

Global Giving narrative pilot project

# narrative analysis final report

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project lead:  
Dave Snowden, Cognitive Edge Pte. Ltd.

prepared by:  
Angelina Seah, Cognitive Edge Pte. Ltd.  
Laurie Webster, Cognitive Edge Pte. Ltd.

contributions by:  
Marc Maxon, Global Giving  
Michael Cheveldave, Cognitive Edge Pte. Ltd.



# Foreword

Note: In this report you will find **observations** of patterns in the data and **interpretations / ideas** related to them. The interpretations are meant to *stimulate thought and discussion* related to the research objective. *Much of the outputs of this report are intended to be used with workshop session for sense-making of the unstructured data (stories) and semi-structured meta-data that has been gathered using Cognitive Edge's proprietary signification method.*

The observations, interpretations, and ideas are not meant as answers or claims of any sort. Many if not all are naive and focussed on patterns only or a thematic review of the stories behind identified patterns. While some observations and interpretations may either compliment or contradict other earlier observations or interpretations – this is either deliberate or a part of the scanning process; its purpose is to assist groups in acknowledging the complexity, contradictions, and diversity about interpretive patterns related to stories.

Please note that although the sample achieved in this study (final story count) is a statistically significant sample size, meaningful insights can be obtained. However validation of such insights should be developed by achieving further data capture. One of the objectives of this project was to present narrative research utilizing Cognitive Edge's methodology.

Much of this report contrasts Global Giving stories to Non-Global Giving stories. It is through contrasting perspectives that human sense-making is enhanced. As such this is the dominant contrast that is consistently explored throughout this report.

The dataset contains entries contributed in Swahili, these stories were not included in any review of story content. All analysis was done on the patterns in the meta-data and review of all entries.



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# Executive Summary

## Key learnings from the pilot study

**1. People will tell stories if the incentives are right. Story collection can be a self-organizing process when the results of the project are tangible (people see their stories on a collective map) and feedback rapid. This suggests that developing a “do it yourself” feedback toolkit and providing training could enable community organizations to plug into a global story network is feasible.**

**3. Appropriate technology is essential to community participation. Low or no tech solutions are still the most effective – such as paper-based collection and face-to-face meetings. SMS (text messaging) is an obvious bridge technology between paper-based and computer based participation.**

**2. Incentives matter! This monitoring system itself can have a positive impact on the work being discussed when storytellers and implementers participate for the right reasons. Incentives can even improve data quality, as storytellers will provide honest feedback (both praise and criticism) about organizations when honesty comes with rewards, and dishonesty results in a loss of economic opportunity for the storyteller.**

**4. The results from the pilot study were actionable by GlobalGiving and its partner organizations. Our aim is to “tune” the marketplace using continuous community feedback. This storytelling system fits perfectly with GlobalGiving’s partner reward system, as evidence of community support is a precondition for unlocking preferred positioning in our marketplace. We are inviting new organizations based on a strong community endorsement within the stories. We have already redesigned the project pages on our website to better highlight these stories.**



# Executive Summary - (Cont'd)

## Key learnings from the pilot study

**5. *There is no substitute for broad community feedback in evaluations. We learned that we cannot rely solely on our partner organizations' progress reports. Readers whom we asked to signify these progress reports reached different conclusions than the patterns we observed from local stories about these same organizations. Likewise, groups of evaluation experts and implementers could not predict the what the most frequent types of stories would be. Implementers and evaluators both predicted food (#1) and shelter (#2), whereas local stories emphasized social relations (#1) and safety (#2). This discrepancy may reflect the international development community's tendency to scope problems by their tangible outcomes rather than by their underlying root causes. (In Kenya, lack of food and shelter are a result of a breakdown in social relations, leading to a lack of security.)***

**6. *We suspect that moving to continuous capture will improve data quality (by allowing us to follow-up on questionable data) and increase the cost effectiveness of distributed data collection. Moreover, it will begin to reveal a sense of evolving community problems, and needs. It will reveal community changes in attitudes towards organized community efforts on a time scale that enables intervention – the data can now be used as a management tool as well as for analysis.***



## Executive Summary - (Cont'd)

### Key learnings from the pilot study

***7. We need to simplify the process. The next version will be easier for the storyteller, with simpler and more generalizable follow-up signification questions, and results will feed a website, SMS, and implementers rapidly. Operationally, we plan to automate much of our data processing and dissemination. Our continuous monitoring approach will aim to standardize the story prompting situations through regular meetings.***

***8. We need to signify stories as they map to a need, problem, or solution in the community. This will allow us to better identify gaps between what people need and what people are receiving.***



# This project seeks to apply Cognitive Edge narrative research methods to the Development Community

<b>Project objectives</b>	<p>The pilot project funded by the Rockefeller Foundation further insight into the following issues:</p> <p><b>Move Development Projects</b> from outcome measures to impact measurement.</p> <p>Find the <b>special needs</b> of a Development Project vis a vis data collection and what SenseMaker needs to offer.</p> <p>Show the value of <b>comparison</b> of the different constituencies and types of organizations.</p>
<b>Target population</b>	<p>The narrative capture focused 5 groups: 1) volunteers, 2) staff, 3) beneficiaries, 4) observers, and 5) others</p>
<b>Number of responses</b>	<p>Approximately 2600 responses were received</p>

Note: In this report you will find *observations* of patterns in the data and *interpretations* / *ideas* related to them. The interpretations are meant to *stimulate thought and discussion* related to the research objective.

The observations, interpretations, and ideas are not meant as answers or claims of any sort. Many if not all are naïve and focussed on patterns only, while some may contradict other earlier observations or interpretations – this is deliberate; its purpose is to assist groups in acknowledging the complexity, contradictions, and diversity about interpretative patterns related to stories in new ways.



# This project is seeking a more complete picture for Global Giving so that it is better positioned for resource deployment

## **Sensemaking**

How do we make sense of the world so we can act in it?

## **Narrative approaches**

Collecting data in the form of narratives, as human tend to convey complex knowledge through their experiences (narratives)

## **Modulators**

A force or factor which changes the property of a phenomenon

## **SenseMaker™ software**

Analytical and interrogation suite of tools making extensive use of visualisations, allowing complex patterns and exceptions to be discovered

## **Prompting questions**

A deliberately ambiguous question designed to elicit experiences from people, in the form of fragmented narrative

## **Fragments**

An experience captured in or related as a narrative, a document, an anecdote, a video, digital recording or even an image

## **Signifiers**

A semi-structured approach to tagging where additional layers of meaning are added to the original fragment

## **Filters**

A measurement of a factor / value / modulator that is a feature of one's narrative

## **Multi-choice questions**

Questions that cover a range of demographic details about the respondent, as well as details about narratives





# A comparison of approaches

Cognitive Edge Approach	Traditional Survey Methods
Numbers come with context of stories, the latter which can be accessed directly when needed	Numbers that do not inform of the context
Seeks narratives (experiences) from people, as humans convey complex knowledge through stories	Seeks opinions of people
Use of indirect prompting questions to elicit answers that tend to be more honest and revealing	Use of direct questions which people usually expect
Understanding the world as it currently is, knowing we lack complete data	Groupthink occurs when a traditional decision space is dominated by powerful individuals and their agendas
Cognitive Edge methods and tools ascertain patterns in these stories to obtain insights - visualisations in SenseMaker™ present alternative and diverse points of view	Reliance on traditional statistical analysis which “drowns out” weak signals until they become significant, at which point it may be difficult and expensive to intervene



# Study Design

<b>Methodology</b>	Narrative capture self-signified at disclosure. These stories were collected on paper instruments around Kenya by a variety of groups. Most stories in Swahili were translated into English. All of the responses were transcribed into the Cognitive Edge web collection system.
<b>Source of sample</b>	All coordinated by Global Giving
<b>Achieved sample</b>	Approximately 2600 stories
<b>Capture period</b>	Spring 2010 -- approximately 8 weeks elapsed time

## NOTE:

- the data presented is 'story-centric' meaning that all figures are related to stories contributed
- in reviewing the data that is demographic, even though it is presented as story occurrences an assumption is made that the majority of respondents have entered one story
- demographic data presented on a per narrative basis indicates the diversity (or homogeneity) of the perspectives represented by the narrative data set.
- The depth of analysis was limited due to the group selection for comparisons. Since these groups selections were not a separate question, boolean selection of the groups (up to 400 data choices) made accurate story extraction a challenge. This challenge would be removed in future studies.



# Participants shared their experiences in response to one of the prompting questions below

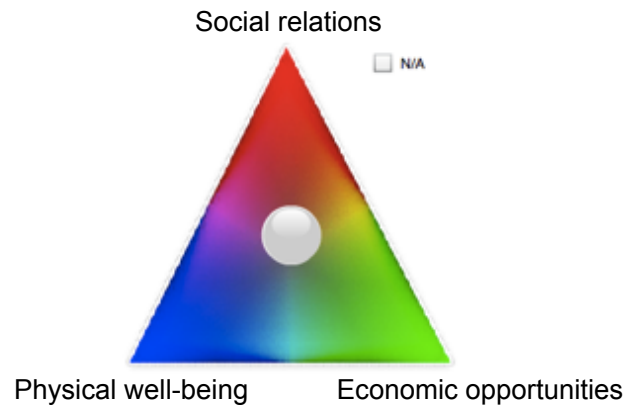
1. Can you share a story about one past community effort you witnessed or know about? Think of a “community effort” as any organized activity led by a person or NGO to improve the lives of a community.

2. Describe a community effort you have seen or know about. It can be a project by an NGO or the work of an individual to improve life in the community. Talk about one day, one incident, or one person’s experience that was part of this effort. What happened? What came out of this effort? What would you tell others who were trying to accomplish the same goal?”

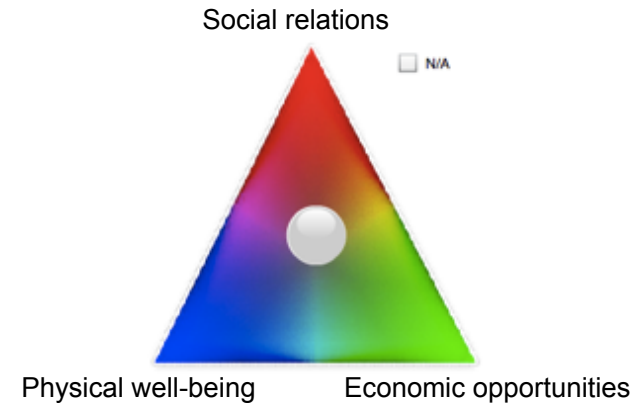


# Participants position the bubble in the area of the triangle most appropriate to their story

**[Core Goal]** The community effort improved...



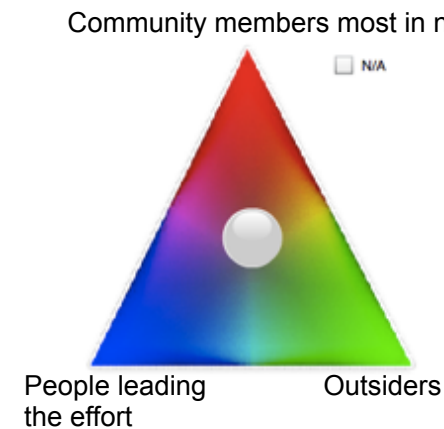
**[Missed]** The community effort failed to improve...



**[Benefits]** Those benefitting from the community effort in your story are...

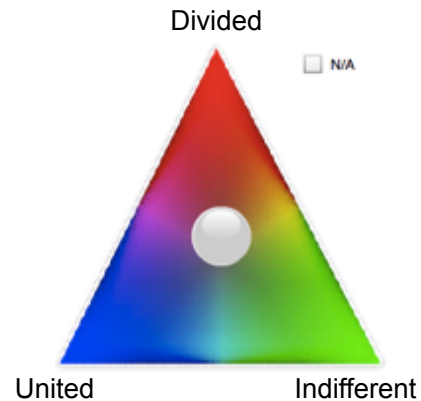


**[Influence]** The results so far have been influenced by...

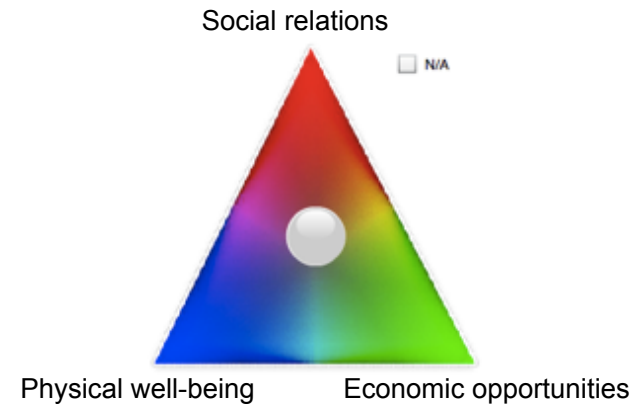


# Participants position the bubble in the area of the triangle most appropriate to their story

[Opinions] Community attitudes about the efforts in your story are...



[Advise] How would you advise a friend who wanted to organize a similar community effort? What part could be improved the most?



# The bubble is moved along the slider to the region most appropriate to the story

**This story ...**

Would have happened  
anyway without an  
organized community  
effort



Impossible without an  
organization's help

**This story is about a community effort that...**

Failed



Succeeded



# Multi-choice questions were asked to help make better sense of the stories

**This story relates to... (pick up to 3)**

<input type="checkbox"/> Sense of safety	<input type="checkbox"/> Water or sanitation
<input type="checkbox"/> Food	<input type="checkbox"/> Shelter
<input type="checkbox"/> HIV/AIDS	<input type="checkbox"/> Other health issues
<input type="checkbox"/> Informal learning / training	<input type="checkbox"/> Social relations
<input type="checkbox"/> Self-esteem	<input type="checkbox"/> Formal education
<input type="checkbox"/> Creativity	<input type="checkbox"/> Freedom
<input type="checkbox"/> None of these	

**Your connection to the community effort in your story was.**

**When did the story take place?**

**Where did/does your story take place?**

**Questions about you**

**Sex:**

**Age:**

**Who most needs to hear your story?**

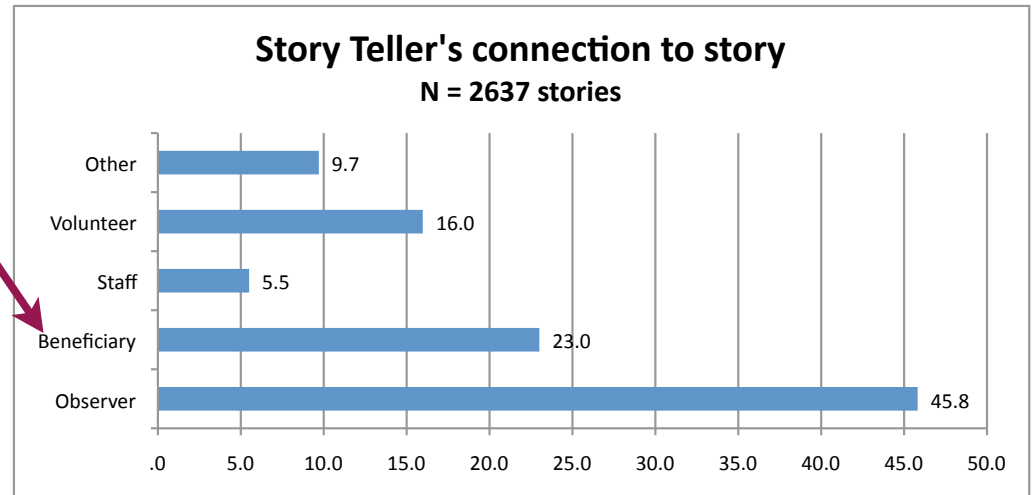
**Other information - include your phone number if you want to be rewarded later**

**Other comments?**



# Numbers with context: There are stories behind all of the indicators provided

- Note that all of the charts presented in this report are based on story occurrences
- So in the chart to the right the approximately 23% of Beneficiaries' stories comprise the story collection (this is 23% of a total 2637 stories collected or about 600 stories)
- The primary mode of analysis of this report is looking at interesting patterns or contrasting patterns (identified by Global Giving) and then making sense of the context with the other questions asked about the stories as well as looking at the subset of stories related to patterns qualitatively



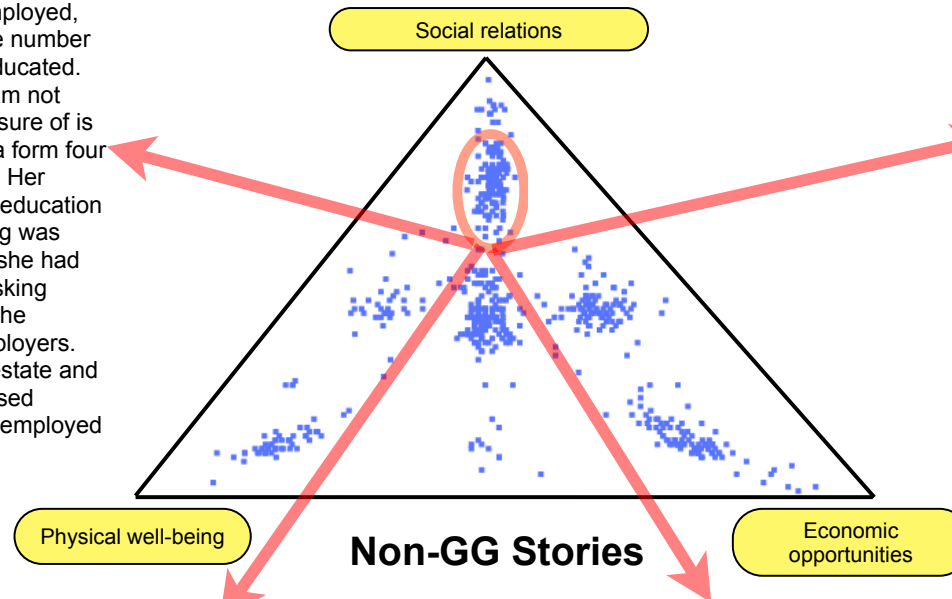
*In this sense the Cognitive Edge SenseMaker™ narrative research offers a Qualitative-Quantitative approach which engages the respondents themselves to make the primary qualitative assessment of their own stories and add deeper layers of meaning as well.*





# Diving into the data - each datapoint represents a story, directly accessible by the analyst

“ Many youths in this country are unemployed, and Kibera being part of it has a large number of unemployed youths and semi-uneducated. There is this but one thing as C.D.F am not sure of its sponsor, but one thing am sure of is that it has changed lives. Jacky was a form four graduate with a min-grade of C+(plus). Her parents were very poor to further her education and my hope of having higher learning was close to nothing until i got thi job. All she had todo was to walk from door to door asking families of their health status then in the evening return the findings to the employers. She is now linging in a middle class estate and has higher diploma on community based coursed and all thanks to C.D.C who employed her. ”



“ because most of the youths in slums are thrown out from their farmers immediately they reach eighteen years old, this kind of act has affected many and makes alot of them to commit crime and participate in theft activities, this has been as result of hunger ad what even to put in their body, so they lack alterative and involve in shortcuts that ends cutting their dreams and others left paralysed while others get favour. With the coming of Kibera harmless, many youths have been invoiced in beneficiary activities, that is offered by the organization, they mostly involve themselves in practical arts such a s vanung, performing drama and other drawing that has enabled many of find themselves carry and hour in crime, the organization has also sponsored some of the youth are now they are going to school and them getting a better job, thanks to Kibera flameless for the stretched him to help the level of came has gone down and many youths have been encouraged to join hamlets and get better future. ”

“ AMREF Africa medical research foundation has promoted good health to the kibera schools in our school it is known by all pupils because last year it held a fund for the opening of a global hand washing day. It brought dustbins in our school it build for us toilets BRAVO to AMREF for doing all this to promote our school. The AMREF team has promoted this to all schools in kibera slums I would urge them to go in the kibera houses so that there should be a clean environment in kibera houses so that there should be a clean environment in kibera. They even go to school worldwide and promote the health. The youths should volunteer to work with the AMREF to promote good health to the world AMREF should promote the health worldwide. ”

“ Everyone has a pride of better life in future. A life with less difficulties because because you have enough money to solve some of the problems that usually affect people mostly those living in the slums. This is the main reason why women in this area have been empowered to involve themselves in business that may help their families and children therefore takes to school. With a lot of projects still undone they hope that they would yield enough many to solve their financial problems. They are dedicated in working hard to achieve their dreams because they cannot live without money thus that is their main reason why they are busy in their work. ”



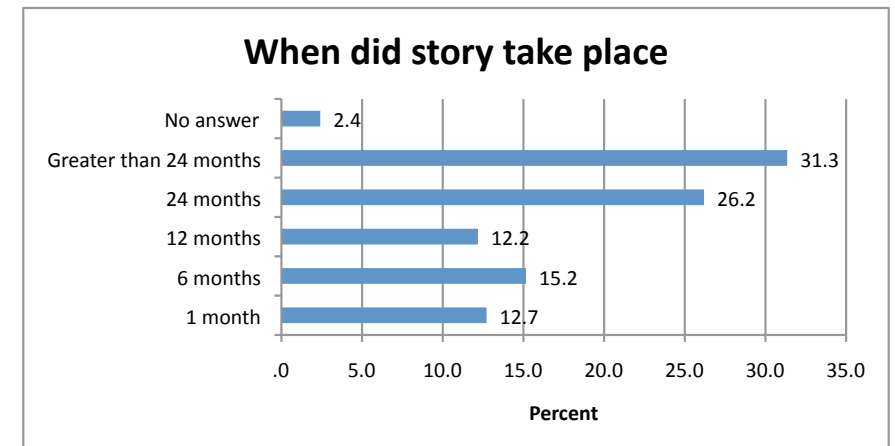
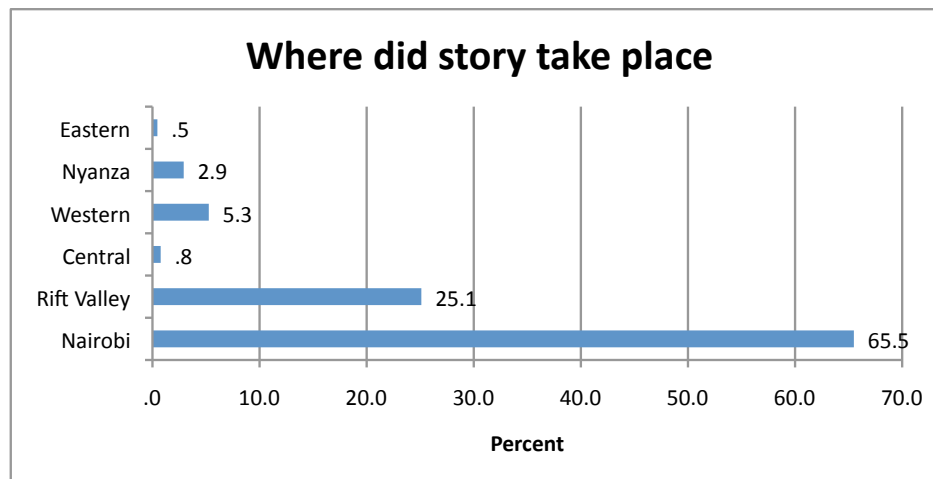
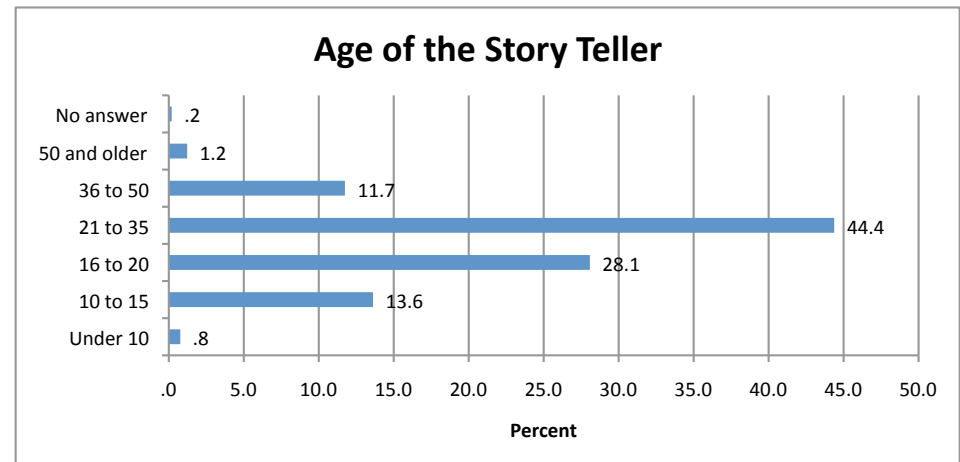
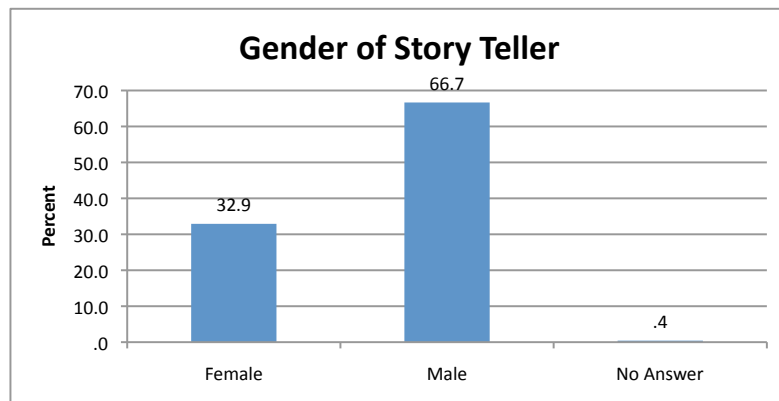
# Looking at the perspectives the data is coming from

