

Storytelling as Data: Qualitative Community Feedback

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Celebrating 10 Years

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admin  proj

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FEATURED PROJECT

Noon M Learnin

BURKINA FASO

The project p
attend a girls'
cannot afford

- ☒ \$15 - Pro
- ☐ \$50 - Pro
- ☐ \$75 - Pro

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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 helpdesk@globalgiving.org
 This framework is licensed from Cognitive Edge. For more information see www.storystarter-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 XXX 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



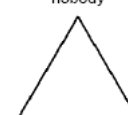
physical well-being economic opportunity

(6) The story describes a...

☐ Good idea that succeeded
☐ Good idea, worked somewhat
☐ Good idea, should have worked but did not
☐ Bad idea that worked despite itself
☐ Bad idea that failed
☐ 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)

☐ Happy
☐ Hopeful
☐ Inspired
☐ Indifferent
☐ Disappointed
☐ Frustrated
☐ Angry

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

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

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


☐ I helped make it happen
☐ I saw what happened
☐ I heard about it
☐ I was affected by what happened

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

☐ Myself
☐ My family
☐ Friends
☐ An ethnic group or tribe
☐ Community, region, or country
☐ 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)

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

(15) Where did the story take place?

Country:

City or district:

Village, neighbourhood, or street:

(16) Your Sex

☐ Female
☐ Male

(17) Your Age

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

(18) May we contact you by SMS?

