Storytelling as Data: Qualitative Community Feedback

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Celebrating 10 Years

Welcome, Britt! admin proj

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globalgiving is full of solutions.

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projects by rank

Most Popular

projects by topic

Animals
Arts and Culture
Children
Climate Change
Democracy and Governance
Disaster Recovery
Economic Development
Education
Environment
Health
Human Rights

FEATURED PROJ

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cannot afford

- **$15** - Pro
- **$50** - Pro
- **$75** - Pro

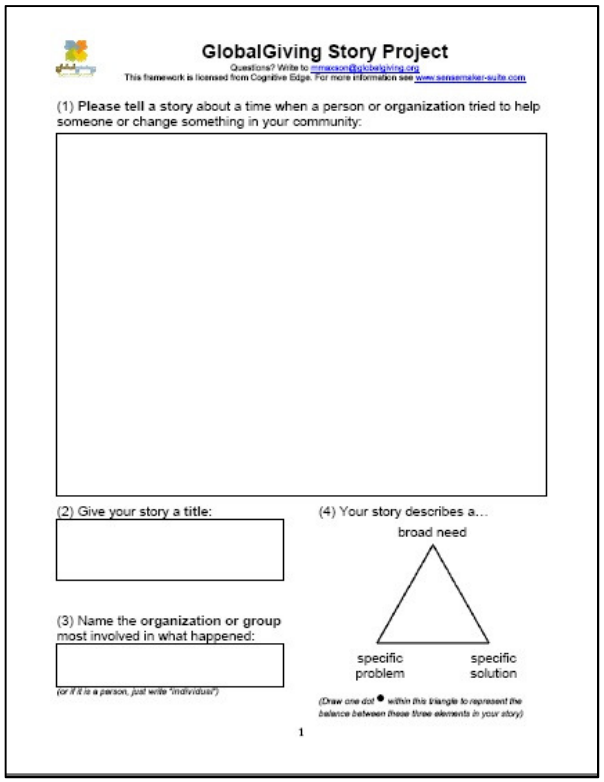
give nov

Marketplace Activity Last Week

The story of storytelling

“Tell us about a time when a person or an organization tried to change something in your community.”

Story Collection Form



GlobalGiving Story Project

Questions? Write to mmaxson@globalgiving.org
This framework is licensed from Cognitive Edge. For more information see www.sensemaker-suite.com

(1) **Please tell a story** about a time when a person or **organization** tried to help someone or change something in your community:

(2) Give your story a **title**:

(3) Name the **organization or group** most involved in what happened:

(or if it is a person, just write "individual")

(4) Your **story** describes a…

broad need

specific problem — specific solution

(Draw one dot ● within this triangle to represent the balance between these three elements in your story)

1

(5) The story is about…

social relations

physical well-being — economic opportunity

(6) The story describes a…

- O **Good** idea that **succeeded**
- O Good idea, **worked somewhat**
- O Good idea, **should have worked** but did not
- O Bad idea that worked despite itself
- O Bad idea that **failed**
- O **Bad** idea that will **never** work

(7) Who benefited from what happened in the story…

nobody

the right people — the wrong people

(8) This story makes me **feel**: (pick 1)

- O Happy
- O Hopeful
- O Inspired
- O Indifferent
- O Disappointed
- O Frustrated
- O Angry

(9) Which of these **relate** to your story? (pick 3)

- O Food and Shelter
- O Security
- O Family and Friends
- O Physical needs
- O Knowledge
- O Respect
- O Creativity
- O Self-Esteem
- O Freedom
- O Fun

(10) What is **your connection** to what happened in the story? (pick 1)

- O **I helped** make it happen
- O **I saw** what happened
- O **I heard** about it
- O **I was affected** by what happened

(11) What happened in the story relates to: (pick 1)

- O **Myself**
- O My **family**
- O **Friends**
- O An ethnic **group** or tribe
- O **Community,** region, or country
- O An **organization**

(12) What type of change is your story about?

it requires a continuous effort

lasting change — temporary change

(13) Events like those in my story happen…

rarely ⊢——⊣ **often**

(how often: place a ● on the line)

(14) When did the story take place? (pick 1)

- O less than 2 months ago
- O 2-6 months ago
- O 7-12 months ago
- O 1-2 years ago
- O more than 2 years ago
- O can't remember

(15) Where did the story take place?

