



globalgiving
storytelling project

putting a human face
on the
puzzle pieces of
international development

Enabling orgs to...

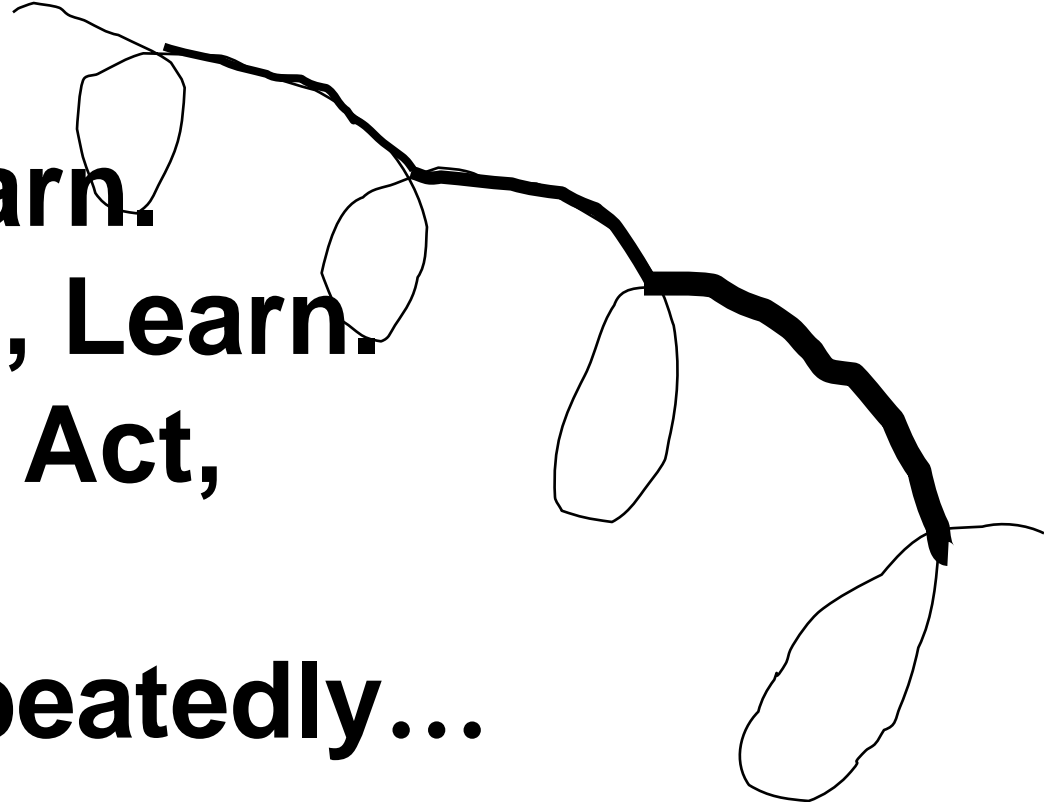
Listen, Act, Learn.

Listen, Act, Learn.

Listen, Act,

Learn.

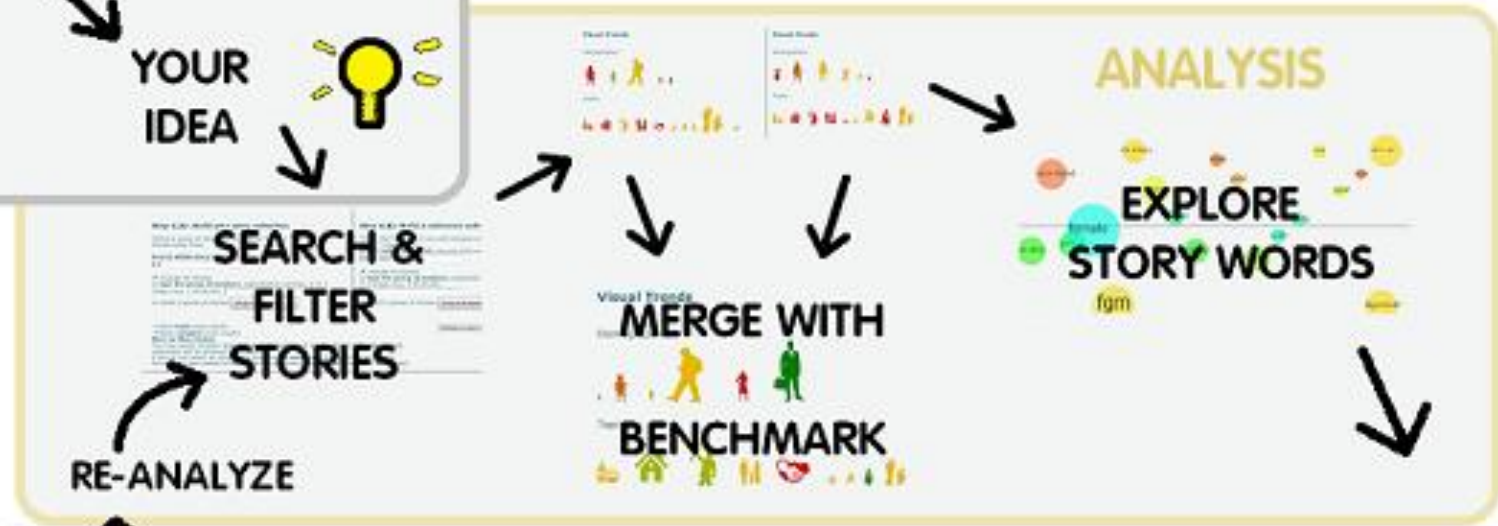
Repeatedly...