☐ Yes
☐ 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

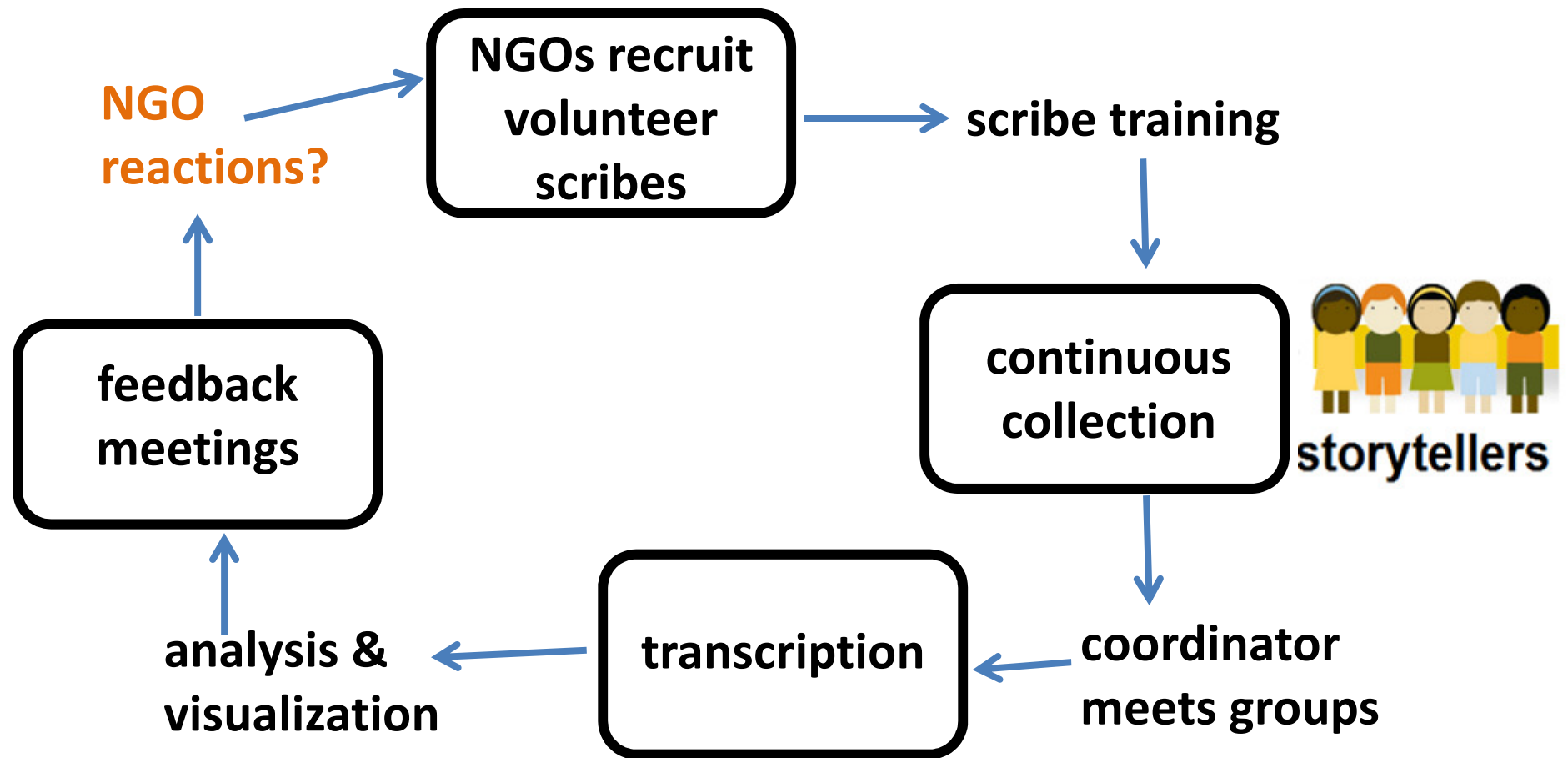
20+ GG partner NGOs

3,000+ scribes

40,000+ stories

1,800+ organizations named

Methodology in Practice



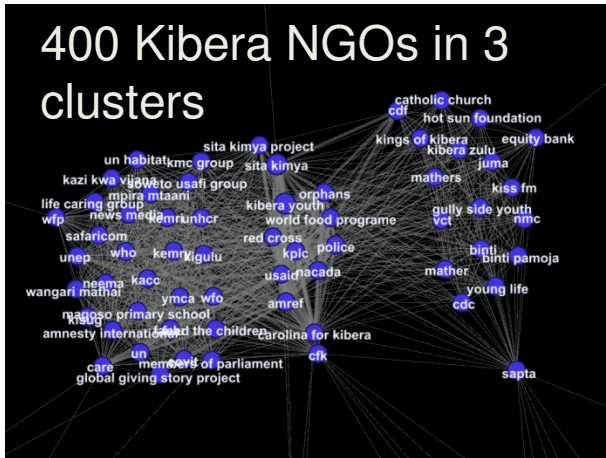
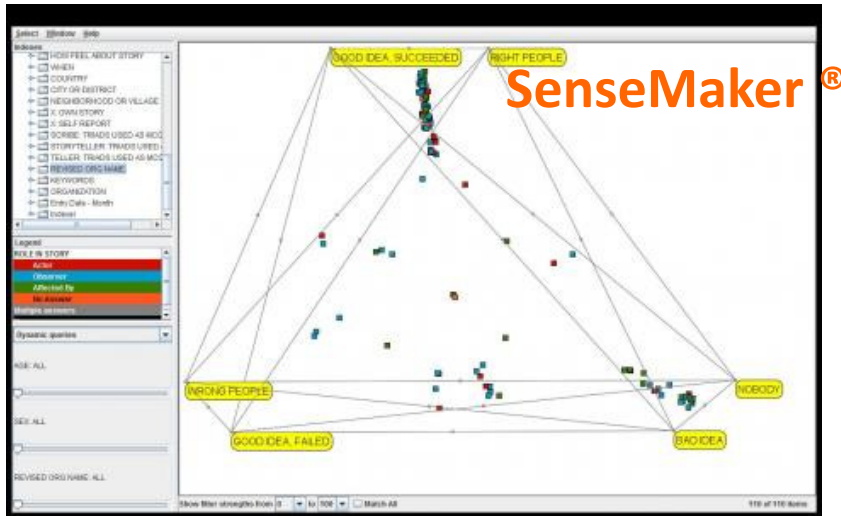
Success factors

