

# Elevate the way you evaluate

Harnessing the power of participant-led storytelling for evaluation



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My name is Sarah Mak and I live and work on Turrbal and Jagera lands and waters in what is known as Brisbane, Australia.

I am the Co-Founder and CEO of Folktale. I have two kids and two dogs and enjoy a full life with my partner, Dave. I'm excited to meet everyone at the conference and share more about Folktale.

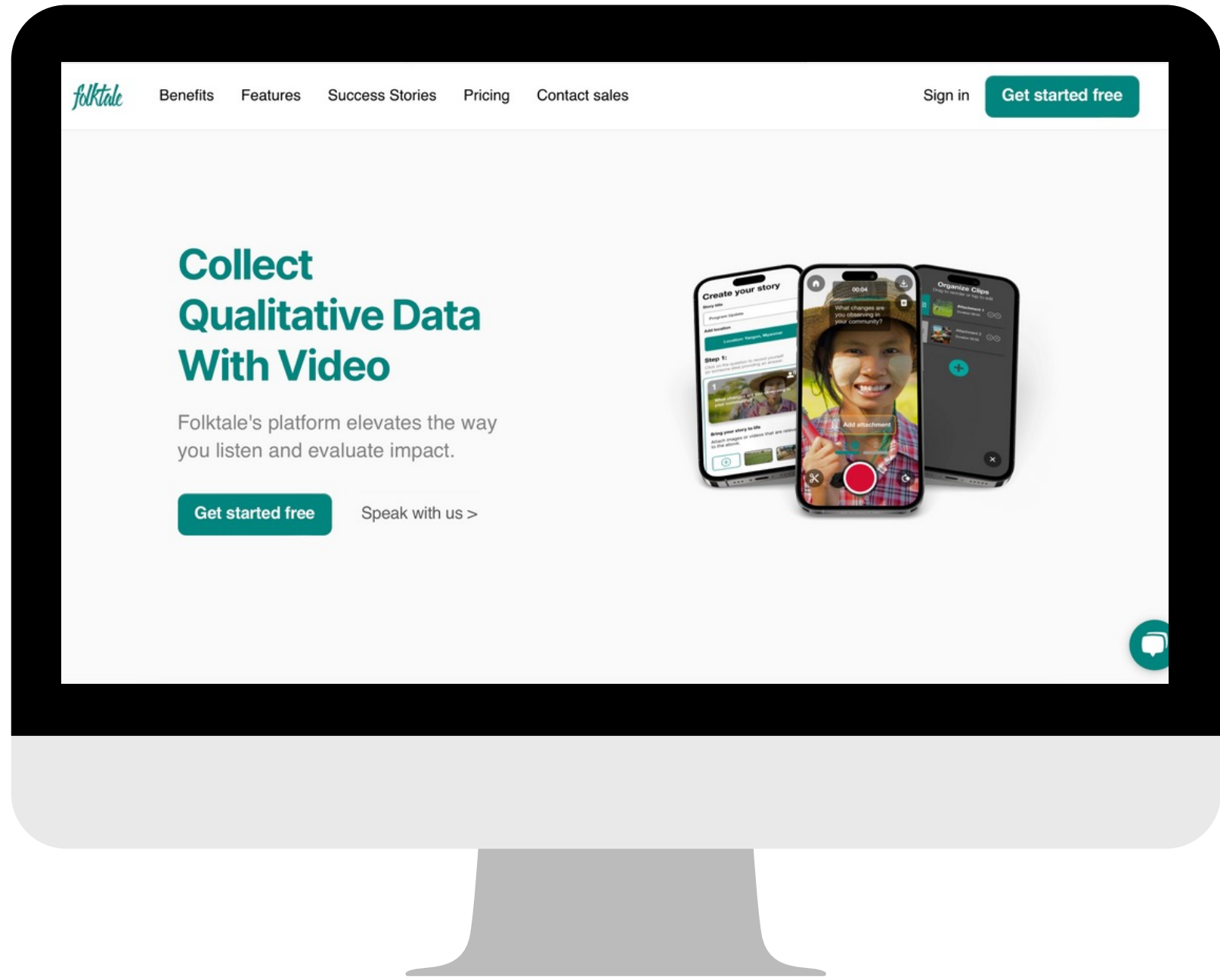


COFFEE

C







# Storytelling

Equity-focused, culturally responsive, and participatory evaluation and research practice relies on communities and participants sharing stories of lived experience in the ways that feel most meaningful to them.

