

Julie Woletz: Zur Entwicklung des „Digital Storytelling“ am Beispiel der Videostories im Internet

Computervermittelte Kommunikation als Innovation

Tagung der DGPuK-Fachgruppe „Computervermittelte Kommunikation“
in Kooperation mit dem ZKM, Institut für Medien, Bildung und Wirtschaft
Karlsruhe, 02.-04.11.06

1. Technikgeschichtliche Entwicklung

2. Hauptströmungen oder Zugänge zu Digital Storytelling

3. Spezifische Innovationen

1. Technikgeschichtliche Entwicklung

Künstliche Intelligenz:

„Cultural anthropologist Gregory Bateson was asked in the 1950s if he believed that computer artificial intelligence was possible. He responded that he did not know, but that he believed when you would ask a computer a yes-or-no question and it responded with ‚that reminds me of a story,‘ you would be close.“

Joe Lambert: Digital Storytelling.

Ab 1970: *Roger Schank und Marvin Minsky: „Yale View of Artificial Intelligence“*

story understanding and generating

Narrative als nicht-formale Form von Wissen

1. Technikgeschichtliche Entwicklung

1986: Erster Dokortitel für *Brenda Laurel* „Towards the Design of a Computer-based Interactive Fantasy System“

Begründung des Genres „interaktives Drama“

1990: Gründung der *Narrative Intelligence (NI) Reading Group* am MIT durch Marc Davis und Michael Travers

Guides Project von Apple Computer (1988-1991)

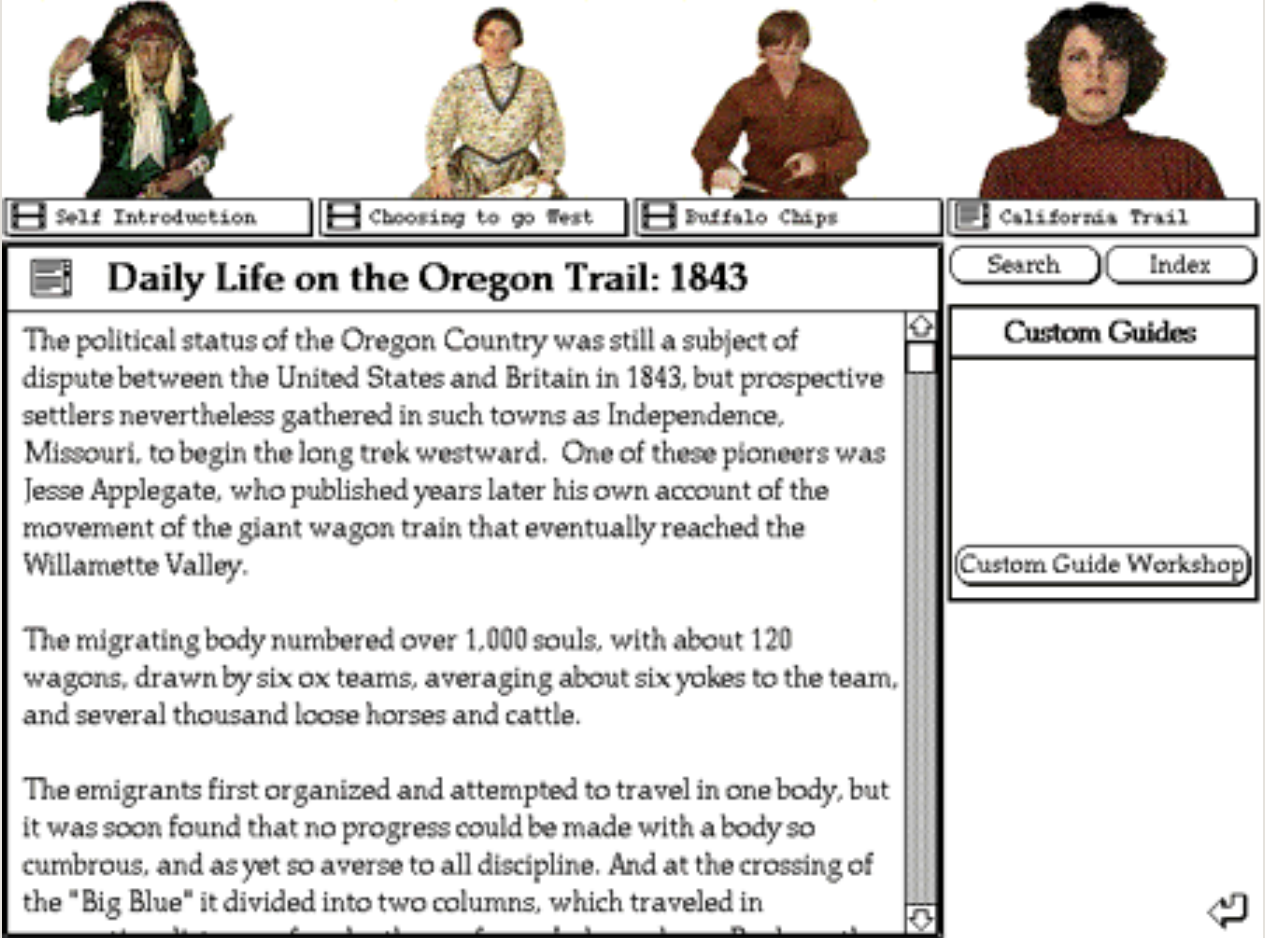
Abbe Don setzt den KI-Ansatz narrativer Zugriffsstrukturierung auf große Datenbanken in einer Multimedia-Lernumgebung um