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

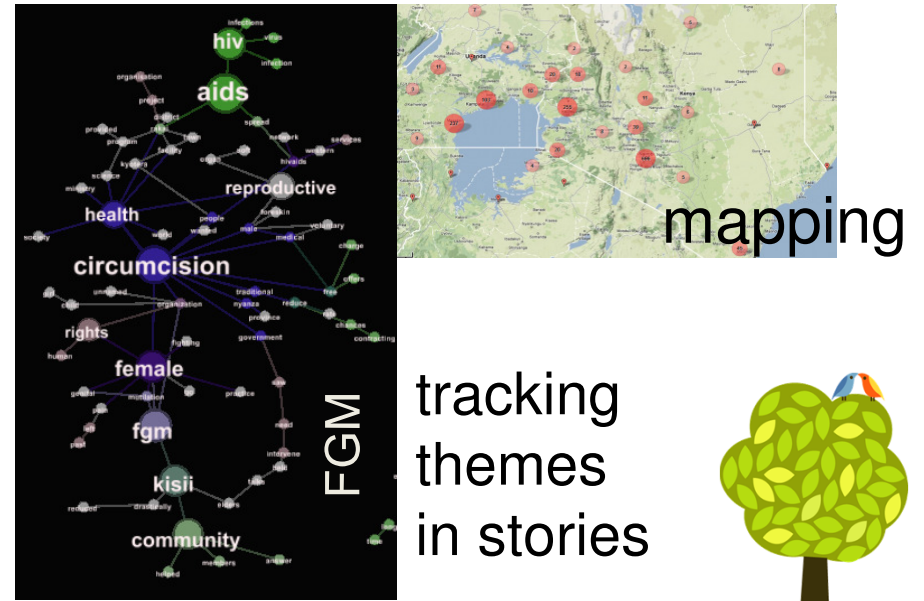
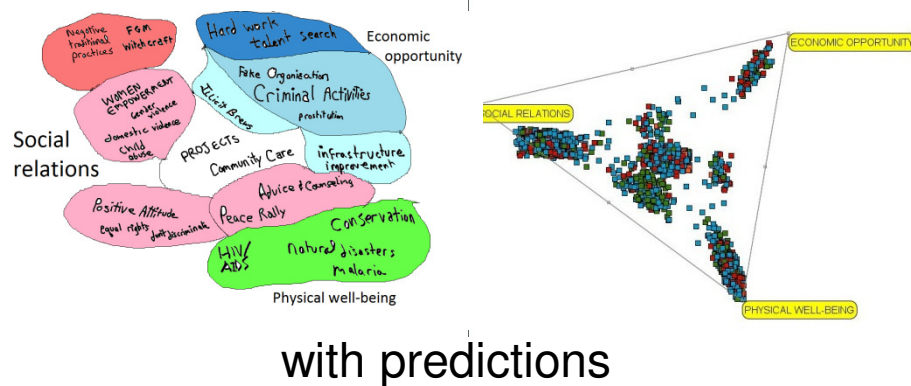


