The ABC-D of Storytelling

Take your audience
from attention 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.

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This is an archived version of this page, as edited by Лорд Бъмбъри (talk | contribs) at 23:19, 10 August 2015.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 WikiCamp 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 WikiCamp 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 50 articles more than did users in our contest (262 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.

User:Ilkelljon, second placed, at the WikiCamp in Skopje

/w/index.php?title=Wikimedians_of_Bulgaria/2015/CEE_Spring_report&action=hi

[See the report (before and after) online]

Wikimedians of Bulgaria/2015/CEE Spring report

< Wikimedians of Bulgaria | 2015

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  - 2.1.1 Translation
- 2.2 Потребител:Ilkelljohn

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 WikiCamp 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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User:Ilkelljon, second placed, at the WikiCamp in Skopje

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 "wikignome" 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 coutry was 8, with Poland having the most articles written about - 38, and Turkey the least - 1.

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

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 unneeded. 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]

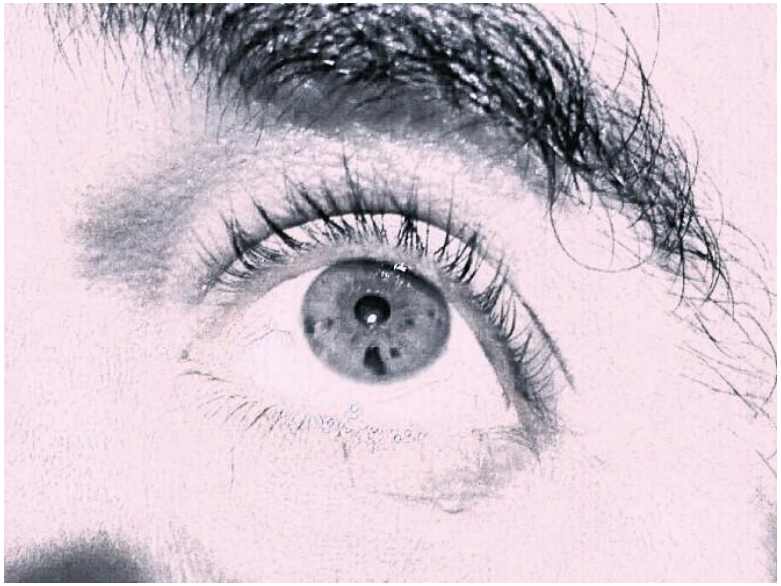
Attention

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

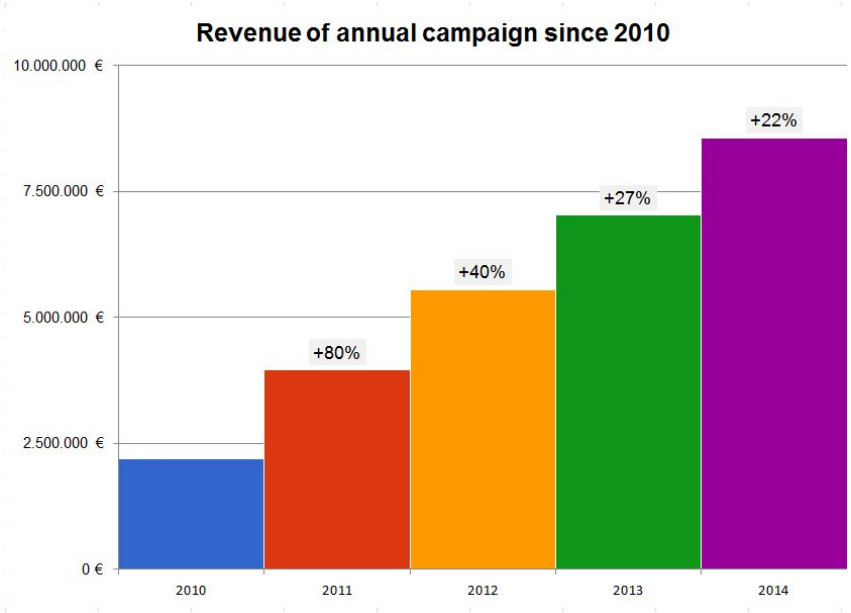
Attention

- 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.”