1. Technikgeschichtliche Entwicklung

Abbe Don:

Guides 3.0

Multimedia-
Lernumgebung zur
amerikanischen
Geschichte. Zugriffe
über Articles,
Pictures, Sounds,
Timeline, Historical
Documents, Maps,
Tours und Guides.



The screenshot displays a web interface for 'Guides 3.0'. At the top, there are four portrait images of people. Below them is a navigation bar with buttons for 'Self Introduction', 'Choosing to go West', 'Buffalo Chips', and 'California Trail'. The main content area features a large article titled 'Daily Life on the Oregon Trail: 1843'. The article text describes the political status of the Oregon Country and the journey of pioneers like Jesse Applegate. To the right of the article is a sidebar with 'Search' and 'Index' buttons, a 'Custom Guides' section, and a 'Custom Guide Workshop' button. A small refresh icon is visible in the bottom right corner of the interface.

Self Introduction Choosing to go West Buffalo Chips California Trail

Search Index

Custom Guides

Custom Guide Workshop

Daily Life on the Oregon Trail: 1843

The political status of the Oregon Country was still a subject of dispute between the United States and Britain in 1843, but prospective settlers nevertheless gathered in such towns as Independence, Missouri, to begin the long trek westward. One of these pioneers was Jesse Applegate, who published years later his own account of the movement of the giant wagon train that eventually reached the Willamette Valley.

The migrating body numbered over 1,000 souls, with about 120 wagons, drawn by six ox teams, averaging about six yokes to the team, and several thousand loose horses and cattle.

The emigrants first organized and attempted to travel in one body, but it was soon found that no progress could be made with a body so cumbersome, and as yet so averse to all discipline. And at the crossing of the "Big Blue" it divided into two columns, which traveled in

1. Technikgeschichtliche Entwicklung

Abbe Don:

We Make Memories

Installation zur
Familiengeschichte
mit Fotos, Audio-
und Videostories



1. Technikgeschichtliche Entwicklung

Dana Atchley:

Next Exit

Künstlerische
Installation mit
autobiographischen
Videostories



1. Technikgeschichtliche Entwicklung

Derek Powazek:
Internet-Magazin

„Fray is a magazine about true stories that's been publishing since 1996 and a place for people who believe that the web is about personal expression and a new kind of art.“