Magic happens when a story **shared**  
becomes a story **heard** and **understood**

Folktale harnesses the power  
of **technology** to enable  
**participant-led video storytelling.**



# Participant-led

# A facilitator-led approach



<b>The facilitator takes the lead: designs and delivers an activity, process, content, and outcomes.</b>	
Sets the agenda, approaches and defines the roles and rules Provides information and instructions, asks questions monitors and evaluates the progress and results.	
<ul style="list-style-type: none"><li>• Clear objective, scope, and timeline.</li><li>• Participants with limited expertise</li><li>• Provides guidance and structure</li><li>• Facilitator's expertise and accountability</li></ul>	
<ul style="list-style-type: none"><li>• May reduce participant engagement</li><li>• Risk of disempowering participants</li><li>• Limited ownership and innovation</li><li>• Risk of facilitator dominance and missed insights</li><li>• Reduces the voice and leadership of lived experience</li></ul>	



# A participant-led approach



<b>The facilitator gives significant autonomy and responsibility to the participants</b>	
<p>Participants shape and drive the engagement, designing, defining and deciding. The facilitator acts as a coach, mentor, or supporter rather than a director or teacher. Participants decide on the approach, goals, methods, and outcomes, and the facilitator helps them to clarify, facilitate, and document their work.</p>	
<ul style="list-style-type: none"><li>• Broad, flexible goals, and lived experienced participants</li><li>• Emphasizes autonomy and collaboration</li><li>• Decision makers are at the heart of decisions</li><li>• Allows cross-cultural or diverse perspectives</li><li>• Ensures greater relevance and meaning-making</li><li>• Suitable when the facilitator lacks expertise</li></ul>	
<ul style="list-style-type: none"><li>• Lacks focus, clear roles, and consensus</li><li>• Can be unsafe if not done well</li><li>• May challenge facilitator support</li><li>• The facilitator loses control/authority</li></ul>	

# Participant-led



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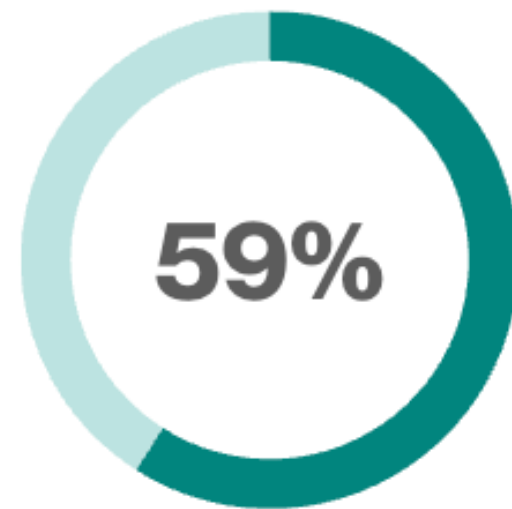
# Video as qualitative data



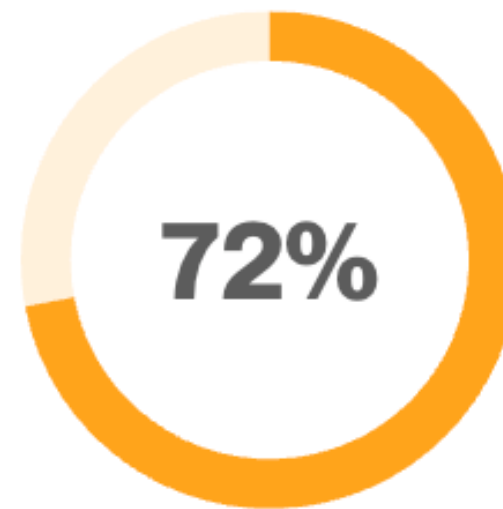
# Why video?



