it was a factor for someone, but perhaps the wish to present their own country was a more important reason for some editors. Another thing which was good about the timing of the competition, was that it took place during the early days of 100wikidays, which led to the participants in the challenge to take topics about Eastern European countries when they did not have another idea. The people who met in Kyiv shared their articles on Facebook, which also contributed to the success of the competition - some articles were written in many languages.

There were 14 contributors participating in the contest and among them were very different people: for example the winner was an over-60-year-old woman, the second placed was a student of psychology, the third placed was a computer scientist and there was even one Macedonian user taking part.

Prizes [edit]

Since we are not a chapter and do not have a bank account, we could not apply for a grant at the WMF or anywhere else. Towards the end of the tournament it was clear, that the winner will be invited to participate at the CEE WikCamp in Skopje. Our winner informed in a beautiful letter, that she wouldn't like to travel, therefore the second placed took part at the event. We gave our winner instead little present - a hoodie from the Wikipedia store for which two Wikipedians paid and a third one brought to her apartment personally. Such a small gesture made her very happy.

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This was the first article writing contest in Bulgarian Wikipedia so we are happy with the results. Next time we will try to make the competition even more public and organise a ceremony.

Metrics [edit]

| Number of bytes added | Number of bytes removed | Number of edits | Number of articles |
|-----------------------|-------------------------|-----------------|--------------------|
| +9,1% | -56% | +61% | +57% |

The participants with more than one article in the contest wrote 9,1% more bytes (only positive byte changes take into account) during the 102 days of the contest in comparison with the 102 days before the contest. Their amount of removed bytes was reduced by 56%. This means, perhaps, that they patrolled less and reverted less vandalism. This assumption is reinforced by the fact that their number of edits was reduced by 61%. When writing a new article an editor makes one edit with a lot of information, instead of many small "wikiform" changes. The number of newly created articles was 57% higher.

The created and expanded articles were not equal in number about all countries in the region. The average number of articles per country was 8, with Poland having the most articles written about - 38, and Turkey the least - 1.

Lessons Learned [edit]

- The expected outcome of increased number of created articles by the participants was reached. The participants created 57% more articles on average during the contest than the same period of time before the contest.
- Having experienced participants makes a jury unnecessary. We could not find editors, who would be part of a jury, therefore our only ranking criterion was bytes added (quantitative). Nevertheless, since almost all participants were experienced editors the quality of the created and expanded articles was much above average.

Future work [edit]

- We would like to learn from Estonian and Ukrainian experience and have some smaller prizes for the participants in our next contest. We expect that it would lead to newer editors taking part in it.
- We are not sure whether thematic weeks (i.e. a week for every country) would have helped to distribute the articles about different countries better.

Participants' reports [edit]



User:Rieilijn, second placed, at the WikCamp in Skopje



User:Rieilijn, second placed, at the WikCamp in Skopje

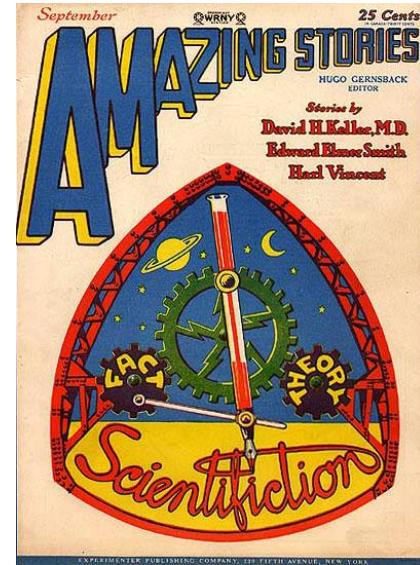


Bulgaria (orange) can only write articles about the neighbouring green ones

Do: Work together to create a story

Think of a program you've coordinated. Share ideas as headlines for A, B and C. In the final step, D, work to create a message for social media (in the broad sense): Facebook, Twitter, Central Notice Banner, that will engage your local community with the program. At the end, we will share the messages with the entire group.