Storytelling method & tool

THOUGHTFULNESS
AND CURIOSITY

YOUR
IDEA



learn



act

listen

Benchmarking

...to find the similar collections of

Demographics Busia and "school"



About as
positive/negative as expected



Boys talk about it less
often than expected



More women talked about
it than expected

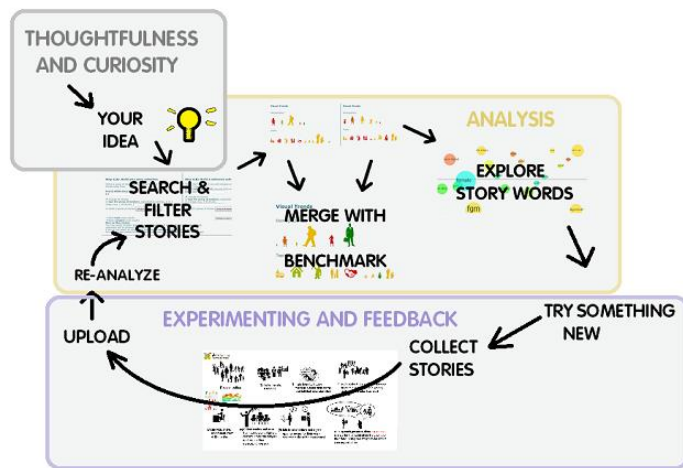


Men talk
about it about
as often as we
expected



Adults' stories are more
negative than expected

Our reference data set has 57,000 stories from East Africa



1

BETTER TOOLS



globalgiving
storytelling project

Search:



One click to explore and benchmark =



Learn more

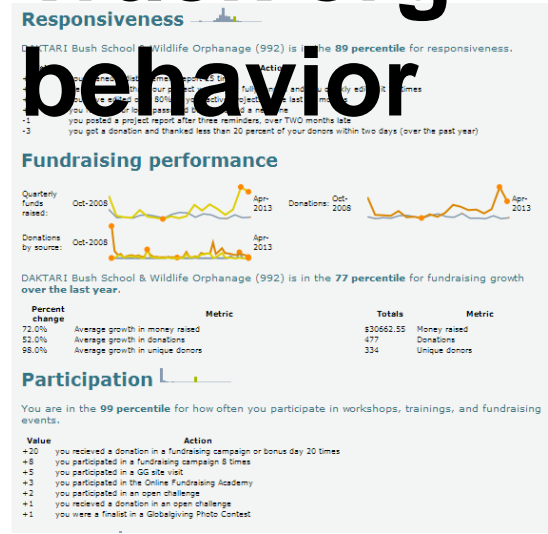
2

OUR CORE MISSION: MAKE ORGS MORE EFFECTIVE.