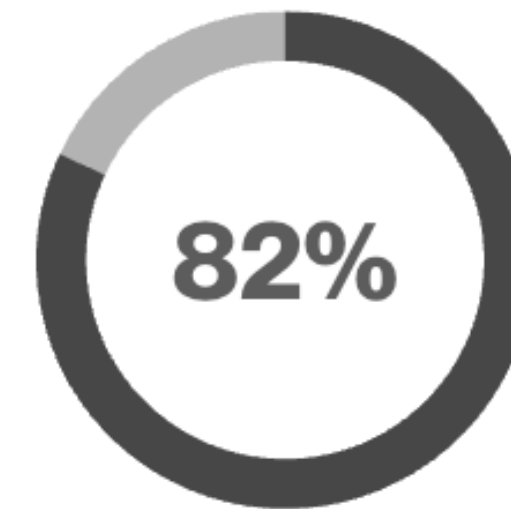
1 picture = 1000 words; **1 minute of video = 1.8M words**



Executives prefer video  
than reading text



Would rather learn by  
way of video



Of all internet traffic  
is video

# Video storytelling (as qualitative data)

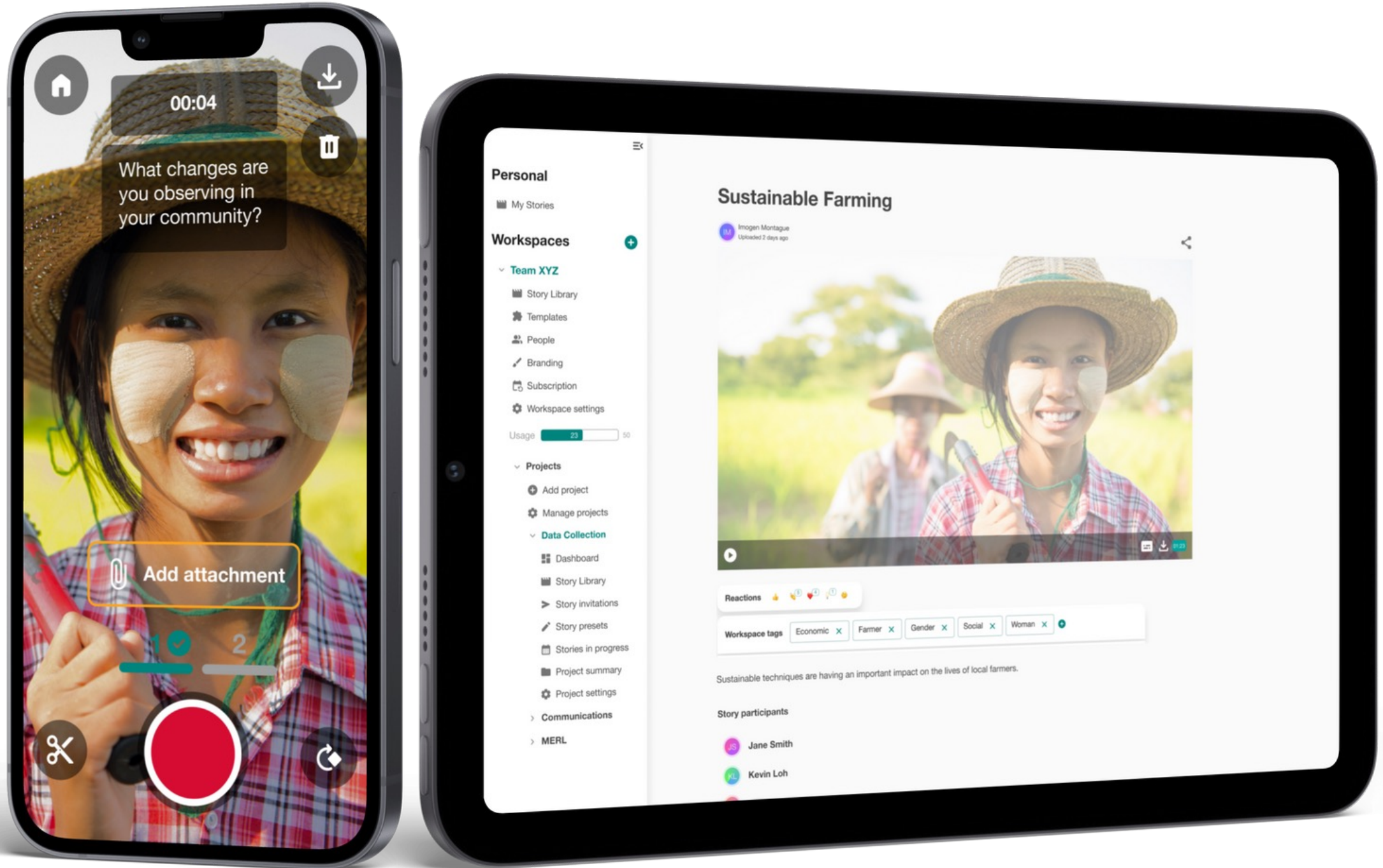
Participants share rich perspectives, experiences and sentiments