(Note: the figures are story counts and represent the perspective the narrative dataset represents)

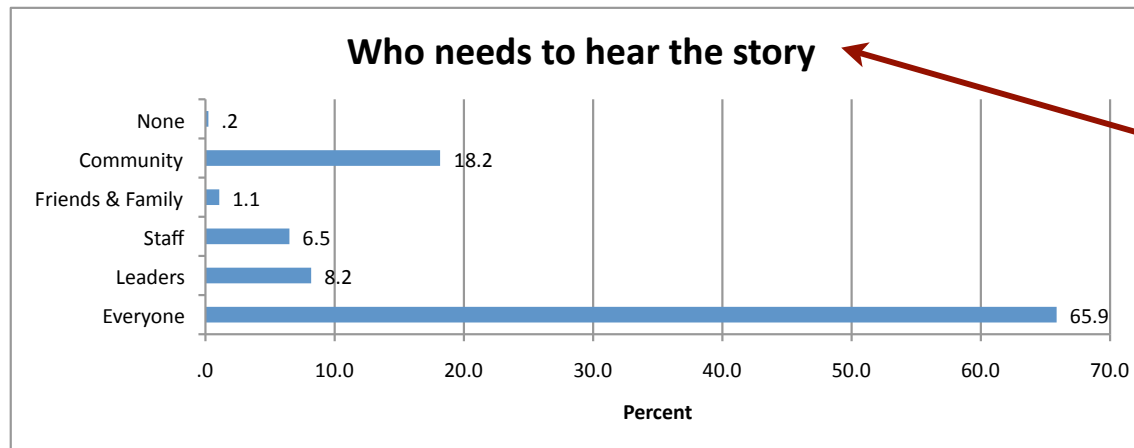


# A quick look at the overall perspectives represented

N = 2637 stories

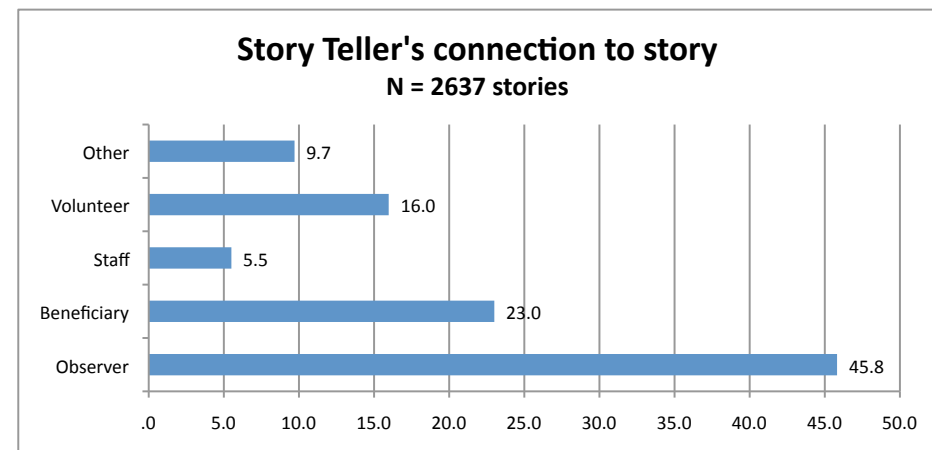


# A quick look at the overall perspectives represented



This question will be reworked since too many respondents selected 'Everyone'

During workshop comments were made on how the Observers represented a strong myth base



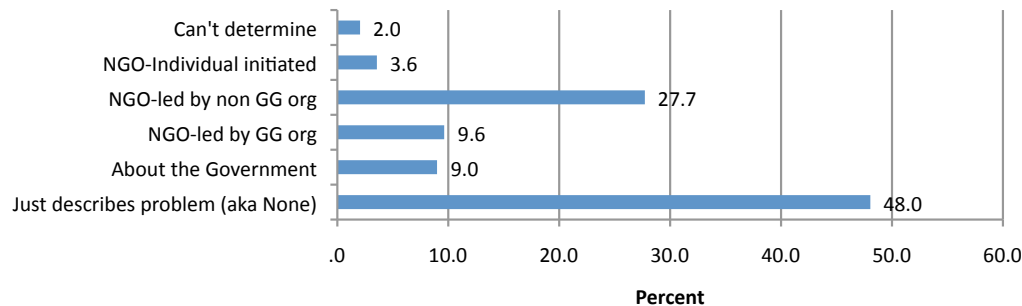
Does not include group who signified stories as volunteers



# About the constituents who told stories

## Different types of stories told

N = 2637 stories

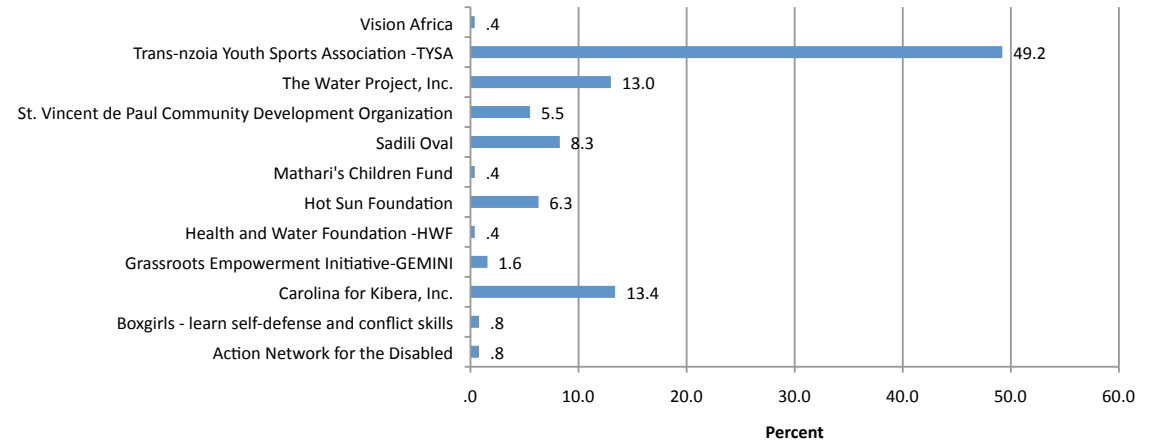


Here is the break down of stories identified as NGO's associated with Global Giving (12 of 19 organizations)

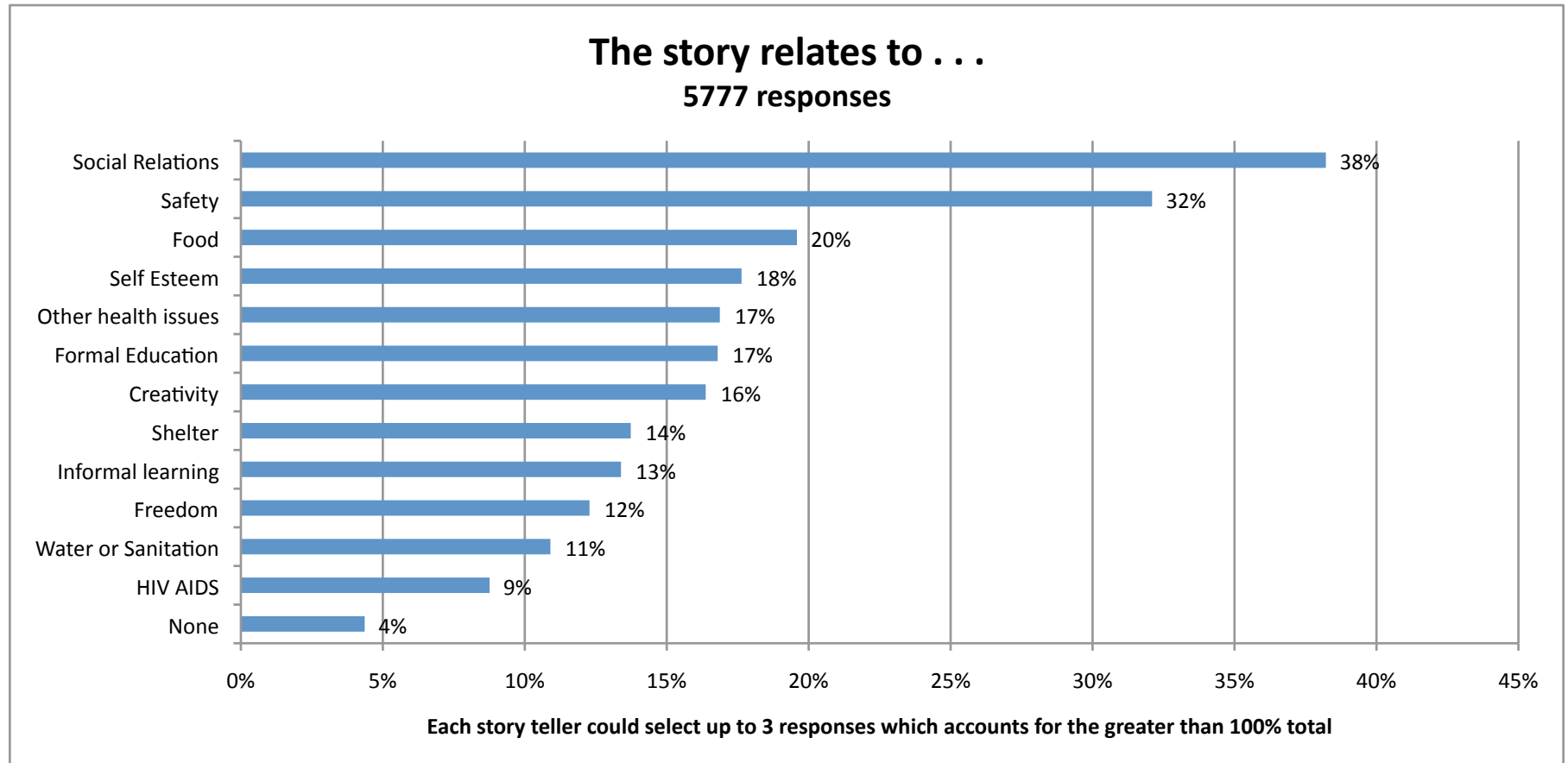
Global Giving identified 7 Broad Story Categories listed above. Signified Stories by Volunteers is the 7th category and was a separate file reviewed of 254 stories. These groups were used in the requested comparisons.

## Stories told associated with Global Giving Programs

N = 254 stories



# Concerns found in the stories



Looking at patterns in the stories as identified by the  
various constituencies



# Five Areas of Analyses and Comparisons

- Working with Global Giving, the requested five areas to be analyzed to discern patterns and findings. The fifth area below will be handled separately.

1. Global Giving NGO organizations Compared to Non-Global Giving NGO organizations

2. Projects (i.e., GG, non-GG orgs, and individuals) Compared to None (i.e., stories about problems and solutions where there is no leadership entity)

3. Named organizations (i.e., GG, and non-GG orgs) Compared to Government related stories

4. Signified existing stories about GG by Volunteers Compared to Global Giving stories collected for this effort

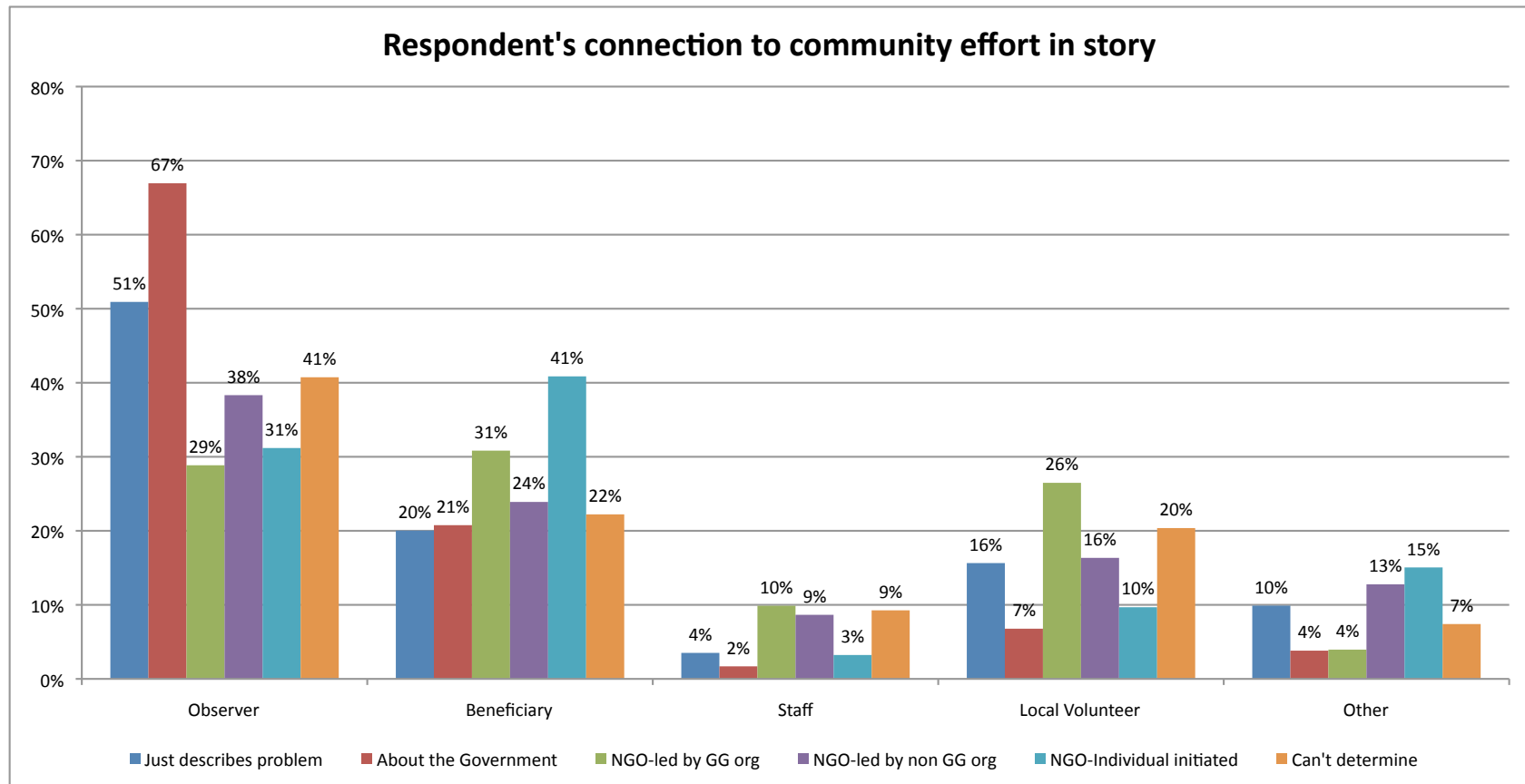
5. Specific comparison between Tysa stories signified by volunteers versus Tysa stories collected for this effort

- Only Tysa had a somewhat adequate total number of stories to do a comparison like this)





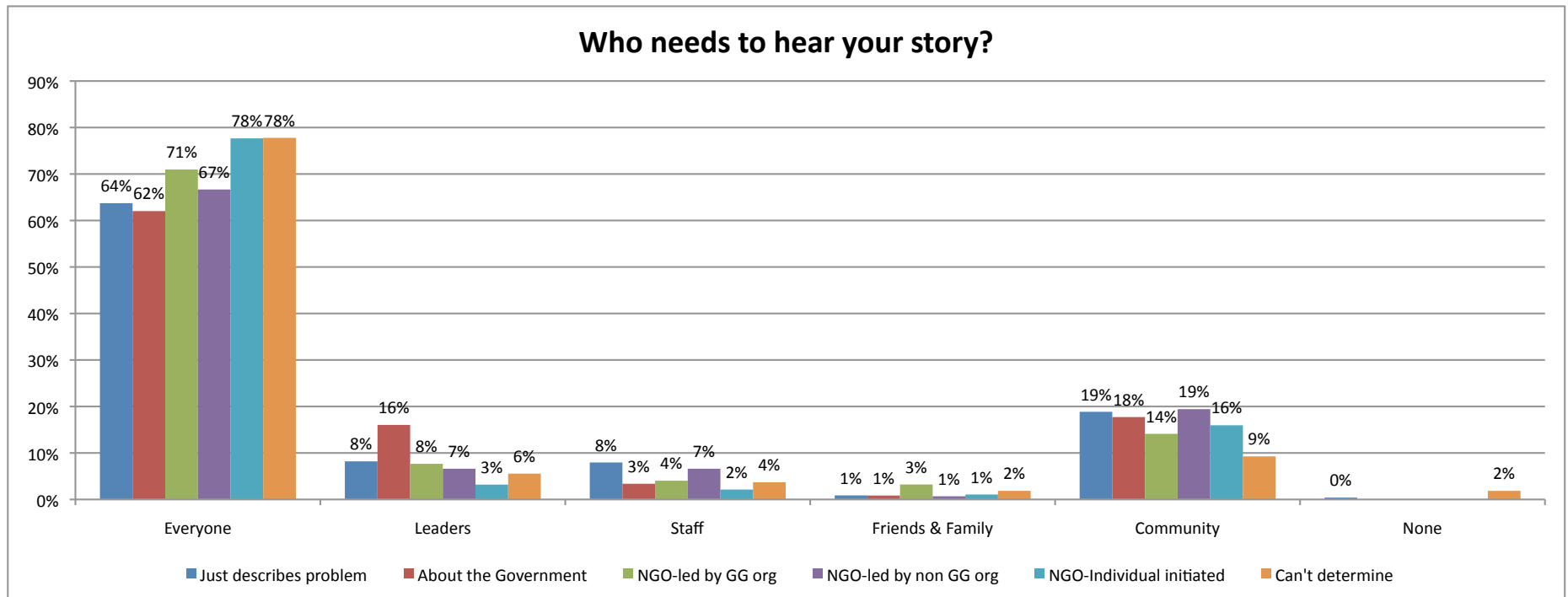
# Some overall comparisons first



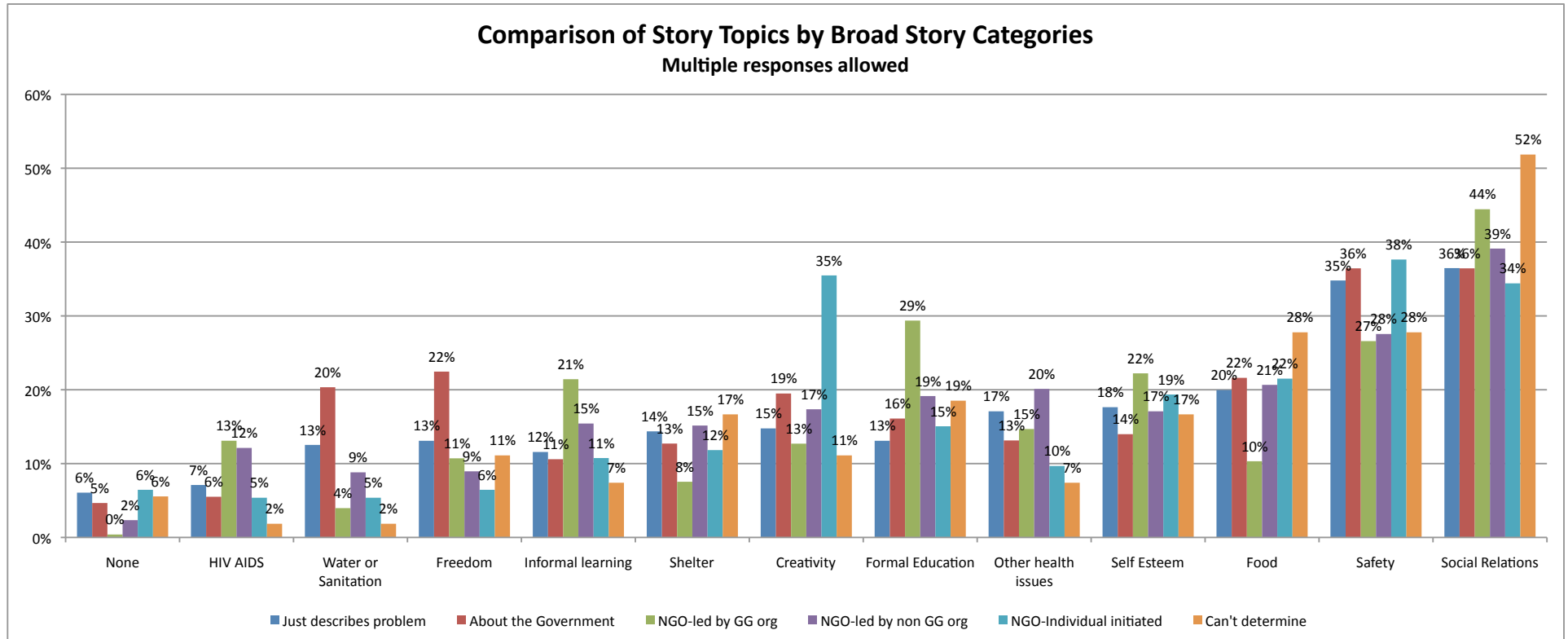
The legend contains the Broad Story Categories described previously. This chart does not include the stories signified by the volunteer group.



# People who should know about the experiences



# Story topics that were raised across the stories

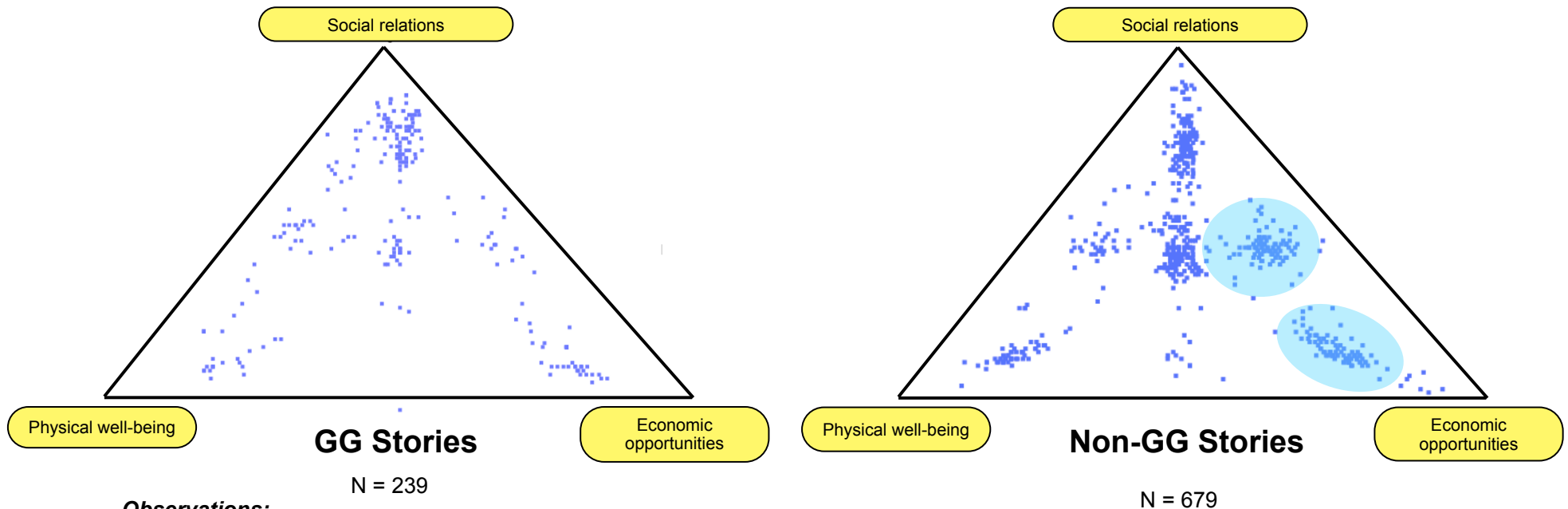


# 1. Global Giving Stories compared with Non-Global Giving NGOs



# Core Goal

This community effort improved...



## **Observations:**

For the Core Goal filter, GG stories were clustered towards the apex of “social relations”. Non-GG stories also had a cluster there.

