



Web-COSI
Web Communities for
Statistics for Social Innovation

INCREASING TRUST IN COLLECTIVELY
GENERATED STATISTICS

Web-COSI “Web COmmunities for Statistics for Social Innovation”

www.webcosi.eu

SEVENTH FRAMEWORK PROGRAMME

ICT-2013.5.5 Collective Awareness Platforms for Sustainability and Social Innovation
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Deliverable 4.8

Short film to showcase better practice examples in the data gathering process

Partner in charge: i-genius

DRAFT

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Deliverable 4.8

Title: Short film to showcase better practice examples with reference to the needs defined in the data gathering process

Partner in charge: i-genius

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Deliverable 4.8

Activity: Short film to showcase better practice examples in the data gathering process

Summary

The aim of deliverable 4.8 and its related promotional activities was to produce a short film (3-4 minutes) for YouTube and social media distribution to showcase better practice examples with reference to the needs defined in the data gathering process.

It will be first broadcast at the Final conference, OECD, Paris, 3rd December and on YouTube and various social media channels along with newsletters.

The focus of the film is to raise awareness amongst citizens who are engaged in activities (such as social entrepreneurs) that access and use data, as well as summarise the key tools of Web-COSI, including Wiki progress of stat.

The film uses a mix of animation with graphics. Animation was chosen, as it is an effective method to communicate complex issues and narratives.

The film draws heavily on other aspects of the engagement activities of Web-COSI, which included a workshop in London, EC seminar in Brussels and four focus groups in Vilnius, Riga, Amsterdam, Ljubljana, as well as a report, mapping exercise and survey.

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I. Introduction

YouTube is selected as the main channel for distribution. As well as being the primary channel for video, it is also the second largest search engine on the Internet behind Google. YouTube processes more than 3 billion searches a month and 100 hours of video are uploaded every minute. It is bigger than Bing, Yahoo!, Ask and AOL combined.

According to [a study about web use](#)¹, the average attention span in 2015 is 8.25 seconds, down from 12 seconds in 2000. Technology it appears, is affecting us so much that we now have a shorter attention span than a goldfish, which has a 9 second attention span. More importantly, for marketers, it shows that businesses and projects have only 8 seconds to capture attention with their landing pages. Therefore, content needs to engage people and engage them quickly. Forrester Research states that ‘if a picture is worth 1000 words and there are 25 pictures (frames) in a second of video, then a minute of video is worth $25 \times 60 \times 1000 = 1.5$ million words.

It is with this knowledge that Web-COSI realised the importance of an explainer video for the project from the outset. Through the video viewers not only learn a very quick overview of what we achieved throughout the two-year project, but we are also able to keep their attention. This is further supported by using a style and treatment for the video that is youthful, engaging, energetic and non-academic. We felt it was important that the video should be understandable by people not familiar with data and statistics in its complexity, such as social entrepreneurs, young and old people in general.

After initial partner consortium feedback we were then able to produce an engaging video to raise awareness on data and social purposes. We decided to go for an animated styled video, as animation is a dynamic medium, which easily grabs the attention of its viewer. Animation is a great way to present a quick visual summary and explain complexity. In addition, not only is animation a great way to show that which cannot be photographed or filmed, but it also positions Web-COSI as a technologically sophisticated project.

The video was produced in a way that compliments the slogan ‘Statistics for Everyone’ and that it not only covered key aspects of the Web-COSI project and focused on the activities people are doing to engage (collection and use) with data and statistics beyond GDP, but also serves to popularise the use of data amongst citizens and entrepreneurs.

¹ Ongoing study by the Statistic Brain Research Institute. Statistic Verification source: National Center for Biotechnology Information, U.S. National Library of Medicine, The Associated Press

II. Initial Script and Production Schedule

With the right script, you can maintain the attention of viewers every 8 seconds which is approximately every 20 words. i-genius created the initial script with continuous reviewing at each stage to ensure that we explained the Web-COSI project in its entirety in the most simplistic form (in terms of sentence structure and grammar) in order to communicate effectively with our target audiences.

