

Telling Stories Together

Decoding Social Media

February 2 2016



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

Today's class

- In the news
- Collective story-telling
- Crowdsourcing and curation
- Presentations

In the news

One billion

As of today, **one billion** people are using WhatsApp.


That's nearly one in seven people on Earth who use WhatsApp each month to stay in touch with their loved ones, their friends and their family.

We are proud of this milestone, and we're humbled by the extraordinary ways all of you have used WhatsApp. Whether it's sharing vital information during [natural disasters](#) or [health emergencies](#), finding a [date](#), growing a small business, buying an [engagement ring](#), or seeking a [better life](#) – we're honored to be a small part of what people are doing to make their lives and the lives of those around them better.

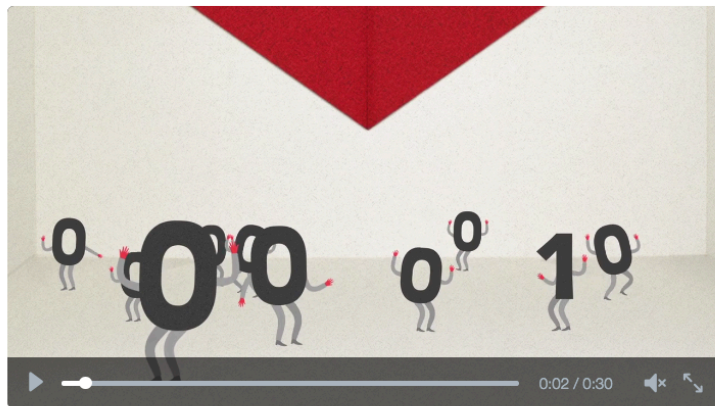


Gmail 
@gmail



 Follow

Thanks a billion for helping us make Gmail better and better!