However, Non-GG stories also had clusters in the middle (all three applied equally); midway between “social relations and economic opportunities”; “equal opportunities” and a weaker cluster towards “physical well-being”. It appears that GG stories generally follow a similar pattern.

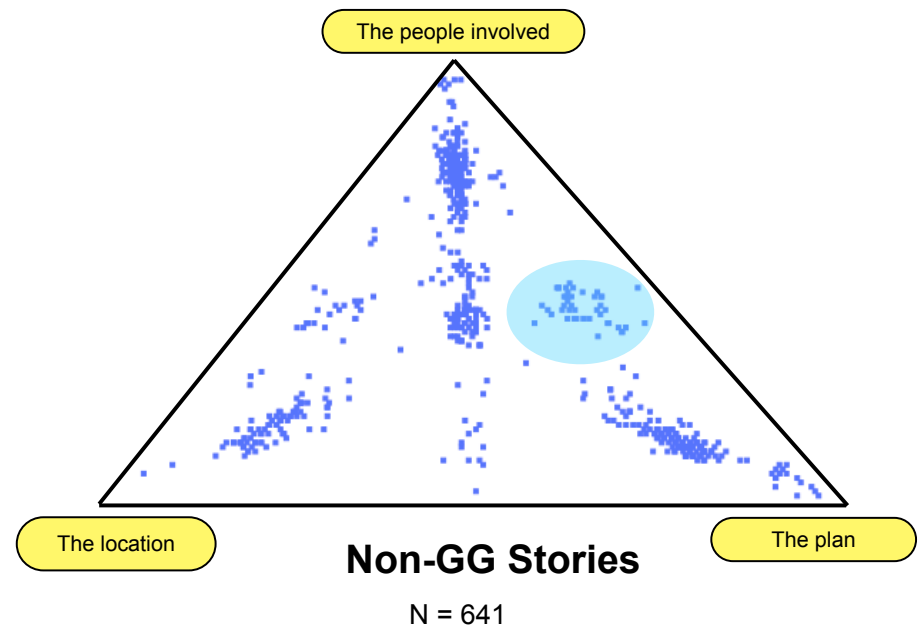
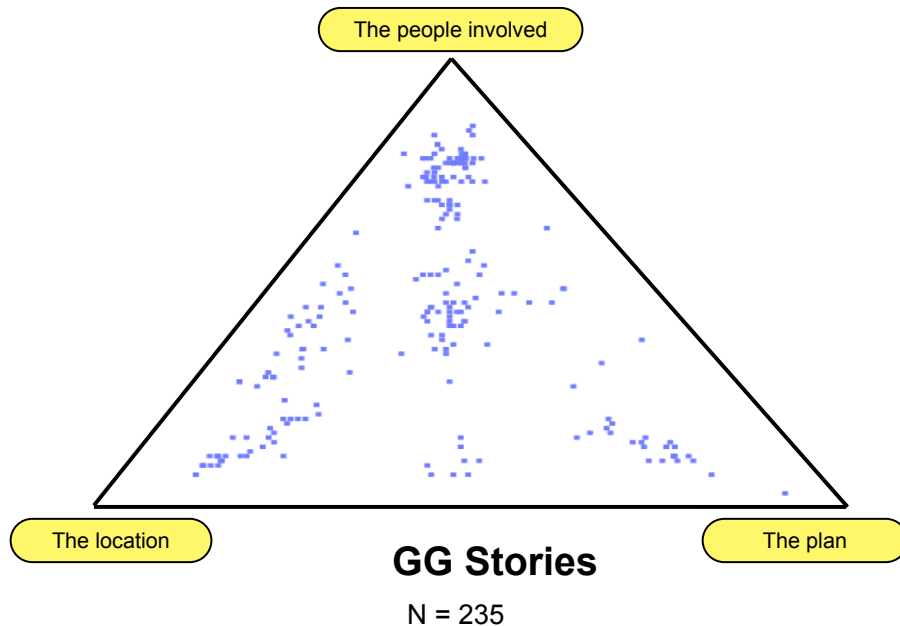
## **Interpretations:**

GG projects seems to have most of an impact on social relations. With the addition of 105 additional stories (done after the workshop), it's impacts appear roughly comparable.



# Advise

How would you advise a friend who wanted to organize a similar community effort? What part could be improved the most?



## **Observations:**

Both GG and non-GG triads have clusters in similar areas of the triad - middle; and towards corners of each apex. However, there is a cluster between “people involved and the plan” present in the Non-GG triad which is absent in GG triad

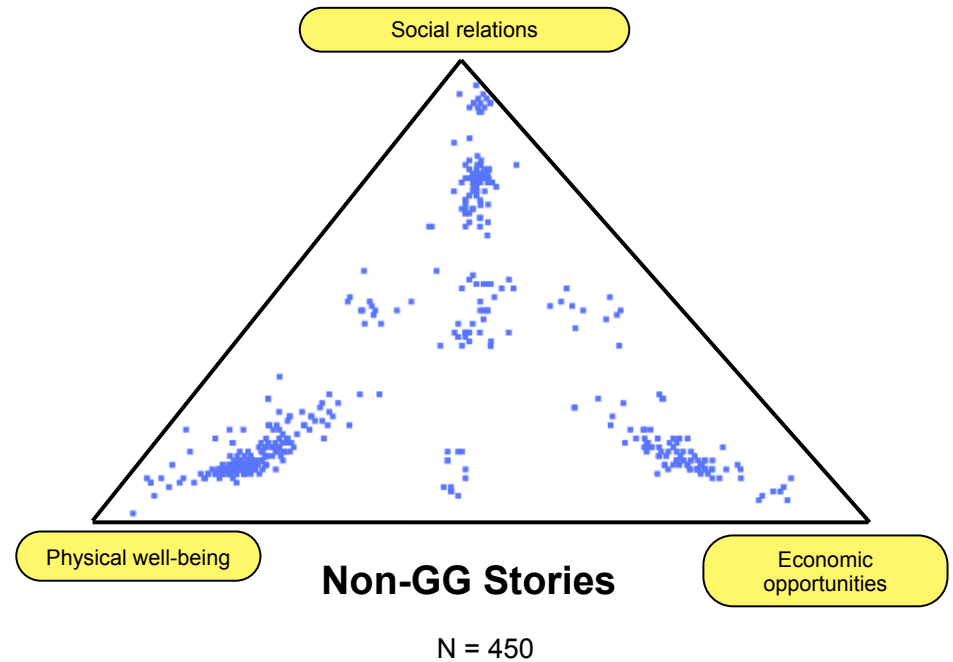
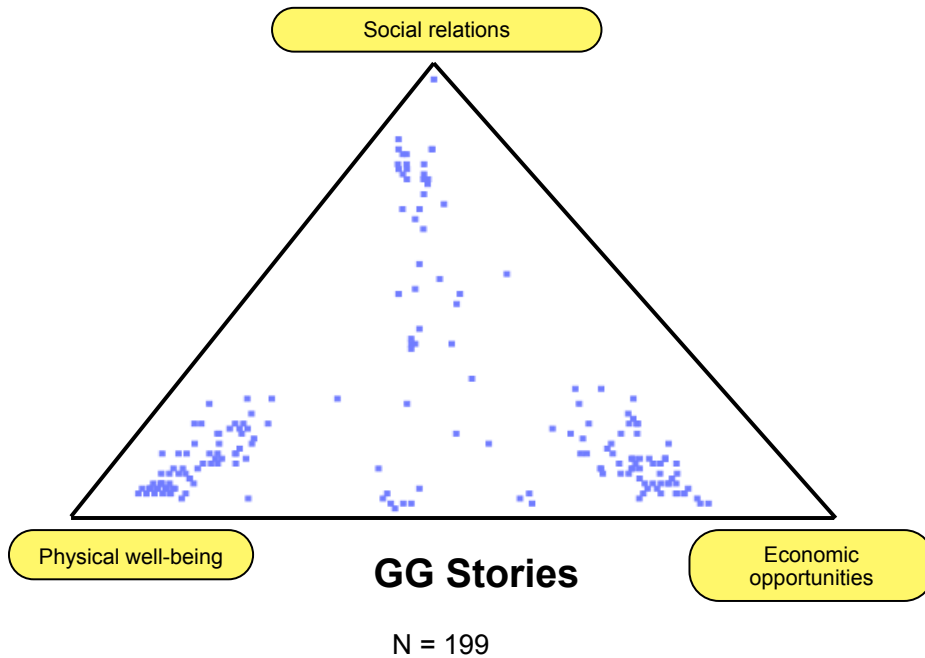
## **Interpretations:**

Both GG and non-GG triads have clusters in similar areas of the triad, suggesting that advise would not be dissimilar on community efforts. However, the presence of the cluster in the non-GG triad on “people involved and plan” suggests that these two factors could be more of an issue to non-GG than GG projects



# Missed

This community effort failed to improve...



## **Observations:**

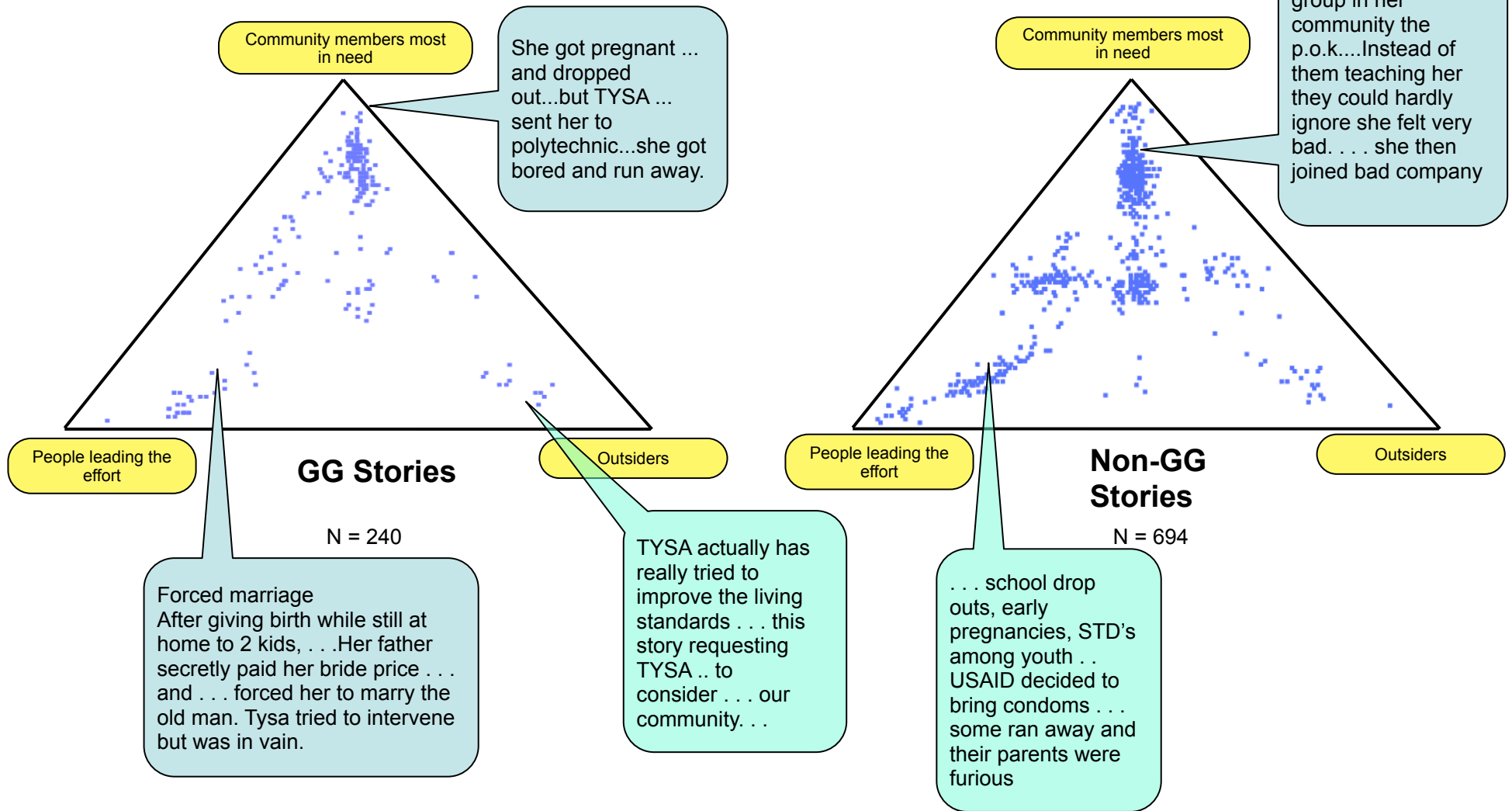
These are very similar patterns especially noting the number of story differences.

## **Interpretations:**



# Benefits -- stories about failure highlighted

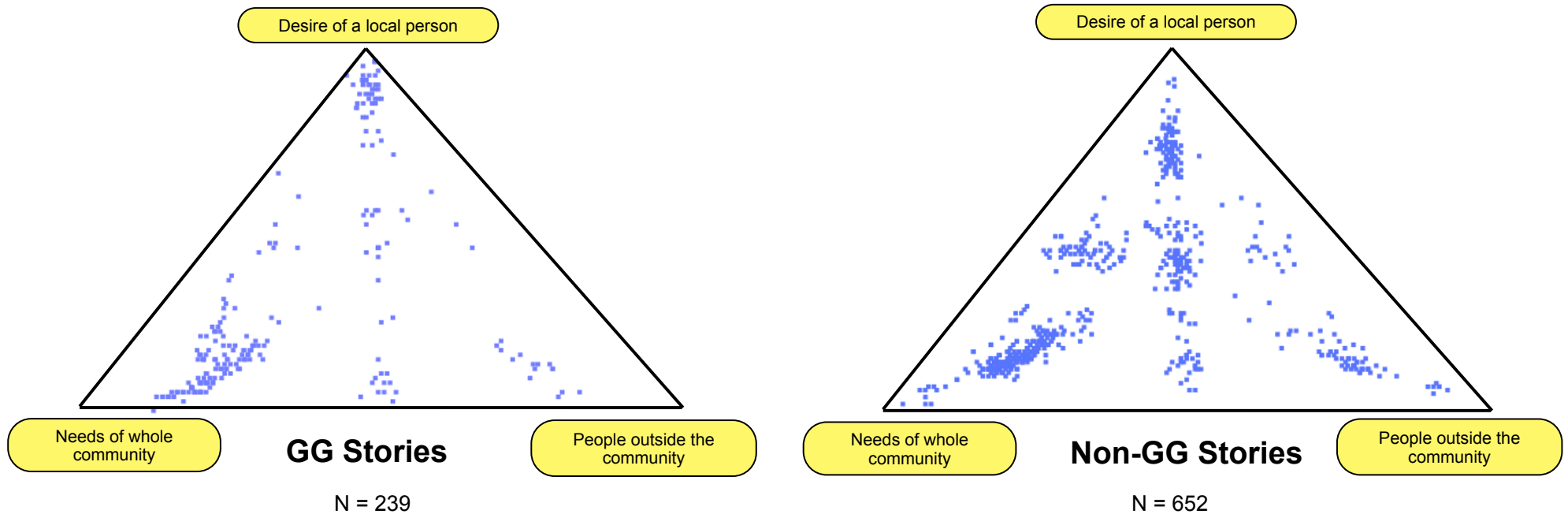
Those benefitting from the community effort in your story are...





# Influence

The results so far have been influenced by...



## **Observations:**

Considering the difference in the number of stories (239 versus 652), these patterns appear very similar.

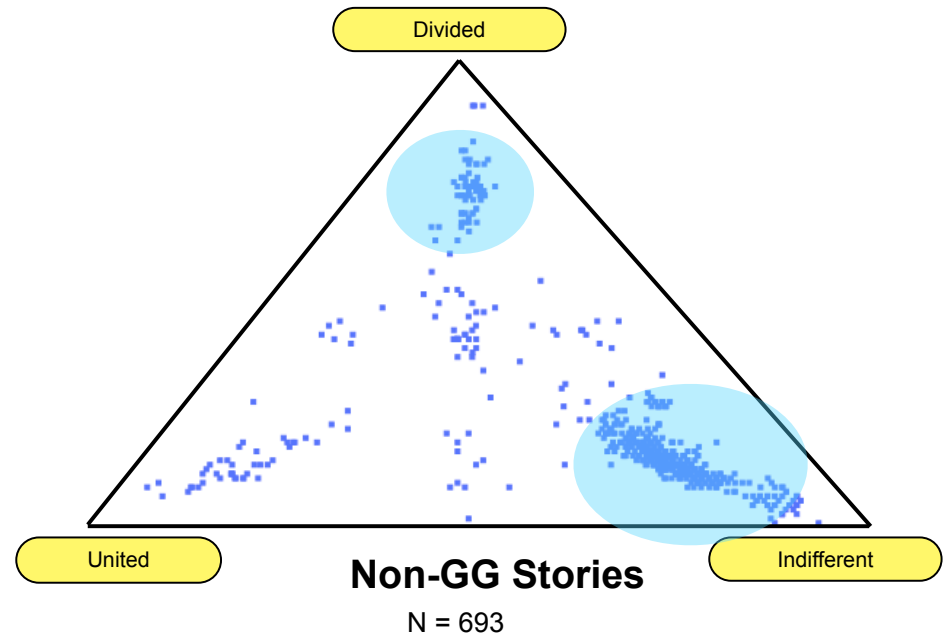
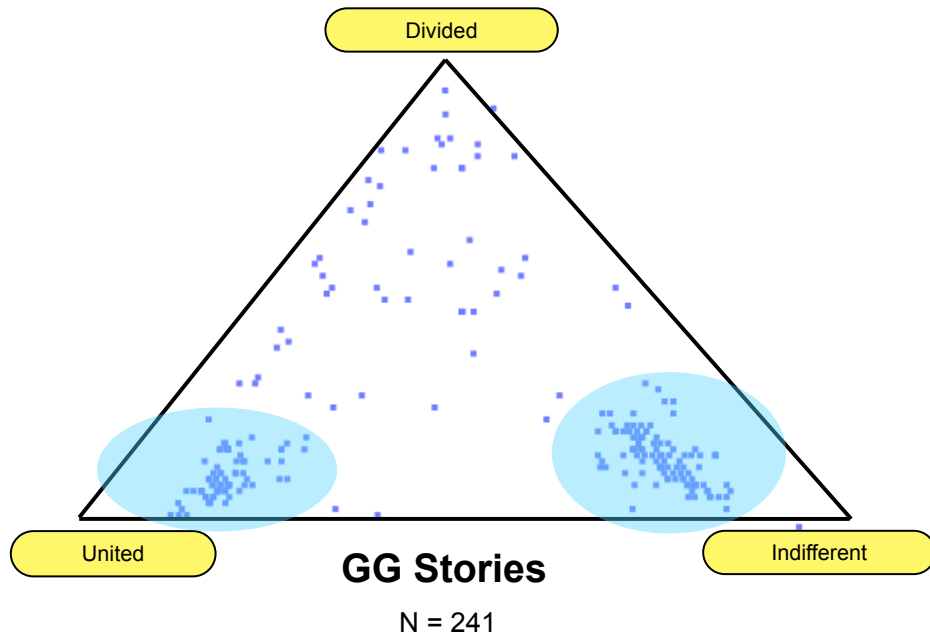
## **Interpretations:**

Overall, the weight of Influence appears more toward the Desire of a local person and Needs of whole community.



# Opinions

Community attitudes about the effort in your story are...



## **Observations:**

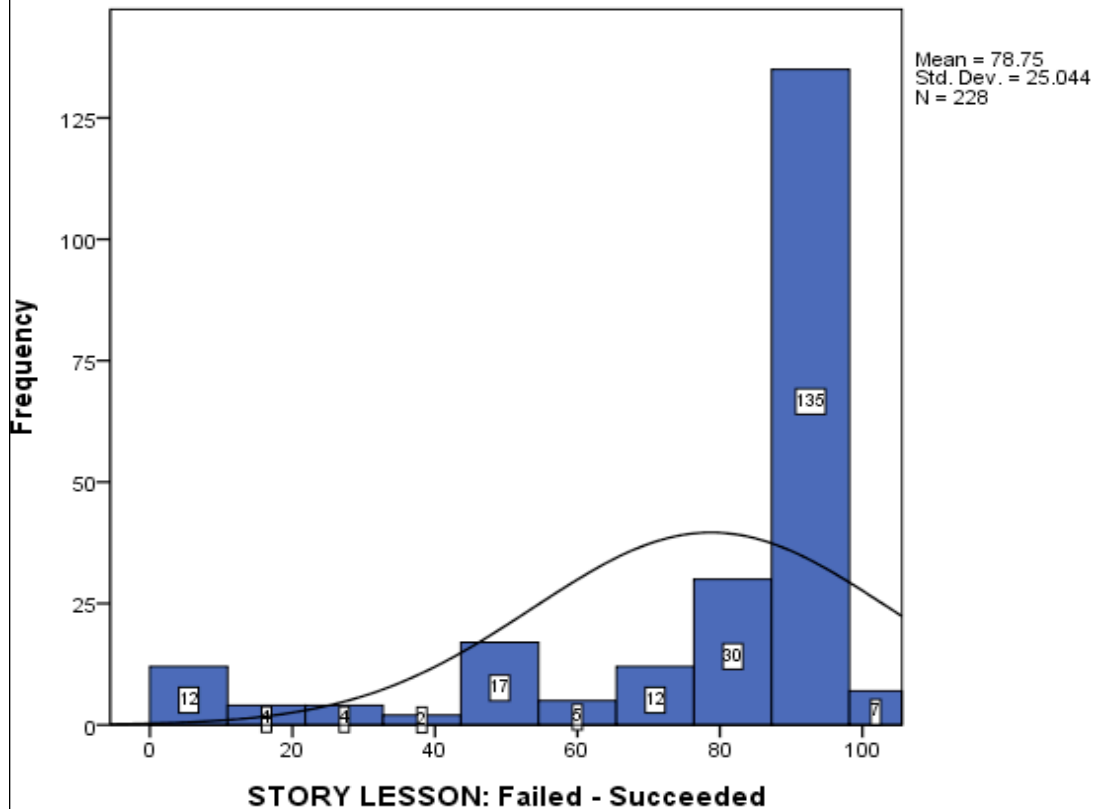
We see strong clusters with both groups toward Indifferent while GG stories has a stronger cluster near United (considering the number of stories) than the Non-GG stories. Divided appears more prominent in the Non-GG Story group. We also looked at the scatter of failed stories versus successful stories and found the dispersion to parallel the pattern above.