At each stage of the process we kept the project co-ordinator and partners up-to-date to ensure that the partner consortium would be delighted with the outcome and also agreed with all its implementations (script, storyboard, voice over and animation) throughout development. The production schedule was decided upon and kept to mostly, except for the final delivery date of the film, as i-genius wanted to make some further adjustments. Although adjustments were made it should be noted that the film was completed and distributed before the deliverable deadline.

It was decided that the central character (our social entrepreneur) that would guide viewers through the video combined with a clear voice over explaining its content. This helps the video content to be better understood, but also heighten our brand and tell an interesting story, whilst allowing the audience to identify with the video and its content.

The film is separated into four sections:

- Introduction to citizen problems with data and solutions
- Introduction to Web-COSI and its key activities with case examples
- Web-COSI aim and benefits of the project
- A call to action (Web-COSI website)

Initial script and structure below:

<< SCRIPT START >>

Section A) 2 minute animation with voice over:

Video begins with an animated social entrepreneur (SE) character.

SE Man: "Data and statistics is so difficult to understand, sometimes even a bit cloudy. Besides, what has it all got to do with me?" (*images of data and stats floating around*)

- Getting Started

SE Man: "I have a cool business idea.... (*trying to think it through*), but I'm going to need some statistics to support my business plan and research... where can I find it?"

- Fostering venture

Ding (sound): Government (official data and stats) – *wow, quite a range of different data*

Ding (sound): NGOs – *which ones?*

Ding (sound): Universities – *too many, what's the best?*

Ding (sound): Reports – *too many! [image of reports piling up, over-whelmed by information]*

Ding (sound): Citizens – So much data – Do these help for what I really need?

SE Man: “Okay, I’ve found some useful information but it doesn't include all that I really need. I also want to tell the world what great things I expect to achieve. But how do I do it?”

Female character interjects: “So why don't you connect with collective platforms. You can find data and contribute with the data you have collected also! We could use *Non-official data*.”

SE Man: “Really?”

Female: “Yes, really!”

SE Man: “You’re so smart!”

(He’s controlling and producing own data – representing his own efforts in gathering data): Image of Citizen Data Machine with turning cogs pumping out: surveys, research, statistics, Impact Reports. These get pumped out and turned into a brochure, website, social media, mobile application to create awesome data visibility (lots of faces viewing it). Image of SE mans business growing in authority, prestige, and effectiveness.

SE’s are good at creating sets of data combining official and non-official data. In this way his data is actually engaging people and presented better.

Text: Data and statistics is a great way to study, measure and communicate your overall activity and achievements.

There is lots of open sourced data (official and non-official) you can access.
Create your own data.
Share it with others!

Section B) 30 seconds About Web-COSI:

- + Created a **Wiki of progress** where societal data is uploaded, visualised and accessed
- + Created **an interactive crowd-sourced map** of initiatives on well-being and societal progress
- + Developing **a European Wikiprogress University programme** enabling students to develop knowledge and data sharing on open source platforms
- + **Engaged citizens in dialogue about societal progress** through social media campaigns, web competitions, crowd-sourcing, online discussions, blogs and eBriefs
- + **Engaged and motivated citizens and social entrepreneurs on how to utilise statistics ‘beyond GDP’** via events: workshops and focus groups in Rome, London, Paris, Brussels, Vilnius, Riga, Amsterdam and Ljubljana and in Mexico

(an example/image/or photo to be flashed up for each point in red)

Here are some of the great examples >>>

Section C) 45 seconds showing of Web-COSI Case Examples

Screen shots from websites and photographs and one line on how they've used data.