# Adopting new methods





CHAMPAGNE

BIO

CHAMPAGNE

Blue bottle

Blue bottle

Carrefour Discount  
blonde suiker

Yellow jar

Vanille

Carrefour Discount  
Sel de mer  
Fijn zeezout





VORWERK

thermomix

Hello,  
what do you want to cook today?  
Search Cookbooks  
SEARCH



# Current methods



From the date of collection to the review and response time = **6**

**months**

70% stories unable to be used or **consent**

**misplaced**

**Data changes hands 5**

**times**



# *Enabled by technology*

Innovating and adapting trusted methods



**What changes?**

**What remains the same?**

*folktale*

# Folktale



# Folktale for evaluators



- Create and invite
- Collect and Scale
- Manage and Measure
- Report and Engage

**Private** environments where you assign roles and permissions to safely store your data

**Structured templates:** Curated, easy-to-use templates

**Multiple collection methods with consent:** Revealed and unrevealed voices across multiple languages in your world

**Code, Theme, Listen, Analyse:** Manage your workflow

**Share with Supercuts:** Summarise data findings and report your work to your stakeholders

# Folktale for evaluators



**Expand the richness of  
your data collection**



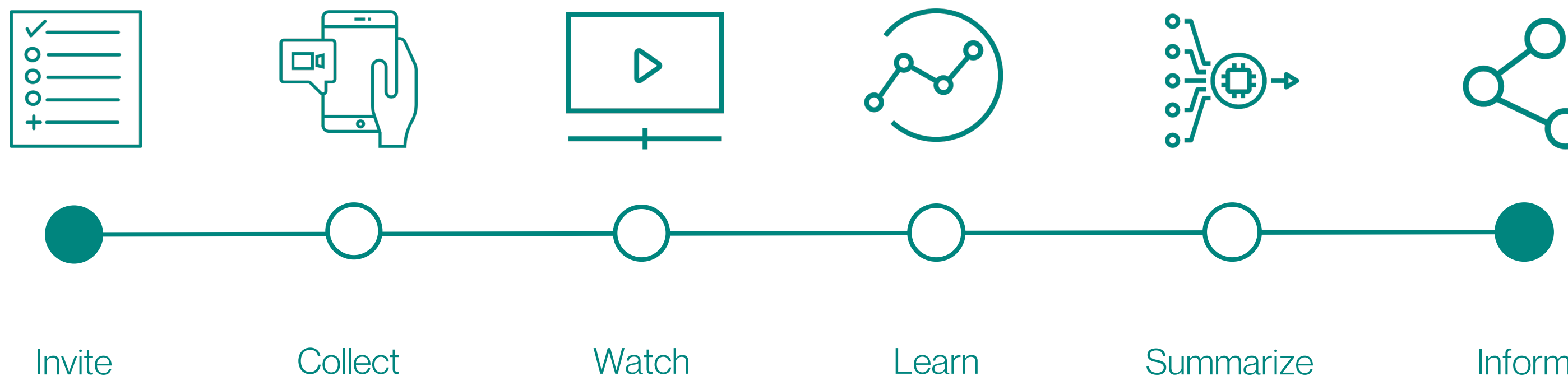
**Lower your qualitative  
collection costs**

