# Multipath storytelling explaination

*Do you remember those old choose your own adventure books?*

Now think of that concept, but with online video and expanded even further. Multipath storytelling gives film makers a chance to add, edit and upload videos to further an existing story. Audiences can choose their own path, and create their own adventure.

**Seed -** It all starts with a seed, the first film that someone uploads as part of a new story. For example, a couple's first date.

**Future -** After watching the seed film, someone else can upload a film about what happened next, which we call a future film.

**Past -** Someone else might want to explain how they met in the first place so creates a prequel, which we define as a past film.

**Tangent -** But what if someone wants to change the focus of the story, maybe turn a supporting actor into the main character or change the theme? This is what we call, a tangent film



Illustration 1*: A basic Multipath tree*
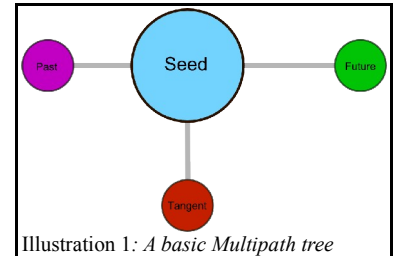
Over time, more people add more films to expand the story, such as making a future of a future, a past of the future, a past of a tangent, and so on. We describe this process as a seed film growing into a tree, with each film being a leaf. The viewers get to chose how they want to experience the story and which of the various possible story arcs to follow. We call their choices 'adventure paths'. Think of it like climbing a tree, not everyone will go the same way.



Illustration 2: *A complex Multipath Tree*

After watching the story, the audience can share their experiences via social networking sites, such as Facebook and Twitter.

Film makers can easily specify which Creative Commons licence to upload their content as, thus allowing other people to remix the content in new ways. To help facilitate the community collaboration aspect, film makers can also upload source files, and any other supporting materials. This helps promote the legal sharing and remixing of content within the community.
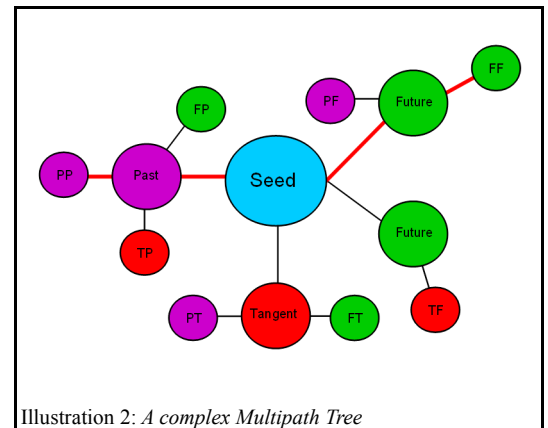
Whilst it is expected that Multipath communities will collaborate in their local areas, there will be times that you want to continue a story and don't have access to the same actors and locations used.

**Don't have access to the same actors? Here's some suggestions to get around it.**

**Method 1.**

You don't always need to film the actors. You could remix existing content, make a 2D or 3D animation, machinima or even a non video based media, such as text, or audio.

**Method 2**

You don't need to use the same actors for your own videos. The James Bond franchise shows that different actors playing the same character is viable as long as it is made obvious to the viewer to avoid any confusion.

**Method 3**

Instead of having actors as the main story element, you could use objects, or concepts as the central theme. Maybe your central character is a tape recorder or the concept of being a volunteer.

Example:

The Canon Photo 5 competition concept of sending multiple copies of objects to people, can be utilised to allow for a story arc based around the same objects. If you only have 1 or 2 copies of an item, then have one group film with them at a time. The main element or theme doesn't have to be an object, it could be a location, idea, or even word. e.g Mc Donald's stores, the Flashmob concept, or maybe the colour Red.

Be creative and come up with other methods to tell your story!

## Resource Listing

The rest of this handout details various resources and reference sites.

# Videos
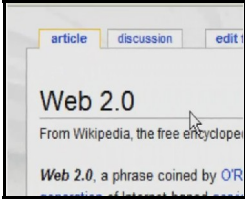


*Title* : **Web2.0 The machine is us** [4.5mins]

*URL* : http://www.youtube.com/watch?v=6gmP4nk0EOE

*Description :* A great uplifting video about how the Web 2.0 revolution, enabled with formats like XML, has enabled a new wave of user generated content and mashups, but more importantly it is enabling more connections and communication between people.



*Title :* **Seth Godin - Tribes**[17mins]  **Highly recommended**

*URL :* http://www.ted.com/talks/seth_godin_on_the_tribes_we_lead.html

*Description* : Seth Godin is an Internet marketing genius who explains the current change from mass media to viral marketing.. Note : We use the term communities instead of tribes, but the meaning is the same.
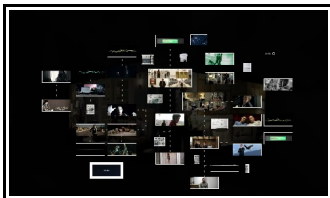


*Title :* **HBO Imagine** [30mins – 1hour] **Recommended**

*URL :* http://hboimagine.com/

*Description* : A ground breaking interactive storytelling concept in which you view different parts of a story and their links. Also introduced the cube concept, where you can view a scene from multiple angles.