## **Interpretations:**

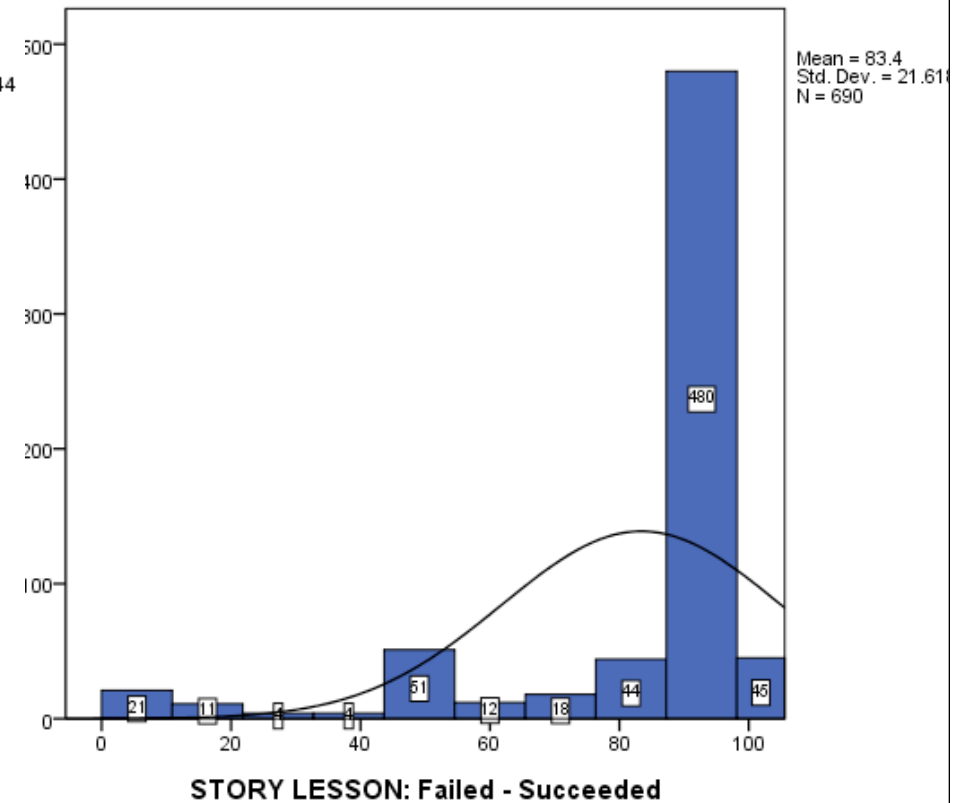


The stories showed that community efforts were generally regarded as successful both from Global Giving and non Global Giving organizations

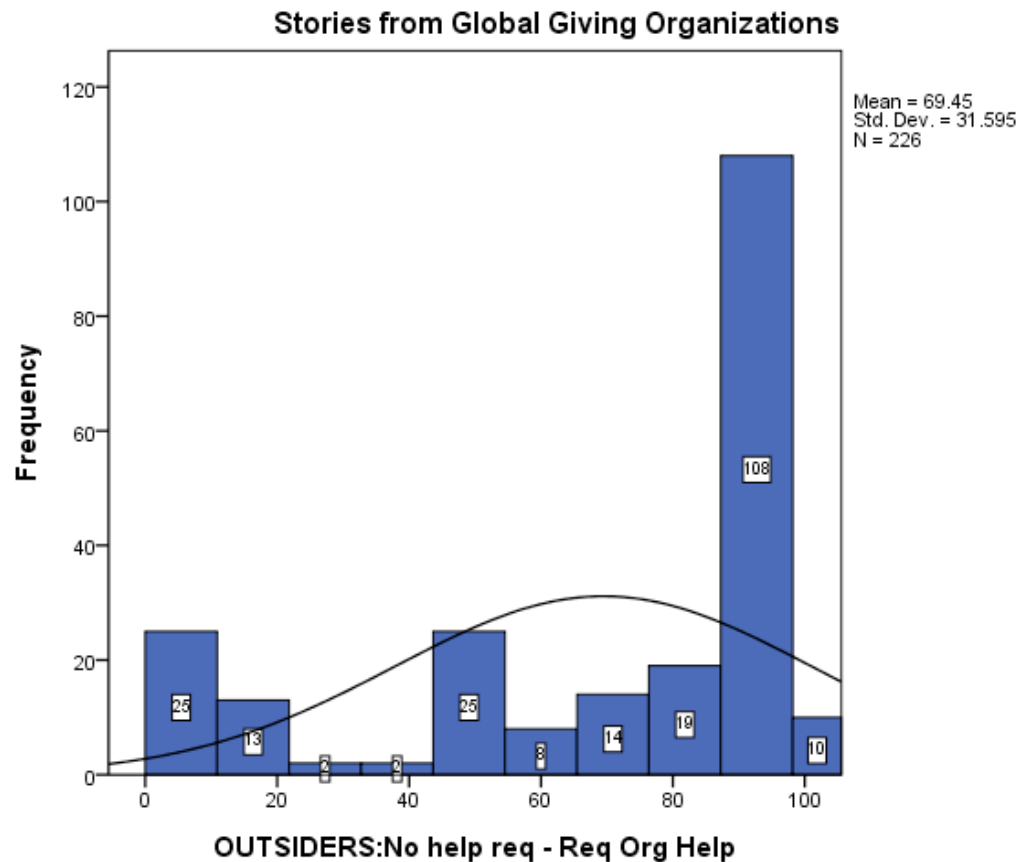
Stories from Global Giving Organizations



Stories from NON Global Giving Organizations

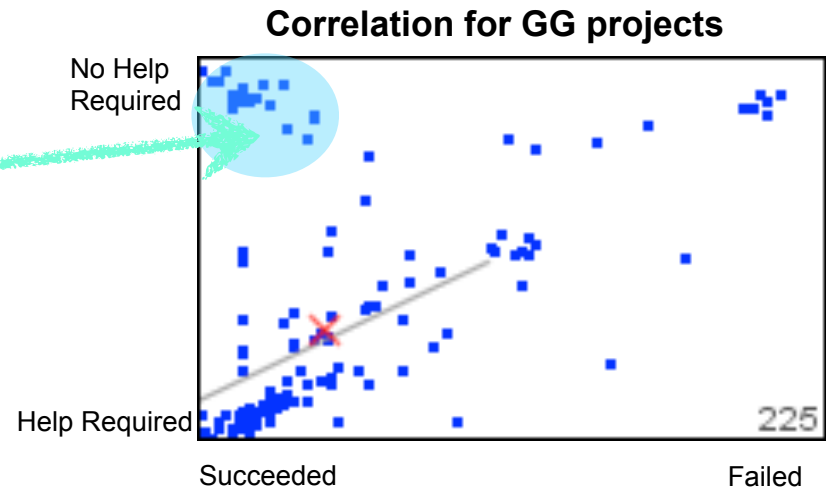


The stories also saw organizational help as important, although those from Global Giving organizations had a proportion who didn't think outside help was required

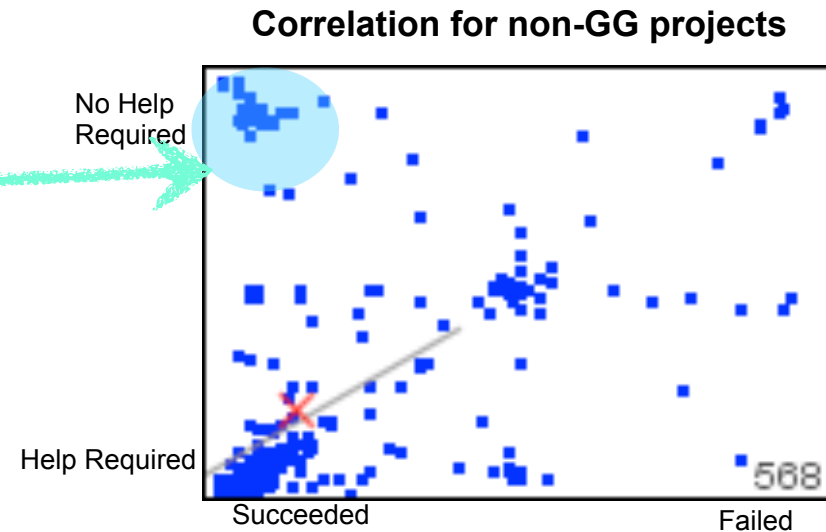


# A comparison of the polarities “help required” and “success”

These stories identified the GG organization as addressing the problem and therefore no additional help is required.



These stories identified the non GG organization OR a **community activity** as addressing the problem and therefore no additional help is required.

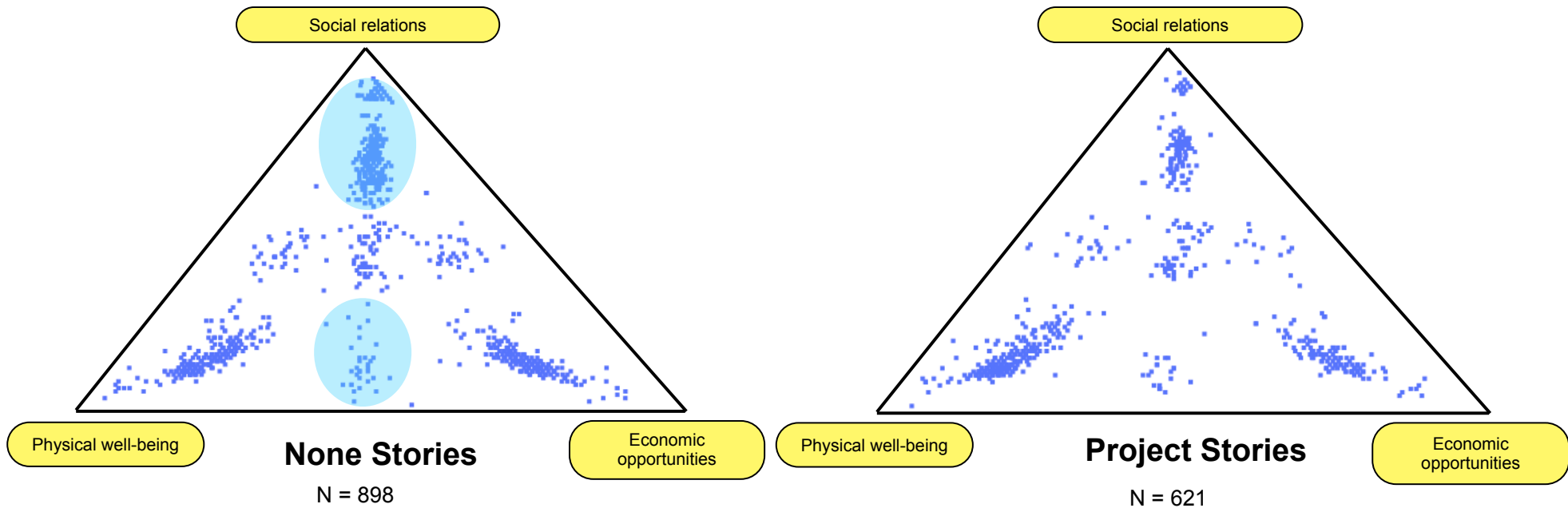


## 2. Projects (Global Giving, non-Global Giving organizations and Individual efforts) compared with None (problems / solution stories with no leadership)



# Missed

This community effort failed to improve...



## **Observations:**

Both “None” and “Project” triads have clusters of stories towards each apex. The cluster towards “social relations” is stronger on the “None” triad. There is also a stronger cluster between “physical well-being” and “economic opportunities” in the “None” triad as well.

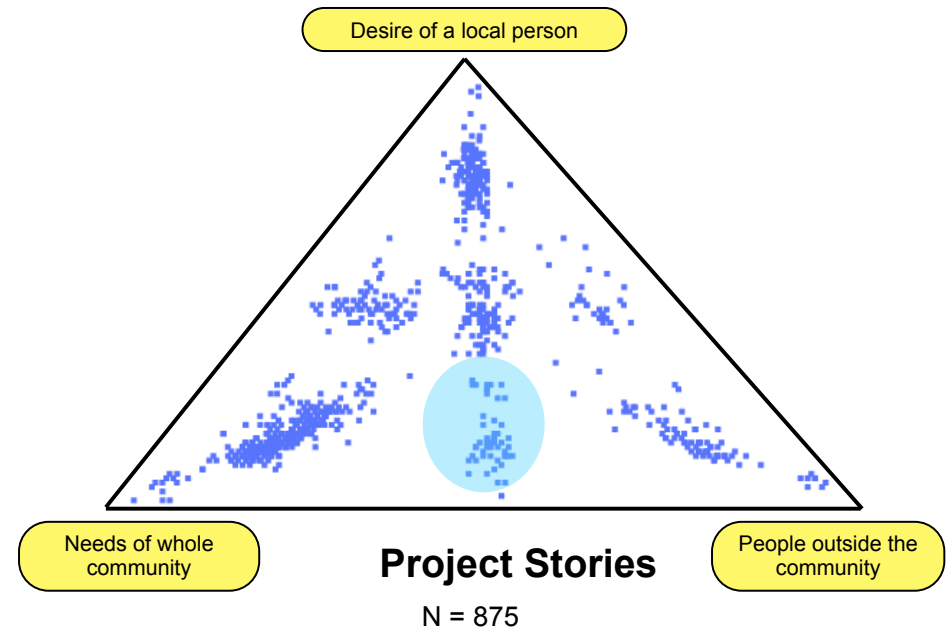
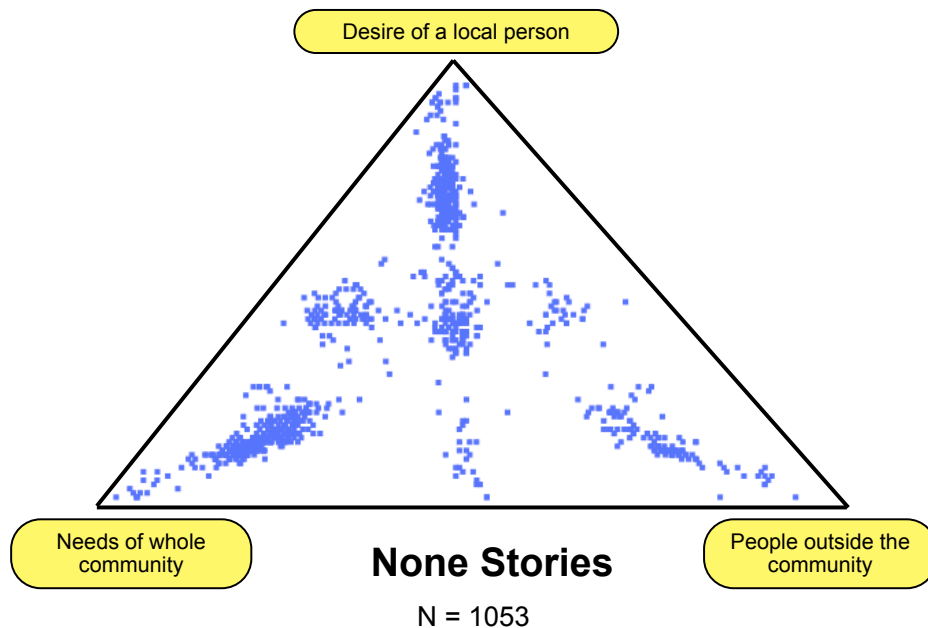
## **Interpretations:**

Where there is no leadership entity in place as seen in the “None” triad, this seems to have a greater impact on social relations



# Influence

The results so far have been influenced by...



## Observations:

There are strong clusters in both triads especially towards “desire of a local person” and “needs of whole community”. The “Project” triad had a stronger cluster of stories in between “needs of whole community” and “people outside the community”.

## Interpretations:

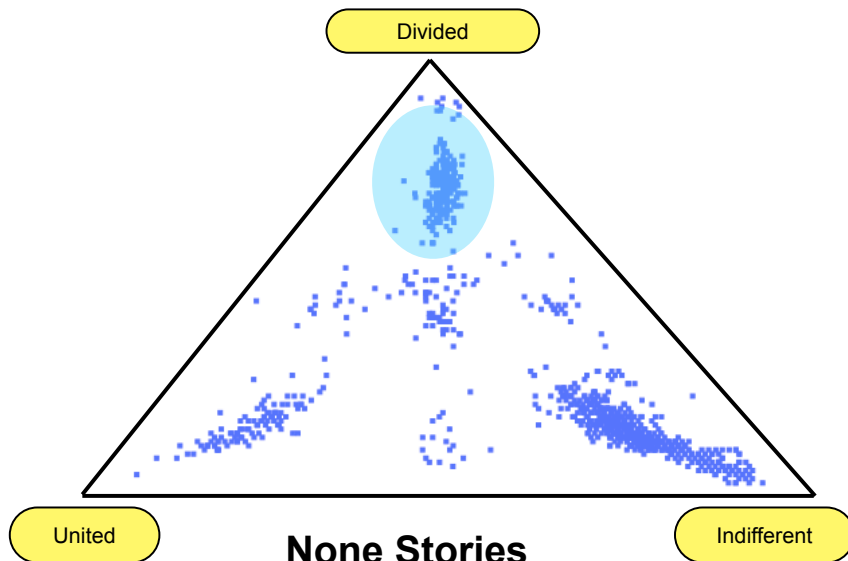
There is a strong perception that results have been influenced by the “desire of a local person”. The presence of a strong cluster at the “needs of the whole community” apex is likely a good result. Why are there stories clustered towards “people outside the community”?



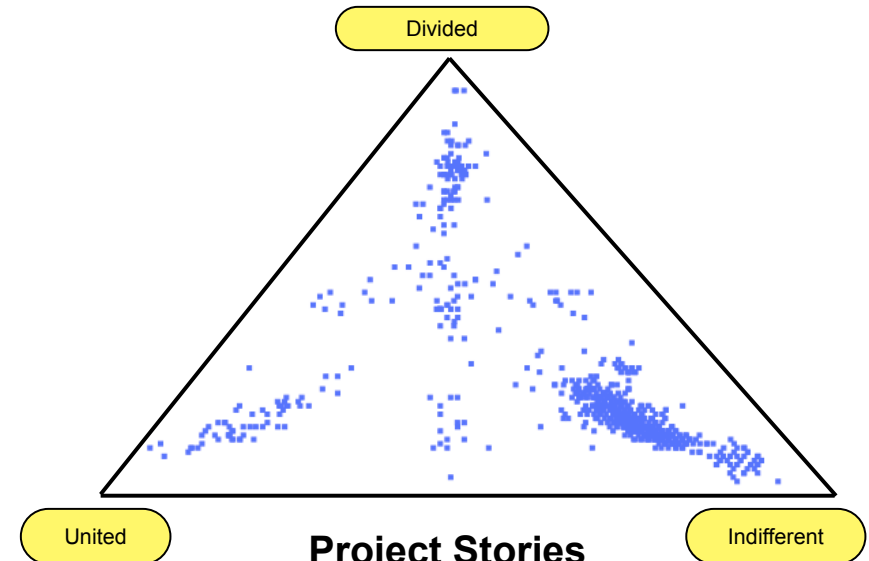


# Opinions

Community attitudes about the effort in your story are...



N = 1158



N = 920

## **Observations:**

For the Opinions triad, there are strong clusters towards “indifferent” in both “None” and “Project” stories. However, in the None triad, there is a strong cluster of stories present towards “divided”, as compared to “Project” triad.

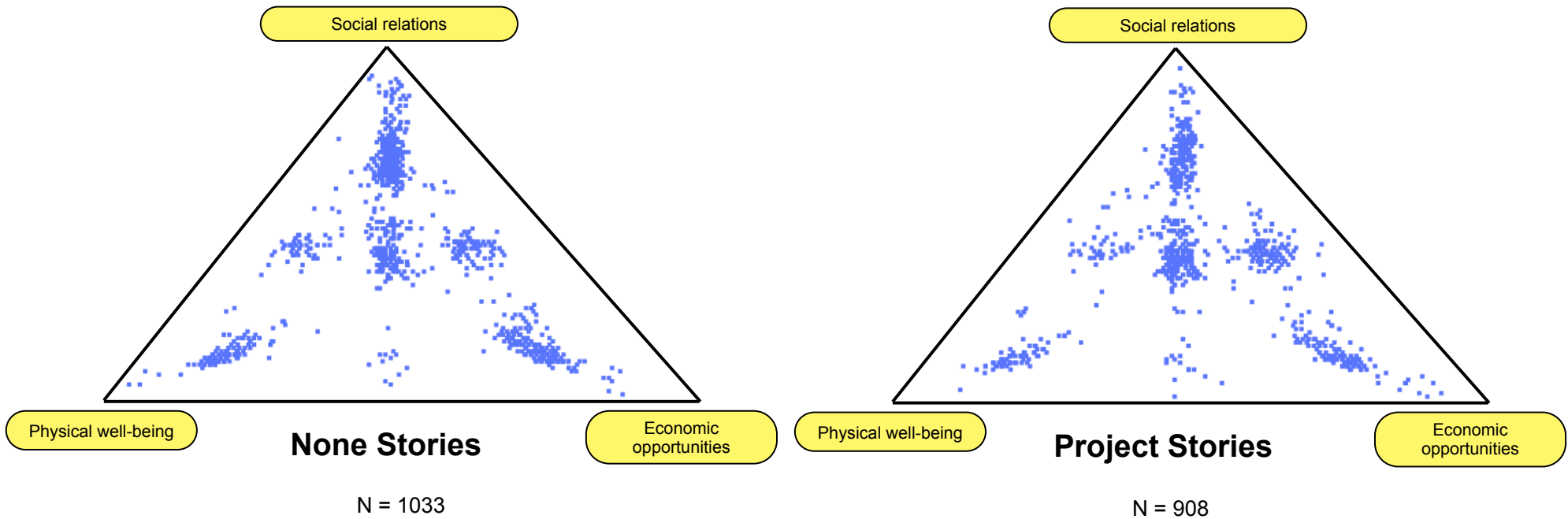
## **Interpretations:**

A strong degree of community indifference towards efforts are present in both “Project” and “None” stories. However, “None” stories also had a strong cluster towards “divided”. A study of the stories in this cluster could be indicative of factors involved in the presence of such a divide.



# Core Goal

This community effort improved...



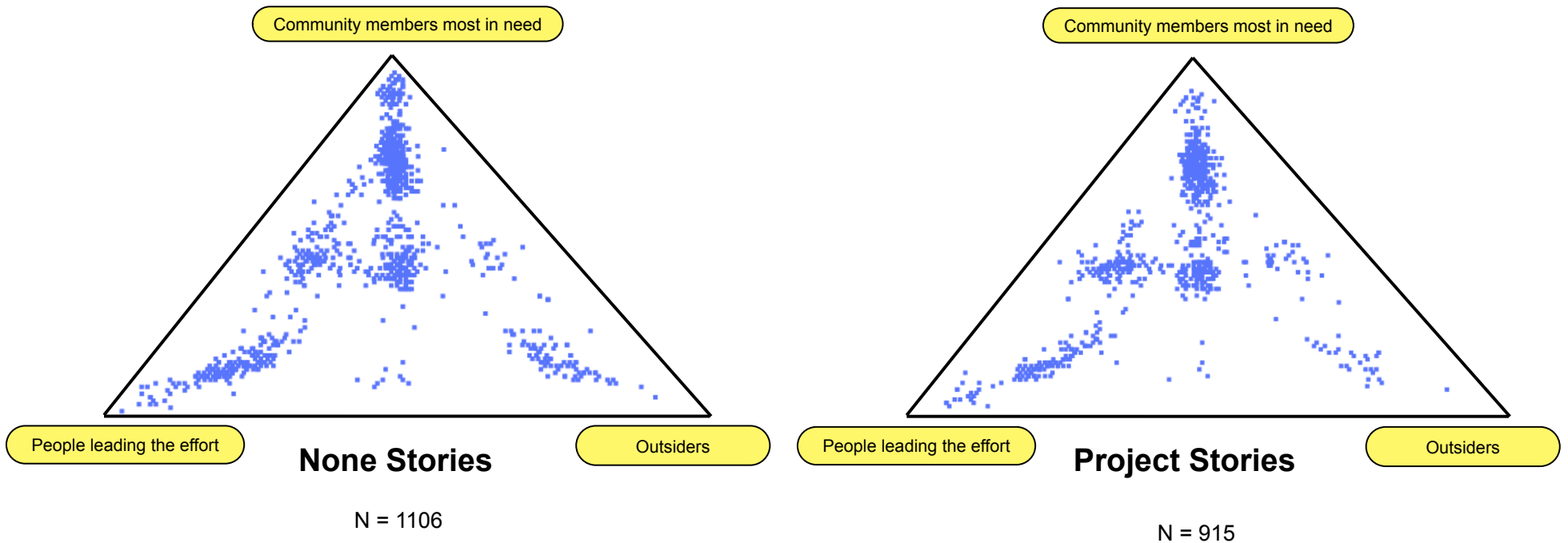
**Observations:**

**Interpretations:**



# Benefits

Those benefitting from the community effort in your story are...



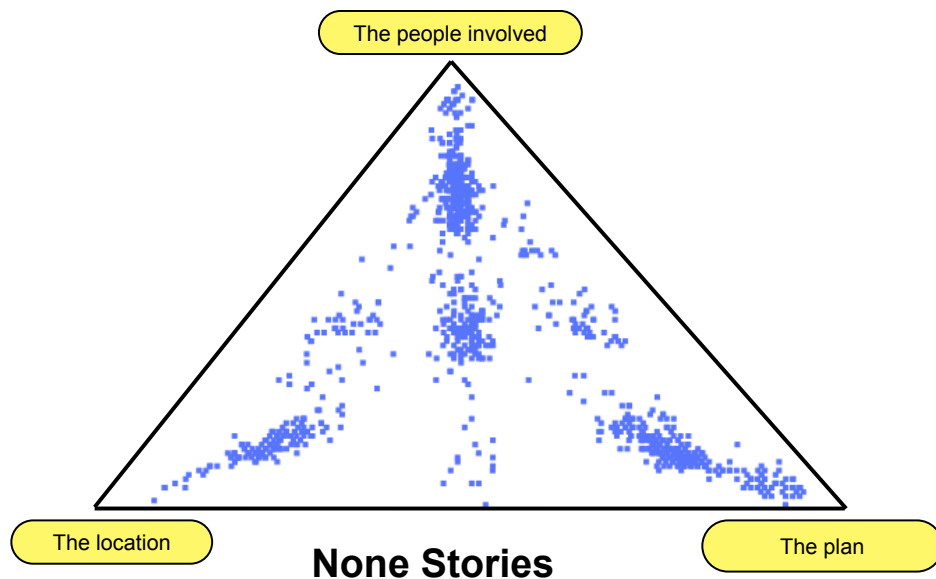
**Observations:**

**Interpretations:**



# Advise

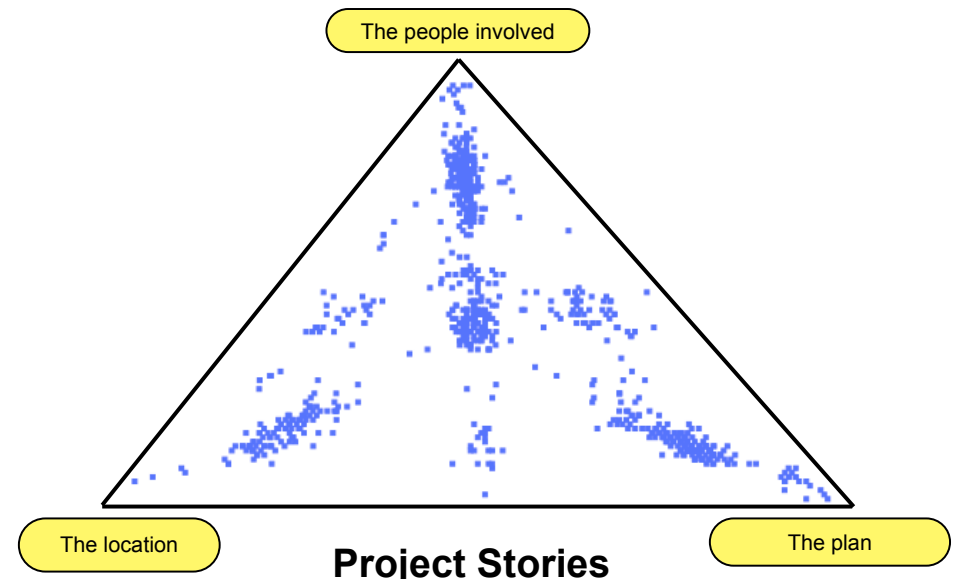
How would you advise a friend who wanted to organize a similar community effort? What part could be improved the most?