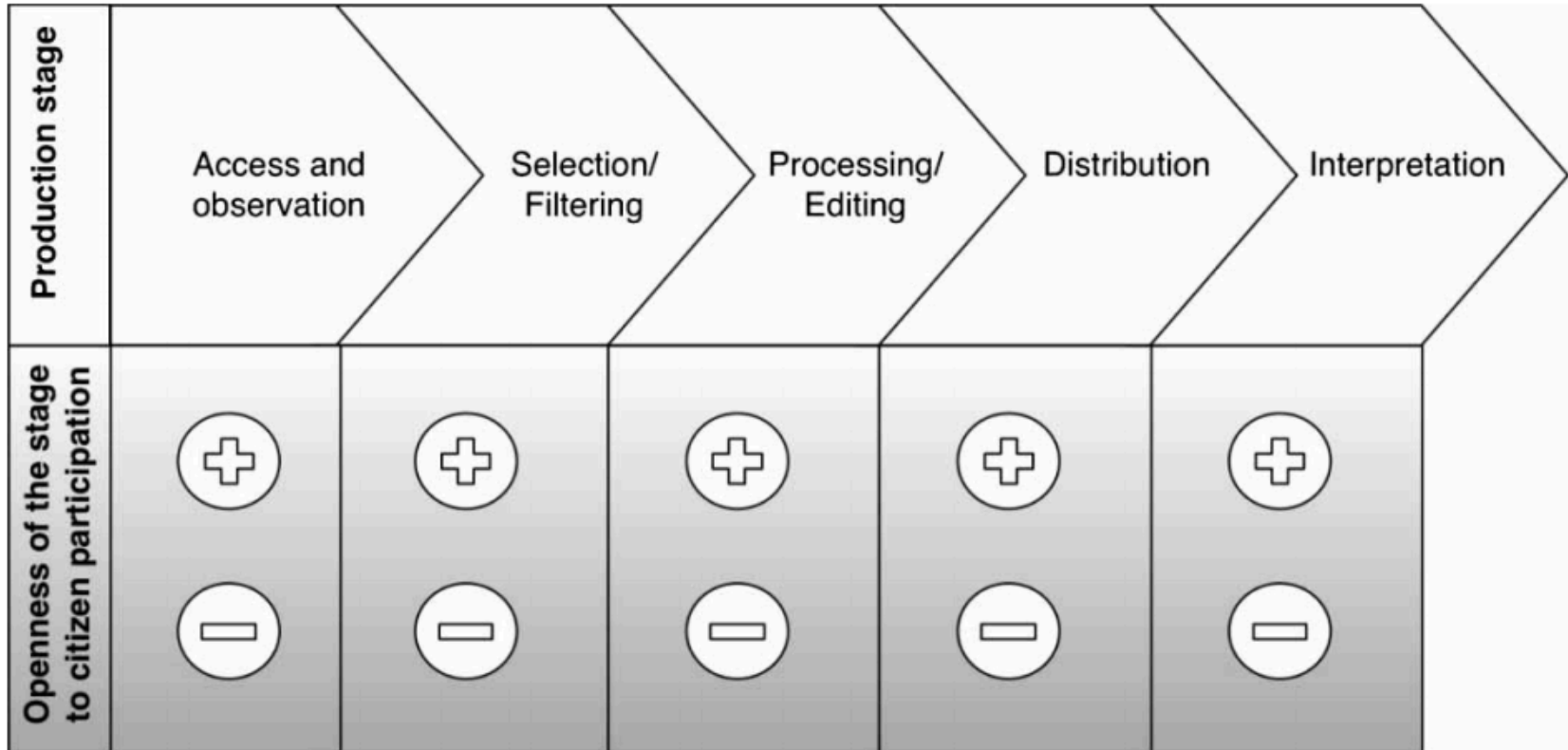


Collective story-telling changes

- What
- Who
- When
- Where
- Why
- How



Information cycle



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>

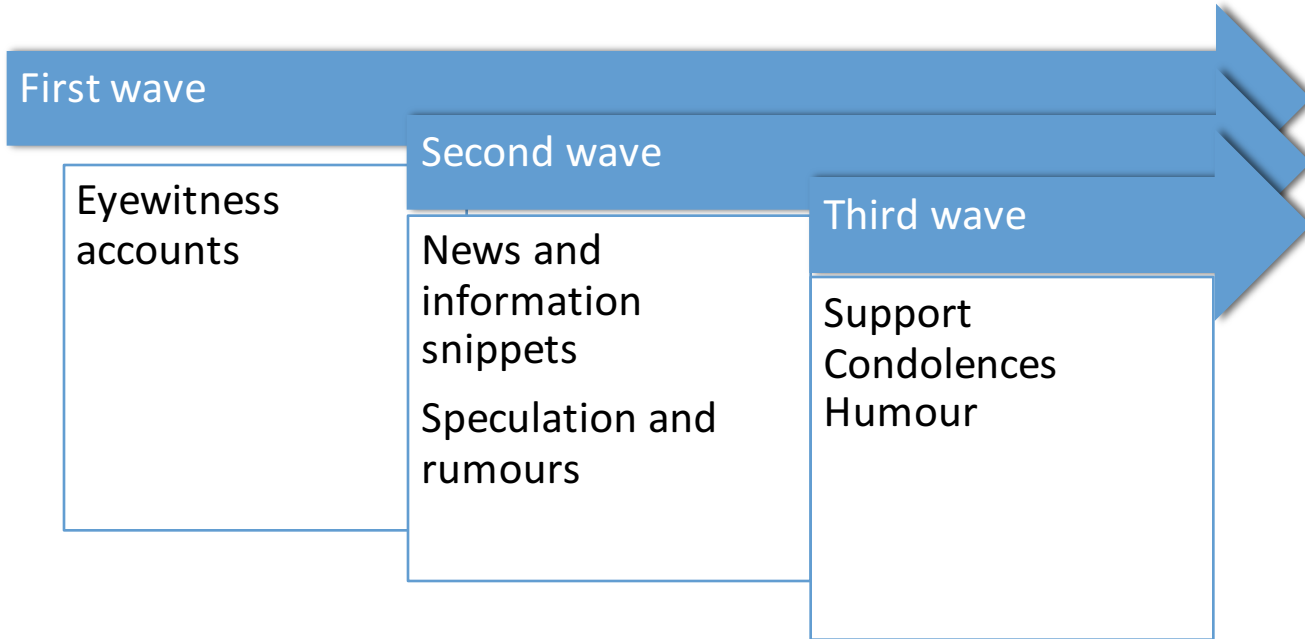
Haiti earthquake 2010

- “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 **two** key issues arising from real-time, instant information sharing

Rhythms of real-time



How the news becomes news

- Instantaneity: Trending now
- Solidarity: Coming together
- Ambience: Social awareness

Framing the story





*We hold these truths to be self-evident
that they are endowed by their Creator with
that among these are Life, Liberty and
to secure these rights, Governments
of their just Powers from the consent
of Government becomes destructive
People to alter or to abolish it, and
to foundation on such Principles
as to them shall seem most likely to*



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



Setting the agenda

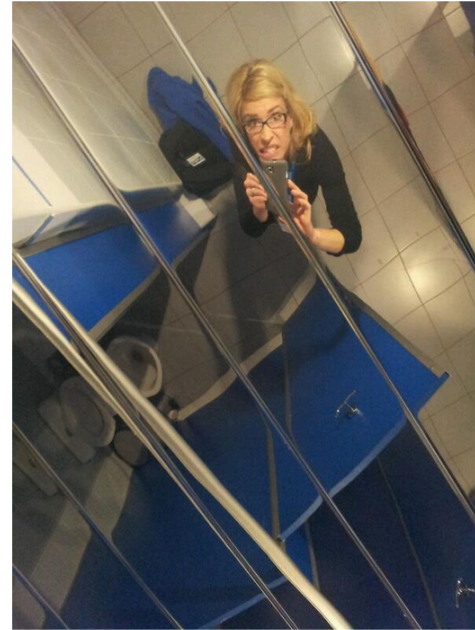


Steph Stricklen ✓
@StephStricklen



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#Sochi2014 because who doesn't want to use a public restroom with completely mirrored ceilings? thanks shayba arena!