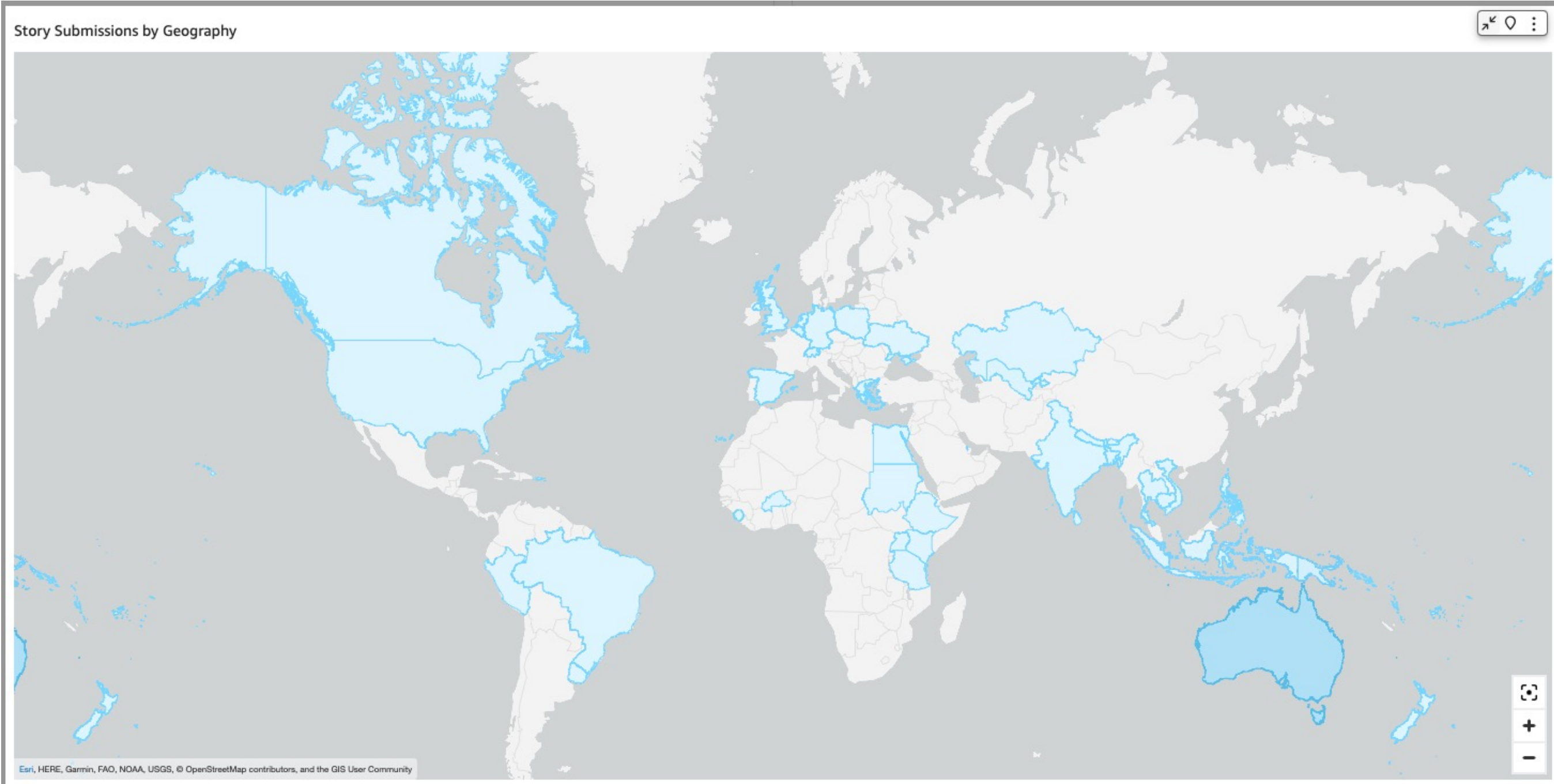


**Collect & share real-time  
perspectives**

# How Folktales works

Mobile video collection - any place, any time







**We invite you  
to participate**





To get started: Be our **Guest**

**Accept this invitation**

**Decline this invitation**

1

Tell us your name and where you have come from

Record

**Bring your story to life**

*Attach images or video that are relevant to the above.*

*Suggestion: Bring your story to life by attaching images or videos to your recording.*



🔍 Add or remove participants...