Analysis

Comparing 2 rape-prevention programs

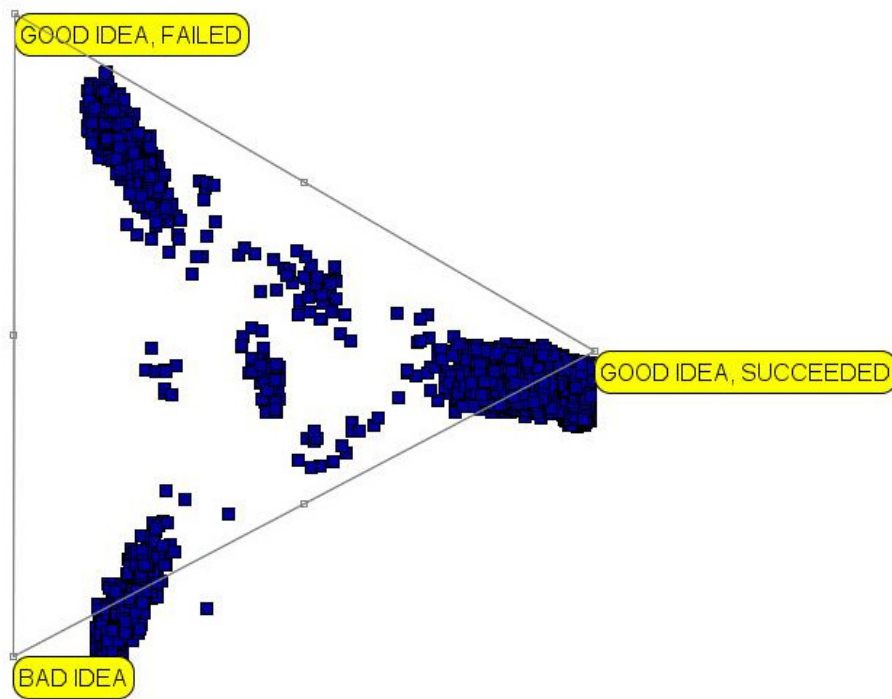


Comparing interpretations

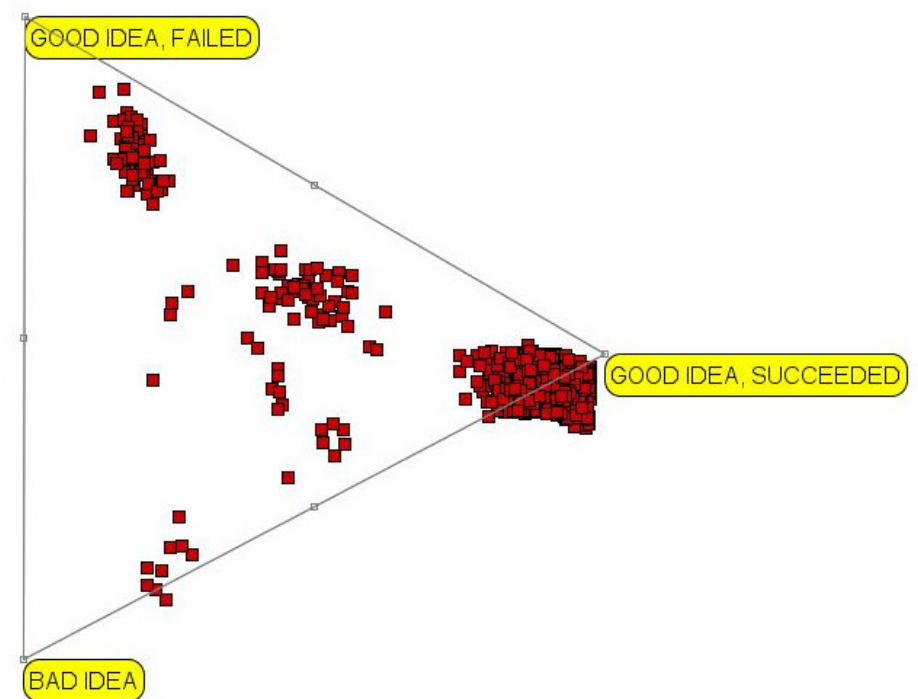


tracking themes in stories

SenseMaker[®] Analysis



Kenya



Uganda

How do we use the data?