*Title* : **HBO Voyeur** [Varies. 20mins - 1 hour]

*URL* : http://archive.bigspaceship.com/hbovoyeur/

*Description* : An interactive video concept whereby you can view different parts of a building and the rather outlandish things that happen.
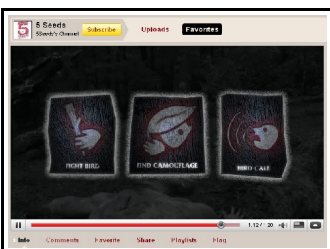


*Title* : **5 seeds** [Varies. 5-10mins]

*URL* : http**://www.youtube.com/user/5Seeds**

*Description* : A choose your own adventure video campaign to advertise the new Tooheys Extra Dry - 5 Seeds (Cider) drink.



*Title* : **Star Wars Uncut** [Varies, but possibly many hours]

*URL* : http://starwarsuncut.com/

*Description* : Star Wars Uncut merges the idea of crowd sourcing and fan recreations by splitting the film Star Wars : A New Hope into 15 second clips then getting fans to upload their own versions of the scenes. A single scene may have multiple versions created by multiple people, resulting in a a mash-up of many styles of film making, from live action to stop motion plasticine, 2D, 3D, machinima.

# Websites



*Site* : **TED : Ideas worth spreading**.  **HIGHLY recommended**

*URL* : http://www.ted.com

*Description* : TED talks are presentations that amazing and insightful people given, usually varying from 5-25mins and covering a large range of topics. Everything from true happiness, to climate change, media, architecture, and much much more. Your life, and understanding of the world will be forever changed once you get addicted to TED talks. .
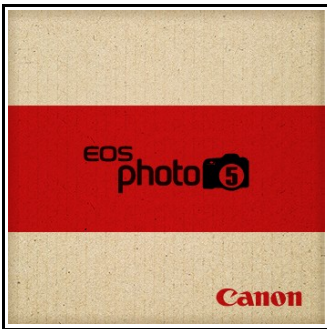


*Site* : **Facebook : Site Statistics**

*URL* : http://www.facebook.com/press/info.php?statistics

*Description* : Some great statistics on the number of Facebook users, and how much they interact with the site.



*Site* : **Canon 5 competition**

*URL* : http://www1.canon.com.au/worldofeos/photo5/

*Description* : The Canon Photo 5 competition invovles photographers receiving a box of items from Canon. There was over 50,000 sent out at the last competition. Each box contained 5 items, ranging from some cardboard reading glasses, to some coloured powder. The photographers would take photos of one of the items at a time and the submissions were voted on, with the top ones from each item category then judged by a panel.



*Site* : **Visual Thesaurus**

*URL :* http://www.visualthesaurus.com/

*Description* : A great example of how being able to visualise the links and relationships (in this case between words), can help people be more efficient.
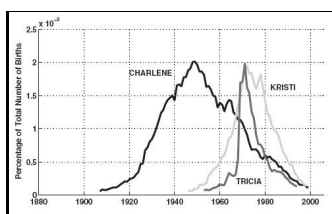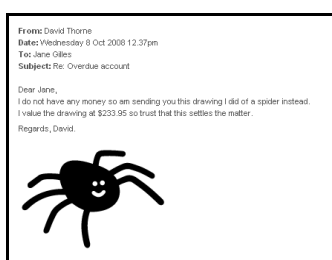


*Site* : **Why Things Become Unpopular**

*URL* : http://www.physorg.com/news163333282.html

*Description* : This article explains that the downside to exploding in popularity is that the interest usually fades out just as fast. There's something to be said for getting popular slowly.

# Viral Marketing Campaigns



*Site* : **Paying an overdue notice with a picture of a Spider**

*URL* : http://www.27bslash6.com/overdue.html

*Description* : Created by David Thorne, an Adelaide based marketer that creates viral satire in his spare time. The spider email was voted the most popular news article of 2008 here in Australia.

*Site* : **The Fun Theory**

*URL* : http://thefuntheory.com/

*Description* : The campaign is dedicated to the thought that something as simple as fun is the easiest way to change people's behaviour for the better. Be it for yourself, for the environment, or for something entirely different, the only thing that matters is that it's change for the better. The campaign is being run by Volkswagen. The most well known video is the Piano Stairs. Where a set of stairs are modified overnight to play sounds like a piano when walked on. The stairs were next to an escalator, however people were attracted to the stairs because they were more fun.
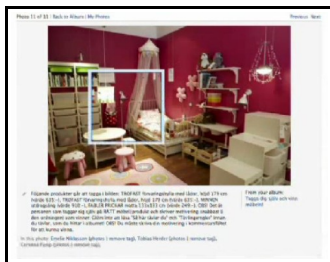


*Site :* **T-MOBILE FLASHMOB**

*URL* : http://www.youtube.com/watch?v=VQ3d3KigPQM

*Description* : The Flashmob meme is where a group of (usually unpaid) volunteers will learn some choreography and will start dancing in a public place, randomly. Mobile Phone manufacturer T-mobile used this concept to create a very engaging clip which became a very quick hit.