| |
|-----------------------------|
| Program: |
| Attention: |
| Because: |
| Chorus / Content: |
| Do - Call to Action: |

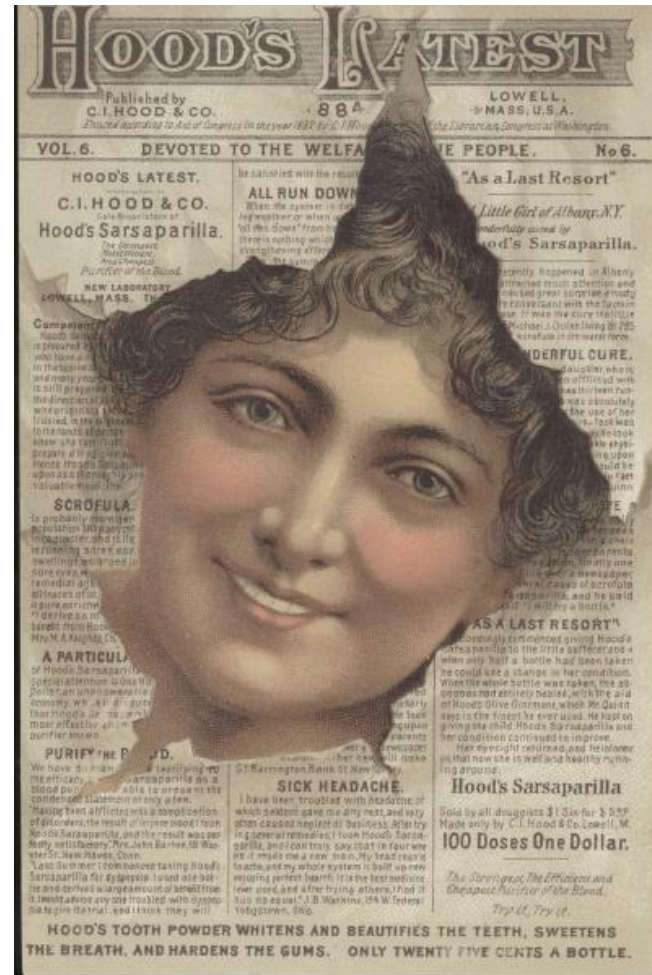


Amazing Stories cover, September 1928. Published by Experimenter Publishing Company Inc. Art by Frank R. Paul. Source is isfdb.org. Public Domain.

Attention

We are presented with
six times more
information than 30
years ago.^[1]

[1]http://www.nytimes.com/2014/08/10/opinion/sunday/hit-the-reset-button-in-your-brain.html?_r=0



HOOD'S LATEST

Published by C. I. HOOD & CO. 884 LOWELL, MASS., U.S.A.
Entered according to Act of Congress in the year 1882 by C. I. HOOD & CO. in the Library of Congress at Washington.

VOL. 6. DEVOTED TO THE WELFARE OF THE PEOPLE. No 6.

HOOD'S LATEST.
C. I. HOOD & CO.
Sole Importers of
Hood's Sarsaparilla.
The Greatest
Blood-Purifier
and
Purifier of the Blood.
NEW LABORATORY
LOWELL, MASS., U.S.A.

ALL RUN DOWN
When the system is
depleted or when
the blood is
impure, there is
a certain amount of
debility and
weakness which
is not cured by
any other
remedy.

"As a Last Resort"
A Little Girl of Albany, N.Y.
was cured of
debility and
weakness
by
Hood's Sarsaparilla.

Recently happened in Albany
a case of debility and
weakness which was
not cured by any other
remedy. It was the
daughter of a prominent
family. She was
suffering from
debility and
weakness, and
was unable to
perform her
duties. Her
mother consulted
a physician who
prescribed
various
remedies, but
without success.
Finally she
resorted to
Hood's Sarsaparilla,
and after
taking a few
bottles, she
was cured.

