Storytelling as Data: Qualitative Community Feedback

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the world is full of problems. 

**globalgiving** is full of solutions.

Since 2002, 251,284 donors like you have given $59,407,079 to 5,272 projects. Wonderful!
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

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:

4. Your story describes a broad need:

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:
   - 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 health
   - 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:
    - Myself
    - My family
    - My friends
    - An ethnic group or tribe
    - Community, region, or country
    - An organization

12. What type of change is your story about?
   - Requires a continuous effort

13. Events like those in my story happen:
    - Rarely
    - Sometimes
    - Often

14. When did the story take place? (pick)
    - 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. Storyteller's Phone Number

17. Your Age
    - Under 16
    - 16-21
    - 22-30
    - 31-45
    - 46-65
    - Over 65

18. May we contact you by SMS?
    - Yes
    - No

19. Scribite's Mobile Number

20. Other information:

21. OPTIONAL QUESTION

22. Gender:
    - Female
    - Male
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

NGOs recruit volunteer scribes → scribe training

NGO reactions?

continuous collection

transcription

analysis & visualization

feedback meetings

coordinator meets groups
Success factors

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

Comparing 2 rape-prevention programs

SenseMaker

400 Kibera NGOs in 3 clusters

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

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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

Dashboard for Trans-nzoia Youth Sports Association (TYSA) (#892)

Reward Level

Superstar

+ add a project
+ add a report

View Projects
View Donations
View Disbursements

Your Projects

Educate 150 Orphaned Teenage Kenyan Mothers (#2161)

$23,108
Raised

$6,892
Remaining

404
Donations

65
Reports

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)](https://example.com) 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.