Curious orgs experiment, and are more

3

Allows us to Track org behavior

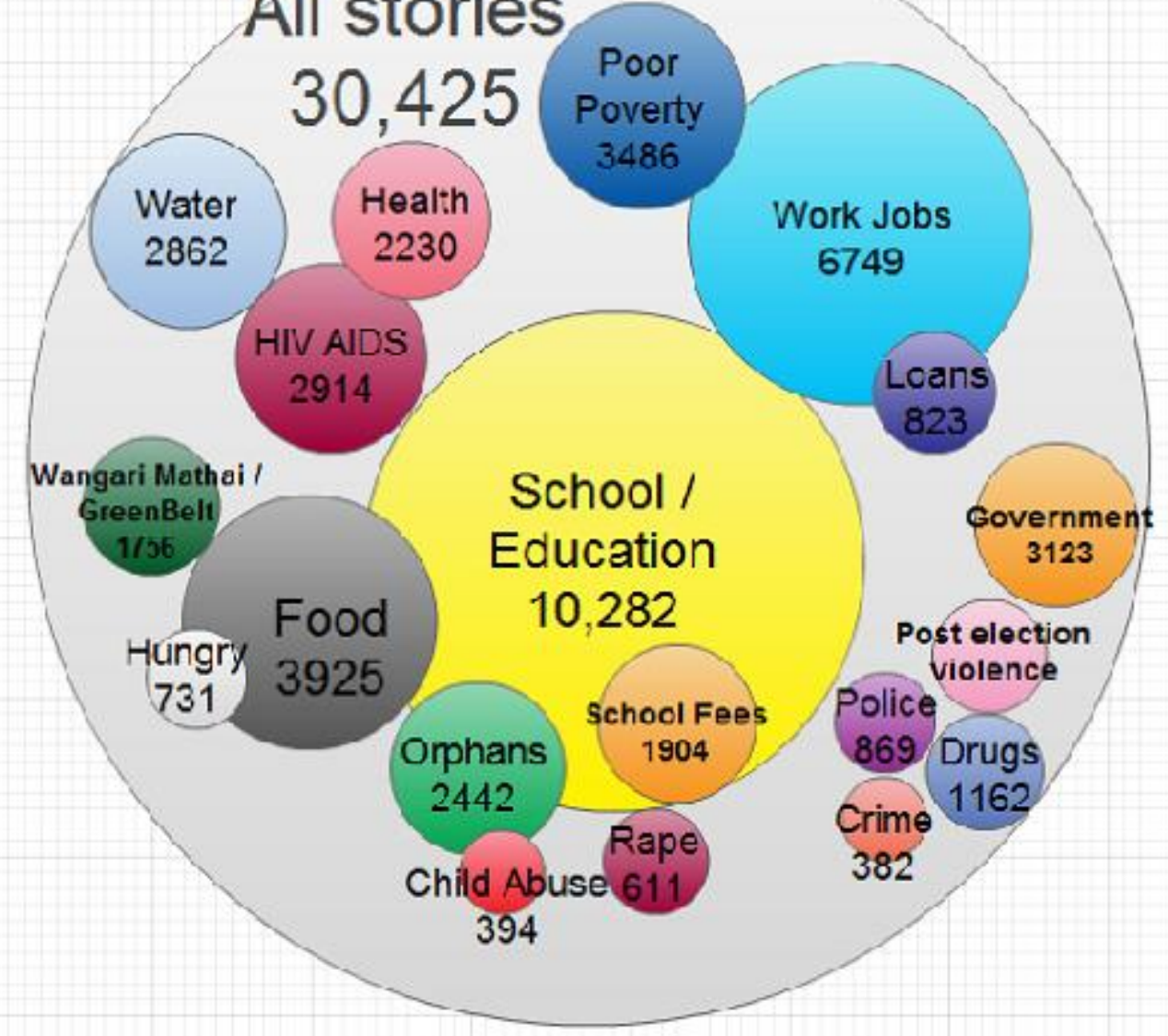


... and give performance-

Why is this better?

- **Easier** to manage than "quantitative" indicators: Collections are **extensible, aggregatable, and comparable**.
- We can **detect and correct bias** with narratives, as explained in **The Secret Life of Pronouns** (James Pennebaker).
- **Meta** analyses with statistical "power" (Frank L Schmidt)
- **Emergence**: narratives & brief surveys provide "enough"
- Focused on **listening** & collecting multiple perspectives.

2011 All stories 30,425

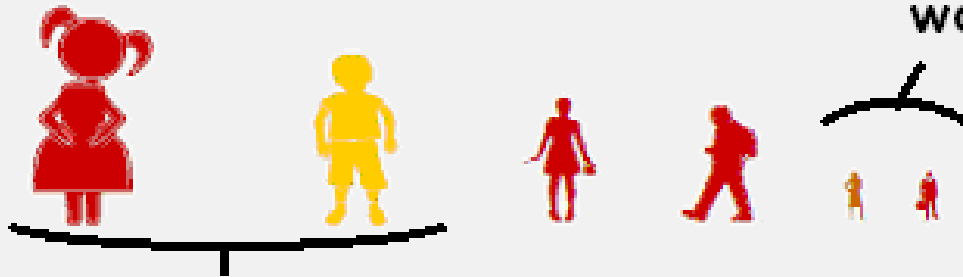


"Extensible" means: Creative filtering can reveal patterns to many un-asked questions...