N = 1122

**Observations:**

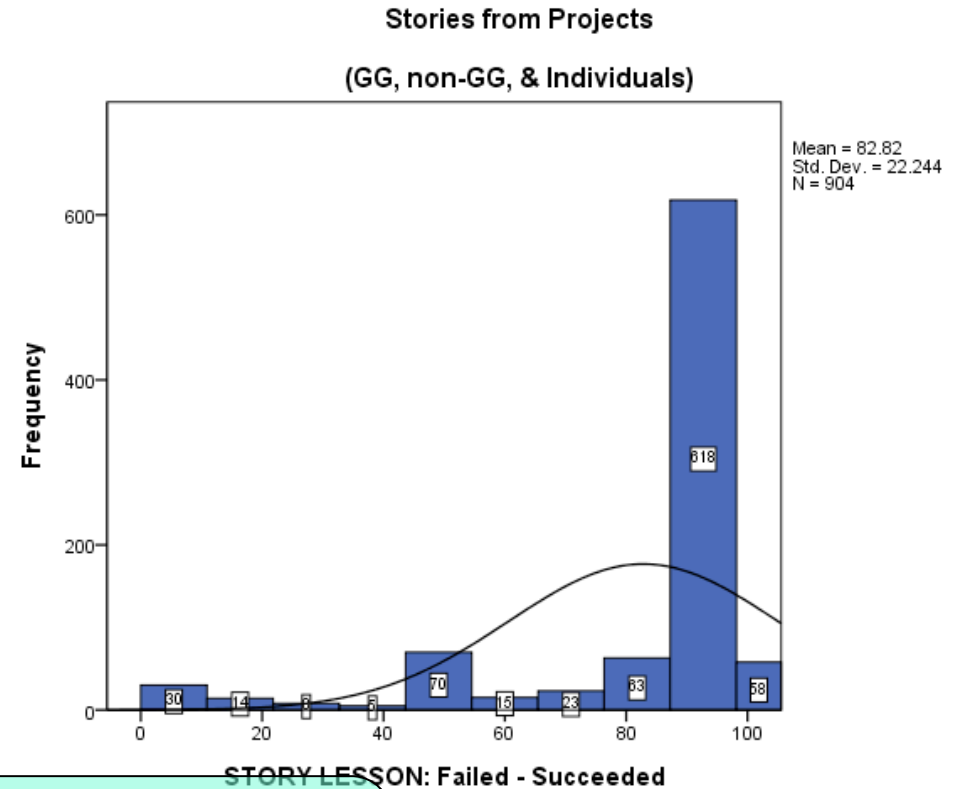
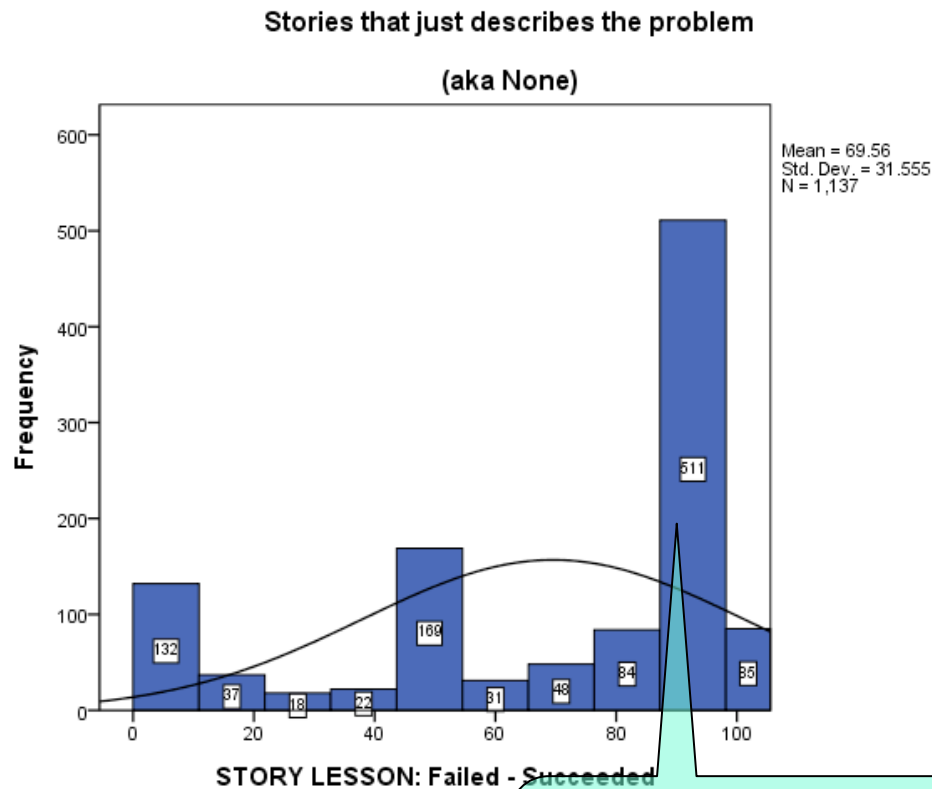
**Interpretations:**



N = 860



For the stories in the “None” group, there are more examples of perceived failures than in the “Projects” group



Themes of how these problems are considered successful

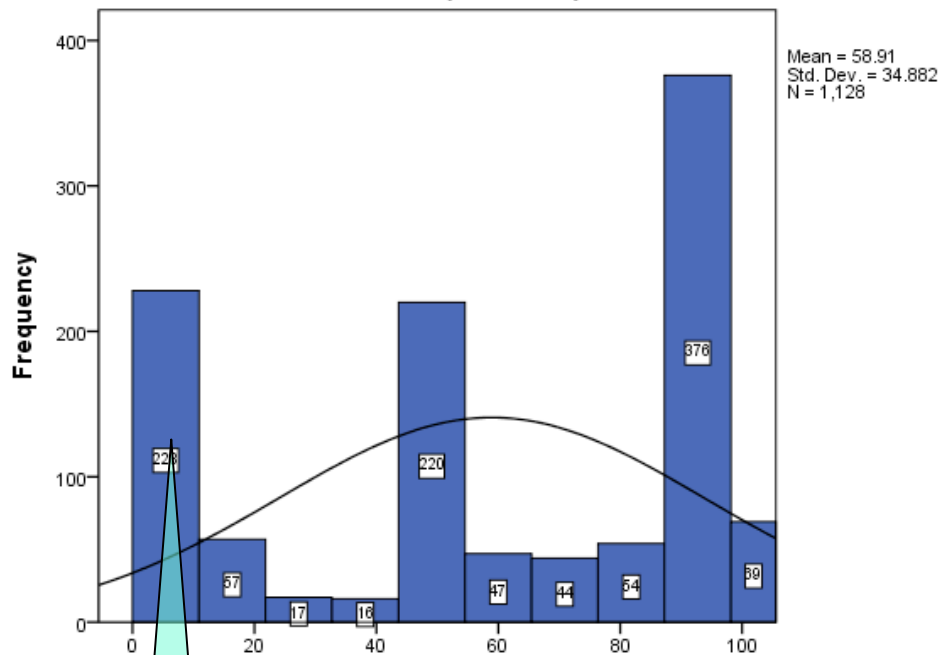
1. Self-reliance (hard work)
2. Advice from community members
3. Extended families aid each other
4. Community is supportive

There are some stories where it is not clear how the respondent considered this a success.



# Many more stories in the “None” group also indicate that no outside help is required

Stories that just describes the problem  
(aka None)



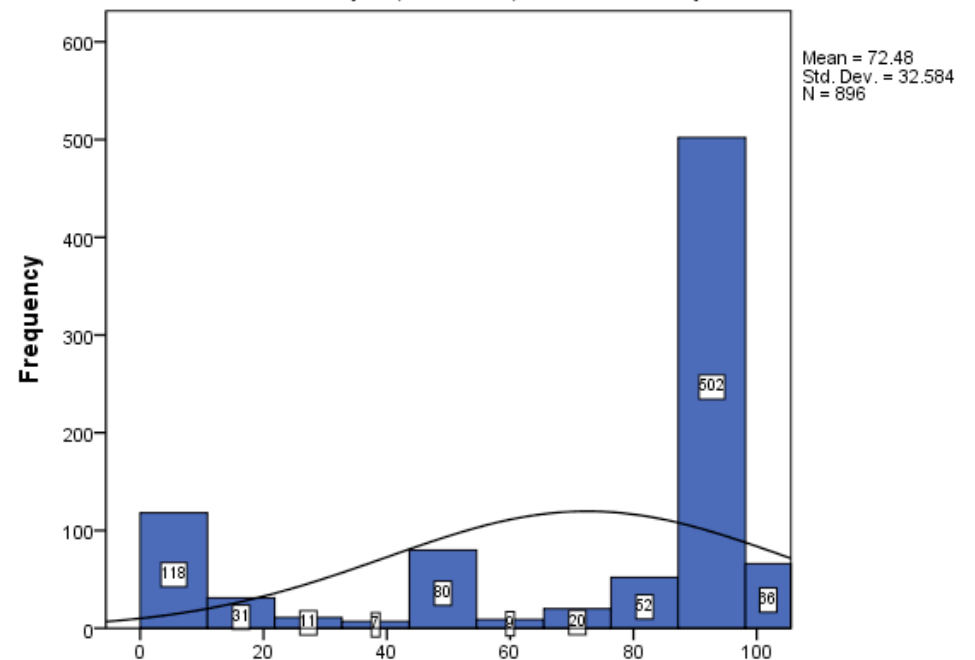
OUTSIDERS:No help req - Req Org Help

Themes of how these problems would not need outside help

1. Find a job (hard work)
2. Community interventions
3. Extended families aid each other
4. Community is supportive
5. Be generous and share

There are some stories where it is not clear how the respondent considered this a success.

Stories from Projects  
(GG, non-GG, & Individuals)



OUTSIDERS:No help req - Req Org Help

Notice how the themes on this page and the last one are very similar.

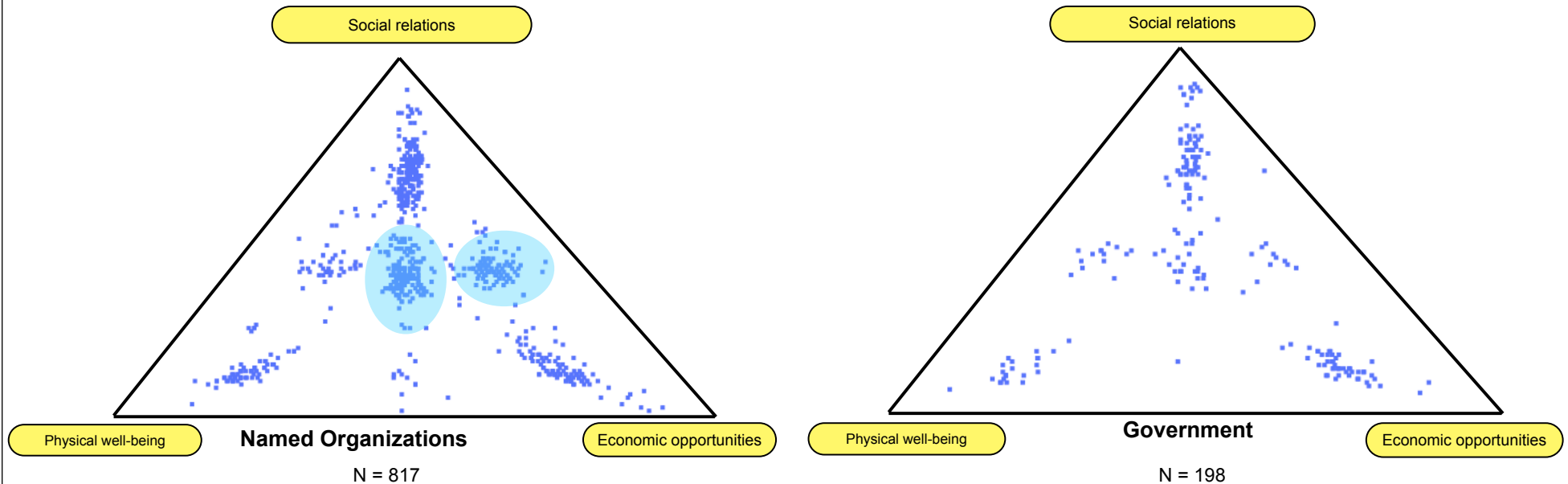


### 3. Named organizations (GG and non-GG orgs) compared with Government related stories



# Core Goal

This community effort improved...



## **Observations:**

There are clusters of stories towards each apex in both “Named” and “Government”. However, there are two strong clusters in “Named” which are absent in “Government” - the first cluster sees all three apices as important, while the other is a combination between “social relations” and “economic opportunities”.

## **Interpretations:**

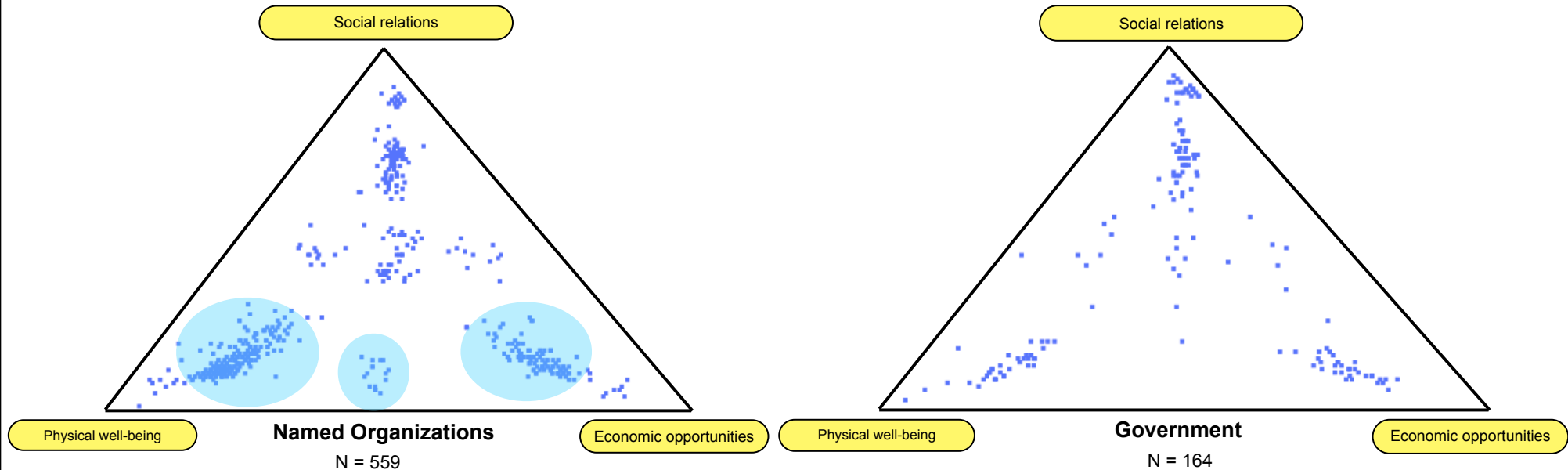
“Named” (or non-government) projects seem to be more widely interpreted as having improvement in all three factors. Studying the stories in the middle and middle-right cluster could indicate more information.





# Missed

This community effort failed to improve...



## Observations:

Clusters of stories common to both triads are seen towards each apex. In particular for “Named”, “physical well-being” and “economic opportunities” have strong clusters. A cluster between “physical well-being” and “economic opportunities” is also present in “Named” but absent for “Government”.

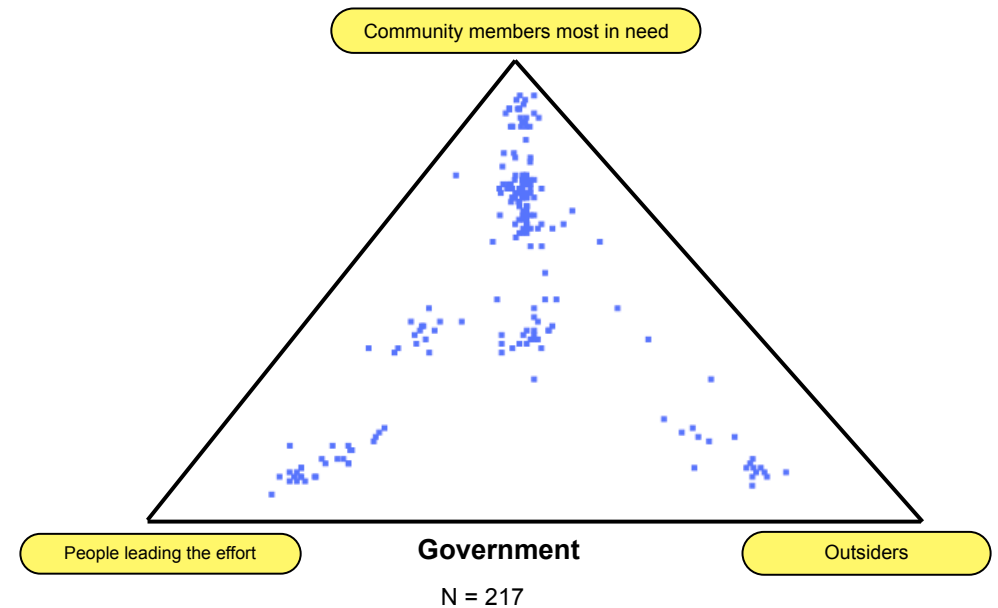
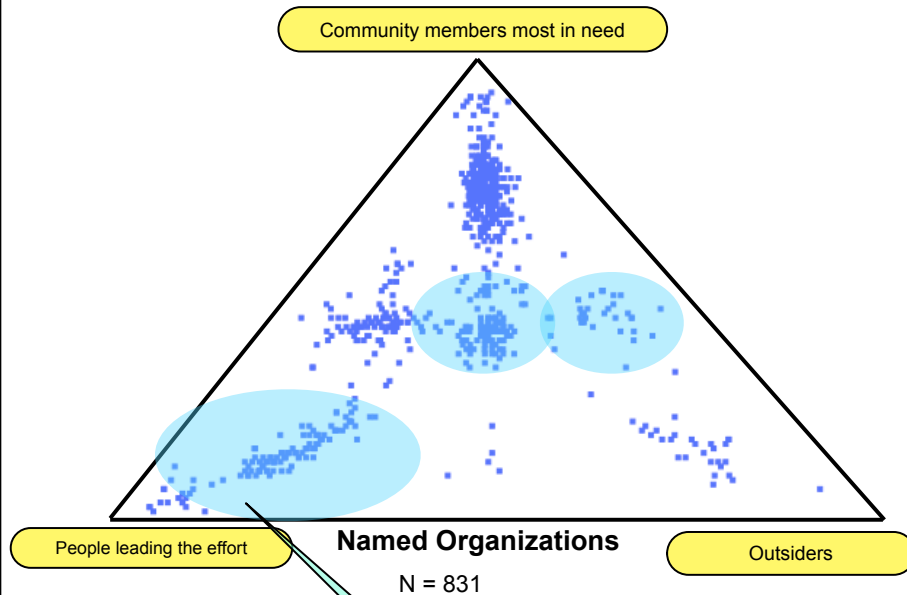
## Interpretations:

In general, projects in “Named” are seen to have failed to improve in the areas particularly of “physical well-being” and “economic opportunities”. When looking at the specific stories within these two sectors, 95% of them were rated as being Successful. It could be that this signifier should have been skipped by the respondent or it could have been misinterpreted.



# Benefits

Those benefitting from the community effort in your story are...



## Observations:

There are stronger clusters in "Named": i) the middle of the triangle where all three elements are seen as equal; ii) a cluster between "community members" and "outsiders" (absent in government) and iii) a cluster towards "people leading the effort"

## Interpretations:

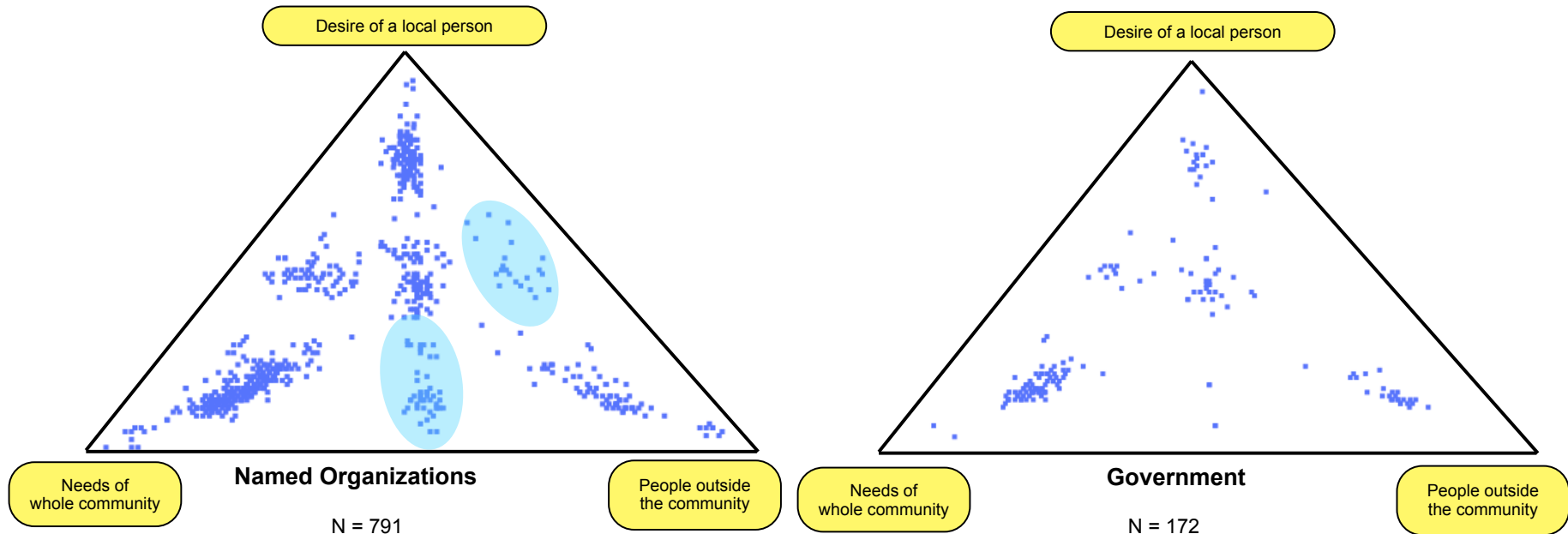
The majority of stories for "Government" are seen as benefiting "community members most in need". However, for "Name", the projects are seen also as strongly benefiting the "people leading the effort".

Most people who signified stories in this area interpreted the people leading the effort as who also needed the benefits. In a few cases, it was not beneficial like in the case of the fake doctors.



# Influence

The results so far have been influenced by...



## **Observations:**

In “Named”, there are two clusters present which are not found in “Government”: (i) Cluster seeing “needs of whole community” and “people outside community” as equally important and (ii) Cluster seeing “desire of local person” and “people outside the community” as equally important.