The screenshot shows the Fray website interface. At the top left is the 'fray' logo, and at the top right is the tagline 'tell your stories'. The main featured story is 'Making Leta' by Heather Armstrong, with art by Claire Robertson. The story's text reads: 'Children can be so cruel. I know, I'm about to have one.' To the right of the title is a 'QUIET PLEASE!' sign. Below the main story are several smaller story teasers: 'Wrestling with an Angel' by Derek Powazek, 'Pet Stories' by Fray Authors, 'Fray is on hiatus', 'Fray Cafe 3', and 'Fray Day 5'. There is also a section for 'Events by the Fray Organization' and a 'fray in iTunes' section. The bottom of the page has navigation links for 'News', 'Audio', and 'Photos'.

1. Technikgeschichtliche Entwicklung

flickr:

Internet-Dienst
für Fotos

„The best way to
store, search, sort
and share your
photos.“



Already a member? [Sign in.](#)

flickr

The best way to **store, search, sort** and **share** your photos.

[Sign up!](#)

Or, [learn more.](#)

[O star of morning and of liberty! - Henry Wadsworth Longfellow](#)

Find a photo of... [GO](#)


Or, browse [popular tags?](#)

[Explore Flickr](#)

Browse interesting photos shared over [the last 7 days.](#)

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See what is stunning in the eyes of Flickr photographers.
Share your photos in the Nikon Stunning Gallery.

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1. Technikgeschichtliche Entwicklung

YouTube:
Internet-
Dienst für
Videos
„Broadcast
Yourself“

The screenshot shows the YouTube homepage with the following elements:

- Header:** "You Tube™ Broadcast Yourself" logo and navigation links: [Sign Up](#), [My Account](#), [History](#), [QuickList \(0\)](#), [Help](#), [Log In](#). A search bar is present with the text "Search for" and a "Search" button.
- Navigation:** Tabs for [Home](#), [Videos](#), [Channels](#), [Groups](#), [Categories](#), and [Upload](#). Below these are links for [My Account](#), [My Videos](#), [My Favorites](#), [My Friends](#), [My Inbox](#), [My Subscriptions](#), [My Groups](#), and [My Channel](#).
- Director Videos:** A row of four video thumbnails with titles: "Weeds: A Boy's Most Important How-To Lesson", "run of the mill", "Small Town News: The Bride (Letterman)", and "Bush visits the 'un' (Late Late Show with Craig Ferguson)".
- Featured Videos:**
 - 2006 "ONE Vote" TV Spot** (00:44): A PSA about global AIDS and poverty featuring Matt Damon, Julia Roberts, George Clooney, Don Cheadle, and New England Patriots. It has 610 views and 132 ratings (4.5 stars).
 - Men With Cramps: Introduction** (02:14): A documentary about menstrual cramps. It has 140 comments and 947 ratings (4.5 stars).
- Video Player:** A large video player showing a "Let's Go To Prison - Trailer" with a play button overlay. Below the player are login options: "Login to rate video" and "Member Login" with fields for "User Name:" and "Password:", and buttons for "Login" and "Sign Up".

2. Hauptströmungen und Zugänge zu Digital Storytelling

Digital Storytelling ‚top down‘

„Automated narration as a data structuring method for information systems“.
Norbert Braun, Zentrum für Grafische Datenverarbeitung (ZGDV), Darmstadt

DinoSim und

DinoExplorer (über PDA)

ZGDV, Darmstadt

Interaktives Erforschen des
Senckenbergmuseums in
Frankfurt a. M.