Country

City or district

Village, neighbourhood, or street

(16) Your Sex

- O Female
- O Male

(17) Your Age

- O Under 16
- O 16-21
- O 22-30
- O 31-45
- O 46-60
- O Over 60

(18) May we contact you by SMS?

- O Yes
- O No

(19) Storyteller's Phone Number

(20) Scribe's Mobile Number

(21) Other information:

(anything else you want us to know)

(22) OPTIONAL QUESTION

(question provided by our local partner organization)

Project Output

2010 Pilot

Kenya

2 months

5 GG partner NGOs

120 scribes

2,637 stories

242 organizations named

2011 Roll Out

Kenya, Uganda, Tanzania

Continuous collection

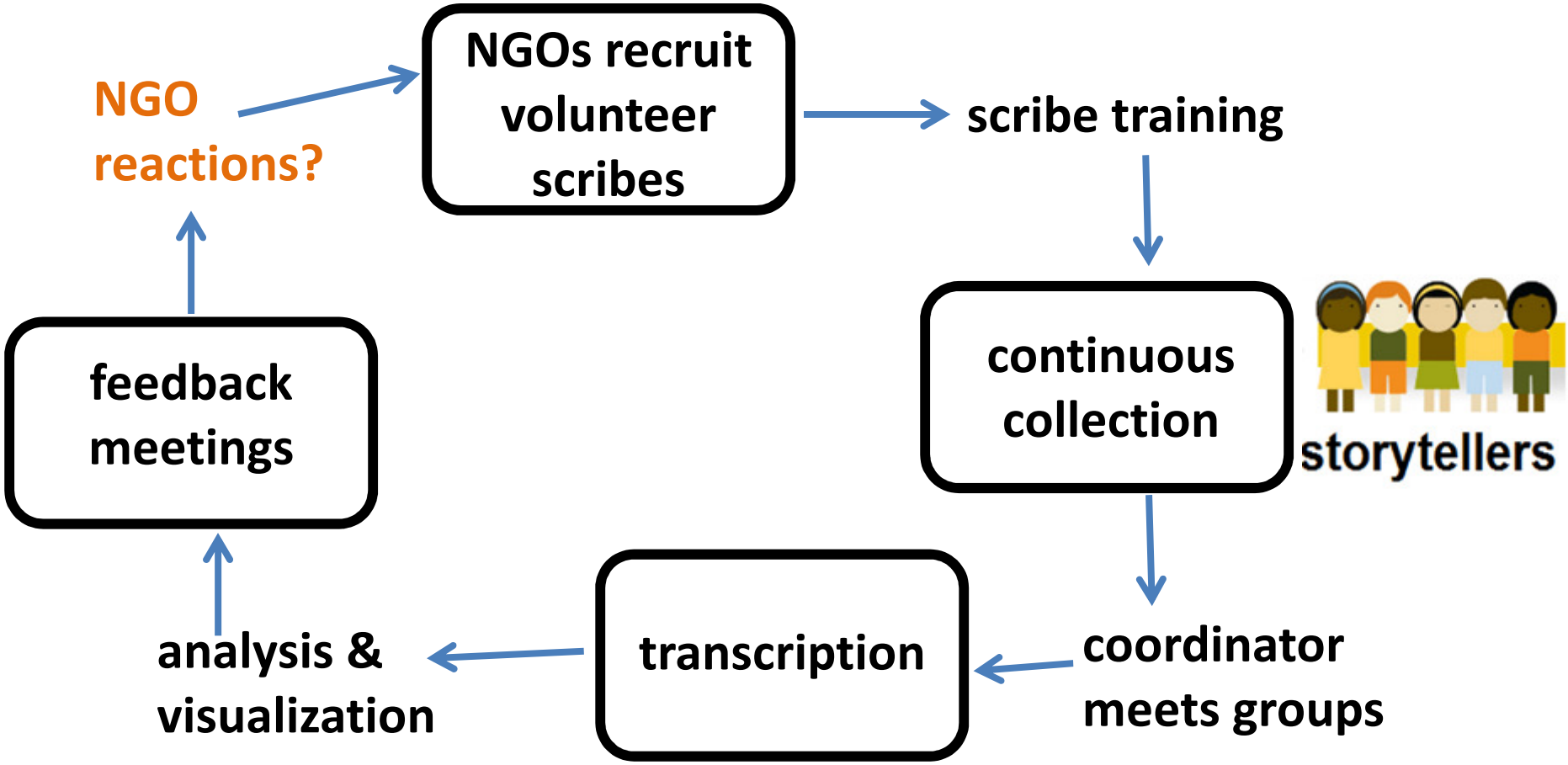
20+ GG partner NGOs

3,000+ scribes

40,000+ stories

1,800+ organizations named

Methodology in Practice

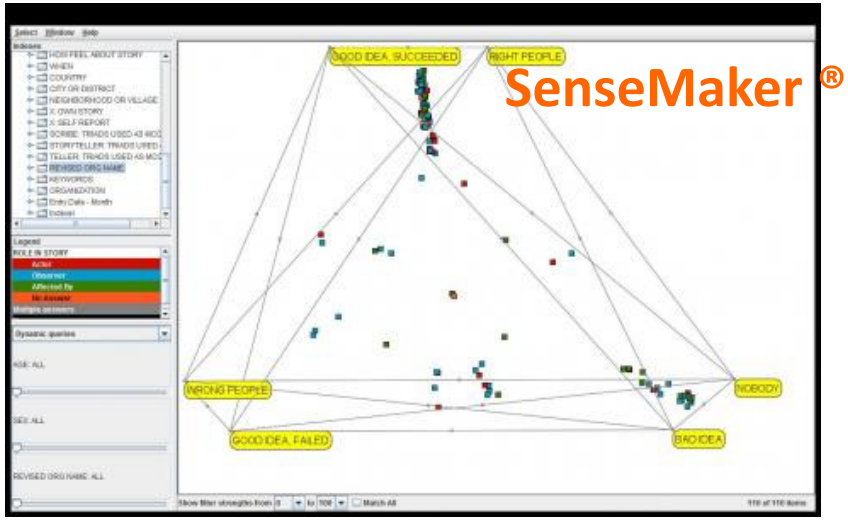


Success factors

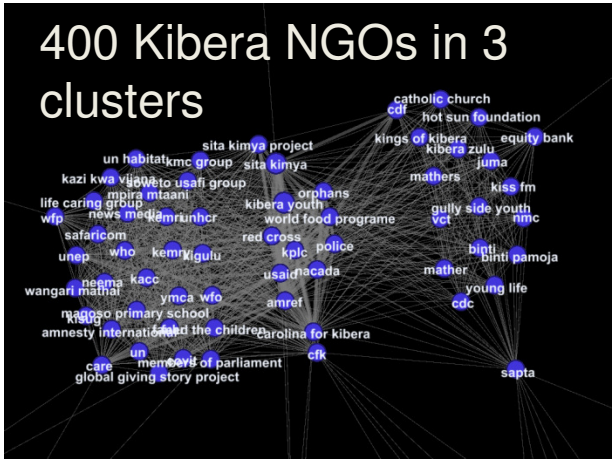
- Trust
- Community collection
- Incentives
- Baseline story
- Immediate feedback