- Series of examples
- You can find more case examples at: <http://wikiprogressdata.org/>

Conclude section of film with:

The benefits of citizen engagement with data and statistics are:

- + **Increases trust** in collectively generated statistics
- + Encourages the wider use of **both official and non-official statistics**
- + Improves the **collection, production and visualisation** of data related to societal progress
- + Facilitates access, uploading and use of data produced by grassroots **civil society organisations and social entrepreneurs**
- + Promotes the use of a broader range of statistics to inform the **development of policy and new indicators of well being**

Section D) 30 seconds Connect with Web-COSI

Web-COSI - Statistics for Everyone *(with image of billions of people across the globe)*

To find out more and upload your examples visit:

www.webcosi.eu

@WebCOSI twitter | FB image | LinkedIn image

Logos of Istat, OECD, Lunaria, i-genius

<< SCRIPT END >>

III. Voice Over Script

To ensure a smoother flow of information delivery to our target audience, the script was evolved to fit the style of a voice over narration. A voice over has several key benefits such as; it conveys a sense of objective truth, fills in content gaps and lends a cohesive voice that runs through the whole video.

The next part of the process was to select a voice over artist that would bring clarity, enthusiasm, a connection with the content and a perceived expertise of the information being delivered. We decided on a female voice over not only to balance the gender role with our male social entrepreneur character, but also because female voices are perceived² to be more persuasive and soothing. This was an important factor we considered when dealing with such heavy content as data and statistics. We believe the voice over fits the style and atmosphere of the video perfectly.

<< VOICE OVER SCRIPT START >>

Animation introduction: 1 Minute 30 Seconds (Average)

So you're a social entrepreneur, with a cool idea.

You're a visionary that wants to make an impact on society.

Sounds great!

BUT that's not all it takes. You will need information and lots of statistics to get started and you can't exactly buy them at your local supermarket.

Even if you could, they would probably end up being hard to understand and a little overwhelming.

Images of data and stats floating around.

There are loads of places to find data and statistics.

- Governments who provide official data and statistics
- Corporations and big businesses
- Charities and NGOs
- Universities
- Reports [*image of reports piling up, over-whelmed by information*]
- Citizens who produce "non-official data"

² Harris Interactive/AdWeek Media Poll 2010 – Harris Poll: http://www.theharrispoll.com/http://www.bizreport.com/2010/03/study_do_female_voice-overs_influence_more_purchases.html

There is so much of it out there to be discovered, sifted through, and re-produced. Get yourself connected to collective platforms that **use** and **contribute** non-official data.

You see if you make good use of official and non-official data and statistics, you can help other people understand how important your idea is; it will make your product or solution more credible. People will understand you better and want to engage with you. They will want to find out more about what you have to offer.

He's controlling and producing own data – representing his own efforts in gathering data): Image of Citizen Data Machine with turning cogs pumping out: surveys, research, statistics, Impact Reports. These get pumped out and turned into a brochure, website, social media, mobile application to create awesome data visibility (lots of faces viewing it).

Data and statistics are a great way to study, measure and communicate your work and your achievements.

(Image of SE mans business growing in authority, prestige, and effectiveness.)

There is lots of data and statistics which is 'open sourced' and available for anyone to access. Some of it is produced by governments ('official') and some of it by other organizations ('non-official'). But here is an idea, why not create your own data or statistics and share it with others around the world?

Web-COSI Introduction

That's where Web-COSI comes in...

Web-COSI is European Union project to improve the way people, like you, can utilize data and statistics.

At Web-COSI we've created a "Wiki of progress" where citizens can upload, visualise and access their own or other people's information.

The interactive crowd source map lets you search the initiatives on all kinds of areas to do with well-being and societal progress. These areas go beyond just economic growth, so it's called 'beyond GDP'.

European wiki progress university programme enables students to develop knowledge and data sharing on open source platforms.

Web-COSI has engaged citizens about societal progress through social media campaigns, web competitions, crowd-sourcing, online discussions, blogs and eBriefs.

Citizens and social entrepreneurs are motivated to meet and discuss how they are using data and statistics. These events, workshops, webinars and focus groups are helping all of us to better understand how data is used in the digital world.

Show on map: Rome, London, Paris, Brussels, Vilnius, Riga, Amsterdam and Ljubljana and Guadalajara (Mexico)

Case Studies

Here are examples of companies that use data and statistics in smart ways to support their work.

- Flash up examples from data portal

Display visually: “You can find more case examples at:
<http://wikiprogressdata.org/>”

By Engaging citizens, Web-COSI seeks to:

Increase trust in collectively generated statistics
Encourage wider use of both official and non-official statistics.