1. Enhanced monitoring of existing organizations



2. Increased confidence in risky organizations

Welcome, John Hecklinger! admin [project entry \(pe\)](#) [giving cart](#) [my profile](#) [logout](#)

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[search](#)

[Home](#) > [Find an organization](#) > [KITOVU MOBILE AIDS ORGANIZATION \(#8241\)](#)

KITOVU MOBILE AIDS ORGANIZATION

Kitovu Mobile AIDS organisation (popularly known as (Kitovu Mobile) headquartered in Masaka, is a not – for profit, Faith Based organisation. Kitovu Mobile was started by the medical missionaries of Mary (MMM) in 1987 as a response to HIV and AIDS crisis in Rakia district. The organisation employs a holistic approach to addressing the needs of those infected and affected by HIV and AIDS in 30 sub counties spread out in Masaka, Rakai, Lyatonde, Ssembabule, Lwengo, Kalungu, Bukomansimbi districts. The organisation, in a special way, targets rural areas because over there the sick and the poor have limited access to health and other services. VISION: An Empowered community with the abi...

[Info](#) [Projects \(1\)](#) [Photos \(6\)](#) [Reports \(1\)](#) [Map \(2\)](#)



[Save 4750 HIV Cancer patients in Uganda](#)

[Uganda](#) [Health](#)

Kitovu Mobile plans to help 4,757 HIV Cancer patients with food, beddings, and facilitating 200 community volunteers with bicycles to reach out patients in Masaka and Rakai districts.

[★ read updates from the field](#)

[give now](#)



[donate](#)

[ONE TIME](#)

[MONTHLY RECURRING](#)

[GIFT OR IN-HONOR OF](#)

☐

\$10 will provide 1 blanket to 1 HIV Cancer patient

☒

\$25 buys 10 kgs of rice for 6 people for one week

3. Identification of new organizations

The screenshot displays the National Geographic Global Action Atlas website. The header features the National Geographic logo and the text "Global Action Atlas BETA Humanitarian". A navigation bar includes links for HOME, ACTION MAP, TAKE ACTION, MY PROJECTS, JOIN, ABOUT, FEEDBACK, and LOG IN. Below this is a secondary navigation bar with categories: CONSERVATION, HUMANITARIAN, CULTURES, EXPLORATION, CLIMATE CHANGE, and ENERGY. Social media sharing options (SHARE, Facebook, Twitter, Email) are also present.

The main content area shows a project titled "Empower women with job training in Uganda" by the "African Medical and Research Foundation - Uganda". The project is associated with AMREF (African Medical and Research Foundation), which has the tagline "Better Health for Africa". The project page includes tabs for FANS, COMMENTS, BLOG, and SUMMARY.