2

Tell us a little about you and the reason you're at the AES conference

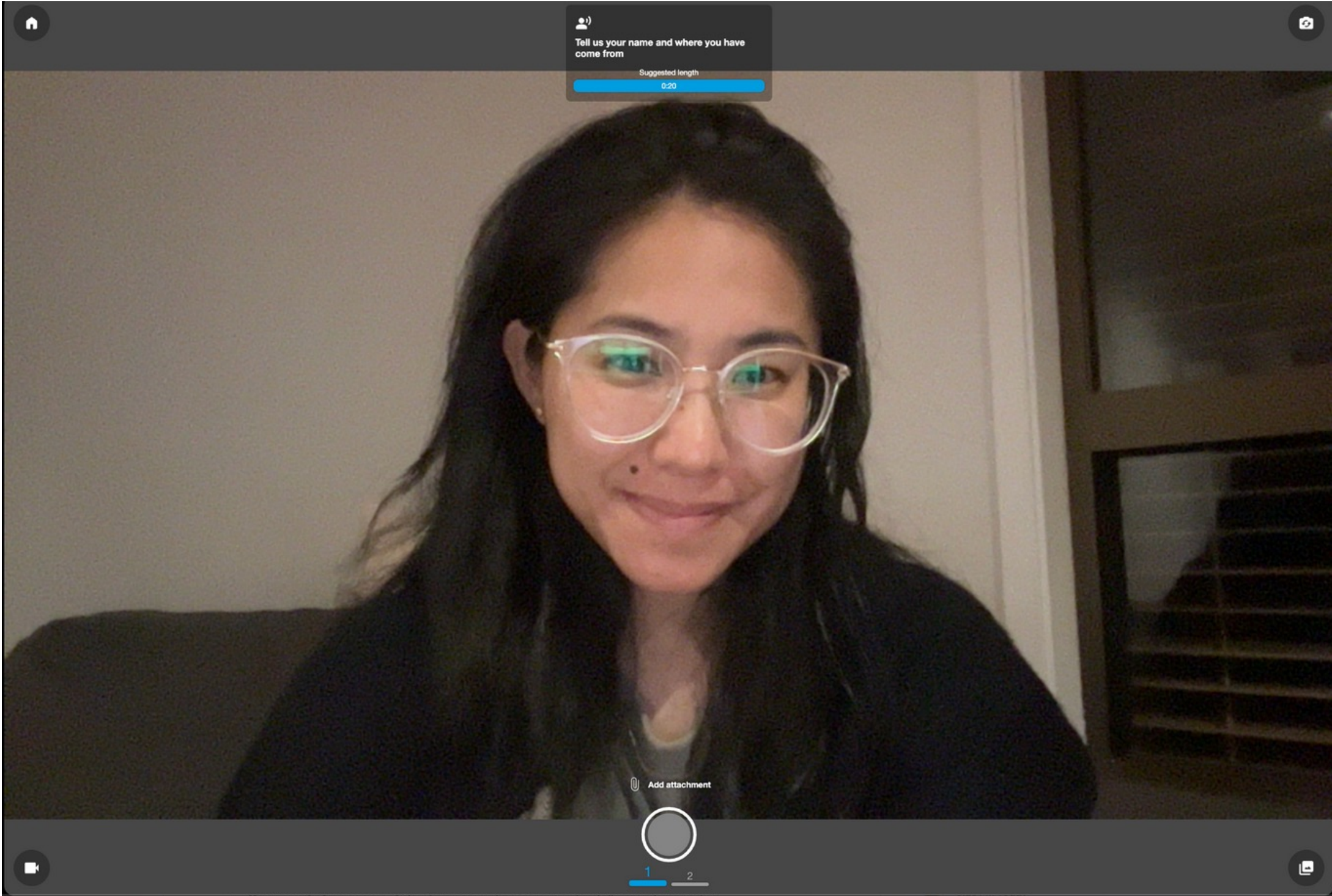
Record

**Bring your story to life**

*Attach images or video that are relevant to the above.*

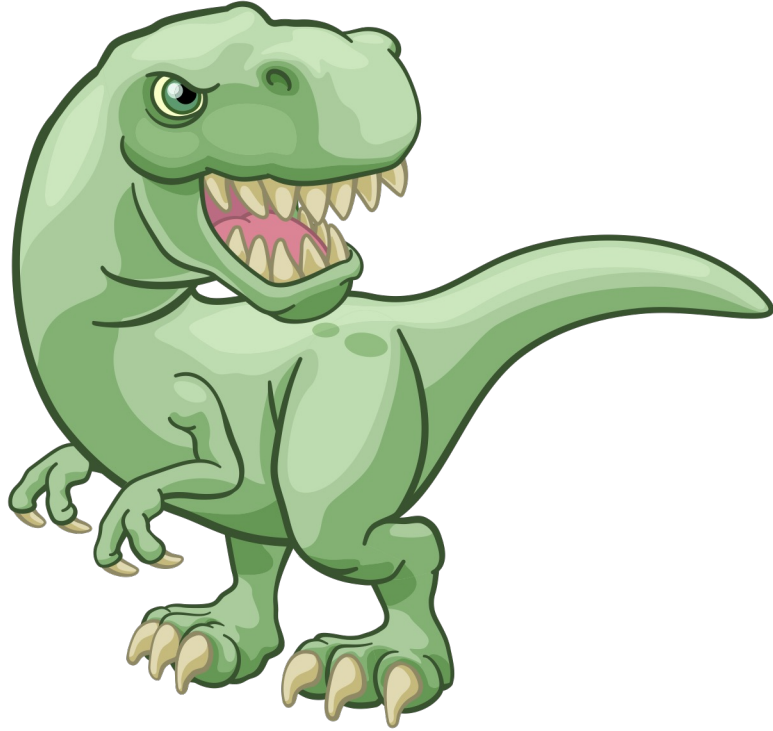