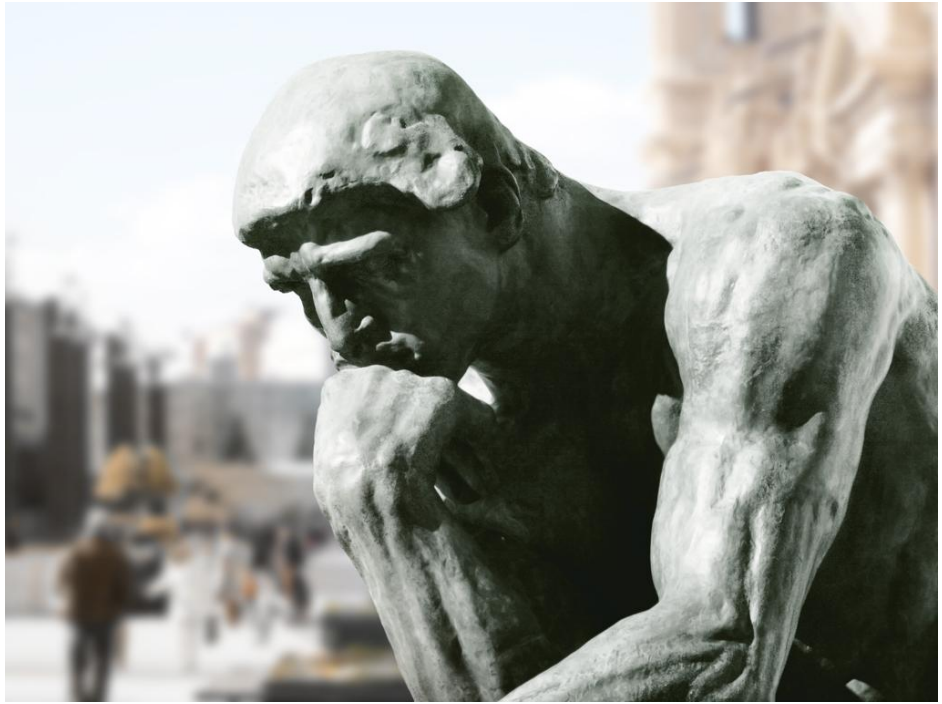
- [Story published on the Wikimedia blog by WMDE.]

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.

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

Do - Call to action!

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.

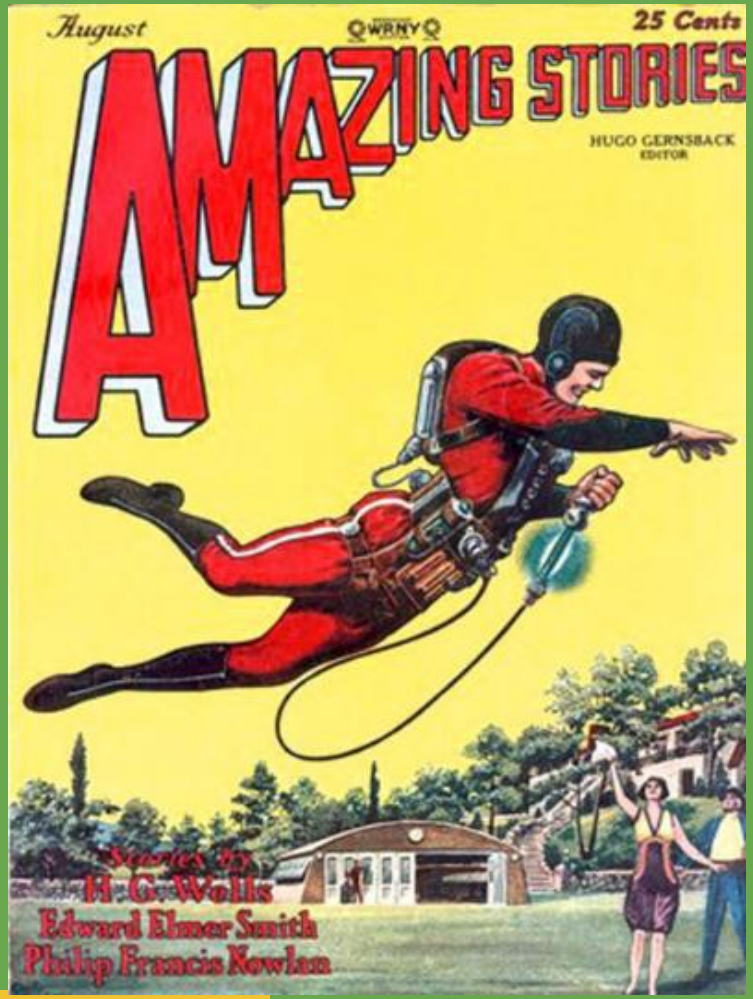
Program:
Attention:
Because:
Chorus / Content:
Do - Call to Action:

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

Need Assistance?

[Storytelling Toolkit]

[Storytelling Workshop Kit]



References:

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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.

Storytelling on social media and the Wikimedia blog

Ed Erhart, Wikimedia Foundation

On social media

First: get to know your audience a bit. What do they like?

Second: use engagement metrics to help determine what your most effective posts are

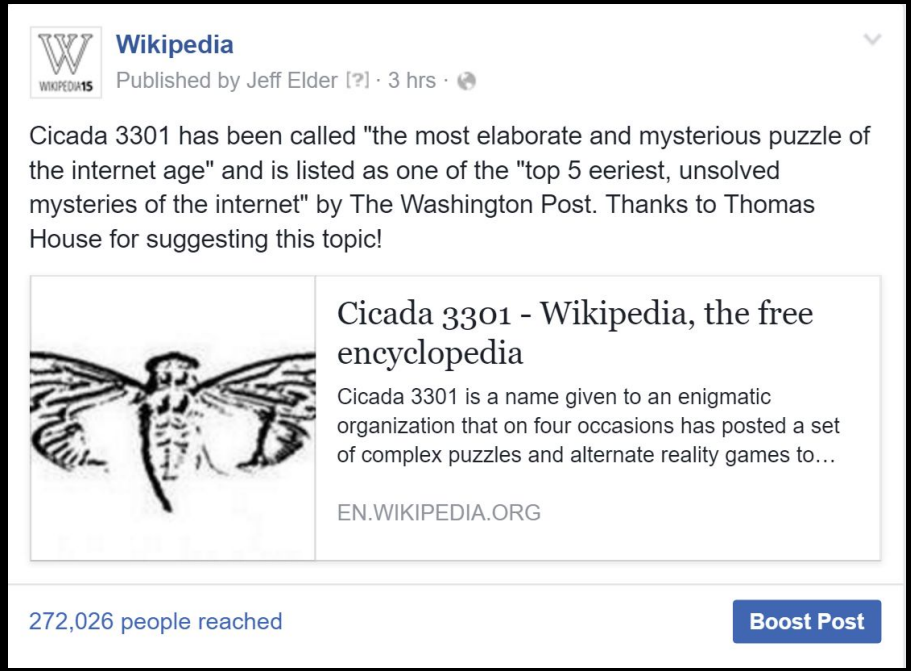
- E.g. clicks (Facebook), replies/likes/retweets/quoted tweets (Twitter)

Photo by jerry7171/pfctdayelise, CC BY-SA 3.0.

On social media

Third: design a social media engagement plan

- Ours usually take two forms: crowd-pleasing content, and explanations of the Wikimedia movement.



Social media resources

Social media discussion hub on Facebook

You can submit suggested posts for @Wikipedia here or to the social media mailing list, social-media@lists.wikimedia.org

Important guidelines and best practices on Meta

Photo by Maxime Raynal, CC BY 2.0.