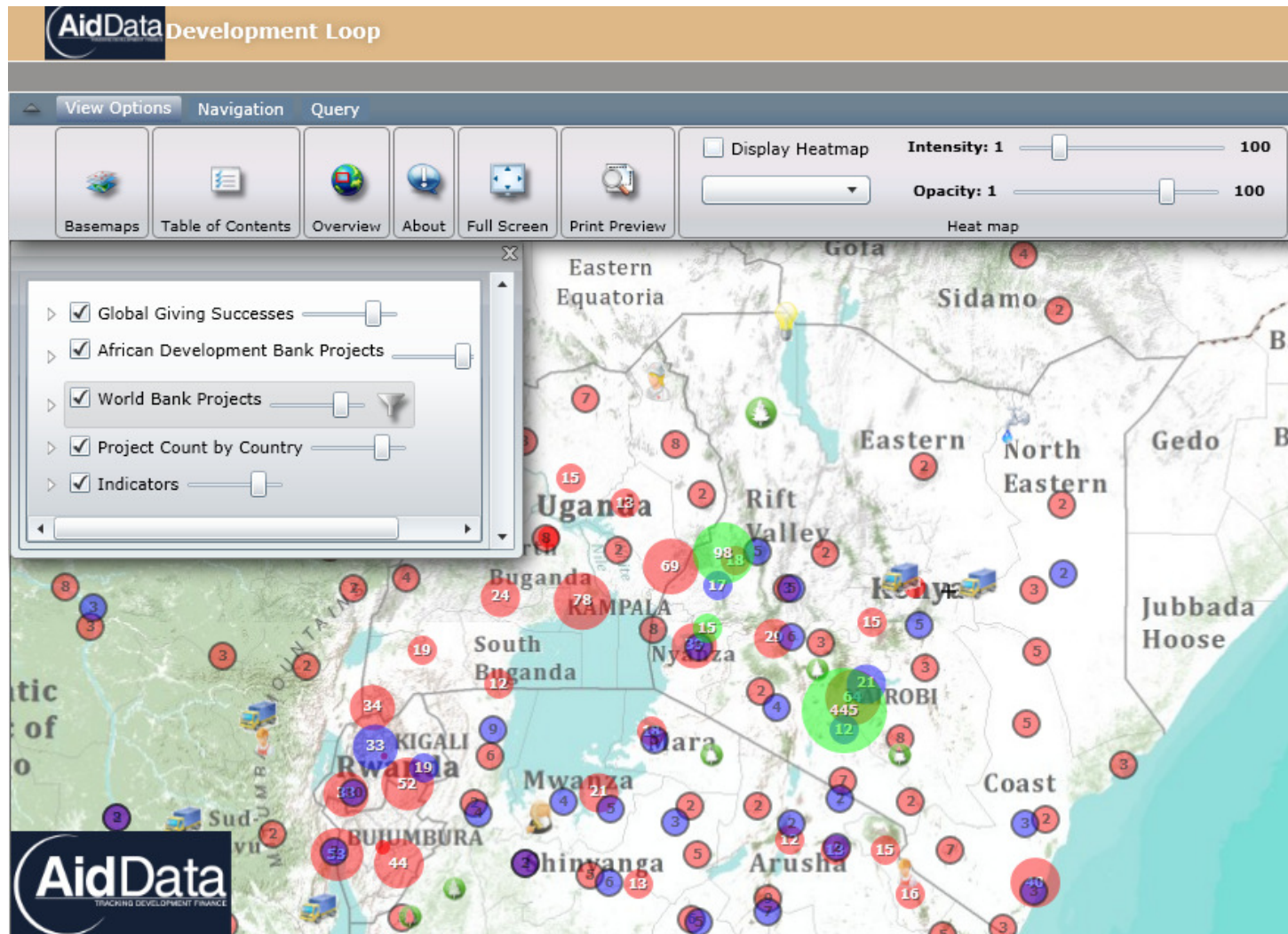
On the left side of the project page, there is a "TAKE ACTION" button with a right arrow, and a list of options: DONATE, OTHER, VOLUNTEER, and FAN. Below this, there is a "PHOTOS" tab and a "VIDEOS" tab. The "PHOTOS" tab is active, showing a photo of two women sitting in front of a building. The photo is labeled "Click image to enlarge" and "4 of 5".

On the right side of the project page, there is a map of Uganda. The map is titled "Uganda" and shows various locations including Gulu, Lira, Soroti, Mubende, Kampala, Masaka, Fort Portal, Bunia, and Kabalega N.P. The map is labeled "SATELLITE | HYBRID | MAP" and "bing". Below the map, there is a "BECOME A FAN" button with a right arrow.