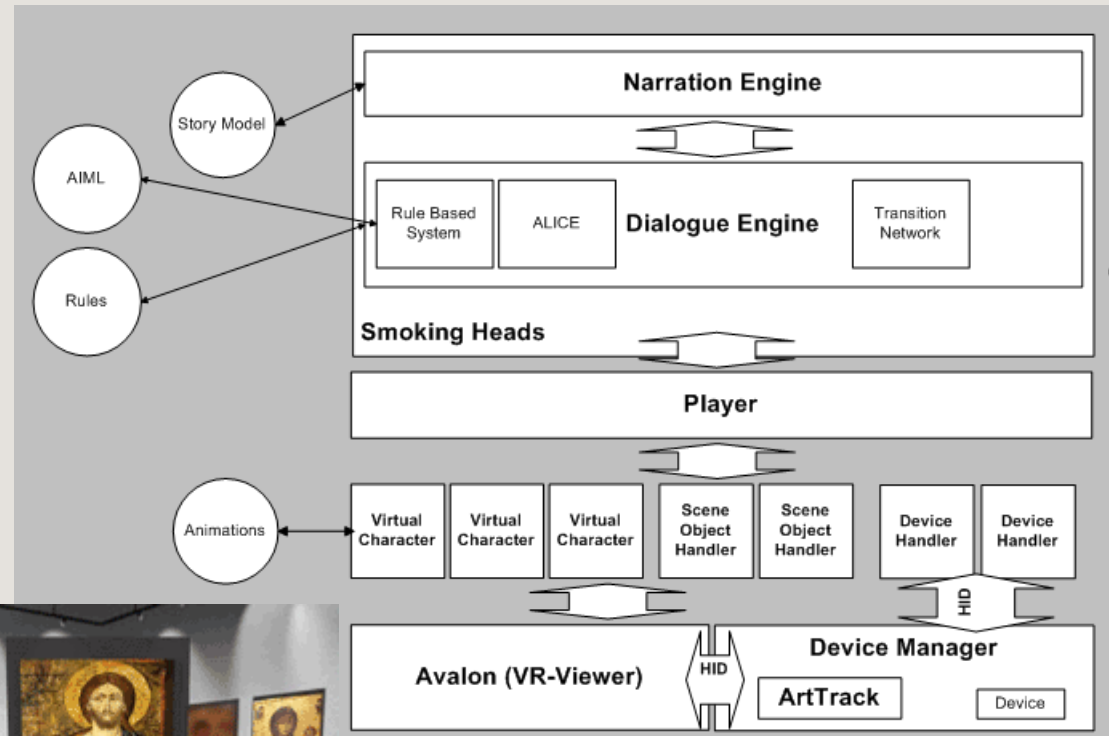


2. Hauptströmungen und Zugänge zu Digital Storytelling

art-E-fact

ZGDV, Darmstadt

Kunsthistorische
Wissensvermittlung



2. Hauptströmungen und Zugänge zu Digital Storytelling

Augmented Reality-Szenario

Geist, ZGDV Darmstadt

Geschichtsdaten zum
30jährigen Krieg



2. Hauptströmungen und Zugänge zu Digital Storytelling

Digital Storytelling ‚bottom up‘

Gegenströmung ‚von unten‘, die auf *persönliche, authentische, auf privaten Medienarchiven* beruhende Geschichten setzt.

BBC Workshop Projekt „Capture Wales“:

„Digital stories are ‚mini-movies‘ created and edited by people like you - using cameras, com-puters, scanners and their own photo albums. Everyone has a story to tell and new technology means that anyone can create a story that can show on a website like the ones you see here. The idea is to show the richness of life in Wales through stories made by the people of Wales. It's you who decide what those stories are.“

2. Hauptströmungen und Zugänge zu Digital Storytelling

BBC Capture Wales

Digital Storytelling in Film-Workshops

Persönliche Videostories zu den Themen: Challenge, Community, Family, Memory, Passion