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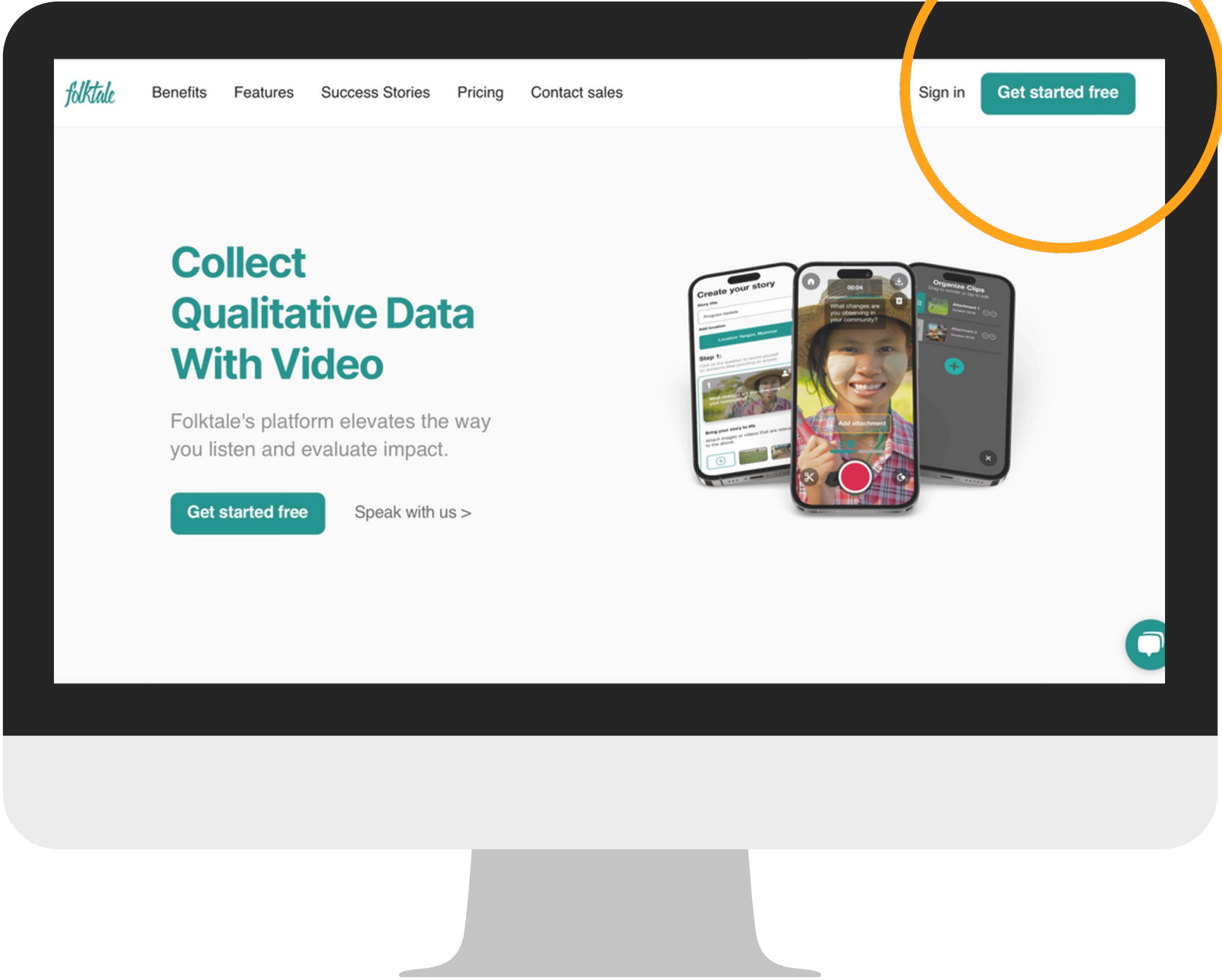
**Submit story**

# Tips to get started





# Get Folktale



*folktale*

# Let's meet

*folktale*



**aes23**



folktale.io  
2023

# Thank you



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