4. Improving implementation



5. Powering Aid Transparency



Focus for 2012

Scalability

Usability

Analysis

For more information

Britt Lake

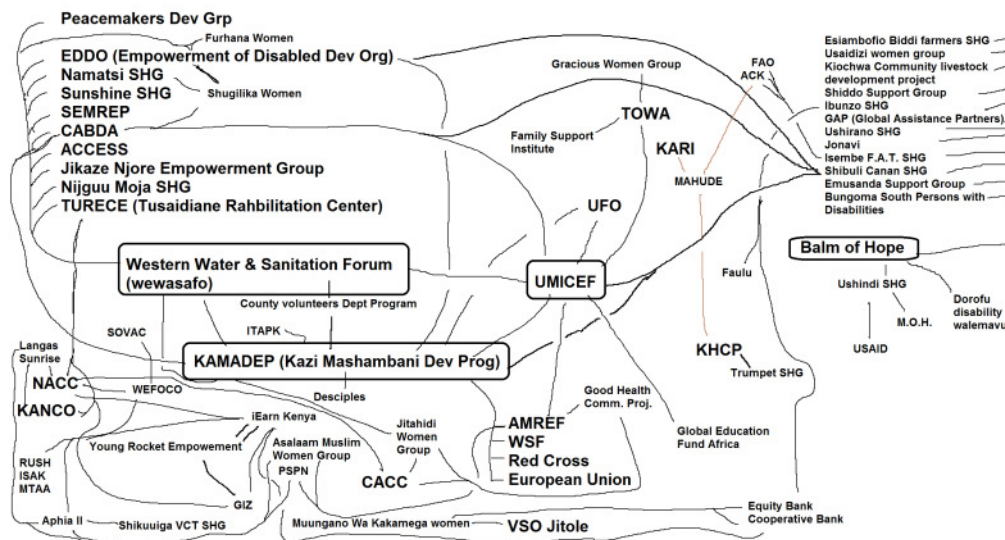
blake@globalgiving.org

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

Dashboard for Trans-nzoia Youth Sports Association (TYSA) (#692)

[Reward Level](#)


Superstar
★★★★★
[learn more](#)

[+ add a project](#)
[+ add a report](#)
[View Projects](#)
[View Donations](#)
[View Disbursements](#)

Today Thursday, October 27 [Week](#) [Month](#) [Agenda](#)
Monday, October 31
Halloween
Tuesday, November 8
9:00am Holiday Giving Training
3:00pm Holiday Giving Training
Thursday, November 24
Thanksgiving in the US
Events shown in time zone: Eastern Time [Google Calendar](#)

Your Projects

[Educate 150 Orphaned Teenage Kenyan Mothers \(#2161\)](#)




\$23,108


Raised

\$6,892

Remaining

 404

Donations

 65

Reports

Status
Active
[edit project](#)

Next Report Due By
Jan 14, 2012
[write a report](#)

Project Rank
70
out of 7,049

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



Closing the Loop – Online Tools

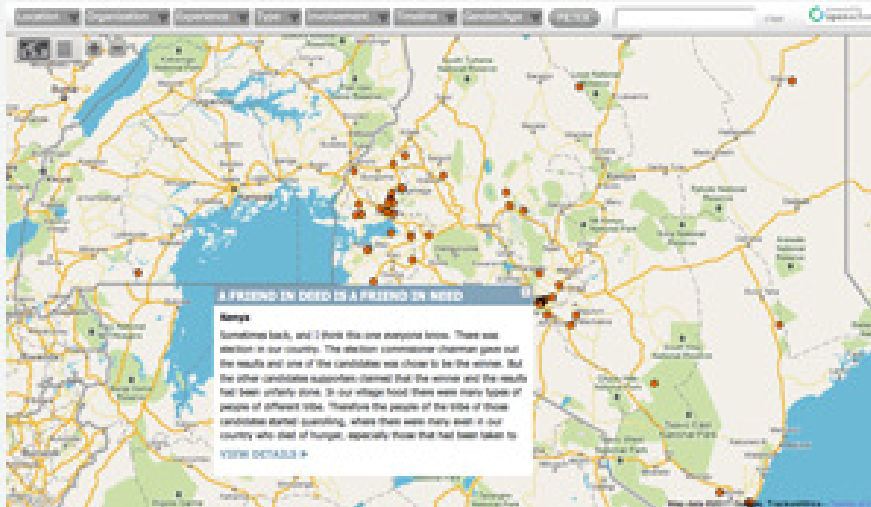
Search Stories (Beta *)

* Use single words or exact phrase only

DIY Toolkit (Offline Version)

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

Browse Stories



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.

