

Telling Stories Together

Decoding Social Media

February 3 2015



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

Today's class

- In the news
- Collective story-telling
- Crowdsourcing, curation, crowdfunding
- Presentations

In the news

- Snapchat:
Discover

< discover



Collective story-telling changes

- What
- Who
- When
- Where
- How



Lisbon earthquake 1755



Haiti earthquake 2010



Frederic Dupoux

@FredoDupoux

grool

📍 Haiti

🔗 fredericdupoux.com

🕒 Joined March 2007

- On shiet heavy earthquake right now! In Haiti

Haiti earthquake 2010



Photo: Chuck Holton <https://www.flickr.com/photos/rangerholton>

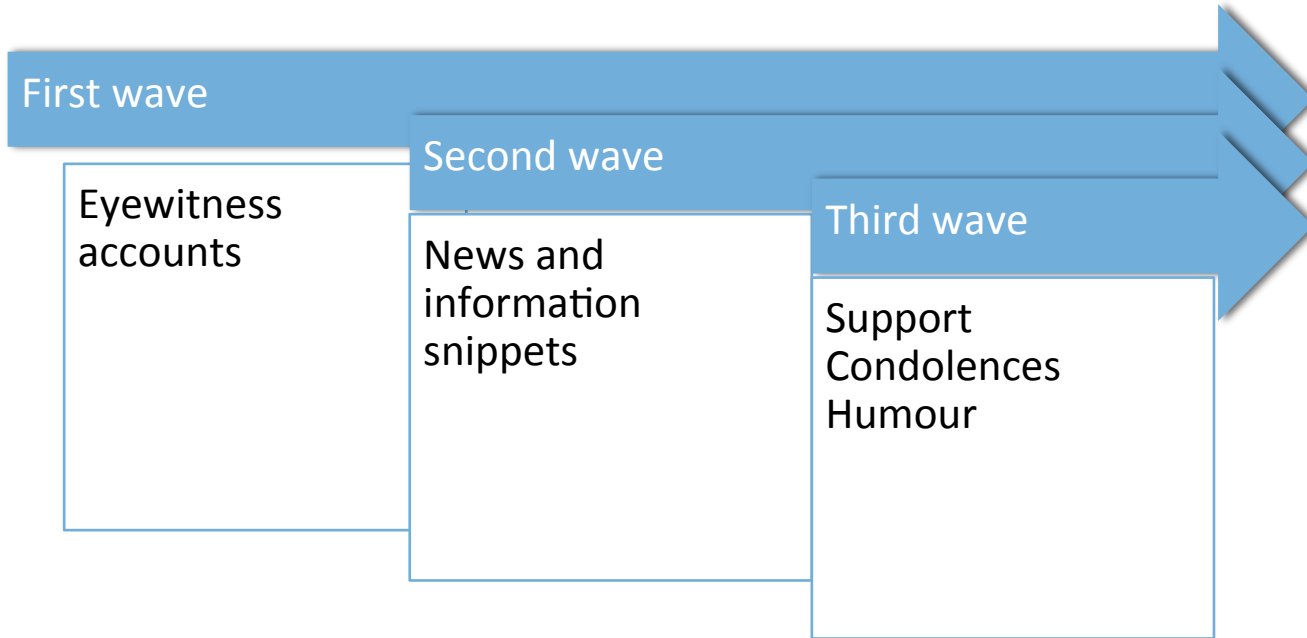
Haiti earthquake 2010

- “On the timeline of the Internet’s evolution, the 2010 Haiti earthquake response will be remembered as the moment when the level of access to mobile and online communication enabled a kind of collective intelligence to emerge.”
 - Harvard Humanitarian Initiative report for the United Nations Foundation

Exercise: Challenges of real-time

- In pairs, draw on the readings to highlight one key challenge arising from real-time, instant information sharing.
- (8 minutes)

Rhythms of real-time



Collective experience

- “We share stories, photos, happenings at the moment. I think it brings a continuity to the city we haven’t had before.”
 - Memphis resident, 2011

Collective stories impact

- Setting the agenda



Johnny Quinn
@JohnnyQuinnUSA



Follow

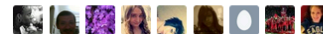
...With no phone to call for help, I used my bobsled push training to break out.

#SochiJailBreak



RETWEETS
28,204

FAVORITES
16,382



Framing the story



Best practice

- Crowdsourcing
- Curation
- Crowdfunding

Battling anxiety? You're not alone

At least 40 million adult Americans cope with anxiety every day. Are you one of them, or do you know someone who is? Get advice on coping in our video chat with mental health experts and others who've faced anxiety.

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Garage fire in Hamner, Ont.