Improve the collection, production and visualisation of data related to societal progress.

Facilitate access, uploading and use of data produced by grassroots civil society organisations and social entrepreneurs
AND it promotes the use of a broader range of statistics to inform the development of policy and new indicators of well-being.

Call to action

To find out more and to upload your own data, statistics and case examples click on to:
www.webcosi.eu

Web-COSI - **Statistics for Everyone**

<< VOICE OVER SCRIPT END >>

IV. Storyboard

Once the voice over script was complete the next step was to finalise and agree upon the storyboard. One of the most important stages of planning out a video is creating a storyboard. A storyboard is a graphic representation of how your video will unfold, shot by shot. It is made up of a number of squares with illustrations or pictures representing each shot, with notes about what's going on in the scene and what's being said in the script during that shot. Think of it as sort of a comic book version of your script.

A storyboard is important because it is the best way to share the video's vision. It also saves time and makes the production much easier when it comes to the animation process. As with the script and voice over, once the storyboard was complete we shared it with the project's consortium coordinator to be agreed upon before moving into the animation creation stage of the video process. We went through four versions of the storyboard before moving on to begin the animation process.

Below are four screenshot examples from the storyboard.

Fig 1

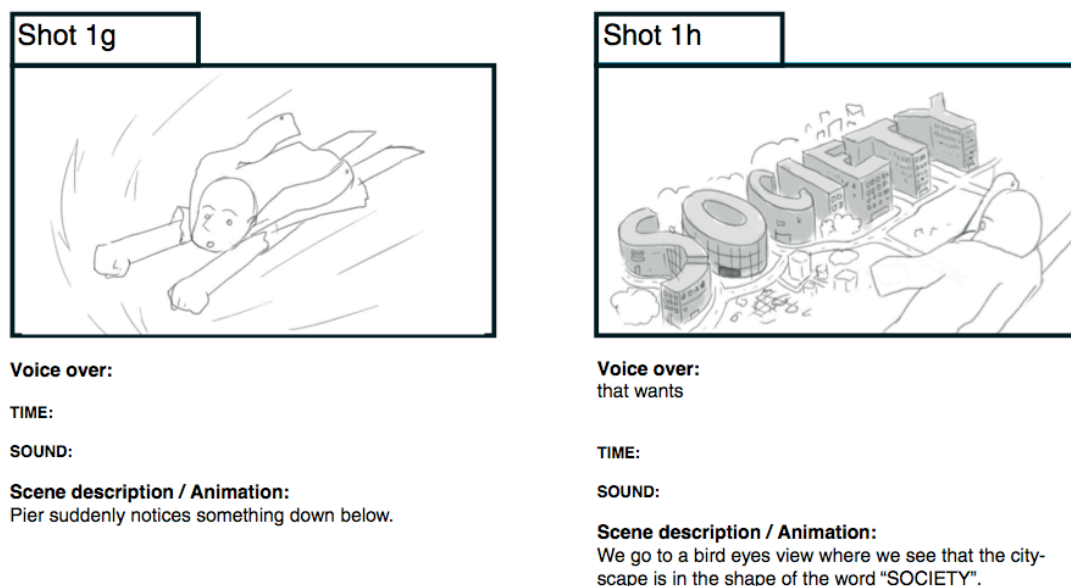


Fig 2

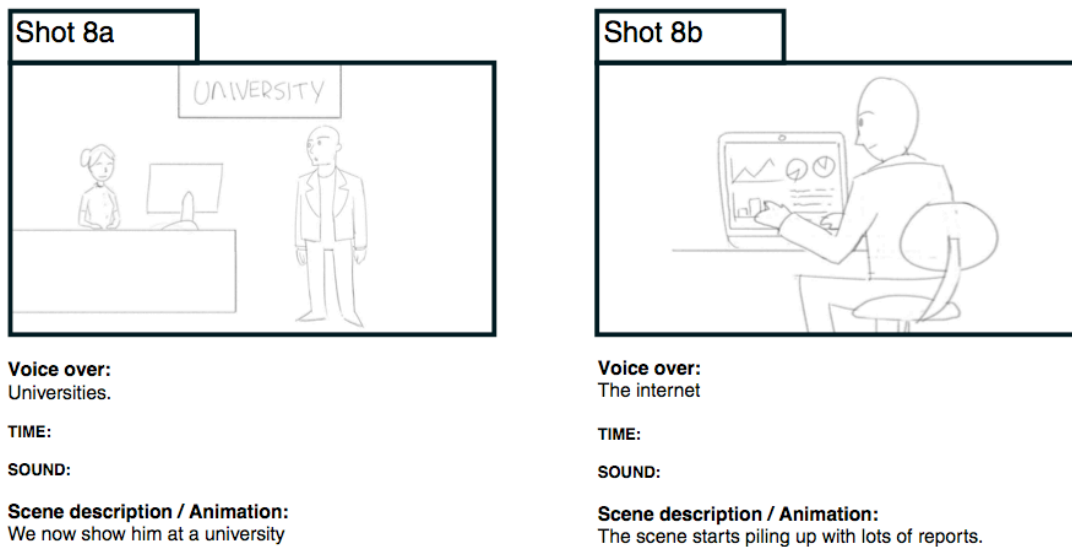


Fig 3

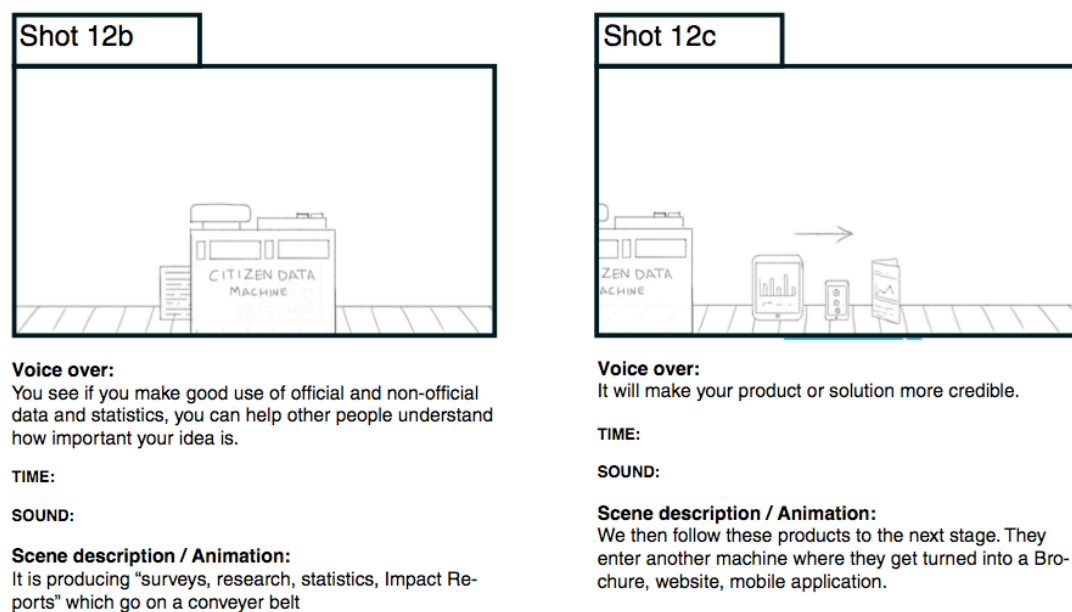


Fig 4

Shot 26

- Increase trust in collectively generated statistics
- Encourage wider use of both official and non-official statistics
- Improve the collection, production and visualisation of data related to societal progress.
- Facilitate access, uploading and use of data produced by grassroots civil society organisations and social entrepreneurs
- AND it promotes the use of a broader range of statistics to inform the development of policy and new indicators of well-being.

Voice over:

By engaging citizens, Web-COSI seeks to: Increase trust in collectively generated statistics Encourage wider use of both official and non-official statistics Improve the collection, production and visualisation of data related to societal progress. Facilitate access, uploading and use of data produced by grassroots civil society organisations and social entrepreneurs AND it promotes the use of a broader range of statistics to inform the development of policy and new indicators of well-being.