The screenshot shows the BBC Capture Wales website interface. At the top, there is a navigation bar with links for Home, TV, Radio, Talk, Where I Live, A-Z Index, and a search box. Below the navigation bar, the date is 25 October 2006, and there are links for Accessibility help and Text only. The main content area is titled "CAPTURE WALES Digital Storytelling" and features a "CAPTURE THEME - CHALLENGE" section. This section displays a grid of digital stories, each with a quote, a small image, and the author's name. The stories are organized into categories: CHALLENGE, COMMUNITY, FAMILY, MEMORY, and PASSION. A sidebar on the left contains navigation links for CAPTURE HOME, ABOUT CAPTURE WALES, CIPOLWG, MORE DIGITAL STORIES, CAPTURE THEMES, and DO YOU HAVE A STORY TO TELL?. The footer includes a "Contact Us" link.

Quote	Author	Category
"As Matt grew up I felt he was being judged, even by my family and friends."	Christine Birkett	CHALLENGE
"For once, I wasn't able to come up with a smart answer."	Colin Terrell	CHALLENGE
"But I could sing, I knew I could sing."	David Alexander	COMMUNITY
"Why are you brown, Mummy?"	Eve Green	COMMUNITY
"My start in life was extraordinary."	Helen Charles	FAMILY
"From the day I was born I was bike crazy, cycling was in my blood!"	Helen Jones	FAMILY
"Ian has his own bench in school. He also has Aspergers Syndrome."	Ian's Mum	MEMORY
"It was devastating news for me and the family."	Jackie Hoey	MEMORY
"Why? Why do I feel the guilty one?"	Margaret Oliver	PASSION
"One day I became ill. That illness is the hinge of my life."	Mary Elise	PASSION
"She wouldn't accept money from the Parish at any cost."	Mary Williams	BY AREA
"I brought back another dream: the desire to return"	Monica Goodrick	BY AREA

3. Spezifische Innovationen

„If digital media can be said to create new forms of narrativity, this novelty does not concern semantics, but, rather, *presentational strategies* (that is, discourse) and above all, *pragmatic factors*: new modes of user involvement; new types of interface; and new relations between the author (or, rather, system designer), the plot (or plots), and users.”

Marie-Laure Ryan: Narrative across Media.

3. Spezifische Innovationen

BBC Capture Wales:

Story als Film oder Text (view movie, read the transcript) mit Hintergrundinfo (interview)

Mapping der Stories auf einer Landkarte (browse by area)

Feedback und Kommentare anderer User

Eigene Geschichte erzählen

BBC Homepage
Wales Home

CAPTURE HOME

ABOUT CAPTURE WALES

CIPOLWYG

MORE DIGITAL STORIES

CAPTURE THEMES

- CHALLENGE

- COMMUNITY

- FAMILY

- MEMORY

- PASSION

- BROWSE BY AREA

DO YOU HAVE A STORY TO TELL?

OTHER SITES

"I once heard that at the bottom of every pint glass lies a story."

Poetry in the pint
The more Izzy travels around more she seems to find bits past in the strangest places the book she found by a Pol

Please tell us a little about yourself.
I'm a 22 year old student do

IZZY KAMINSKI
AT THE BOTTOM OF A PINT GLASS

At the Bottom of a Pint Glass
Izzy Kaminski, Cardiff, March 2006
View movie
Read the transcript

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3. Spezifische Innovationen

Digital Storytelling ‚top down‘

Innovation durch Technik: Story Modelle für interaktives Erzählen mit neuen Input/Output-Devices

Wenig Projekte, (noch) nicht in breite Kommunikationsprozesse eingebunden

Institutionalisierter Wissenstransfer für Geschichte, kulturelle Archive etc.

Digital Storytelling ‚bottom up‘

Innovative mediale Gebrauchsweisen, Präsentationsstrategien und Meta-Kommunikation

Zunahme von privatem Publizieren, Workshops, Internet-Diensten (60.000 Neuvideos täglich bei YouTube)

Privates Publizieren persönlicher, ‚authentischer‘ Geschichten anhand privater Medienarchive

Vielen Dank für Ihre Aufmerksamkeit!

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