

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This is an archived version of this page, as edited by Topsi Ene6tupa (talk | contribs) at 23:16, 10 August 2015.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 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.

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]

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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:RieEjlon, second placed, at the WikCamp in Skopje



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

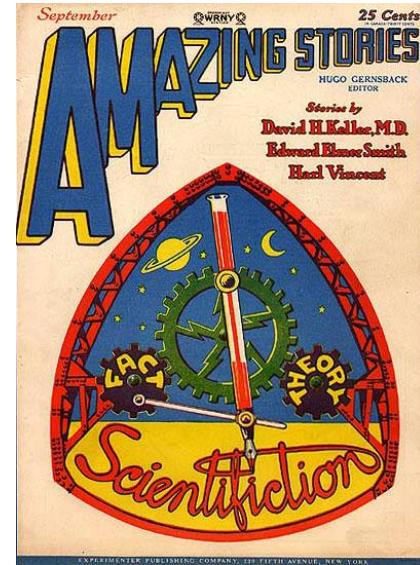


Bulgaria (orange) can only write articles about the neighbouring green ones

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:

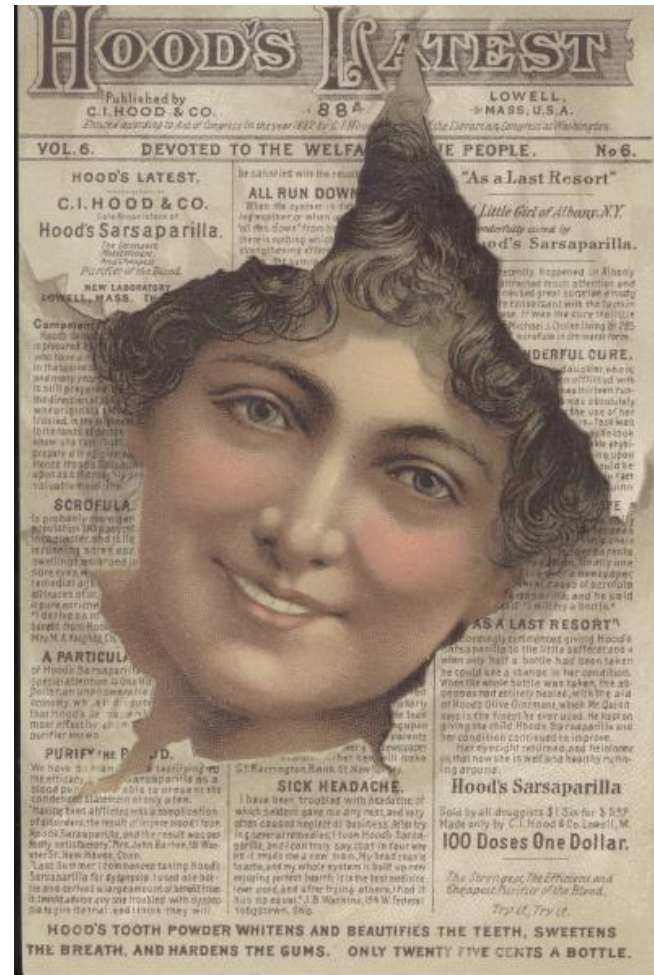


Amazing Stories cover, September 1928. Published by Experimenter Publishing Company Inc. Art by Frank R. Paul. Source is isfdb.org. Public Domain.

Attention

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

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



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
NEW LABORATORY
LOWELL, MASS., U.S.A.

ALL RUN DOWN
When the system is broken down by the use of cheap medicines, or when the blood is impure, there is a certain amount of suffering attendant upon it. Hood's Sarsaparilla is the only medicine that will purify the blood, and restore the system to its normal condition.

"As a Last Resort"
A Little Girl of Albany, N.Y., who had been suffering from Hood's Sarsaparilla.

SCROFULA.
To probably the most common of all diseases, and the one which is most difficult to cure, Hood's Sarsaparilla is the only medicine that will purify the blood, and restore the system to its normal condition.

A PARTICULAR
of Hood's Sarsaparilla is its ability to purify the blood, and restore the system to its normal condition.