SCROFULA.
To probably more than
one-half of the
population of
this country
scrofula is
prevalent. It
is a disease
which is
characterized
by a
swelling of
the glands,
and a
general
debility of
the system.
It is a
disease
which is
not cured
by any
other
remedy.
Hood's
Sarsaparilla
is the
only
remedy
which
cures
scrofula.

A PARTICULAR
of Hood's Sarsaparilla
is its
ability to
purify the
blood, and
to
strengthen
the
system.
It is
the
only
remedy
which
cures
scrofula.

PURIFY THE BLOOD.
We have a
woman
who
suffered
from
debility
and
weakness
for
many
years.
She
was
unable
to
perform
her
duties,
and
was
in
a
state
of
great
debility.
She
consulted
a
physician,
and
was
prescribed
various
remedies,
but
without
success.
Finally
she
resorted
to
Hood's
Sarsaparilla,
and
after
taking
a
few
bottles,
she
was
cured.

SICK HEADACHE.
I have been
troubled
with
headache
of
which
nothing
gave
me
relief,
and
my
other
business
was
suffering.
After
taking
Hood's
Sarsaparilla,
I
was
cured,
and
my
business
was
restored.

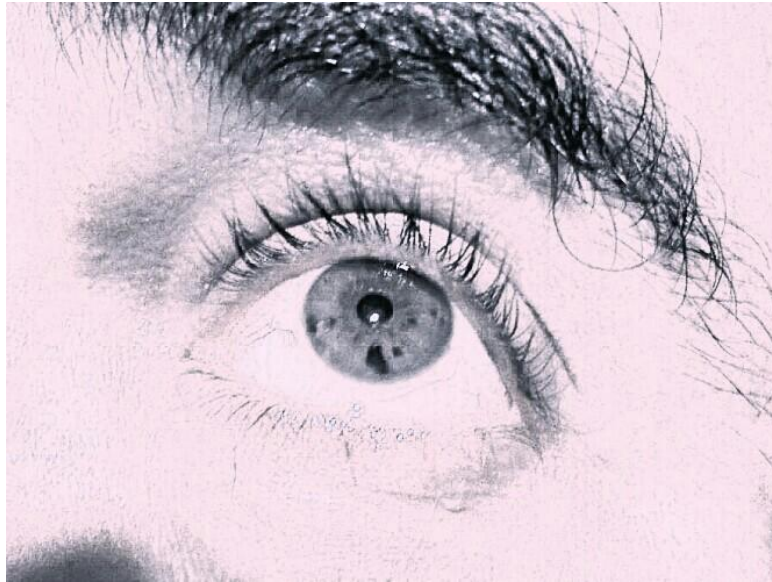
Hood's Sarsaparilla
Sold by all druggists \$1.00 per bottle.
Made only by C. I. Hood & Co., Lowell, Mass.
100 Doses One Dollar.

*The Sarsaparilla, the Efficient and
Cheapest Purifier of the Blood.*
Try it, try it.

**HOOD'S TOOTH POWDER WHITENS AND BEAUTIFIES THE TEETH, SWEETENS
THE BREATH, AND HARDENS THE GUMS. ONLY TWENTY FIVE CENTS A BOTTLE.**

