

Role of Storytelling in Learning in the Context of Knowledge Management System

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Abstract

Humans are telling stories since ancient, and there is a resurgence of interest in the art among today's organizational leaders. What is new is the purposeful use of narrative to achieve a practical outcome. This paper focuses on some leading concept like learning style, learning methods, learning tools in knowledge management system. Storytelling will become a key ingredient in managing communications, education, training, innovation and sharing knowledge in the digital learning environment. Storytelling is the act of telling a story in an entertaining, impressive or dramatic way. "Audience want an unexpected gift at an unexpected time". Adding feeling or emotion is probably most important. How do we do it? Generally we remember the feeling of the event or imagine what our characters might be feeling and then adjust our 'delivery' accordingly. This articles focused on features of storytelling and how the software facilitate to telling the story.

Introduction

Humans are telling stories since ancient, and there is a resurgence of interest in the art among today's organizational leaders. What is new is the purposeful use of narrative to achieve a practical outcome. This paper focuses on some leading concept like learning style, learning methods, learning tools in knowledge management system. Storytelling will become a key ingredient in managing communications, education, training, innovation and sharing knowledge in the digital learning environment. Storytelling is the act of telling a story in an entertaining, impressive or dramatic way. Telling is standing or sitting and using ones voice or sign language to present a story without reading from

a book. We're all born storytellers and naturally use storytelling in one shape or other everyday - talking to neighbours, sharing secrets or gossip, recalling something dramatic, exciting or traumatic from our day.

Storytelling

Storytelling is quite simply the use of stories in organizations as a communication tool to share knowledge. Storytelling uses a range of techniques to engage, involve and inspire people, using language that is more authentic (everyday language as opposed to 'textbook buzzword speak') and a narrative form that people find interesting and fun. It means 'Storytelling is telling a story' and educating and/or entertaining

Storytelling is a process, a medium for sharing, interpreting, offering the content and meaning of a story to an audience.

What can stories be used for?

Storytelling for communications

Storytelling to capture tacit knowledge

Storytelling to embody and transfer knowledge

Storytelling for individual growth

New or unexpected situations

Situations that require feelings as well as thoughts

Complex situations

Categories of stories in organizations

Stories about other people

Stories about the work itself

Stories about the organization

Stories as social bonding

Stories as signals

Stories about the past

Stories about the future

Stories about life itself

Is storytelling an interactive performance art form?

Direct interaction between the teller and audience is an essential element of the storytelling experience. An audience responds to the teller's words and actions. The teller uses this generally non-verbal feedback to immediately, spontaneously, and improvisational adjust the tones, wording, and pace of the story to better meet the needs of the audience.

How do we adjust our delivery?

- ◆ Tone Of Voice
- ◆ Loudness
- ◆ Rhythm
- ◆ Facial Expression
- ◆ Body Language
- ◆ Movement
- ◆ Hand gestures

Choice of words

The great thing about the ancient, oral tradition of storytelling is that the storyteller gets to change the words. Stories are constantly shaped and reshaped depending on the audience, the circumstances etc. Some tellers are very careful about their choice of words and some just let it flow naturally. Some follow old traditions, learning the story word for word, gesture for gesture, keeping the story 'pure'. Some change the words and the story line freely, adapting the story to fit the audience and the circumstance.

Style

We can create our own style or copy from someone else's but our storytelling style will be a particular combination of all of the above. We all have a unique style of storytelling and usually a number of styles that we can draw on depending on the circumstances or venue. We might use one style while telling a tall story in a pub with the blokes, another during morning tea at an organisational meeting with a client.

What do audiences want?

All audiences want to be able to:

- ◆ Hear, follow and understand a story
- ◆ Enjoy putting their imagination to work

- ◆ Have fun or experience some other strong feelings

Some audiences want to

- ◆ puzzle over what a story is about
- ◆ enjoy a good metaphor or other creative word plays
- ◆ be empowered
- ◆ be reminded of their goodness
- ◆ have their beliefs acknowledged and confirmed
- ◆ feel like they belong
- ◆ enjoy watching ‘an artist’ at ‘work’

As you develop your skills you can decide to work on adding more of the above.

Learning Styles

Learning styles are simply different approaches or ways of learning.

Types of learning styles

Visual Learners: *learn through seeing...*

Auditory Learners: *learn through listening...*

Tactile/Kinesthetic Learners: *learn through , moving, doing and touching...*

Storytelling Software

MemoryMiner

PHP-Nuke is a Web Portal System, storytelling software

Comixware

Microsoft Photo Story 3

Windows Movie Maker

Goldwave

MemoryMiner

- ◆ Import images (simply by dragging and dropping from a folder or photo organizer)
- ◆ Create of a list of relevant people and locations
- ◆ Connect people and locations to images

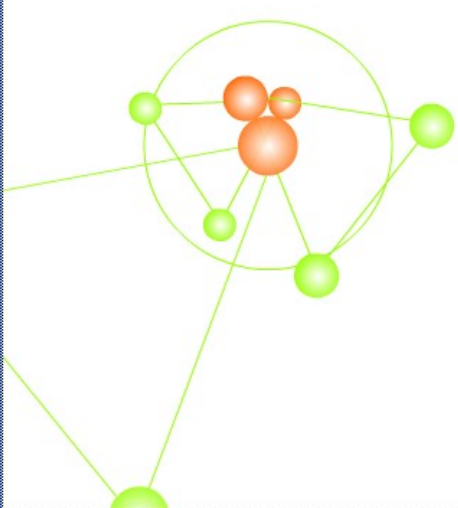
- ◆ Add descriptions to images
- ◆ Attach other digital media to images
- ◆ Select images for export (other relevant media will be automatically selected)
- ◆ Export your photo-data package to a server of your choice (including .Mac)