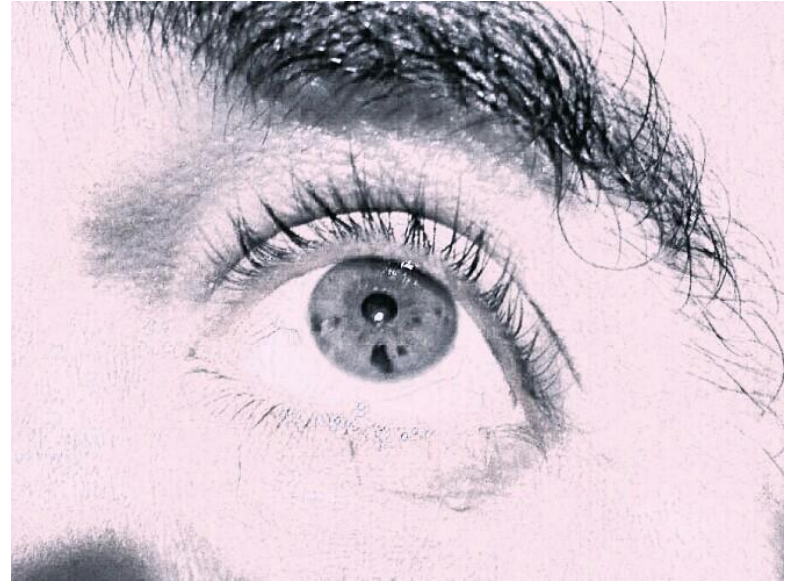
PURIFY THE BLOOD.
We have a large stock of Hood's Sarsaparilla, and will be glad to send you a sample bottle free of charge.

SICK HEADACHE.
I have been troubled with headache of which medicine gave me no relief, and my other business neglected. After trying Hood's Sarsaparilla, and continuing to use it for four weeks, it made me a new man. My head ceased to ache, and my whole system felt as new. Hood's Sarsaparilla is the best medicine I ever used, and after trying others, I find it has no equal. J. B. Martin, 128 W. 17th St. New York.

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

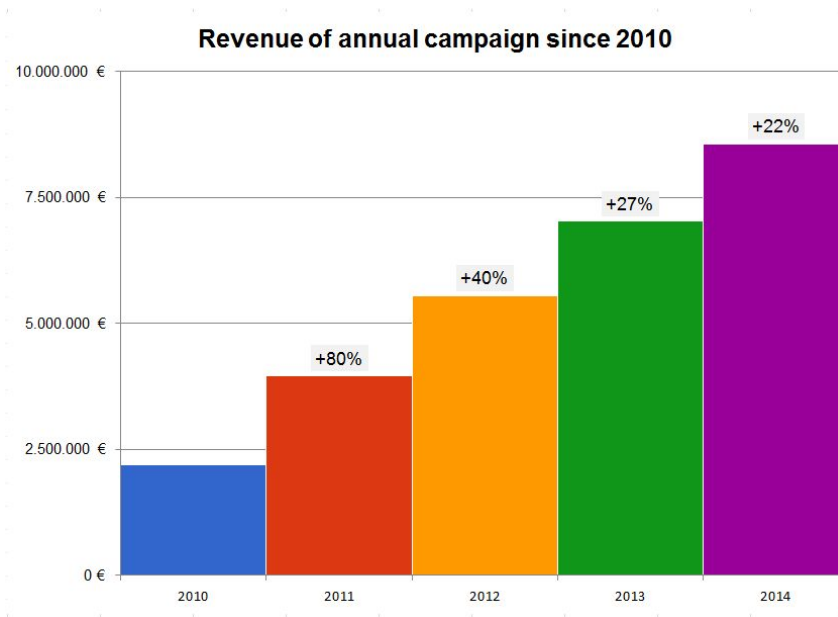
Attention

- Statistic
- Anecdote
- Quote
- Fact



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

Common reasons women give for not editing Wikipedia include lacking the self-confidence that is required to edit, being conflict-averse, and a preference for experiences on other sites that emphasize social relationships and a welcoming tone which may be missing from many new editors' experiences of Wikipedia.^[1]

[1] https://meta.wikimedia.org/w/index.php?title=Research:Teahouse&oldid=14958790#Encouraging_women.27s_participation

Attention through fact

“If we call women to edit in their capacity as valuable persons who have the knowledge and the potential to add free knowledge to Wikipedia, they will be more open to participate, rather than asking them to participate because Wikipedia needs female editors.”

“I focused on the educational part as I saw this to be more stable, cheaper and easier to scale,” Kruusamägi says. “Students have to do their work and it makes the results far more predictable.”