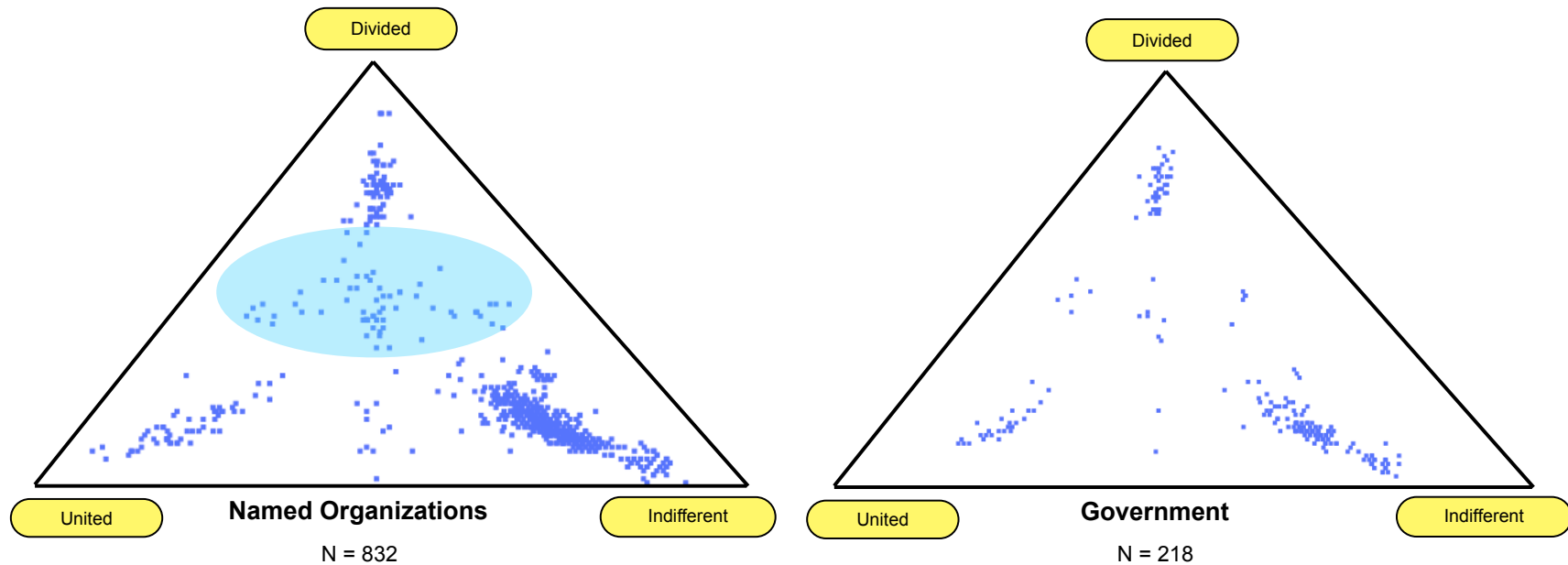
## **Interpretations:**

For non-government projects, results are seen as being influenced by need of community AND people outside the community; as well as desire of local person AND people outside the community.



# Opinions

Community attitudes about the effort in your story are...



## **Observations:**

The strongest cluster of stories for both triads tend towards “Indifferent”. However, there is a cluster of stories towards the upper-middle of the “Named” triads which is absent in “Government”.

## **Interpretations:**

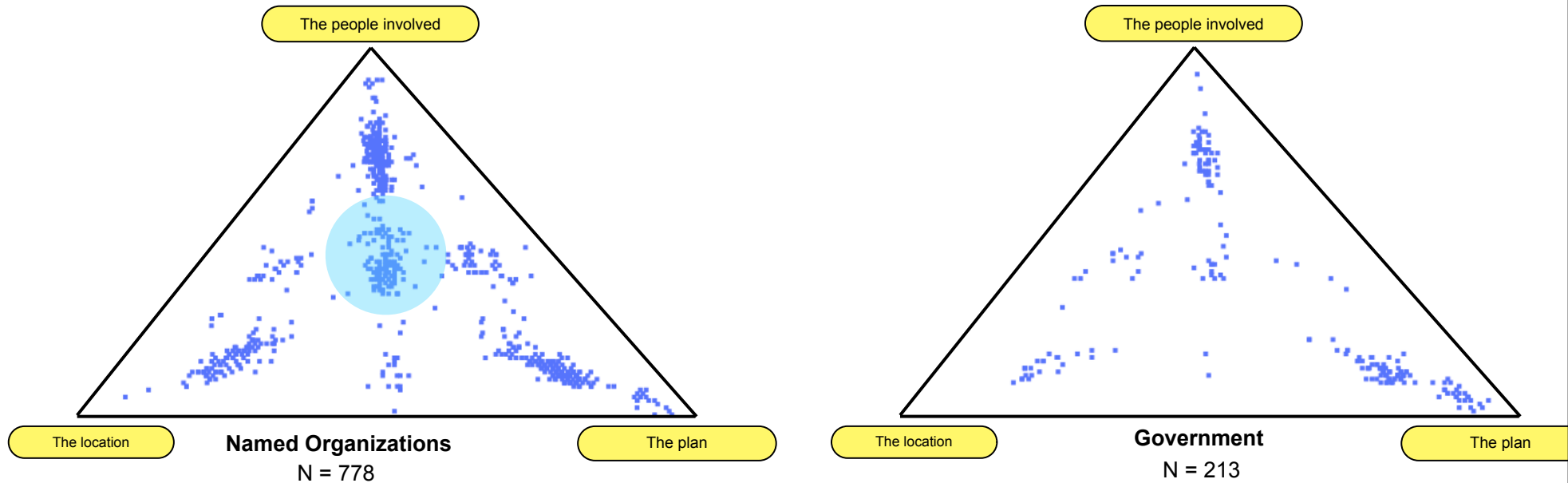
There is a lot more ambiguity regarding community attitudes towards the “Named” projects. Studying the stories here would be helpful in understanding that.

Also, studying the “United” stories would provide an idea of what helps unify community attitudes.



# Advise

How would you advise a friend who wanted to organize a similar community effort? What part could be improved the most?



## Observations:

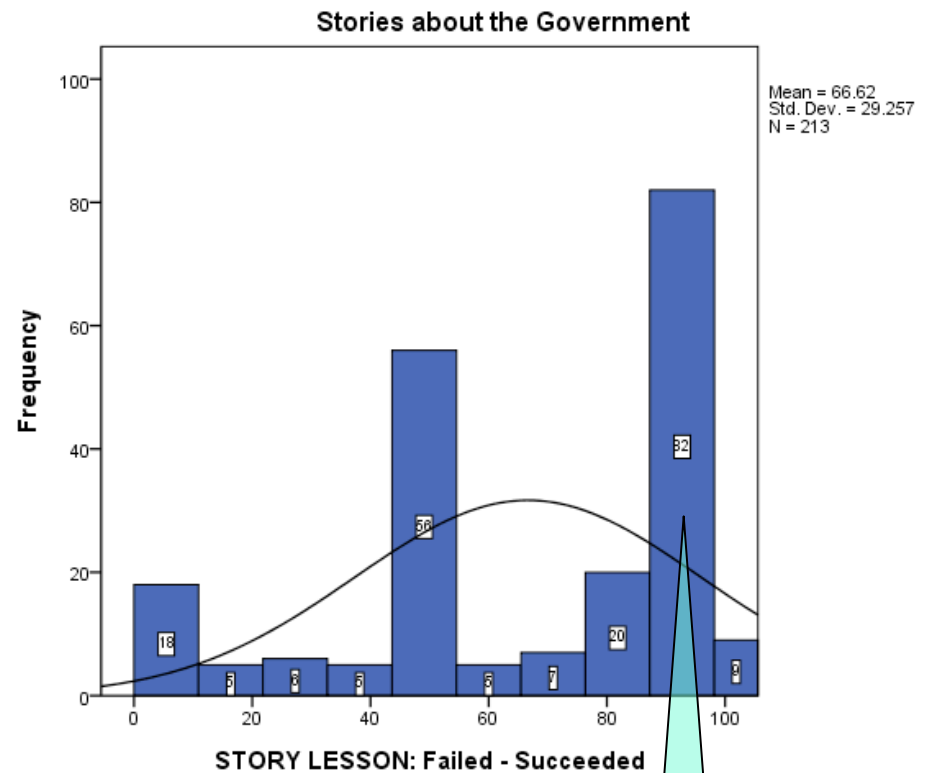
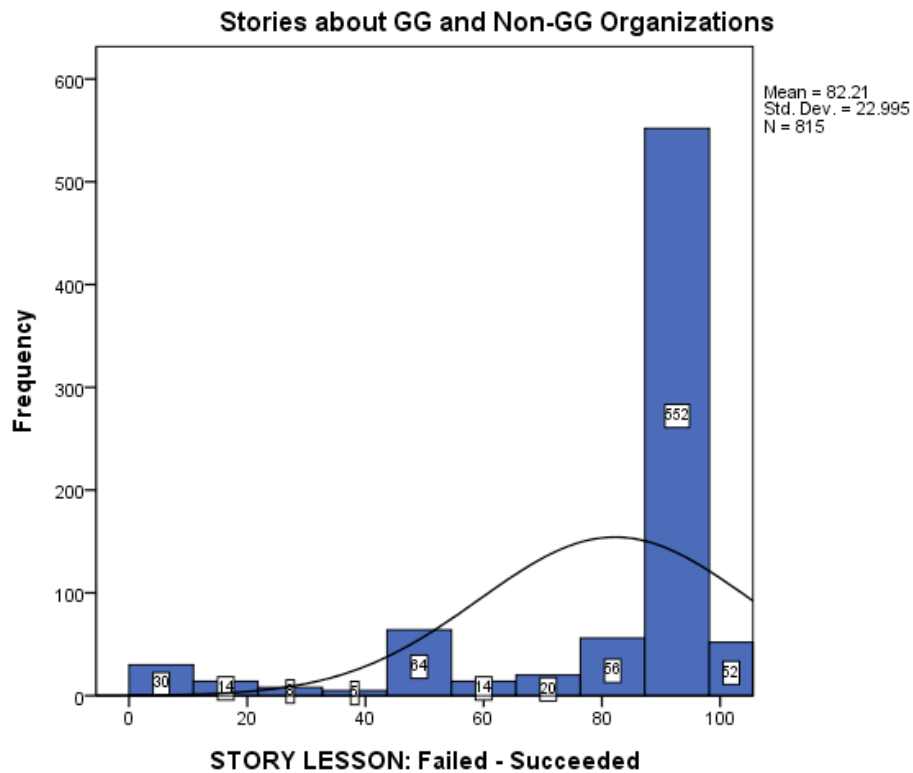
“Named” and “Government” have several strong clusters in common. The cluster present only in “Named” would be the middle cluster which sees all three elements as equally important.

## Interpretations:

For “Government” projects, “the plan” is seen as an aspect where improvement is most desired - however there is a lot more difference for “Named”, where all three elements are seen as important.



When compared to non-government organizations, stories about the Government are seen to have more varying rates of perceived success



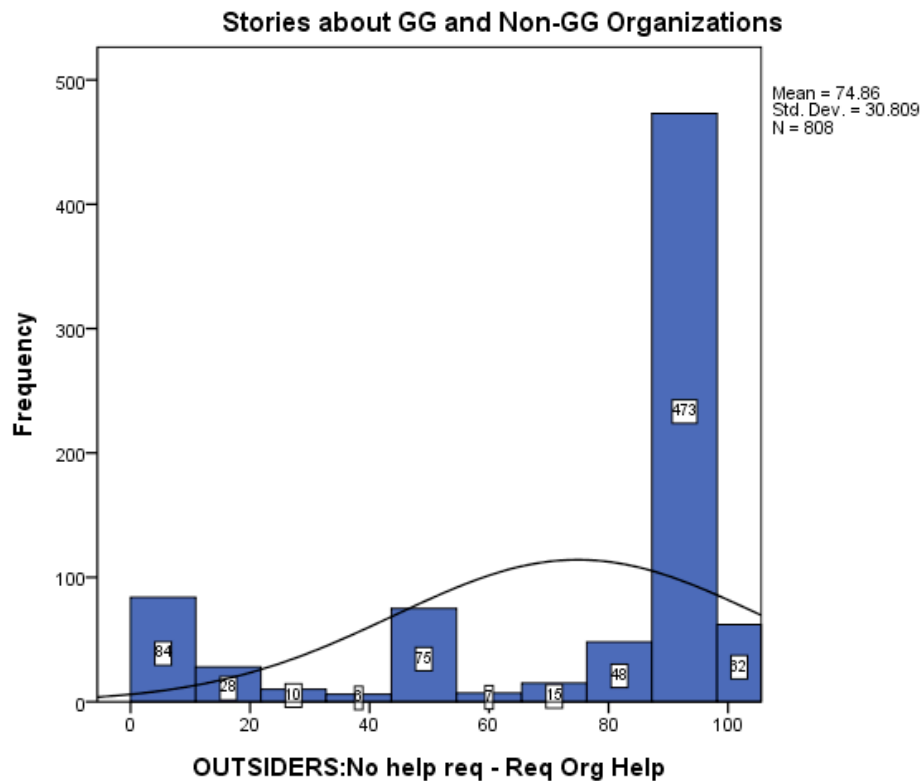
Two primary theme emerged within successful government stories.

1. Gov't intervention made a difference
2. Gov't needs to protect a positive situation

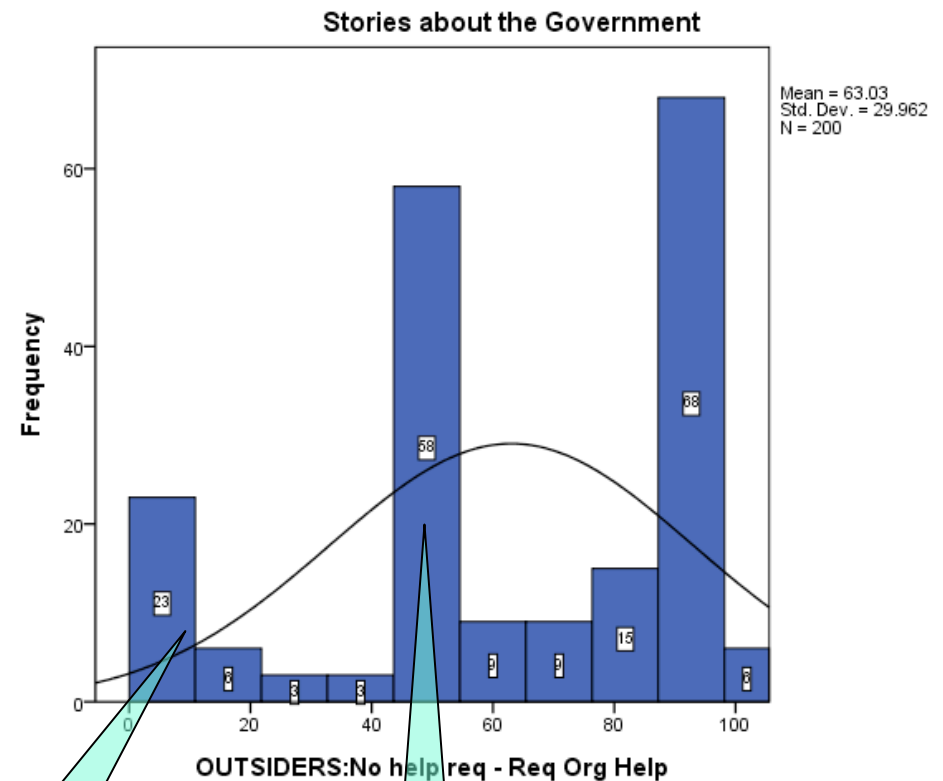
There were stories where it was unclear why they were rated successful.



Both government and non-government stories indicate high rates of requiring organizational help, but government stories tend to be more diverse in levels of help seen as required



The stories here fell into one of two types.  
1. Government needs to help  
2. Government has been helping



Many stories here could have been rated higher needing organizational help. In some cases, others were intervening where gov't could be. And there were some mixed views on gov't efforts.



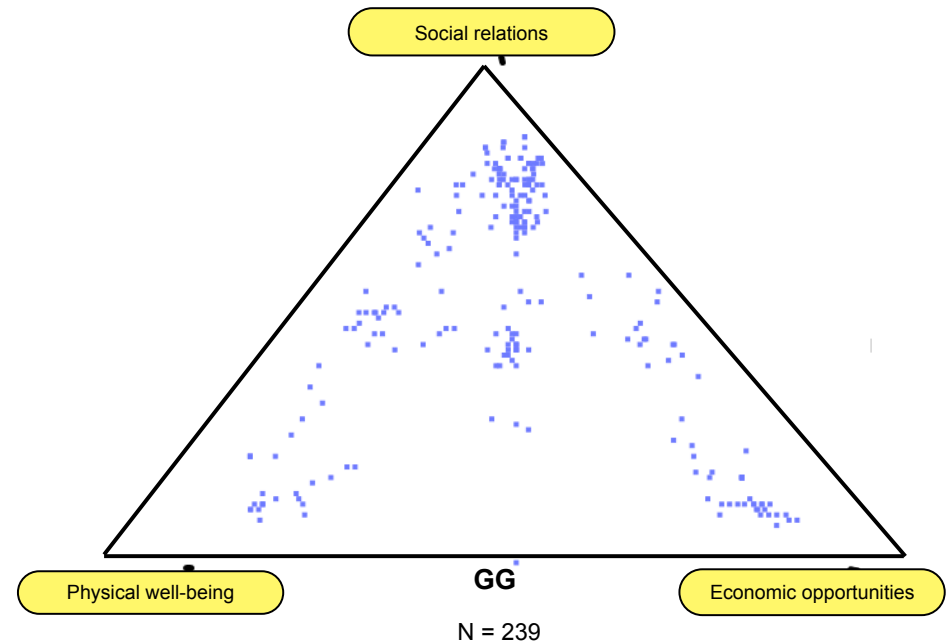
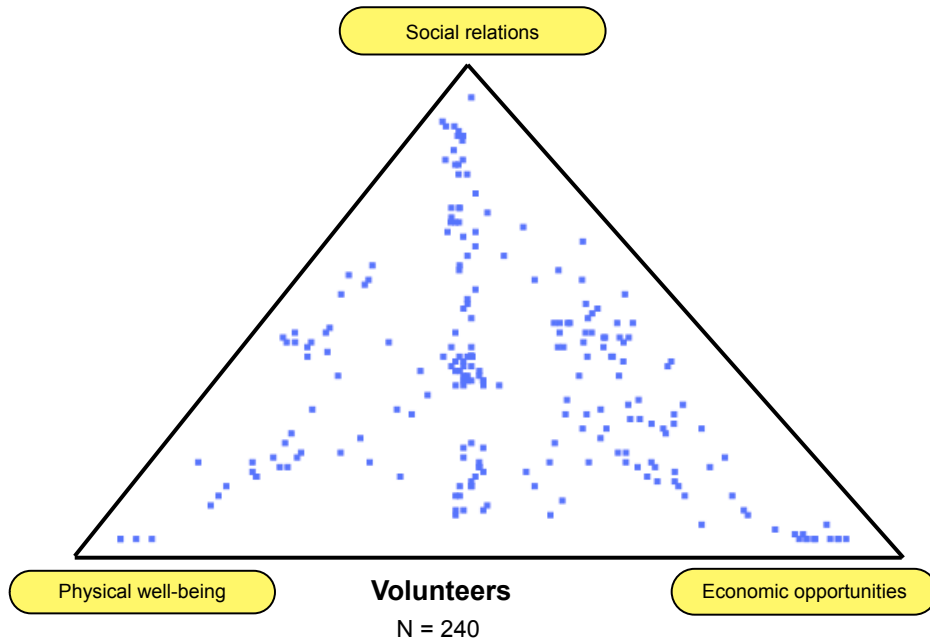
## 4. Signified Stories by Volunteers (existing stories about GG) compared with Global Giving (stories collected for this effort)





# Core Goal

This community effort improved...



## **Observations:**

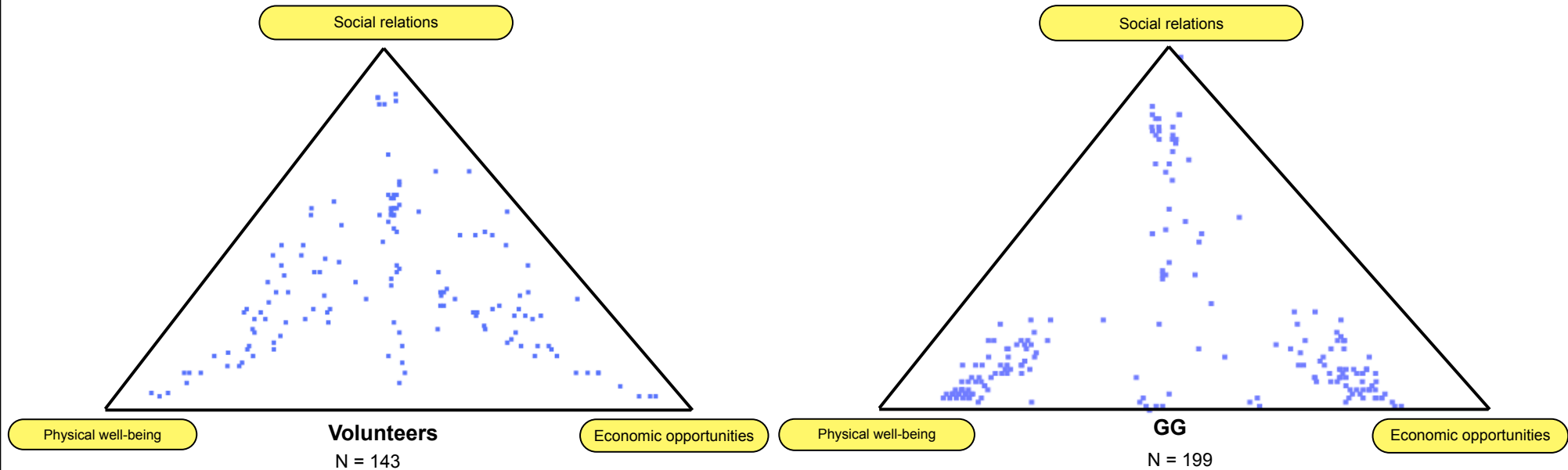
There is a heavy concentration toward Social relations and Economic opportunities from the “GG” stories while the “Volunteer” group has their selections more evenly spread throughout.

## **Interpretations:**



# Missed

This community effort failed to improve...



## **Observations:**

Highly dispersed for the Volunteer signifier group while the GG stories are more clumped toward the apices.

## **Interpretations:**

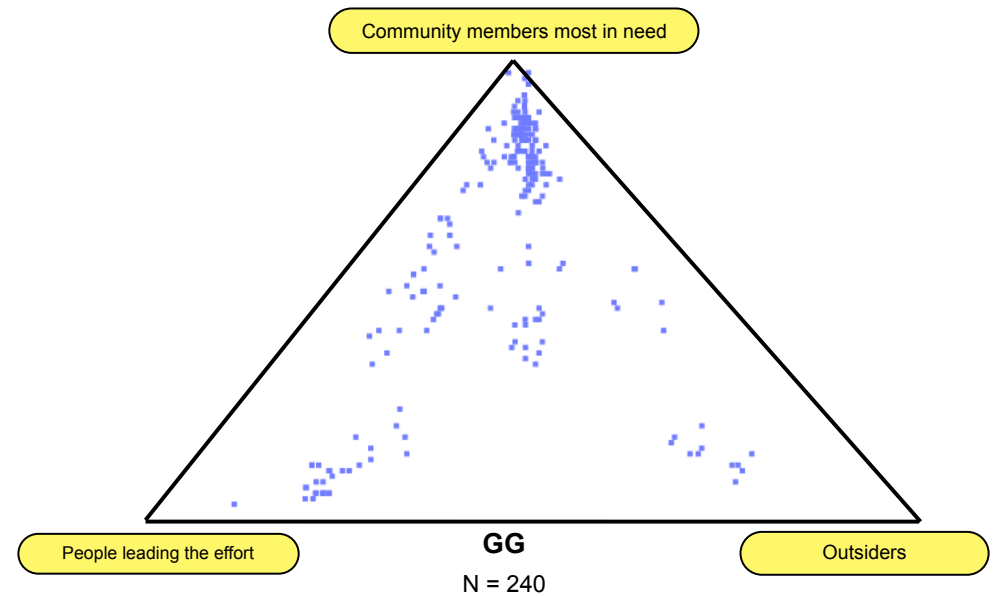
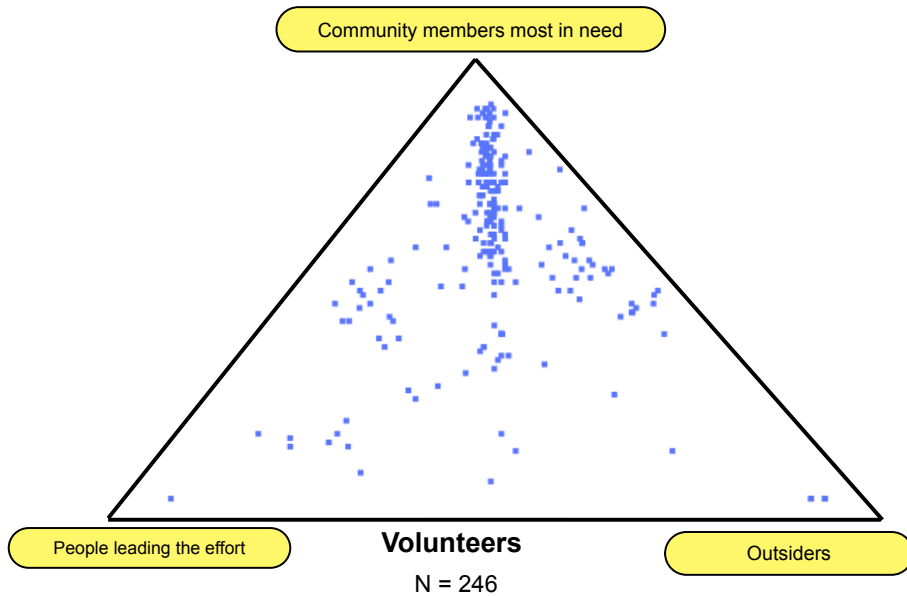
As we discussed in the workshop, the field capture (GG group) was done on paper with a tendency for respondents to mark near the apex of the triad.

