

1. Record Nr.	UNINA9910978379503321
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Titolo	Story Tech : Power, Storytelling, and Social Change Advocacy
Pubbl/distr/stampa	Ann Arbor : , : University of Michigan Press, , 2025 ©2025
ISBN	9780472222070 0472222074
Edizione	[1st ed.]
Descrizione fisica	1 online resource (262 pages)
Altri autori (Persone)	VaughanMichael VromenAriadne
Disciplina	362
Soggetti	Social advocacy - Technological innovations Digital storytelling - Social aspects Digital storytelling - Political aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Intro -- Contents -- Acknowledgments -- List of Tables -- List of Figures -- Introduction -- Chapter 1. Storytelling in Changing Technological and Political Landscapes -- Chapter 2. Logics of Digital Storytelling and Their Diffusion -- Chapter 3. "Story Tech" and Datafication -- Chapter 4. Whose Voice? The Role of Storytellers and Representation -- Chapter 5. Unexpected Narratives: Personal Disability Stories -- Chapter 6. Datafied Storytelling's Double-Edged Sword in Marriage Equality Campaigning -- Chapter 7. Frontline "Heroes": Unions and Essential Workers' Stories during the Pandemic -- Chapter 8. Power, Storytelling, and Advocacy for Social Change Futures -- Appendix -- Notes -- References -- Index.
Sommario/riassunto	Personal stories have the power to stir the heart, compel us to act, and spark social change. While advocacy organizations have long used storytelling in campaigns, the role technology plays has increased. Today, invitations to "share your story" are widespread on advocacy organizations and political campaigns' websites, calls to action, and social media pages. But what happens after one clicks "share"? And how does this affect which voices we hear-and which we don't-in public discourse? Story Tech explores the increasingly influential impact of

technologies—such as databases, algorithms, and digital story banks—that are usually invisible to the public. It shows that hidden "story tech" enables political organizations to treat stories as data that can be queried for storylines and used to intervene in news and information cycles in real time. In particular, the authors review successful story-centered campaigns that helped change dominant narratives on disability rights, marriage equality, and essential workers' rights in the United States and Australia. They compare the use of storytelling advocacy across different types of organizations including volunteer grassroots groups, large national advocacy coalitions, and trade unions, and examine how trends differ for storytellers, organizers, and their technology partners. As political stories shift to being "on demand," they reshape power relationships in key public debates in ways that produce moments of tension as well as positive narrative change. *Story Tech* examines the shift toward political story "on demand" and illustrates how storytelling success can—and should—be achieved in conjunction with personal dignity, privacy, and empowerment for storytellers and their communities, particularly marginalized ones.