- [Statements from Wikimedia Estonia Education program blog.](#)

1 Minute Attention Starter



- Statistic
- Anecdote
- Quote
- Fact

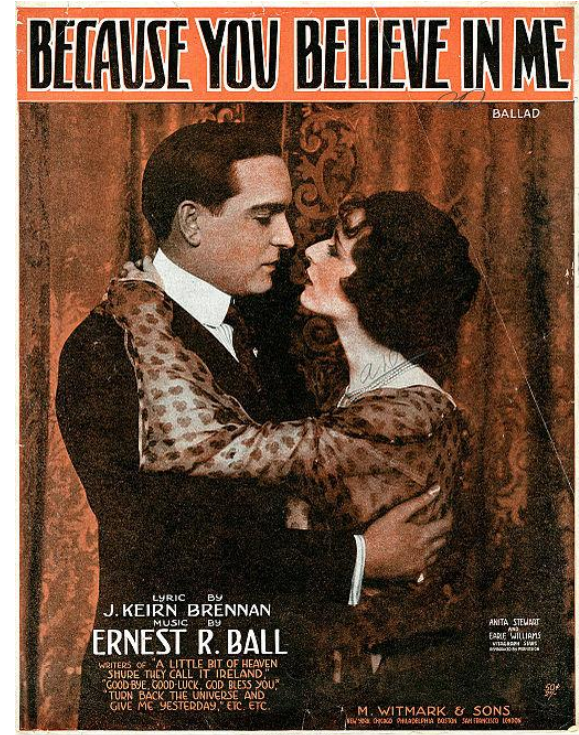
Because



Using the Word Because

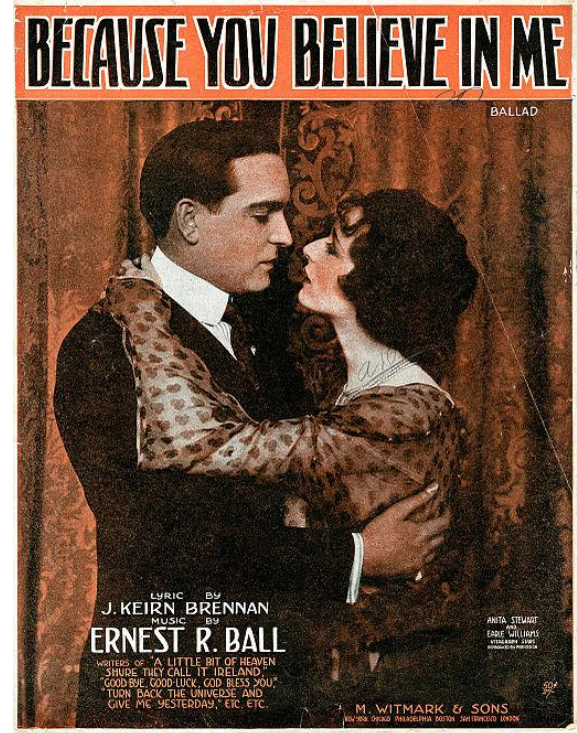
- Increases cooperation from 60% to 94% [1]

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



Using the Word Because

- Involves your audience in the creative process and logic your story has
- Give them the reasons they need to engage.
- Makes it a meaningful content, that explains the reasons.



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 each of these videos?

[Case Study: Wikicamp](#)

[Case Study: WMSV Education Program](#)

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.](#)

Share your local context

We are part of a global movement, and work together towards **shared goals**.