We also need to question whether this particular triad is understood by people deciding to use it or if it is useful. We discussed this during the workshop and a general consensus was not to use it in future studies.



# Benefits

Those benefitting from the community effort in your story are...



## ***Observations:***

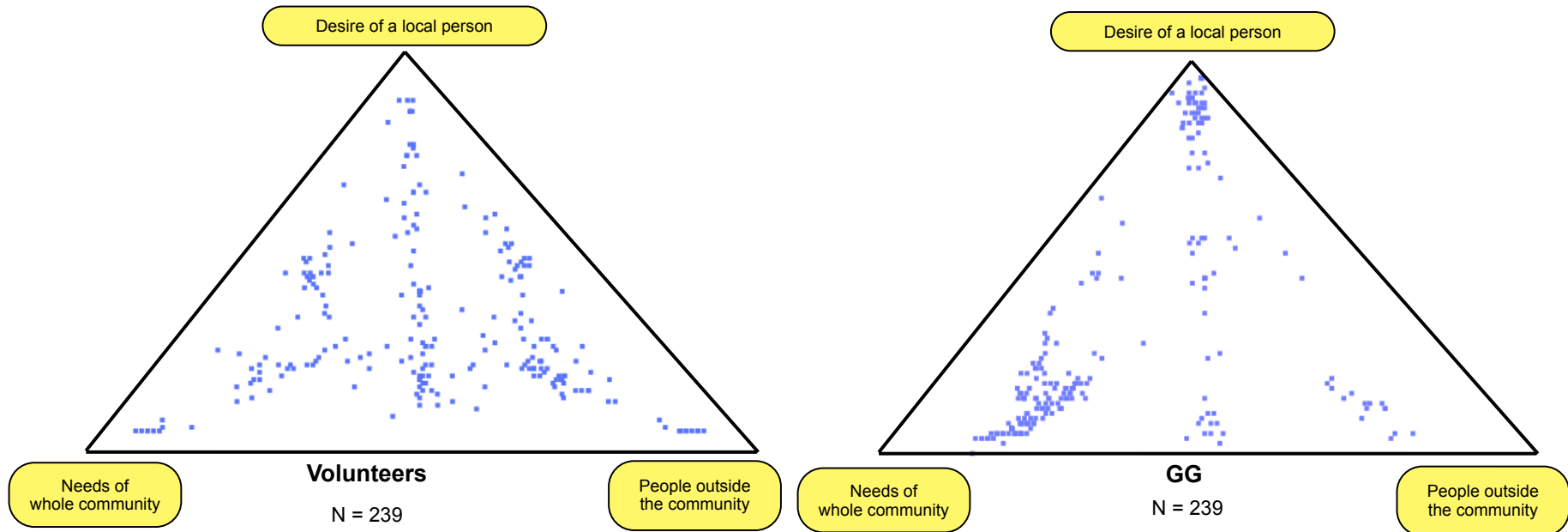
In both triads we see the largest cluster toward Community members most in need.

## ***Interpretations:***



# Influence

The results so far have been influenced by...



## **Observations:**

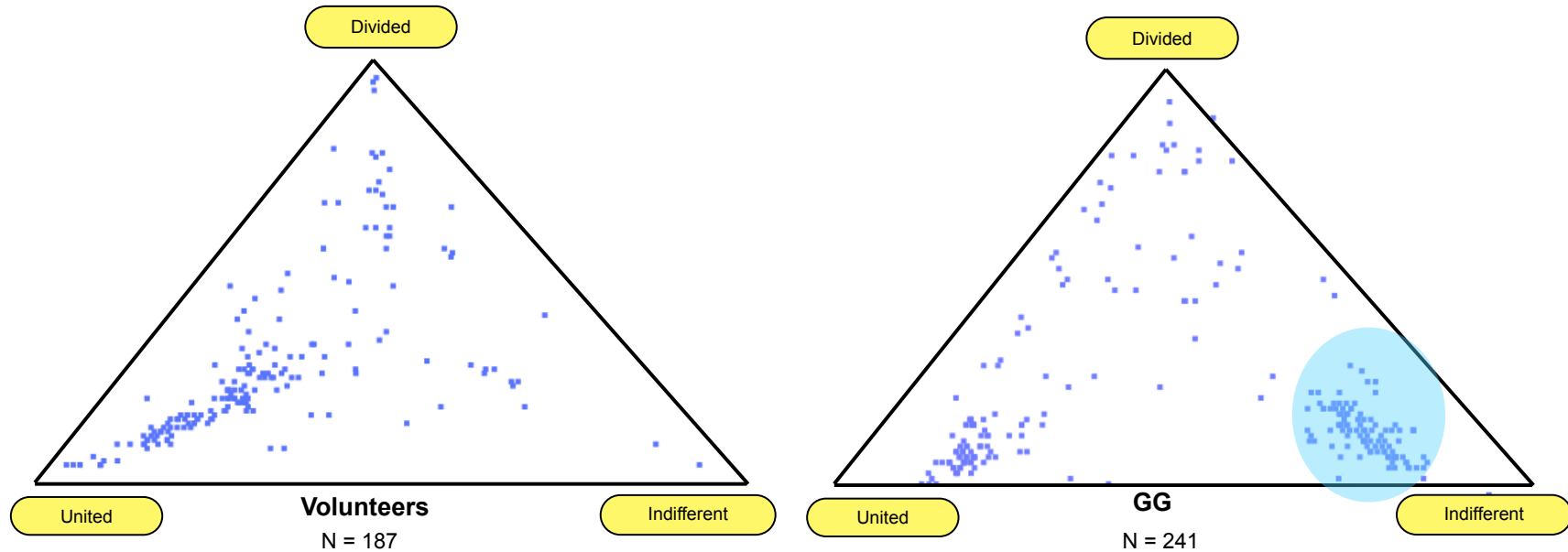
Once again we see a highly dispersed set of stories for the Volunteer signifiers versus more clumping toward the apices from on the ground stories.

## **Interpretations:**



# Opinions

Community attitudes about the effort in your story are...



## **Observations:**

We see a cluster of Global Giving org stories in the Indifferent apex.

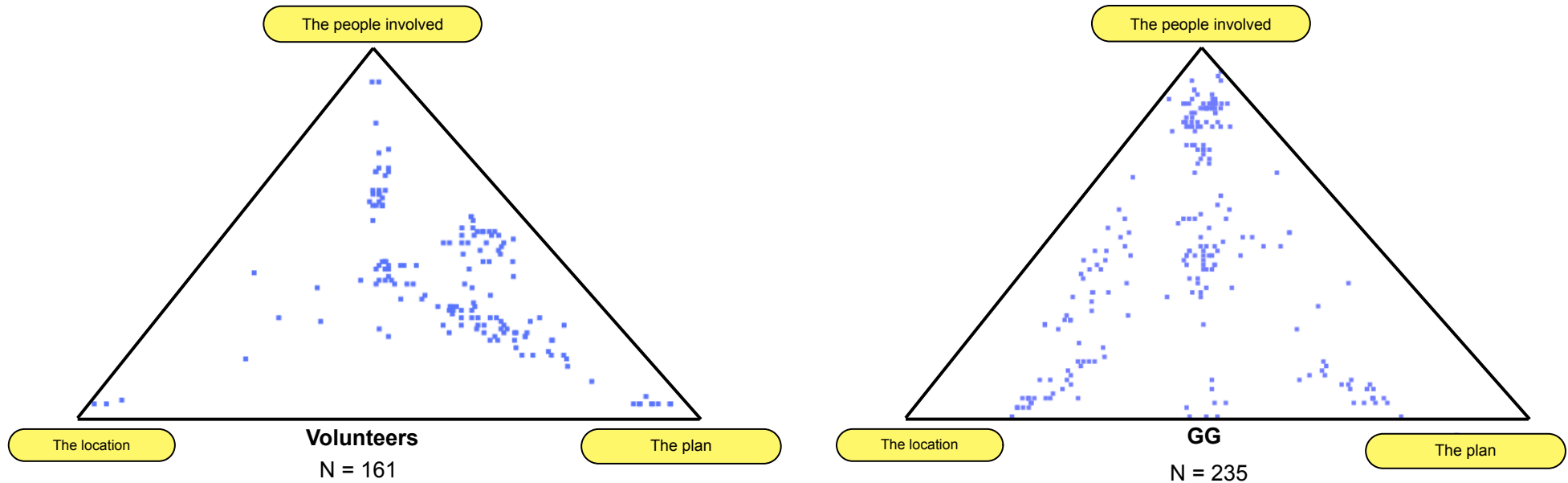
## **Interpretations:**

The stories located in the Indifferent apex were generally positive results-oriented stories. It is not clear why respondents felt the Community attitudes were Indifferent. It is possible that Indifferent carries a meaning other than how we interpret this in the U.S.



# Advise

How would you advise a friend who wanted to organize a similar community effort? What part could be improved the most?



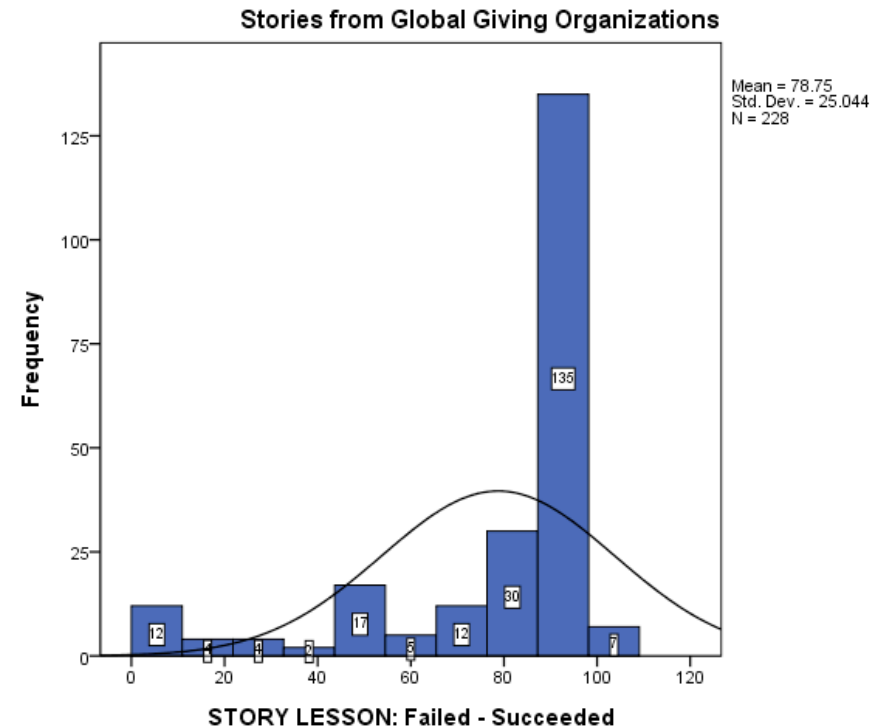
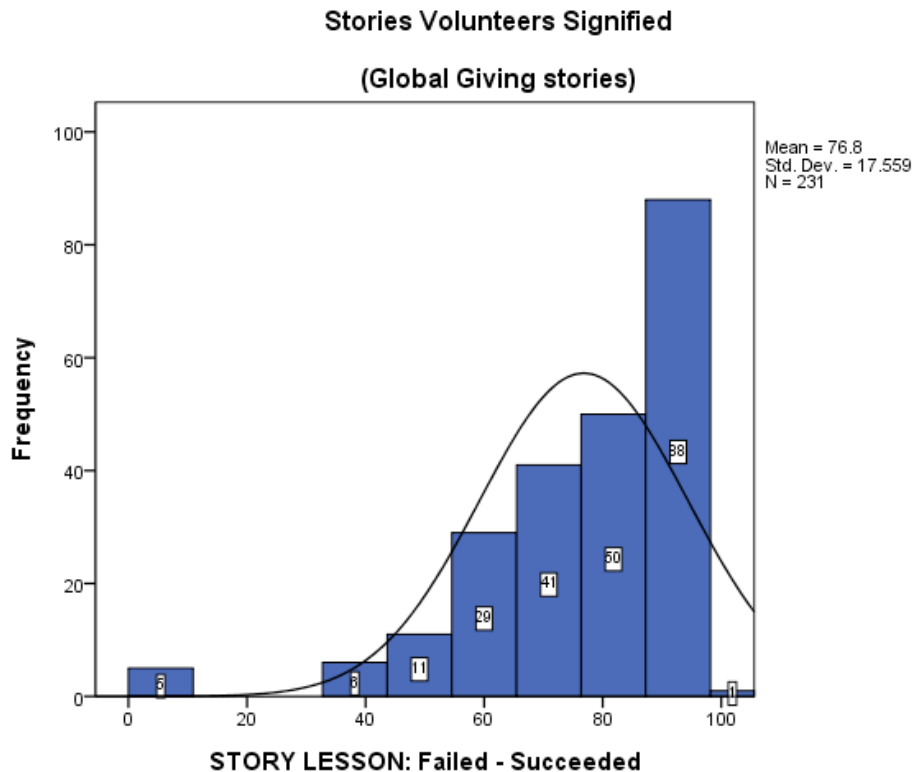
## **Observations:**

The Volunteer signifiers strongly skewed between People and Plan while the Global Giving stories are more evenly dispersed.

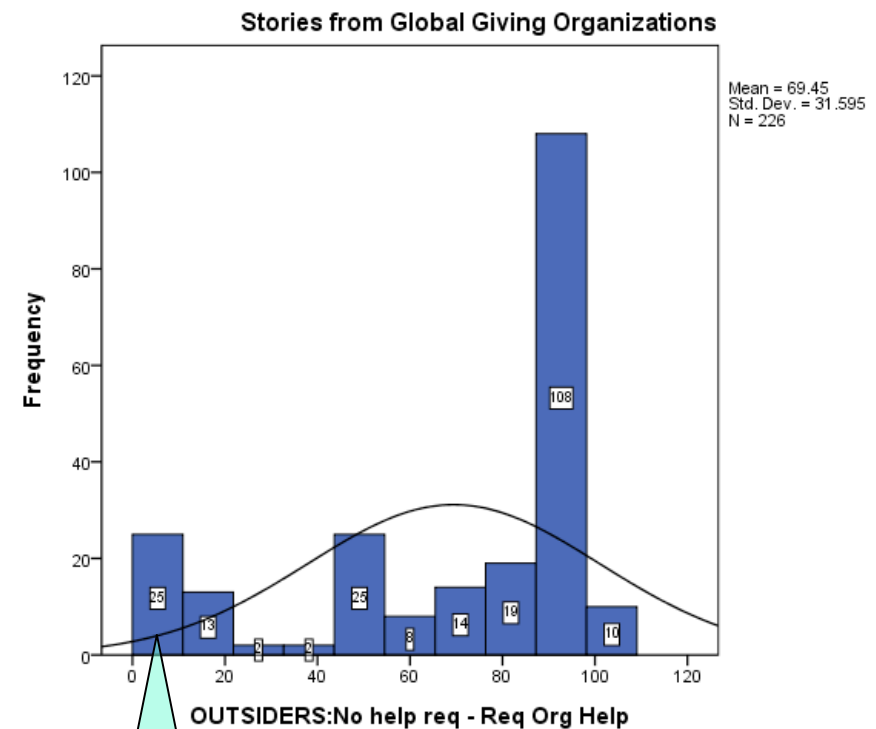
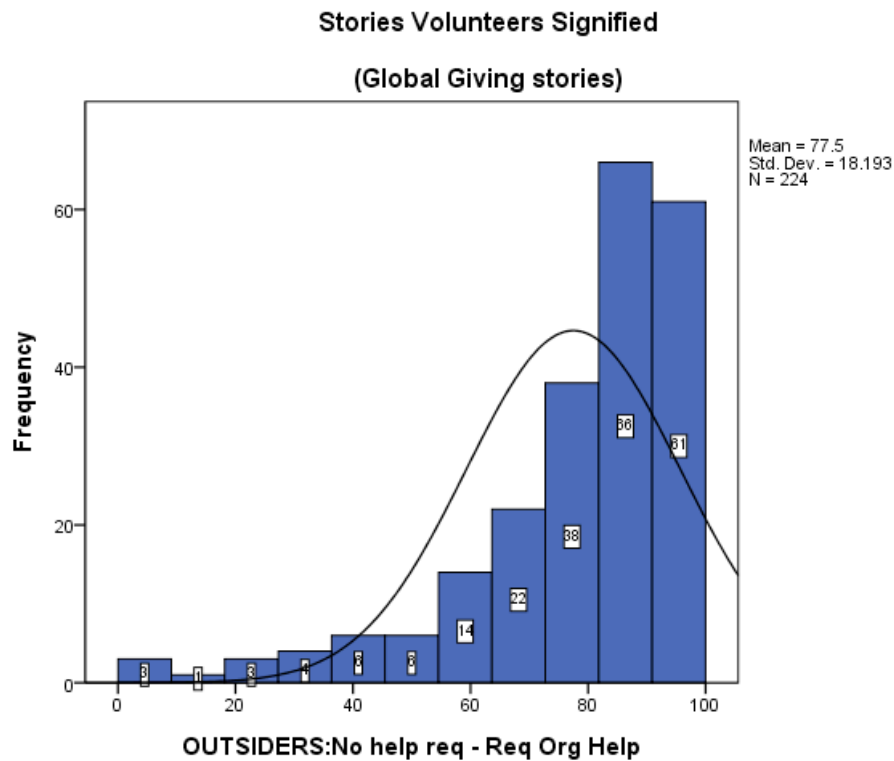
## **Interpretations:**



Stories from Global Giving Organizations tend to perceive a high rate of success, while those signified by Volunteers see the level of success as more varied



While stories from Global Giving organizations have diverse opinions on whether help is needed, many Volunteer stories see help as required



The stories in this section spoke of how they were being helped already by GG orgs. It is possible, people interpreted this as not needing Additional Help.



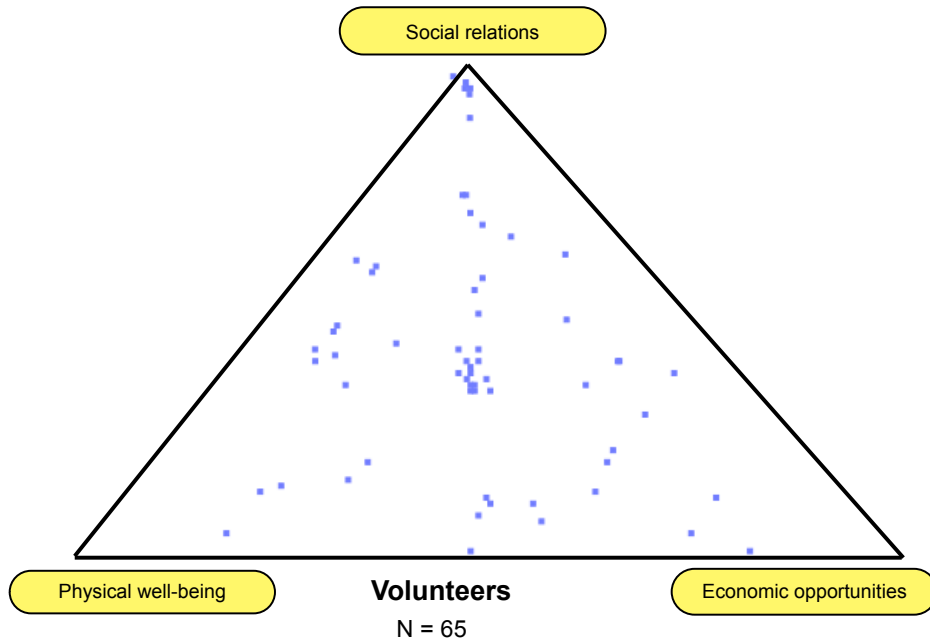


## 5. TYSA Signified Stories by Volunteers compared with TYSA Stories (collected for this effort)



# Core Goal - TYSA

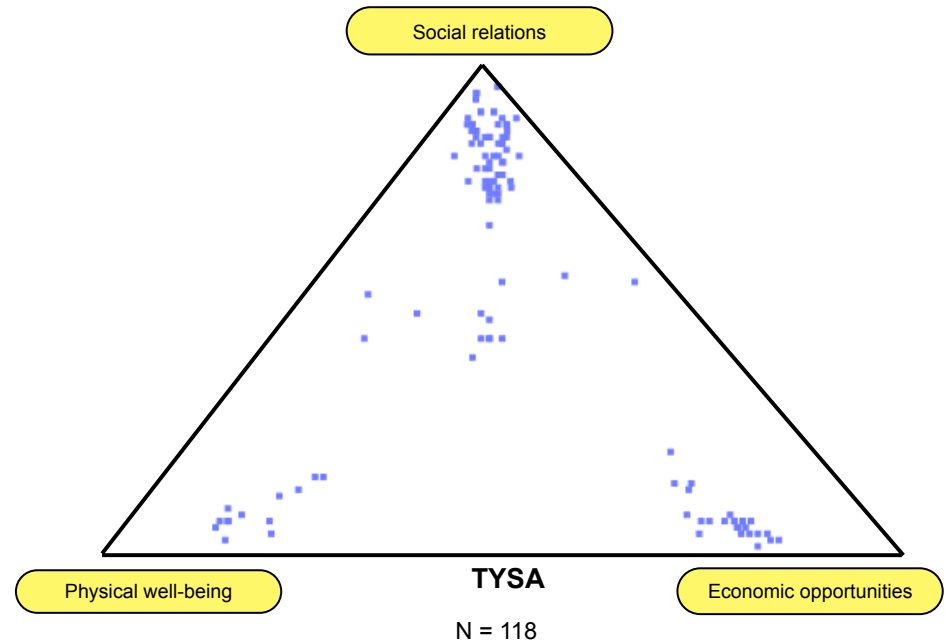
This community effort improved...



## Observations:

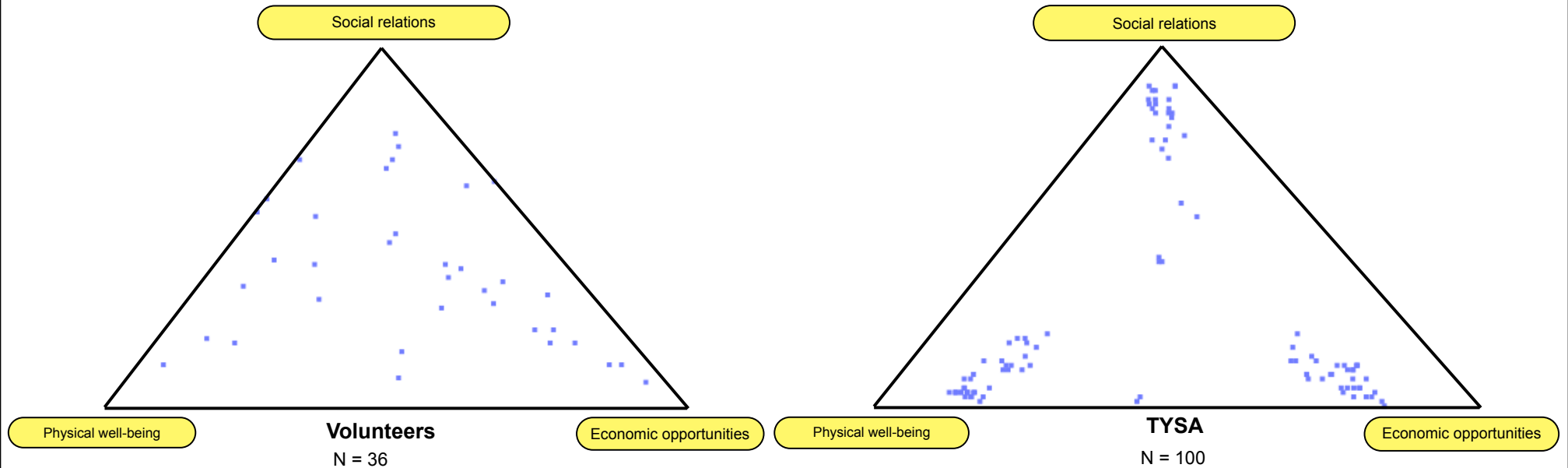
We see a very similar pattern here when compared to all Global Giving organizations.

