

# 06

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## Storytelling



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This section of the Design thinking for change guide will support adult educations in the last stage of the **Design Thinking for social change model: storytelling.**



Indeed, to share social change stories can disseminate social change knowledge and experiences, increase social interactions, develop community building, inspire people, incentivate social change activism and create positive emulations. The section provides a series of actions and practical tools to help storytelling practices.

Activities	Tools to Use	Deliverables
1. <a href="#">Narrative Interview</a>	• Audio/Video recorder	• Text/digital file
2. <a href="#">Storyboarding</a>	• Storyboard	• Storyboard
3. <a href="#">Video Storytelling</a>	• Magisto	• Video
4. <a href="#">Data Storytelling</a>	• Tableau	• Data Stories
5. <a href="#">Visual Storytelling</a>	• Instagram	• Pictures
6. <a href="#">Podcast Storytelling</a>	• Audio Recorder + Audible	• Audio files



01

## Narrative Interview *(face to face, online)*

Narrative interview describes a qualitative research methodology for data collecting in which a story is generated by the interview.

«Instead of placing emphasis on a question-answer format, the purpose of narrative interviews is to provide an opportunity for the participant to narrate his or her experience for the researcher. This represents a shift in the way roles are conceptualized: from interviewer–interviewee into narrator–listener» [Allen, 2017]. More than accurate data, in the narrative interview is the experience of the subject that is

relevant for the interviewer. What is important to understand is not exactly when a fact happened but why that fact is relevant for the interviewee, what this fact represent for him/her, what is his/her filing about it.

In the context of this guide, narrative interview will help to elucidate and reconstruct the history of the interviewee focusing on social change need, challenges and values. **People-centred storytelling** will be the deliverable of this action.

02

## Storyboarding *(face to face, online)*

Storyboarding is the crucial skill of storytelling. The most important one and, maybe, the less known. Here we provide a basic Storyboard tool to structure a people-centered social change story. A storyboard is a visual representation of a story that helps to structure the sequence of

scenes (shots) of it. Before shooting a video or a podcast is it necessary to write down the storyboard. To write a storyboard will simplify the implementation of the story and make possible "to test" the attractiveness of it. **Deliverable: Storyboard.**

03

## Video Storytelling *(face to face)*

Video Storytelling is the use of videos to tell stories. The video will be recorded following the storyboard structure previously designed. The video can be recorded using a smartphone or a professional video camera. The editing process of the video is crucial to have, in the end, an

engaging story. The best option is to record a video using a professional video camera and a professional editor tool, But even using a simple smartphone and a low cost video editor can produce good results. **Deliverable: video.**

04

## Data Storytelling *(face to face, online)*

Data Storytelling is not only a communication approach that allows to share huge data in a more effective and engaging way. Data Storytelling is closely connected to Big Data Activism and the use of Big Data for generating social change. Indeed, the visual representation of data is not only a way to visually represent the same amount of data information. Thanks to visual representation is it possible to see information previously hidden. Thanks to data

storytelling people can become aware about social issues and this approach can «[...] provoke dialogue, and inspire policy change». «The results generate policy debates, influence civic decisions, and inform design to help ensure that the voices of people represented in the data are neither marginalized not left unheard» [Williams, 2020]. **Data storytelling** will be the deliverable of this action. Example of data storytelling for social change: [Mapping Diversity](#)

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## Visual Storytelling *(face to face, online)*

Visual Storytelling is the use of visual narrative to tell stories. The story can be told using pictures or illustrations or other visual media. Sometimes music and sound effects are integrated into the visual stories. In the case of visual narratives for

social change we suggest to use Instagram and Blush as the easiest way to spread and disseminate social causes through pictures and illustrations. **A Visual story** will be the deliverable of this action.

## Podcast Storytelling *(face to face, online)*

Podcasting is experiencing a significant boom as a means of communication in recent years. It is analogous to the YouTube phenomenon but in the field of audio. Podcast is not only a way to tell fiction stories but also to debate social challenges through community podcast experiences or sharing knowledge and best practices related to social change.

That is the case of "Social change leaders", a podcast of social change leadership, in the public, private and non-profit sectors by Stephanie Malon-Rufi and Traci Warnberg-

Lemm. Through interviews with thought leaders on the front lines they packed with tips, actionable ideas and stories to inspire people, energizing efforts to build a better world. A professional podcast requires an excellent audio to be implemented.

Nevertheless, even using a simple smartphone is it possible to have good audio files. Here the instructions to record professionally using your smatphone: [How to Record Professional Audio with your phone 2022](#). **Deliverable: audio story.**

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