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

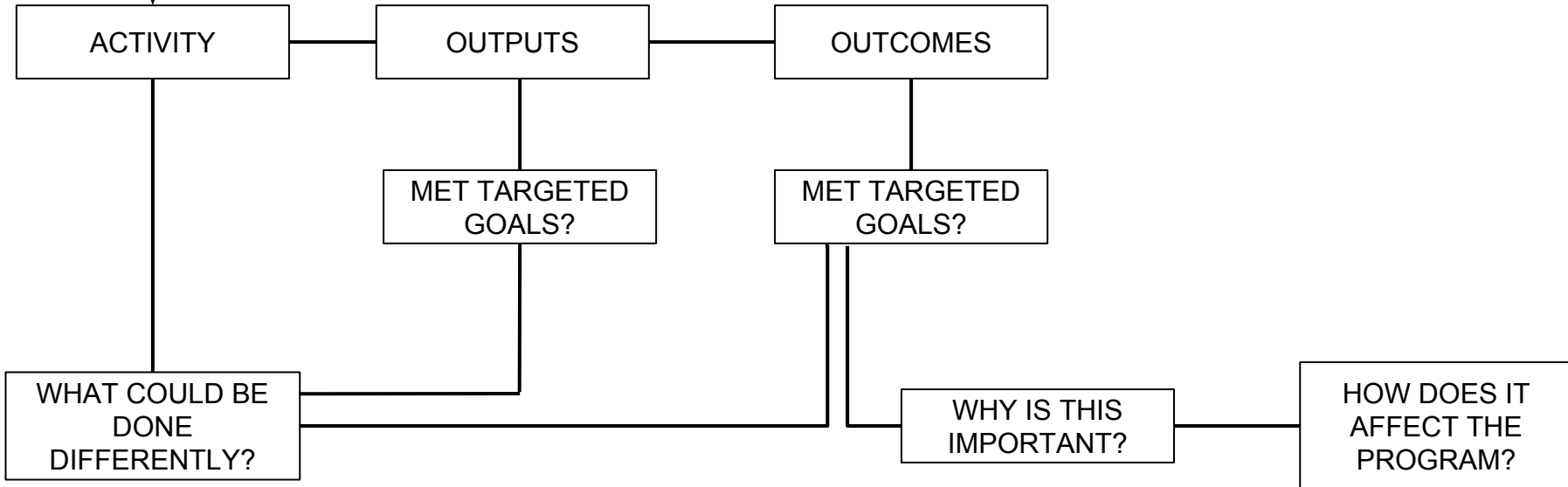
Handouts

**LEARNING
STORY**

AIM

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

STRUCTURE

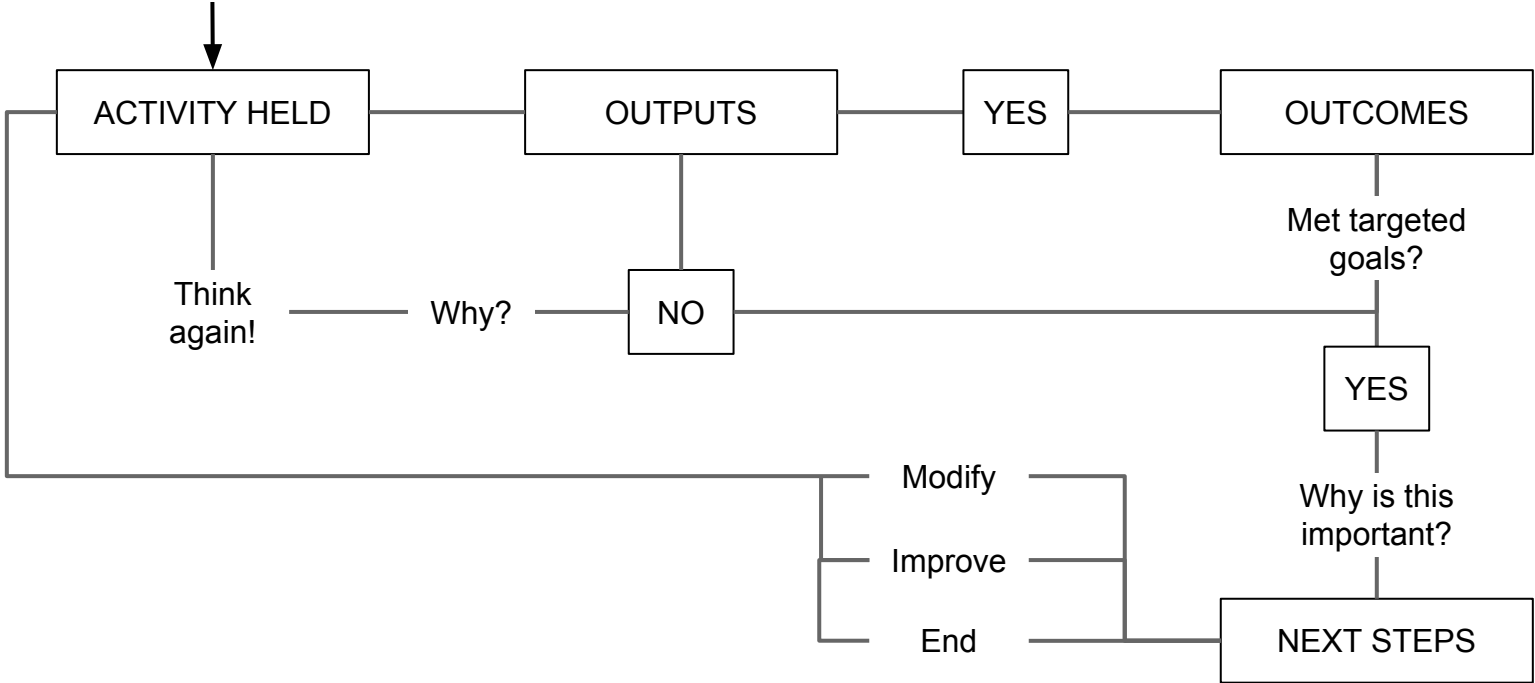


LEARNING STORY

AIM

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

STRUCTURE



Little 'f' failure framing:

1. We planned this thing:_____
2. This is how we knew it wasn't working:_____
3. We think that this went wrong:_____
4. Here is how to fix it:_____

Problem Statement:

Big 'F' failure framing:

1. We planned this thing:_____
2. This is how we knew it wasn't working:_____
3. There might have been some issues with our assumption that:_____
4. If we tried it again, we might change:_____

Problem Statement:

Learning Blog structure

What I Learned: [Program] [Country]

Paragraph 1: context and activity (50 words)

Trigger phrases:

"One of the goals we had..."