TIME:

SOUND:

Scene description / Animation:

Flash up bullet-points accompany voice-over.

Shot 27



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Voice over:

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Web-COSI - Statistic for everyone.

TIME:

SOUND:

Scene description / Animation:

V. Storyboard to Live Action Film

The next process in making the animation film was to bring the storyboard to life through a series of processes.

Selection of music

The background track entitled 'spirit of success' was selected because:

1. It builds up and evolves as a song with a couple of nice transitions. So it could be played around with it and built it up nicely. This matched the storyboard with it slight impetus changes as it moved from section to section.
2. The tempo of the 'spirit of success' background music also goes well with the pace of the voice over.
3. Other tracks such as 'Feeling fine' and 'happiness' were great upbeat tracks, but that would work if the film was half or more than half it's current duration. After about two and half minutes more upbeat sounds begin to work against the voice over and pacing of the video.

Use of style and colours

Before the animation could begin we had to make sure the colour and style of the animation matched with the storyboard. Below, the draft images are consistent with our storyboard and evolve it to the next level.

Fig 5

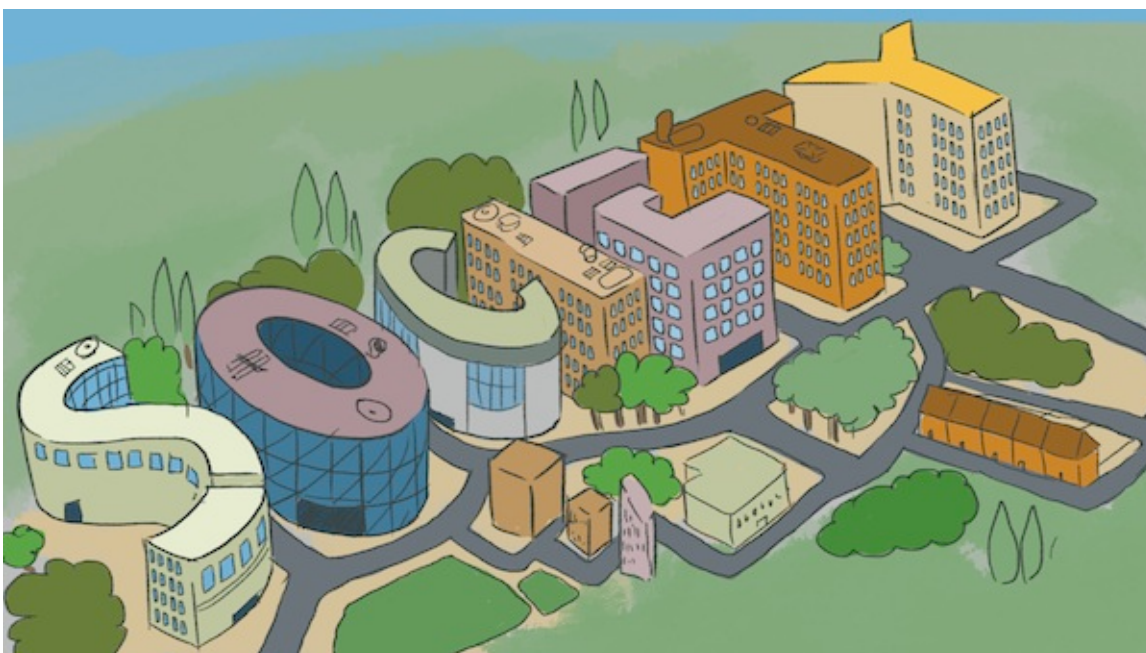


Fig 6



The Video



Overall five edited updated versions of the video were conducted before the final production. It was a continuous editing process in order to fine-tune the video. During the process some of the storyboard shots were cut in order to match the pace of the voice over, create smoother transitions and to keep within the time frame of the deliverable.

Video link: <https://youtu.be/vETVBnhqAGg>