From: how-matters.org/2014/02/21/using-storytelling-to-discover-why-aid-projects-so-often-f

Visual Trends

Demographics



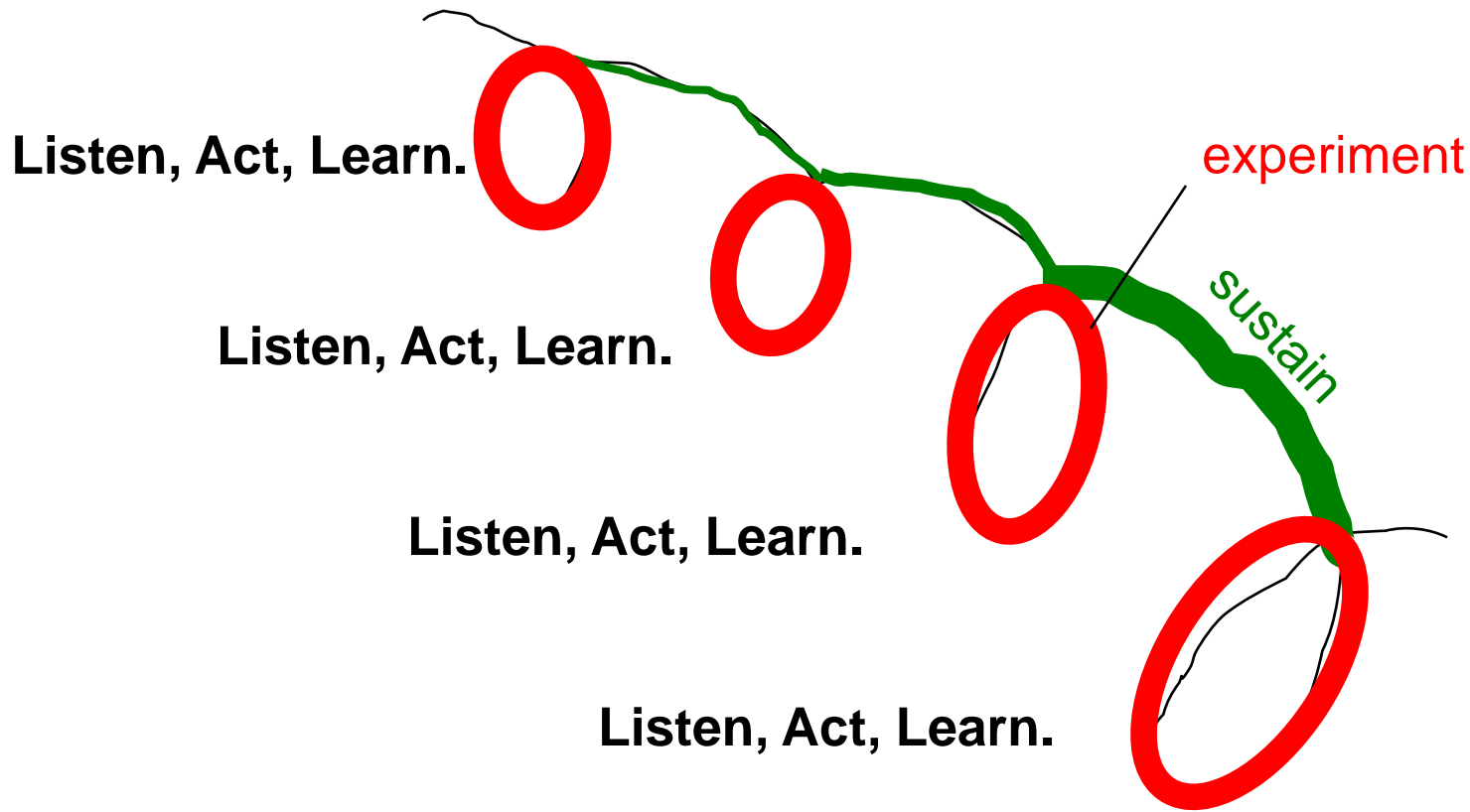
Adults are 50% less likely to use cognitive words in stories

...and children are TWICE as likely

Selected filters:

(know thought believe think know consider knew) and (should would could) and why

People "involved" in a "community effort" become less introspective as they grow older.



Read: www.globalgiving.co.uk/storytelling/

Play: <http://djotjog.com/compare/>