Maybe open with an anecdote (something that someone said, something that happen during the activity).

Paragraph 2: assumptions (focusing on specific lesson) (70 - 100 words)

Trigger phrases:

"We thought this would work because..."

"The context for this activity was optimal: (x), (y)..."

Paragraph 3: lesson learned (150 - 200 words)

Trigger phrases:

"One of the things we learned in the first X months / weeks of the program is that..."

Paragraph 4: where do we go from here? (100 words)

Trigger phrases:

"This reality made us rethink our program: we now need to focus on..."

"Even though [students] didn't respond how we hoped they would, we want to continue down this path because..."

Do - Call to action!



Workshop Concepts:

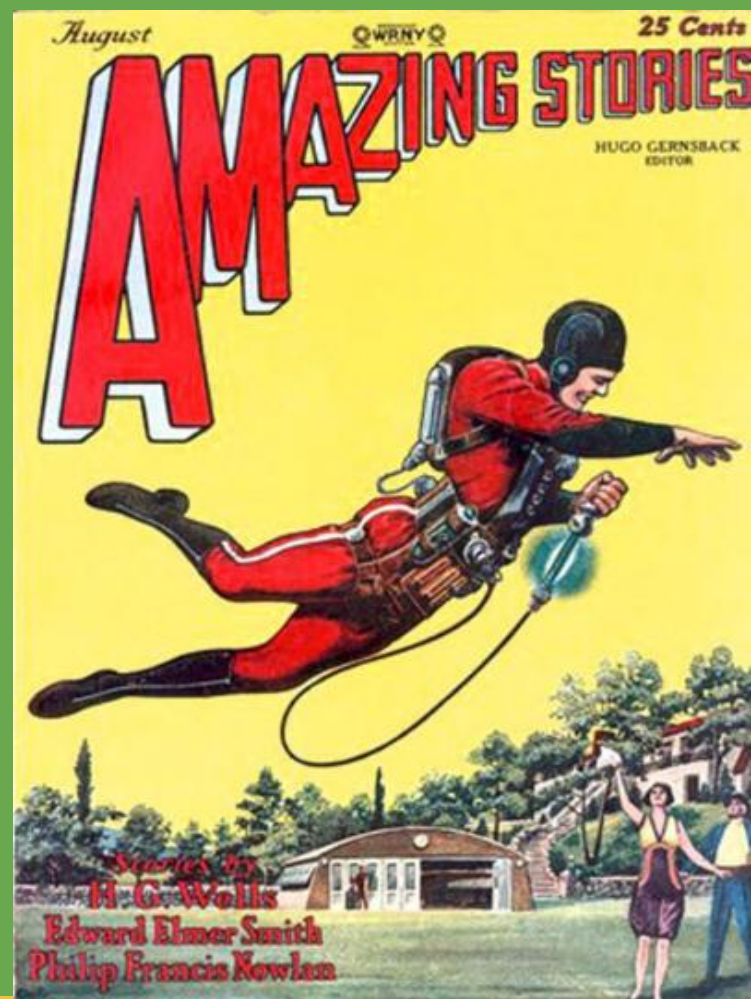
- A. Stories are important to advancing Wikimedia work.
- B. It is important to identify different channels for effective storytelling.
- C. It is useful to craft a Wikimedia story using an ABCD model and template.

Thank You

Need Assistance?

[Storytelling Toolkit](#)

[Storytelling Workshop Kit](#)



Session Evaluation

1. What did you like best about this session?
2. What would you suggest for improving next time?
3. One action step you plan to pursue to develop as a leader in the next 30 days.

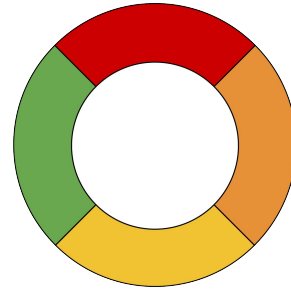
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Power of Because: Langer, E., Blank, A., & Chanowitz, B. (1978). The mindlessness of Ostensibly Thoughtful Action: The Role of “Placebic” Information in Interpersonal Interaction. *Journal of Personality and Social Psychology*, 36 (6), 635-642.

Certificate of Appreciation for Serving as a Facilitator for

Wikimedia Storytelling



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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: _____