Analysis

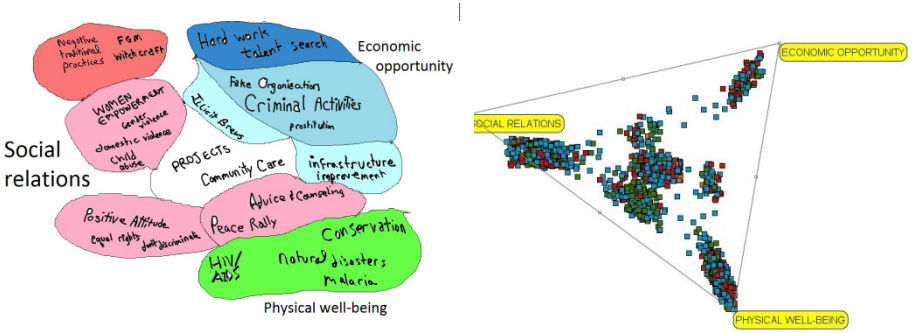
Comparing 2 rape-prevention programs



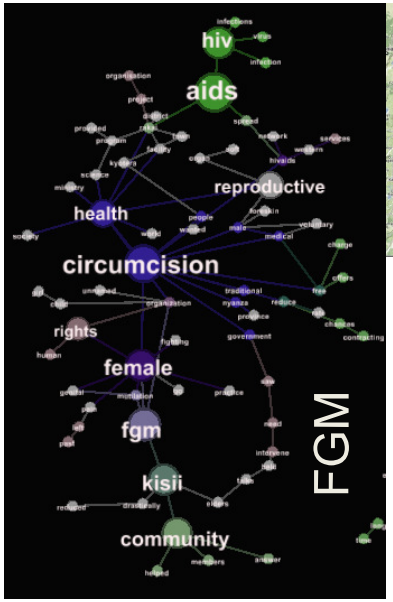
SenseMaker®

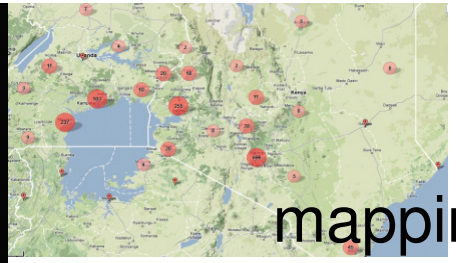


Comparing interpretations



with predictions

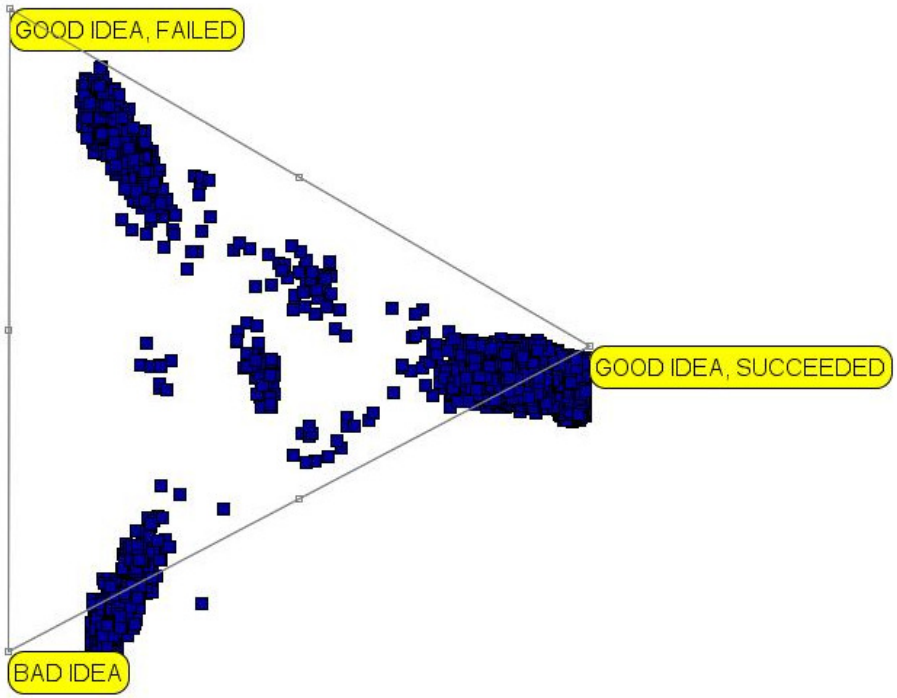




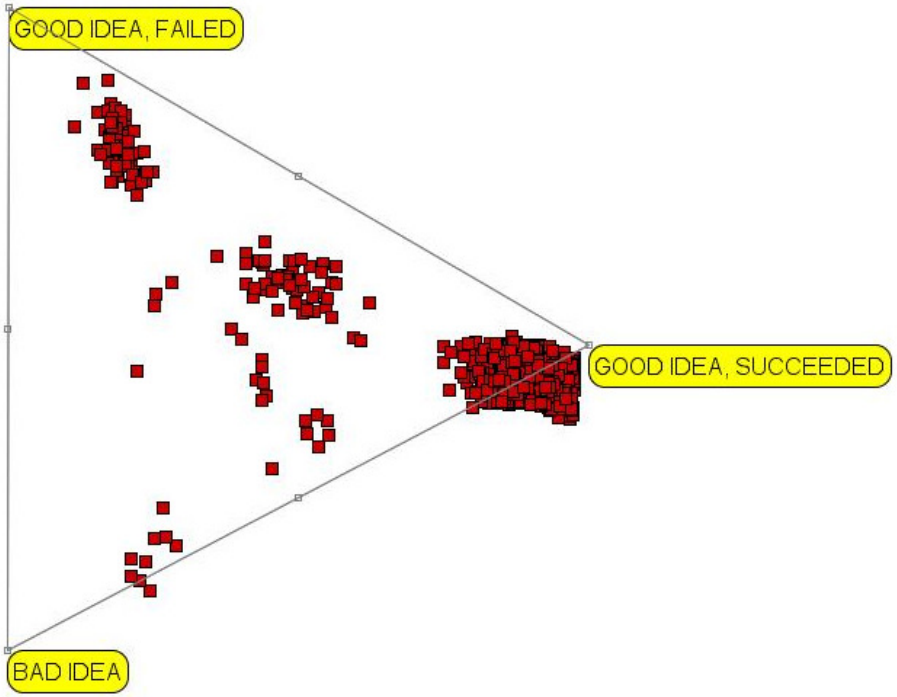
mapping

tracking themes in stories

SenseMaker® Analysis



Kenya



Uganda

How do we use the data?