...and more social media resources

Foundation Communications PDFs from the Wikimedia Conference (Commons category)

WMF contacts: Jeff Elder, Aubrie Johnson

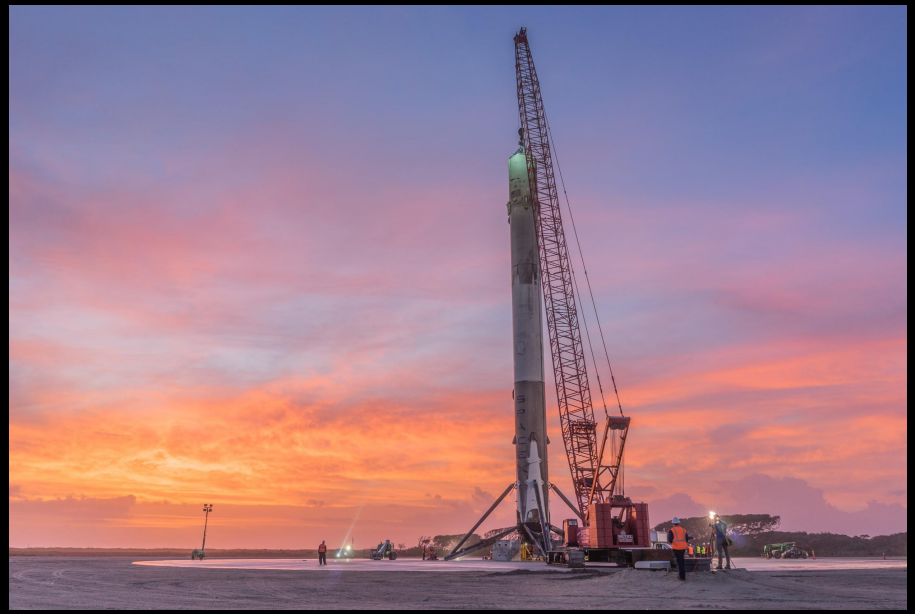


Photo by SpaceX, public domain.

Activity time!

On the Wikimedia blog

https://blog.wikimedia.org/

Photo by Diego Delso, CC BY-SA 4.0.

The blog is a place for ...

… news from around the Wikimedia movement—example: "In worldwide vote, Wikimedia users select extraordinary picture of the year")

… unique editor stores—"Why I proofread poetry")

… announcements about major initiatives—"TTIP and Free Knowledge"

The blog is a place for …

… posts about events and initiatives that had a significant impact—"Share your photos of UNESCO Biosphere Reserves on Wikipedia to inspire the world"

… Wikimedia Foundation statements and declarations—"New completion suggester helps you find what you need on Wikimedia sites"

… miscellania—"“Dare to be different, yet hold your head high”: the impact of Prince’s death on Wikipedia"; "One small step…" (photo gallery)

What are we looking for?

"Compelling ideas from around the movement that showcase and celebrate our knowledge, diversity, and appeal"

Impact, impact, impact

Photo by Pierre-Selim, CC BY-SA 3.0.

What are we looking for?

Inverted pyramid

Public-facing (generally)—the public, i.e. non-Wikimedians, need to be able to understand and possibly even relate to the post