RETWEETS

2,278

FAVORITES

978



8:40 AM - 6 Feb 2014

Setting the agenda



Alex Broad
@alexjbroad



Follow

Who needs walls. #SochiProblems



RETWEETS

411

FAVORITES

162



6:13 AM - 4 Feb 2014

Best practice

- Crowdsourcing
- Curation

Crowdsourcing



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 panels from a crowdsourcing interface, likely used for classifying MPs' expense documents. The top panel 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 panel 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

The image shows a screenshot of a crowdsourcing interface with two sections. The top section 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 section 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?

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Crowdsourcing: MPs' expenses

Results

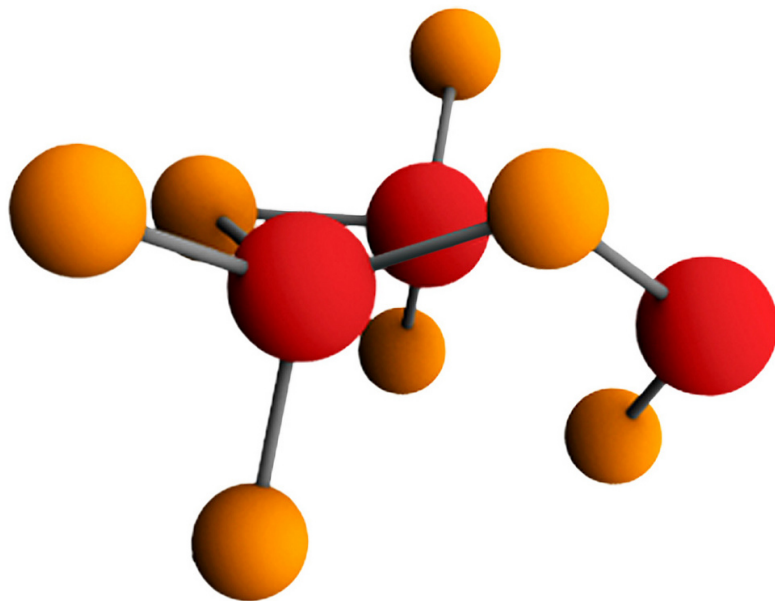
- 70,000 docs reviewed in first 80 hours
- £105 claim for chimney sweep
- £43.56 for 3 garlic peeling sets from QVC
- £2.95 on a lamb dinner and cup of Horlicks
- “Excessive” £1,035 claim for leather recliner

Guiding principles

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

Aggregation vs curation

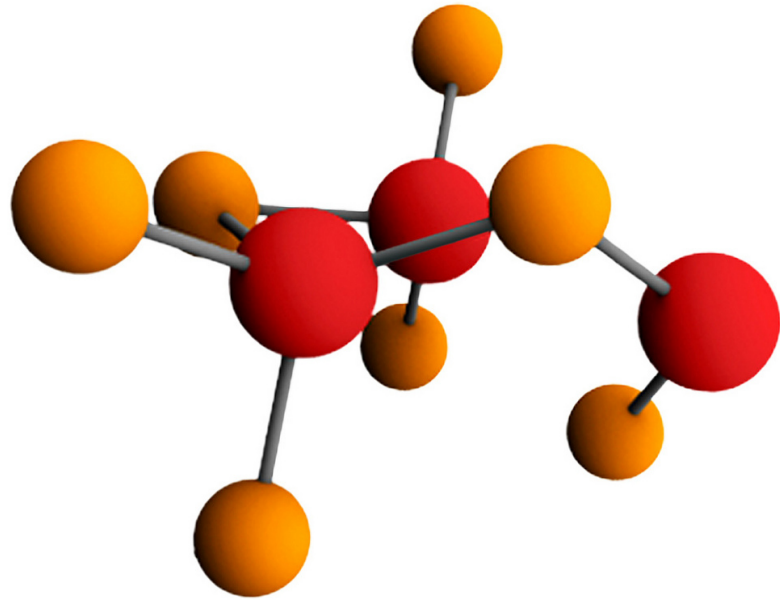
- Aggregation
 - Bundle information together without meaning
- Curation
 - Find, evaluate, organise, contextualize, create order



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

Curation: Best practice

- Find
- Evaluate
- Organise
- Contextualise
- Share



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

Curation: Best practices

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

Curation tools

- Storify
- Spundge
- Pinterest



Or Instagram?



humansofny

FOLLOW



Humans of New York New York City, one story at a time. HONY Stories out now.
amzn.to/1aXqwEk

3,710 posts

4.7m followers

41 following