MyNews contributor Patrick Beaudry sent in this photo of a garage fire on Roy Avenue in Hamner, Ont. on Monday, Jan 21, 2013.

Uploaded on: 2013-01-21 09:36:28 ET



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Fire at industrial plant in Oshawa, Ont.

MyNews contributor Steve Dornier sends in this image of a fire at an industrial plant in Oshawa, Ont. on Saturday, Jan. 19, 2013.


Uploaded on: 2013-01-19 15:18:14 ET



Fire in Oshawa: Video

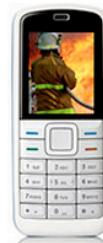
Fire in South Oshawa. The source of the fire is believed to be an asphalt plant on Wilson Road.


Uploaded on: 2013-01-19 13:52:12 ET

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BART



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Innovation is key in helping us deliver the delight that you expect from your favorite Kraft brands. There's also a lot of science that sits behind our products. Innovation, Research and Development can help us solve the scientific challenges that we face in some of these areas and against the backdrop of our brands, Kraft is the place for ideas to grow.

We do recognize that this innovation can come from many sources and that there are great ideas out there in other business sectors, at the other end of the size chart to individual inventors and all the way in between. We're looking for new partnerships to develop these ideas, to enhance and speed up our innovation and to create partnerships where all involved succeed.

We look forward to working together to help you achieve your goals and grow your ideas, while helping us to fulfill our vision of making brands that make amazing happen.

The graphic features a light blue background with a grid pattern. On the left, there are two hand-drawn beakers, one containing a dark liquid. The words "Collaboration Kitchen" are written in a large, bold, sans-serif font. To the right, there is a photograph of a young girl with brown hair, looking directly at the camera with her hand near her mouth in a thoughtful or surprised expression. The word "Packaging" is faintly visible in the background on the right side.

Join Collaboration Kitchen

Where your ideas take shape fast

We recognize that valuable solutions can come from anywhere and we invite you to join the Collaboration Kitchen.

Crowdsourcing: MPs' expenses

The challenge

- 700,000 documents in 5,500 PDF files
- Four years of expenses by 646 MPs
- Topic issue making headlines

The image shows two screenshots of a crowdsourcing interface. The top screenshot is titled "What kind of page is this?" and contains four buttons: "Claim" (An expense form), "Proof" (Receipt, invoice or purchase order), "Blank" (Nothing to see here), and "Other" (Something we haven't thought of). The bottom screenshot is titled "Is this page interesting? Should we investigate further?" and contains two buttons: "Not interesting" (e.g. a coversheet or stationery) and "Interesting" (It's significant expenses data).

What kind of page is this?

Claim An expense form	Proof Receipt, invoice or purchase order
Blank Nothing to see here	Other Something we haven't thought of

Is this page interesting? Should we investigate further?

Not interesting e.g. a coversheet or stationery	Interesting It's significant expenses data
---	--

Crowdsourcing: MPs' expenses

Response

- Rapidly created online system
- Comment on expenses
- Highlight ones of interest
- Rate how interesting

What kind of page is this?

Claim

An expense form

Proof

Receipt, invoice or purchase order

Blank

Nothing to see here

Other

Something we haven't thought of

Is this page interesting? Should we investigate further?

Not interesting

e.g. a coversheet or stationery

Interesting

It's significant expenses data

Crowdsourcing: MPs' expenses

Results

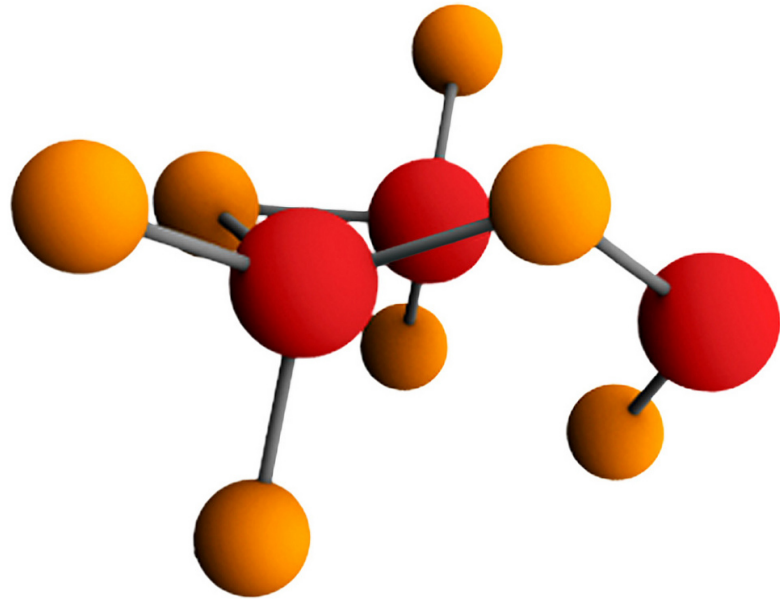
- 70,000 docs reviewed in first 80 hours
- £105 claim for chimney sweep
- £43.56 for 3 garlic peeling sets from QVC
- £2.95 on a lamb dinner and cup of Horlicks
- “Excessive” £1,035 claim for leather recliner