Attention

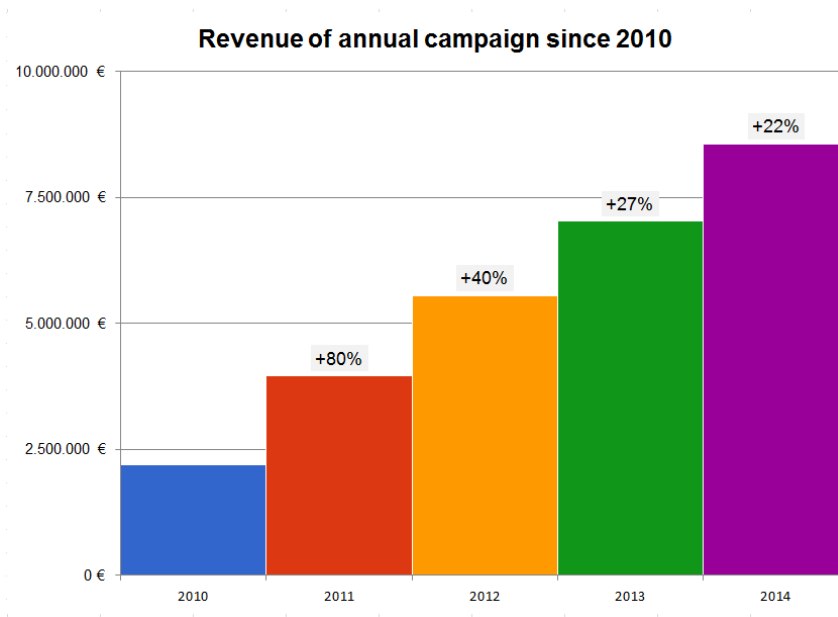
- Statistic
- Anecdote
- Quote
- Fact



"Eye grey ," by Dekae - Own work. Licensed under CC BY-SA 4.0 via Wikimedia Commons - https://commons.wikimedia.org/wiki/File:Eye_grey_.jpg#/media/File:Eye_grey_.jpg

Attention through Statistic:

“In less than five years, Wikimedia Deutschland’s yearly fundraising efforts grew from € 700,000 to € 8,200,000.”



- [Story published on the Wikimedia blog by WMDE.](#)

Attention through Story

The Bulgarian Archives State Agency reached out to Wikimedians of Bulgaria as the first national institution to propose a cooperation between a government agency and Wikimedia. The Agency wanted to show high quality information about the state to a broad international audience and Wikipedia was seen as the perfect platform for this. Wikimedia could use thousands of archive pictures from the 19th and 20th century. The most widely used picture is being used on 15 Wikipedias.

Attention through Quote

“To expect truth to come from thinking signifies that we mistake the need to think with the urge to know.”

[Hannah Arendt](#)



Attention through fact

Women are more likely to continue editing if they receive a welcome message.^[1]

[1]<https://meta.wikimedia.org/wiki/Research:Teahouse>

5 Minute Attention Starter



- Statistic
- Anecdote
- Quote
- Fact

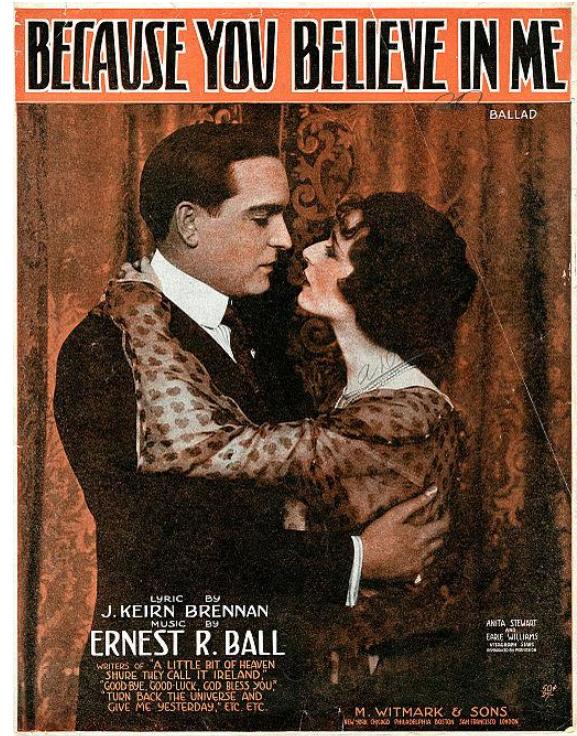
Because



Using the Word Because

Increases
cooperation from
60% to 94%^[1]

[1]<http://www.nytimes.com/1997/09/23/science/scientist-at-work-ellen-j-langer-a-scholar-of-the-absent-mind.html?pagewanted=2>



By New York : M. Witmark & Sons, publisher. [Public domain], via Wikimedia Commons

5 Minute Because Statement



Why does it matter?