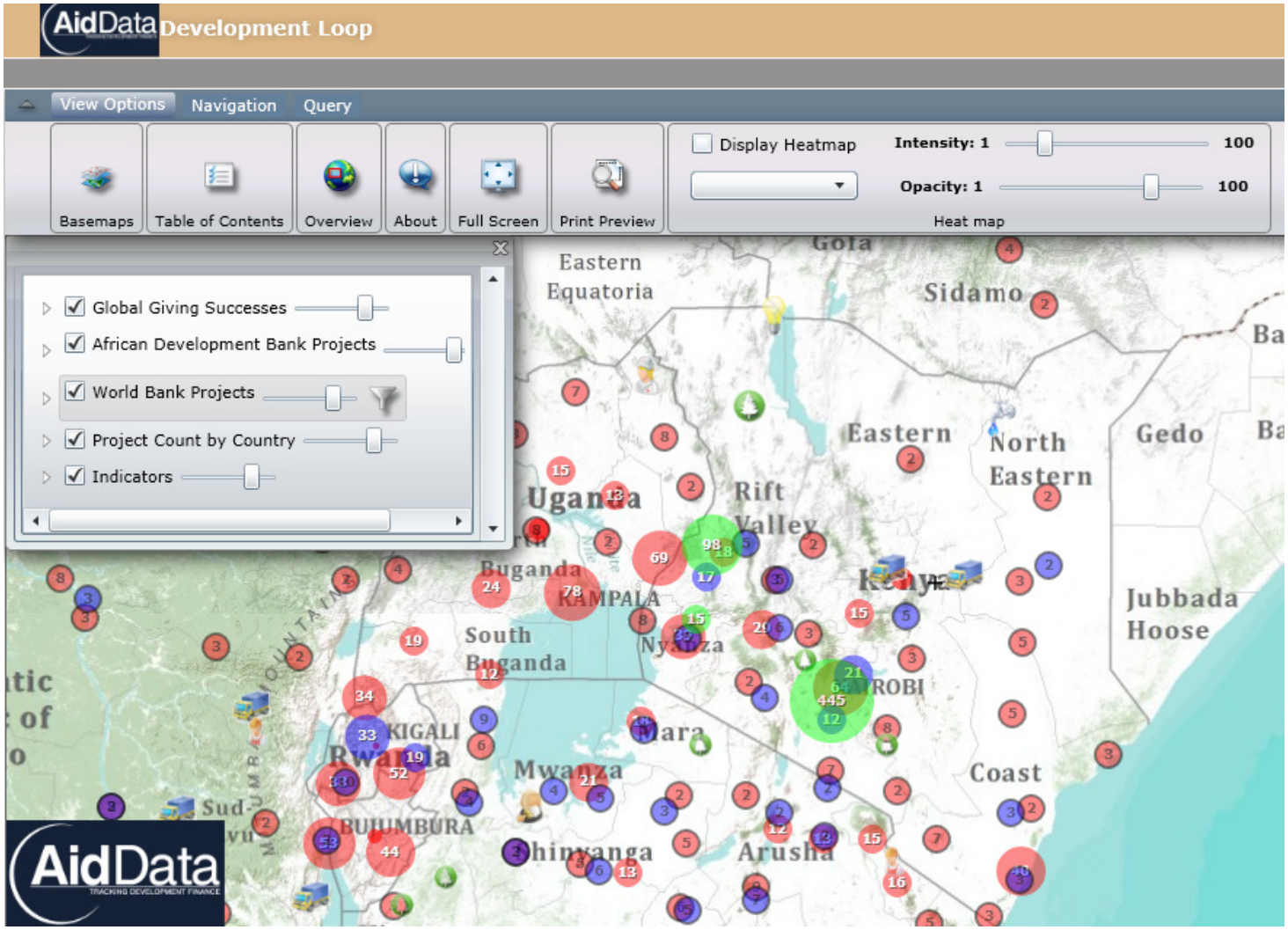
1. Enhanced monitoring of existing organizations