View your digital story online

Quickstart Flash Guide - Windows Internet Explorer

http://memoryminer.com/help/quickstart_flash.html

MemoryMiner™



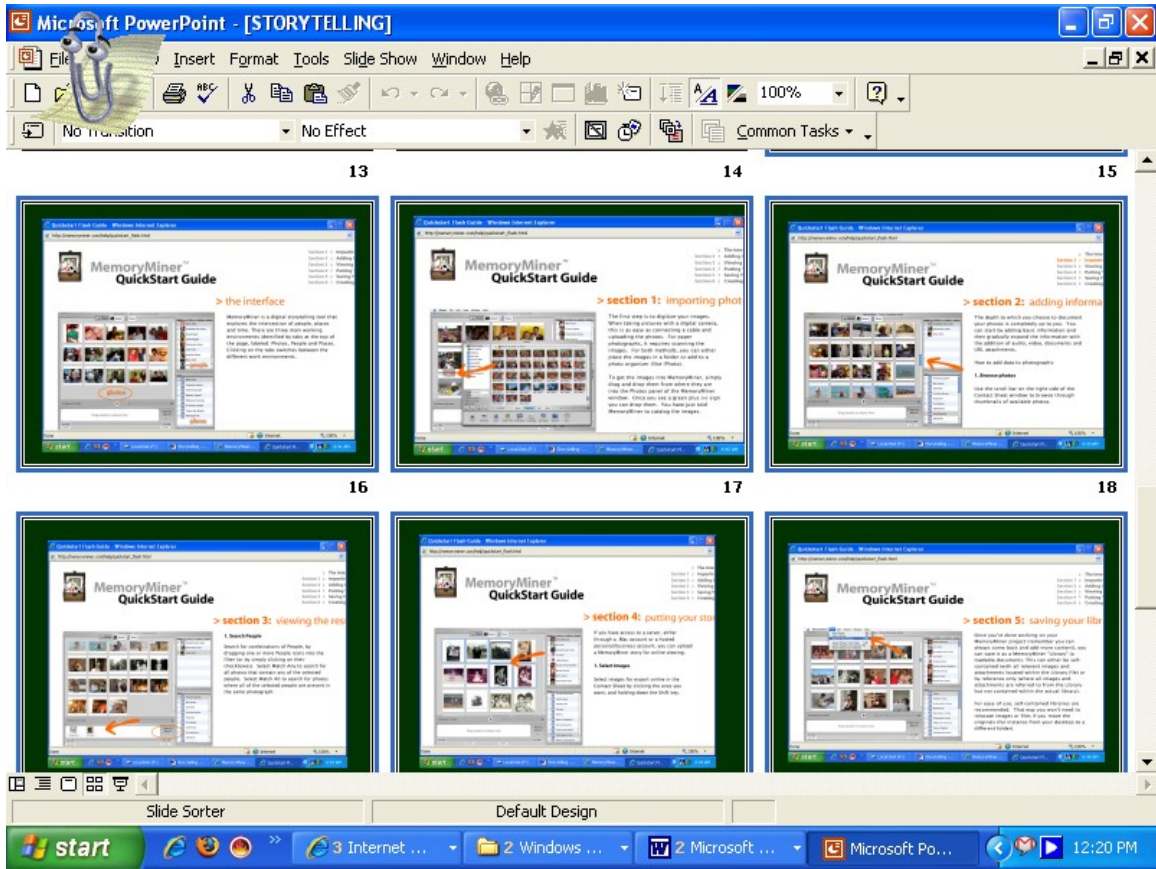
QuickStart Guide

- : The Interface**
- Section 1 : Importing Photos**
- Section 2 : Adding Information**
- Section 3 : Viewing Results**
- Section 4 : Putting Your Story Online**
- Section 5 : Saving Your Library**
- Section 6 : Creating a New Library**

Click to activate and use this control

(1 item remaining) Waiting for http://memoryminer.com/help/... Unknown Zone 100%

start Local Disk (F:) Storytelling -... MemoryMiner... Quickstart Fl... 6:40 AM



Benefits of Storytelling

Stories are memorable - their messages tend to 'stick' and they get passed on. It can provide a 'living, breathing' example of how to do something and why it works rather than telling people what to do, hence people are more open to their lessons. Stories therefore often lead to direct action - they can help to close the 'knowing-doing gap' (the difference between knowing how to do something and actually doing it).

- ◆ Communicate quickly
- ◆ Communicate naturally
- ◆ Communicate clearly
- ◆ Communicate truthfully
- ◆ Communicate collaboratively
- ◆ Communicate persuasively
- ◆ Communicate accurately
- ◆ Communicate entertainingly
- ◆ Communicate movingly
- ◆ Communicate feelingly

- ◆ Communicate interactively
- ◆ Communicate intuitively

Conclusion

“Audience want an unexpected gift at an unexpected time”. Adding feeling or emotion is probably most important. How do we do it? Generally we remember the feeling of the event or imagine what our characters might be feeling and then adjust our 'delivery' accordingly.

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