Guiding principles

- Tap into people's passions
- Timing matters
- Be open
- Acknowledge the community
- Reward active contributors
- Plan for the end

Aggregation vs curation

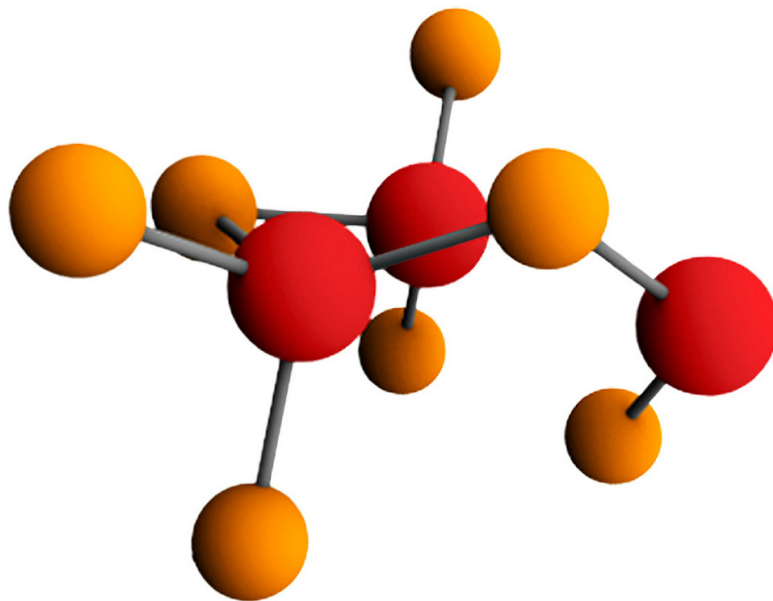
- Aggregation
 - Bundle information together without meaning
- Curation
 - Find, evaluate, organise, contextualize, create order



• <http://www.flickr.com/photos/emsl/>

Curation: Best practice

- Find
- Evaluate
- Organise
- Contextualise
- Share



• <http://www.flickr.com/photos/emsl/>

Curation: CBC Community

Your Community Blog

Brands chimed in #WhenGmailWasDown

by [Community Team](#) Posted: January 24, 2014 5:08 PM | Last Updated: January 24, 2014 5:08 PM


Categories: [Community](#), [World](#)

Buy designer shoes? Take a trip to Puerto Rico? Try Outlook instead?

All things you should do versus panicking over a Gmail interruption, according to several brands that chimed in on Twitter [when the search engine giant's email service went down Friday afternoon](#).

 Facebook 0

 Twitter 0

 Share 0

 Email

More Stories under
Community

Curation: Best practices

- Timeliness
- Tone
- Community and participation
- Filter
- Convenience

Crowdfunding

- Funding a project or venture by raising many small amounts of money from a large number of people, typically online

The Kickstarter logo consists of the word "KICK" in a bold, dark grey sans-serif font, followed by "STARTER" in a bold, green sans-serif font, and ".COM" in a bold, dark grey sans-serif font, all stacked vertically.

GO

OR BROWSE BY TOPIC:

Topic

NEWS | **ARTS&CULTURE** | *Life* | **OPINION** | **MEDIACHECK** | *Books* | **BLOGS** | *Video*

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Readers rally to keep the dream of a Tyee reporter in Ottawa alive.

By David Beers, [Sarah Berman](#), [Geoff D'Auria](#), [Julie Jenkins](#), [Ashley Massmann](#) and [Phillip Smith](#), 19 Nov 2013, [TheTyee.ca](#)

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GoldieBlox: The Engineering Toy for Girls

by Debbie Sterling



5,519

backers

\$285,881

pledged of \$150,000 goal

0

seconds to go

Funded!

This project was successfully funded on
October 17, 2012.

GoldieBlox is a construction toy + book series starring Goldie, the kid inventor who loves to build.

Debbie Sterling

First created | 9 backed

goldieblox.com

[See full bio](#) [Contact me](#)



San Francisco, CA

Design

Share this project

Crowdfunding: Best practices

- Make a specific ask
- Killer video
- Levels of contribution
- Effective rewards offerings
- Hustle

Collaborative content

- How could you apply one or more
 - Crowdsourcing
 - Curation
 - Crowdfunding
- to your client?