*Site* : **IKEA Facebook Campaign**

*URL* : http://www.viralblog.com/widgets-social-apps/ikeas-facebook-campaign-gets-praise/

*Description* : A viral campaign designed by Swedish agency Forsman & Bodenfors, to promote the opening of its new IKEA store in Mälmo. By using the feature of tagging pictures on Facebook, the team uploaded IKEA showrooms images to a Facebook photo album over a two-week period. People were then encouraged to tag items in the photos with their names, for a chance of winning that object for free. As word about the campaign spread, the photos were tagged within seconds of being uploaded and requests came rolling in for more pictures. People used their Facebook profiles, newsfeeds and links, email and other forms of word of mouth to tell their friends and family.
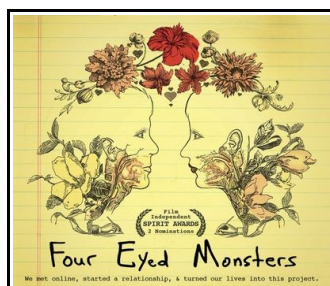


*Site* : **Four Eyed Monsters**

*URL* : http://foureyedmonsters.com/

*Description* : Created by a couple who were crazily in love. The term four eyed monster is a reference to how two people seem to become one when they are in such a strong relationship. They created an independent film, but couldn't get funding nor distribution, so they used YouTube to create a community of followers who helped them so they could release the DVD for sale online. The episodes that are available online are a little eclectic, but very compelling.
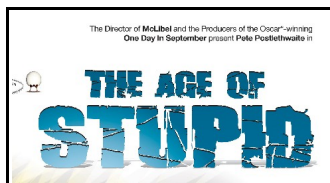


*Site* : **The Age of Stupid**

*URL* : http://www.ageofstupid.net/

*Description* : The Age of Stupid is the new four-year epic from McLibel director Franny Armstrong, and starring Oscar-nominee Pete Postlethwaite, as a man living alone in the devastated world of 2055. Looking at old footage from 2008, the man asks. Why didn't we stop climate change when we had the chance? The film is remarkable because of the way it was funded, using over £850,000 in public donations and investments, raised online.

# Social Networking Sites

Social Networking sites are designed to help their users keep in touch, and communicate with each other. Most allow the sharing of peoples 'status' or some way of indicating what they are currently doing. Other features include photo upload, tagging, and sharing of links with other people.

*Site* : **Facebook**

*URL* : http://www.facebook.com/

*Description* : If you haven't heard of Facebook then you probably don't use the Internet enough. Facebook is by far the biggest social networking site with over 350 million active users.

*Site* : **Twitter**

*URL* : http://twitter.com/

*Description* : Twitter's idea is to fill in the gap between blog posts, to keep people informed of the things you are up to or interested in. It has also exploded in popularity as a tool for spreading links and ideas. Similar to SMSs each update is limited to 140 characters. Check out this explanation video by Common Craft about Twitter in plain English : http://www.vimeo.com/757146.

*Site* : **LinkedIn**

*URL* : http://www.linkedin.com/

*Description* : LinkedIn is effectively Facebook, but for professionals. It is great for people who are looking for a job, want to connect with other professionals in the same area of expertise, those who are part of a company, or want to keep up to date with what people are doing.

*Site* : **YouTube**

*URL* : http://www.youtube.com/

*Description* : YouTube isn't technically a social networking site, it is a video sharing site, that enables people to share their videos and has great integration with social networking sites.

*Site* : **Vimeo**

*URL* : http://vimeo.com/

*Description* : Similar to YouTube, Vimeo is also a video site, however it has a focus on higher quality and attracts a more specific audience.

*Site* : **Digg**

*URL* : http://digg.com/
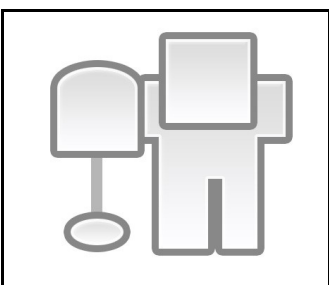
*Description* : .Digg is a place for people to discover and share content from anywhere on the web. From the biggest online destinations to the most obscure blog, Digg surfaces the best stuff as voted on by users. Being listed on the front page of Digg will almost certainly put a strain on your webserver because of the shear number of visitors.