Chorus / Content

Chorus: sing to the rhythm of key messages

What **idea** or **concept** do you want people to keep after hearing your story? An idea is the **starting point**, it's often abstract, and to **condense it, make it relatable**, you have to think of **many concrete examples**.

→ What is the main idea in this video?

[Case study: Coca-Cola](#)

How can you best capture the learning?

Every **failure** is an opportunity to **learn** something new.

It is a chance to **reflect** on the **original plan** and think **what went wrong...** to change it next time we try!

→ Have a roadmap ready to understand and share your story with others

→ Use templates to capture problem and solution statements.

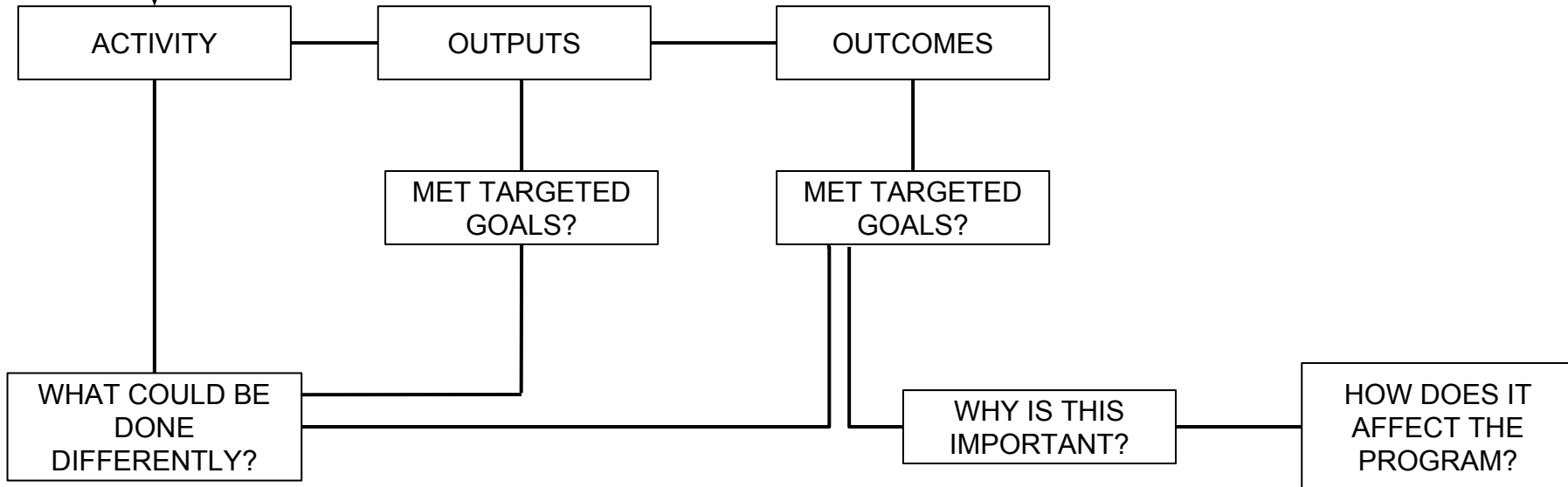
[Case study: Wiki Education Foundation](#)

**LEARNING
STORY**

AIM

To help communities assess needs and strengths and evaluate a program throughout its life.

STRUCTURE



Share your local context

We are part of a global movement, and work together towards **shared goals**. What shape does this take in your country? Why is Wikimedia's mission important in the local level? What factors enable your work with Wikimedia projects where you live?

→ What does your program mean to your local context?

[Case Study: WMBG BASA](#)

→ Stakeholders

→ Local Agenda

→ Relevant policy

5 Minute Chorus/Content Statement



This is the key message you want people to take away.

Do - Call to action!