2. Increased confidence in risky organizations

3. Identification of new organizations

4. Improving implementation

5. Powering Aid Transparency



Focus for 2012

- Scalability
- Usability
- Analysis

For more information

Britt Lake

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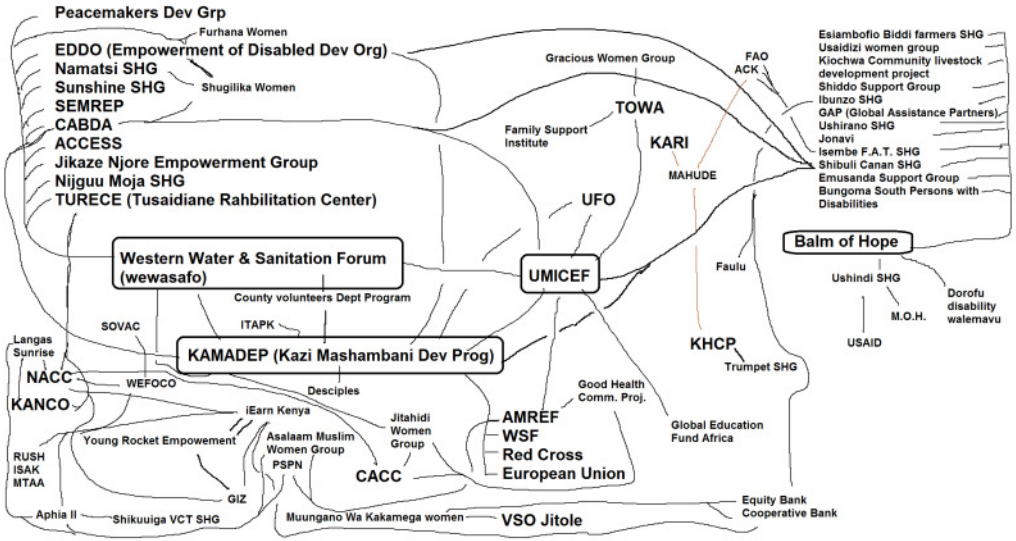
www.globalgiving.org/stories

www.sensemaker-suite.com

http://www.ssireview.org/articles/entry/amplifying_local_voices1/

Closing the Loop – Community meetings



Closing the Loop – Performance Benchmarking

View your stories.
View stories near you.
View stories related to your work.

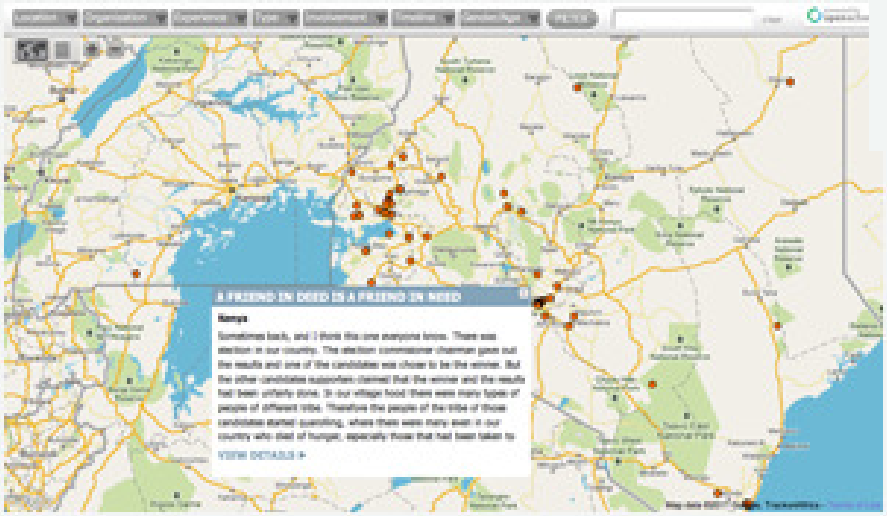
Closing the Loop – Online Tools

Search Stories (Beta *)

Search

* Use single words or exact phrase only

Browse Stories



DIY Toolkit (Offline Version)

Download, print, and distribute the GlobalGiving Storytelling Form (PDF) to start collecting community feedback.

Once you have collected stories, we would love to work with you to transcribe them into our online database for analysis. Please contact Britt Lake at blake@globalgiving.org.