Strong titles and imagery

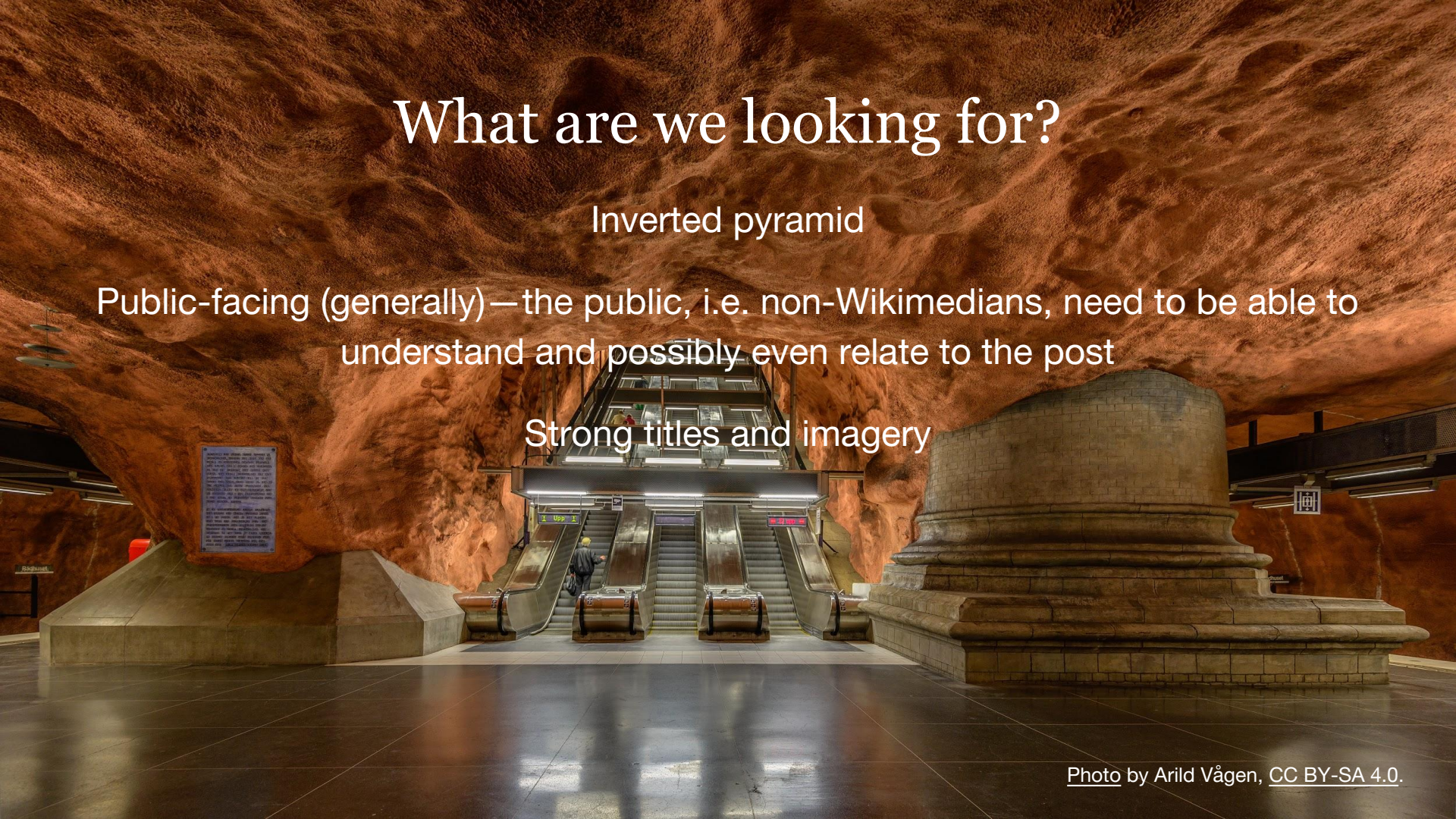


Photo by Arild Vågen, CC BY-SA 4.0.

Blog resources

We have official guidelines on Meta, including example posts

WMF contacts: Ed Erhart, Jeff Elder

Activity time!

Credits

https://commons.wikimedia.org/wiki/File:IM_IN_UR_WIKI_RVRTING_UR_EDITS_lolcat.jpg

Facebook screenshot

https://commons.wikimedia.org/wiki/File:Port_and_lighthouse_overnight_storm_with_lightning_in_Port-la-Nouvelle.jpg

https://commons.wikimedia.org/wiki/File:Seljalandsfoss,_Su%C3%B0urland,_Islandia,_2014-08-16,_DD_201-203_HDR.JPG

https://commons.wikimedia.org/wiki/File:ST_vs_CO_2012-03-10_-_42_-_Conversion_kick_by_Luke_McAlister.jpg

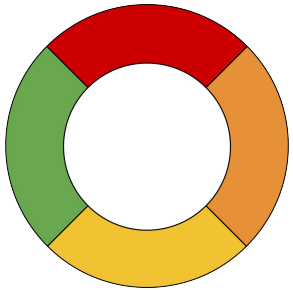
https://commons.wikimedia.org/wiki/File:R%C3%A5dhuset_metro_station_June_2015.jpg

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.

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: _____