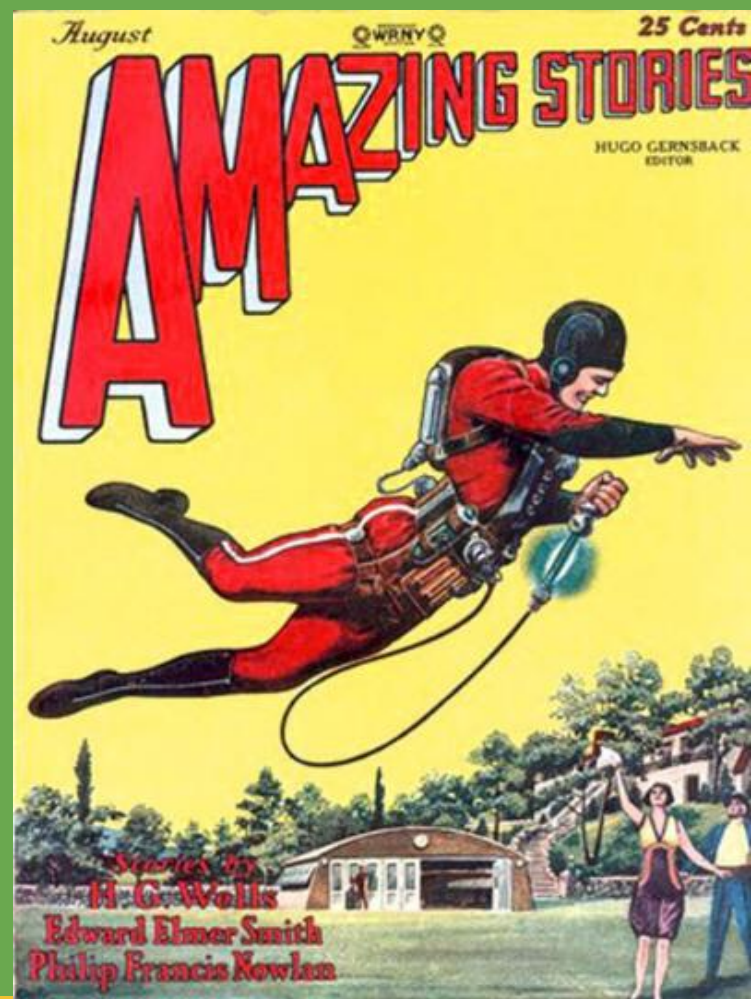
5 Minute Do Statement



Call to action!

**Thank You
Need Assistance?**

**(Link to the
Storytelling Kit)**



References:

Attention:

giving<http://www.telegraph.co.uk/news/science/science-news/8316534/Welcome-to-the-information-age-174-newspapers-a-day.html>

Power of Because: Langer, E., Blank, A., & Chanowitz, B. (1978). The mindlessness of Ostensibly Thoughtful Action: The Role of “Placebic” Information in Interpersonal Interaction. Journal of [Personality](#) and Social Psychology, 36 (6), 635-642.

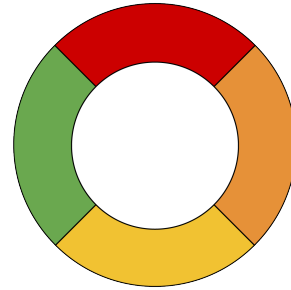
https://upload.wikimedia.org/wikipedia/commons/6/65/Editat%C3%B3n_Arte_en_Puebla_05.jpeg

Here's the research citation:

Langer, E., Blank, A., & Chanowitz, B. (1978). The mindlessness of Ostensibly Thoughtful Action: The Role of “Placebic” Information in Interpersonal Interaction. Journal of [Personality](#) and Social Psychology, 36(6), 635-642.

Certificate of Appreciation for Serving as a Facilitator for

Wikimedia Storytelling



Presented to:

Thank you for contributing to the sum of all human knowledge and the growth of the Wikimedia movement by sharing your expertise as a Wikimedia Community Leader and Facilitator.

Date: _____