## Interpretations:



# Missed - TYSA

This community effort failed to improve...



## **Observations:**

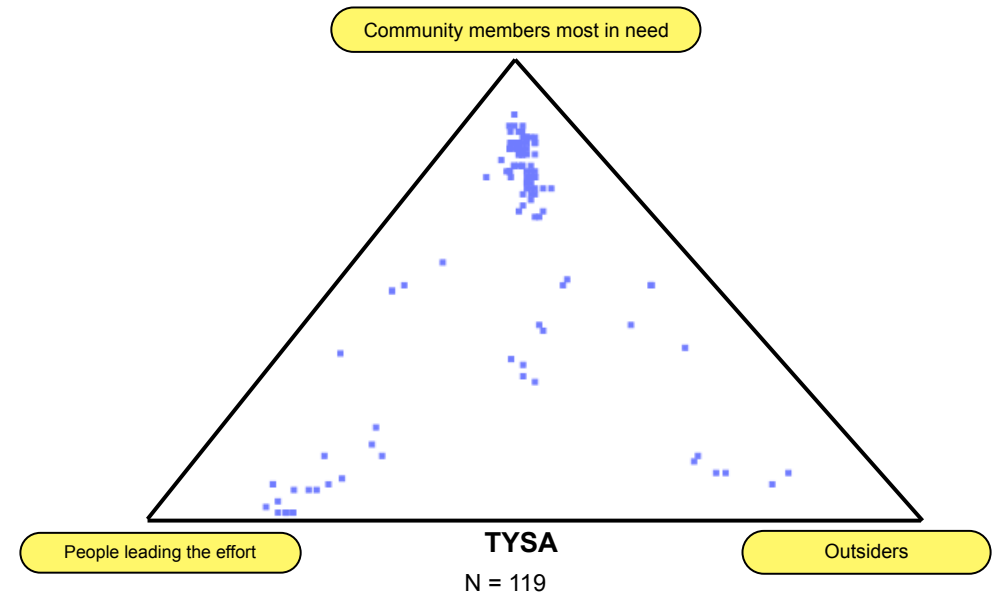
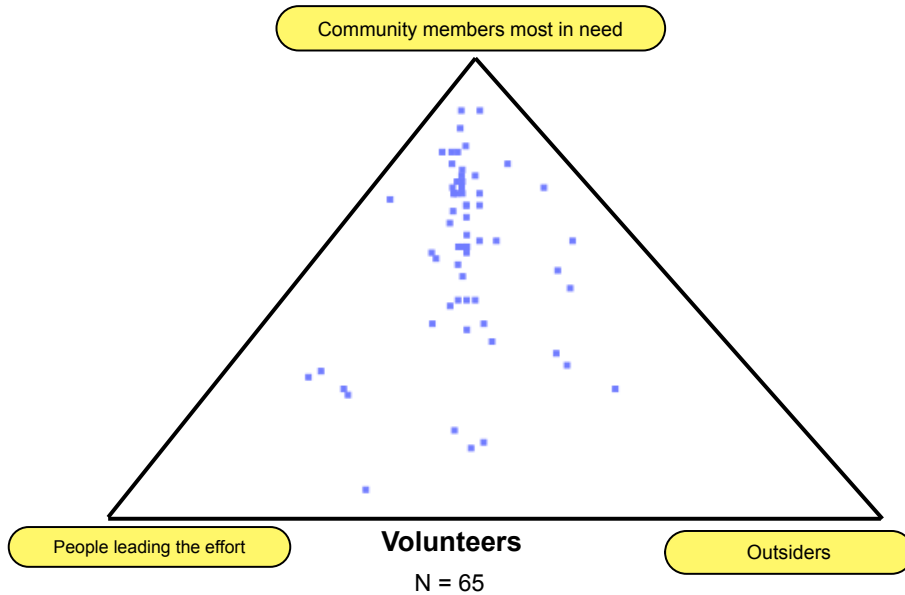
Again, a very similar pattern when compared to all Global Giving organizations.

## **Interpretations:**



# Benefits - TYSA

Those benefitting from the community effort in your story are...



## **Observations:**

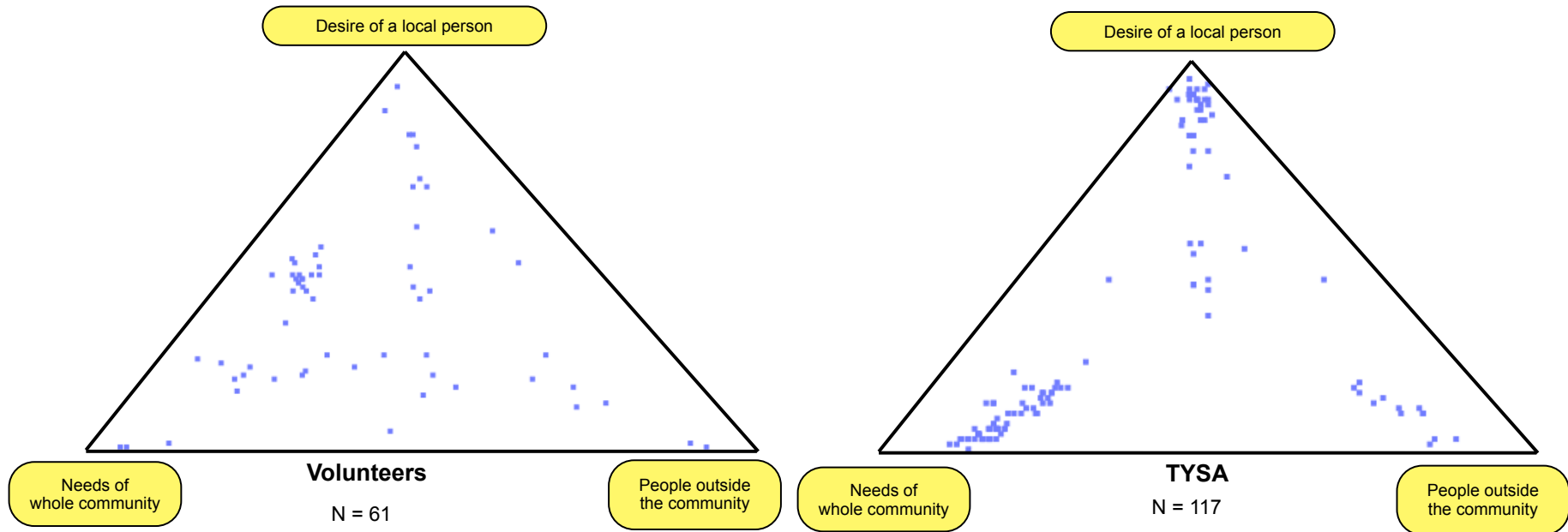
Most of the TYSA stories signified by the Volunteers show up toward the Community members apex. You can see it's more so for TYSA than other Global Giving organizations.

## **Interpretations:**



# Influence - TYSA

The results so far have been influenced by...



## **Observations:**

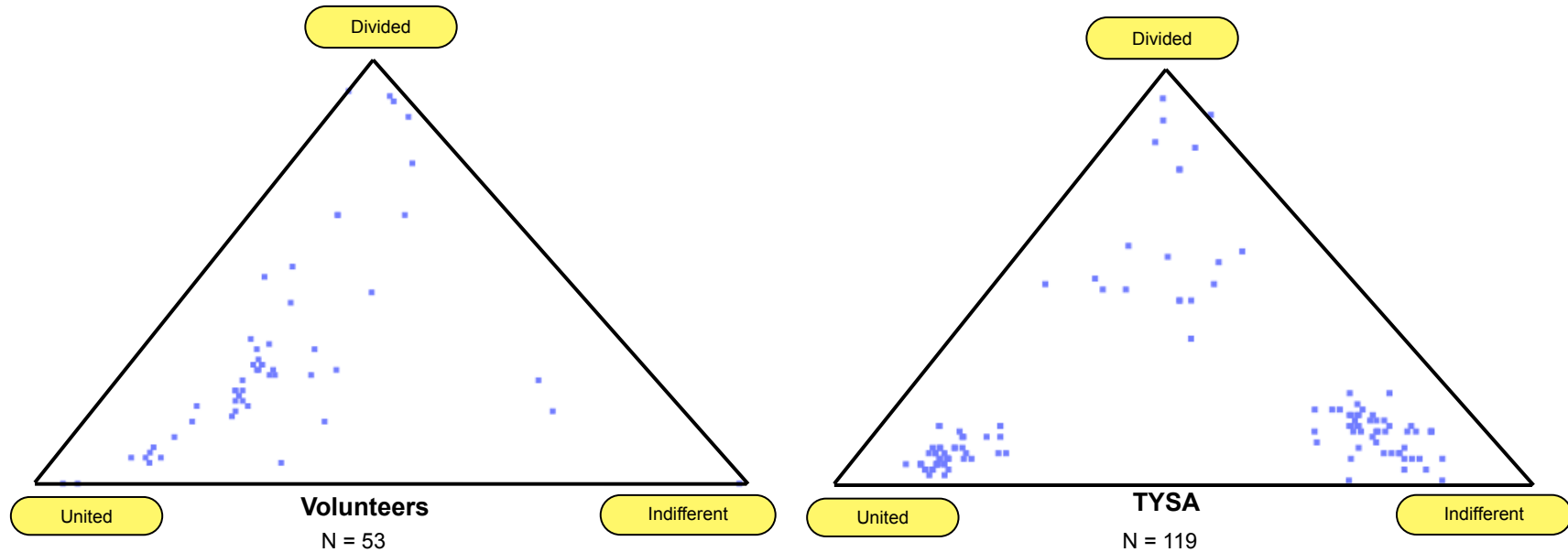
The patterns appear very similar to the overall Global Giving organizations patterns.

## **Interpretations:**



# Opinions - TYSA

Community attitudes about the effort in your story are...



## **Observations:**

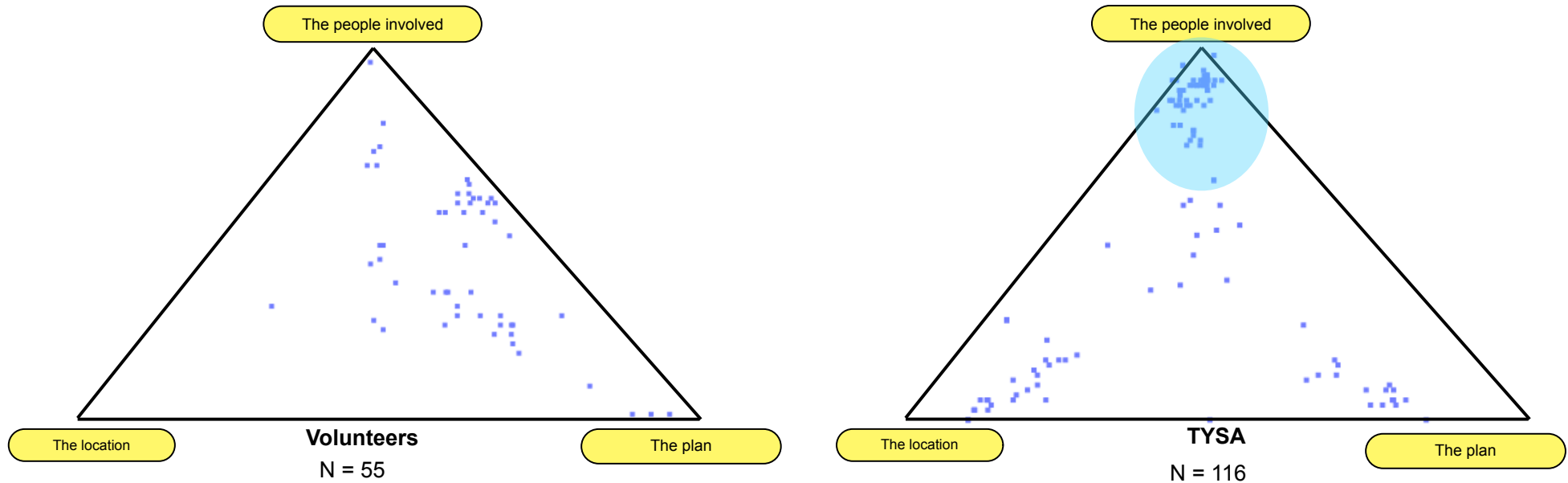
And again a very similar pattern to the overall Global Giving organizations.

## **Interpretations:**



# Advise - TYSA

How would you advise a friend who wanted to organize a similar community effort? What part could be improved the most?



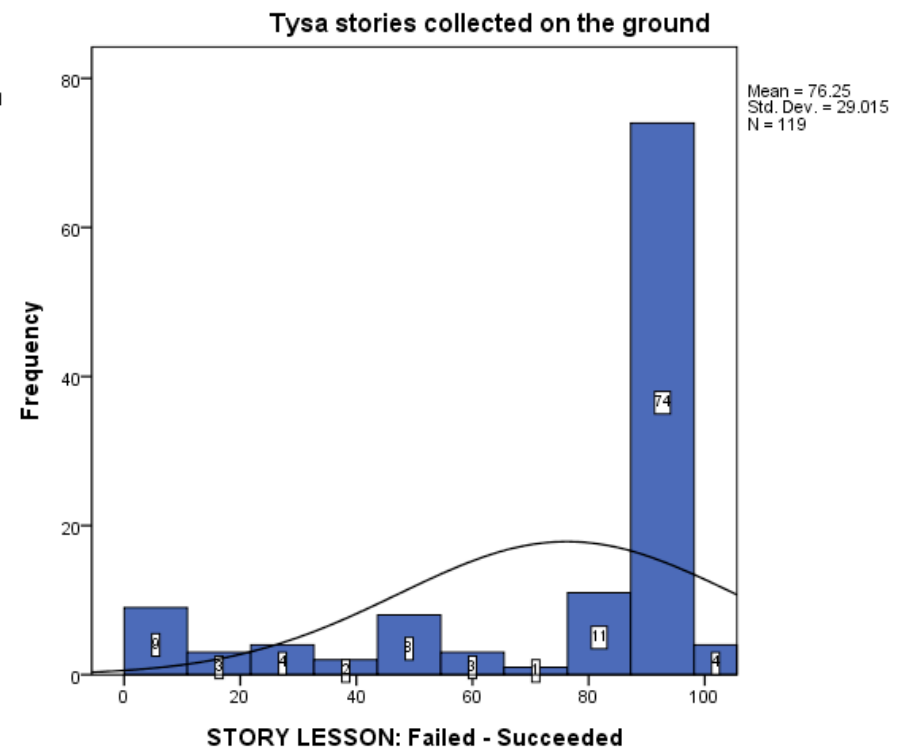
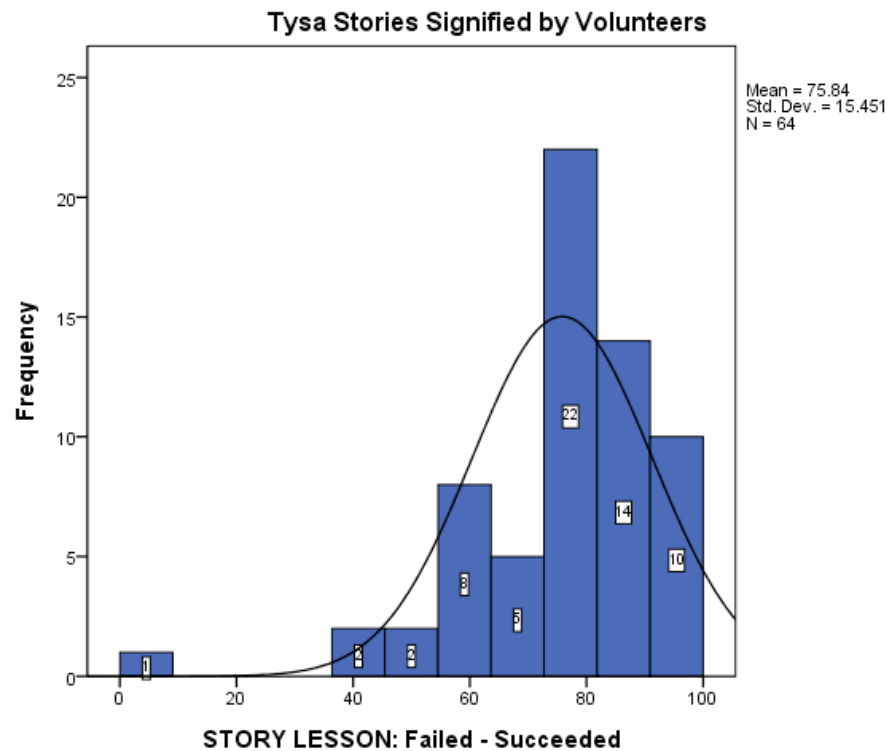
## **Observations:**

With the TYSA organization only, the People apex is more pronounced when compared to all Global Giving organizations.

## **Interpretations:**



Stories from TYSA tend to perceive a high rate of success, while those signified by Volunteers see the level of success as more varied

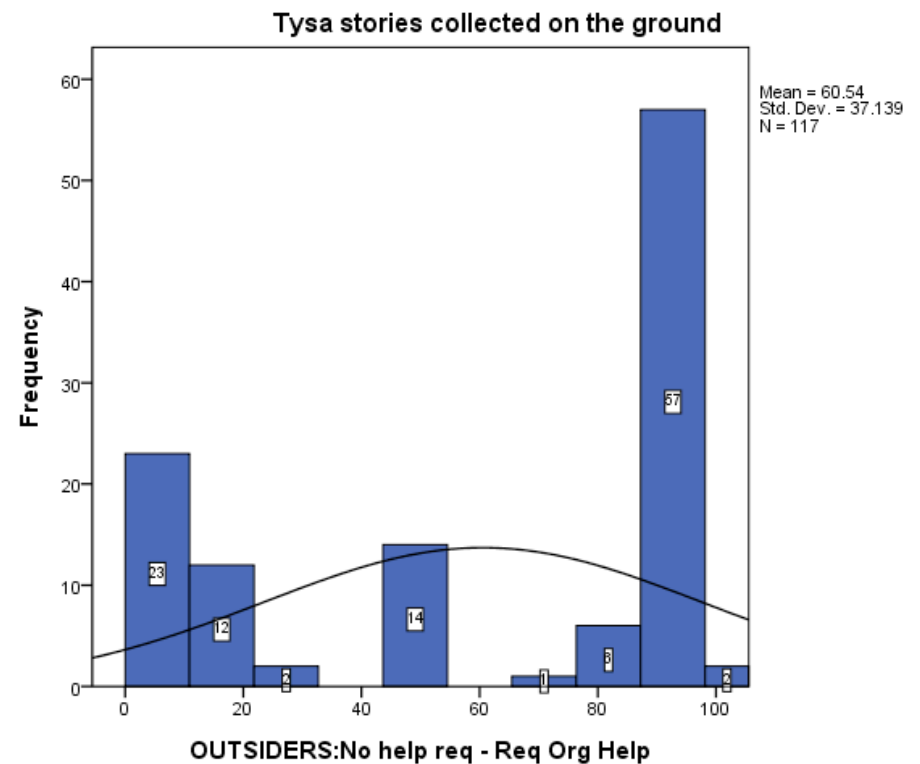
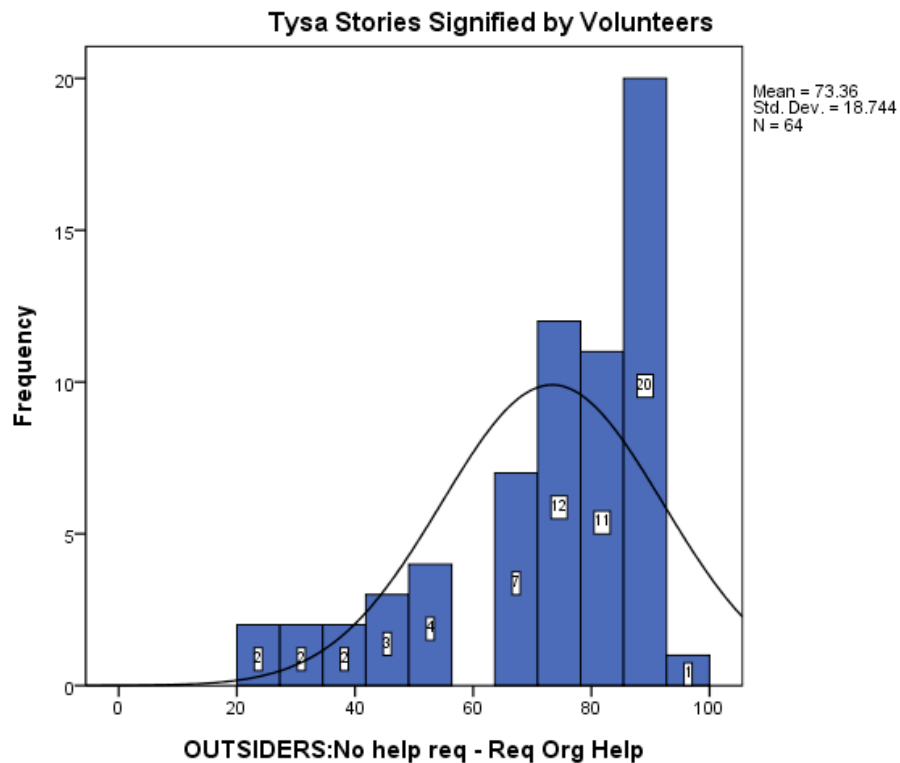


These patterns here closely match the ones for all Global Giving organizations.





Volunteer signifiers see outside help as necessary. With TYSA, the No help needed tied to the perception that the problem was being addressed!



# Some story fragments

- **(seed of hope by hotsun foundation):** This is a children centre found in dagoretti corner. It's a place where children who are orphans are taken for help. Here they are trained and later on taken to public government school. The non governmental organizations are doing well in Kenya because they do something which the government cannot do. Last year I took my cousin there so that she can be given some help. But surprisingly she got a sponsor who decided to cater for her school fees. I was very happy and proud of her.
- **(more job vacancies Hotsun Foundation):** Youths around the slums lack job and many seem to lose hope in life and abuse drugs to feel some nerve control for the idleness, and even many have ended up found dead along drainages vult as a result of too much alcohol and end up dying like wild animals. and nobody to comfort them they have ended up like this. With this coming **hotsun organisation** many jobs opportunity have been created especially to youths who lives around Kibera community, and the organization have been able to teach youths in film production and now everyone hope more from them, some of the youths have ended up being good film producers and good actors and they are even able to be employed by other organisation and companies, thanks to hotsun for their big and stretched hand to slum youth's at least now the crime rate has been growing down each and every time.
- **(women safety and care):** In slum streets many incidences undesirable do occur ,e.i,Imorality and social evils. Most dweller wishes they never lived their due to such hard situation. Women are main victim since they are weak and cannot defend themselves. **Box girls**-learn self defence based in kibera is an orgination. Involved in small enterprises help them to be independent.
- **(nothing comes easy by hotsun foundation):** There emerged a group of artistes in the slums of kibera the worlds second largest slum. the name of the group was Janh Army. this group was formed in 2005. they felt there was a need to educate the community throgh art and music. in 2007 they got sponsorship from **vision africa** where by they were given some funds to used in their creativity. some of the funds they used in recording their music and some they used in buying the meterial for card making, black board duster making, work and some of the money they used in buying the meterials for weaving and crafting. by now they have recoreded like ten tracks and they are almost finishing the album. up to now one of their members was chosen the best promising male actor in africa the group has come from a far to achieve this.
- **(women coming together to generate money):** I am one among the many women in my communy who are not employed and wait foe our husbands to bring food at the end of the day. Sometimes, is is hard because we have to budget so little money to suit the whole family needs. Most uf us have small farms that we palnt but it doesnt help much. One day, i heard about an organization called **GEMINI** that helped women like me. I decided to join and see how i could be helped. Women had come up together to see how they could help eachother to generate and save money. We decided to use the small farms we have to plant different kind of crops and rear animals and poultry. we have made so much progress and have sold alot of our products in large quantities. I have saved enough money and i do not have such a hard time providing fro my family. I encourage other women to join us or form their ow group thet will help them.



End

