

# Transforming Digital Media Through Narrative

Who owns this data?

Does it have value?

Who understands?



# Who Understands?

- Control of data requires an understanding of that data
- Humans interpret their world in terms of stories and events
- Harness narrative to explain the data

# Filmic Narratives

- Harness a form we are already familiar with
- Give control to the user:
  - Topic
  - Contents
  - Style



# Film Competition

- 6 film makers with a track record
- Can only use social media already available
- Produce a **Gold Standard** we can aspire to

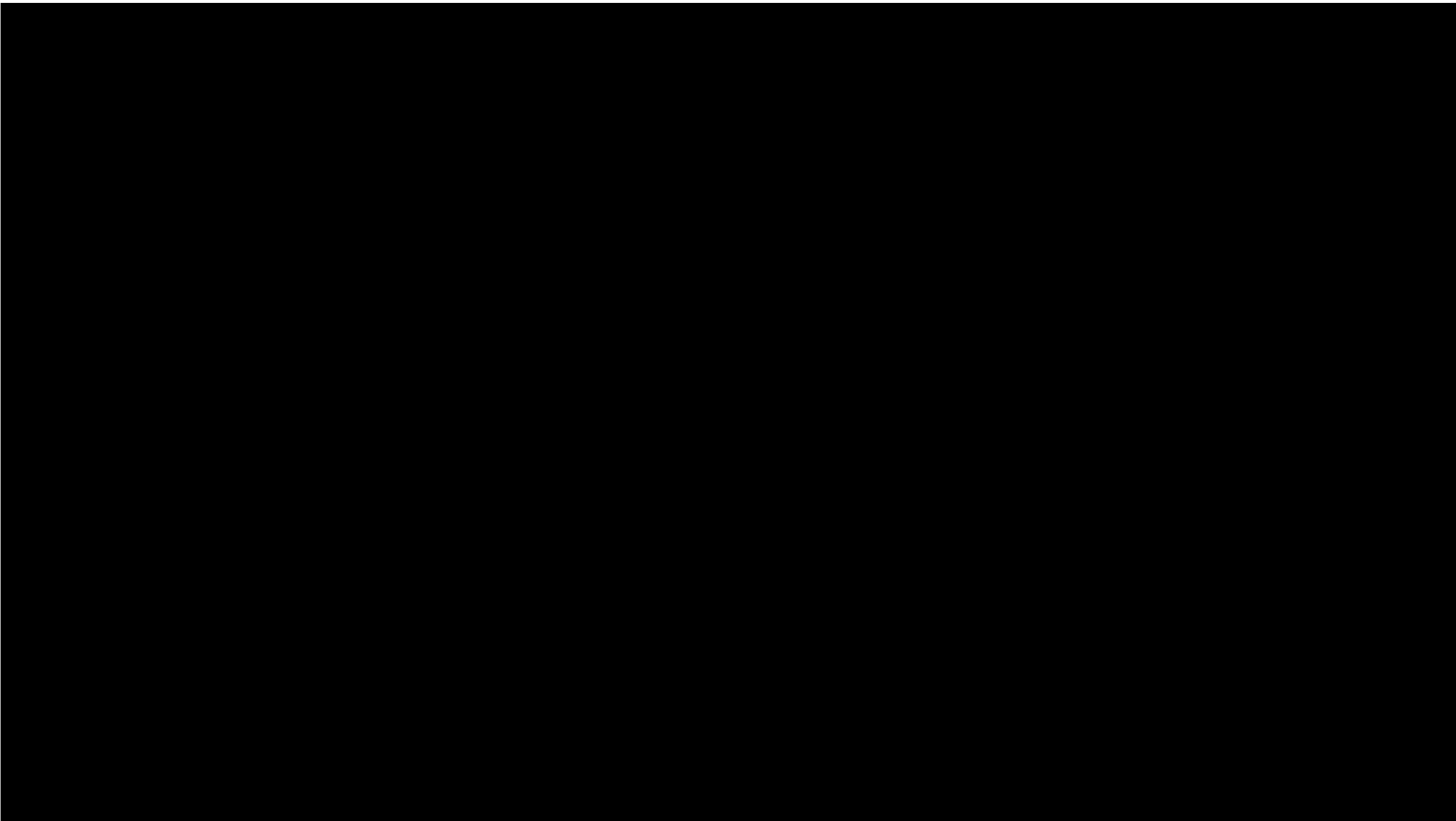
# Examples

**ilcc**

Institute for Language,  
Cognition and Computation



THE UNIVERSITY *of* EDINBURGH  
**informatics**

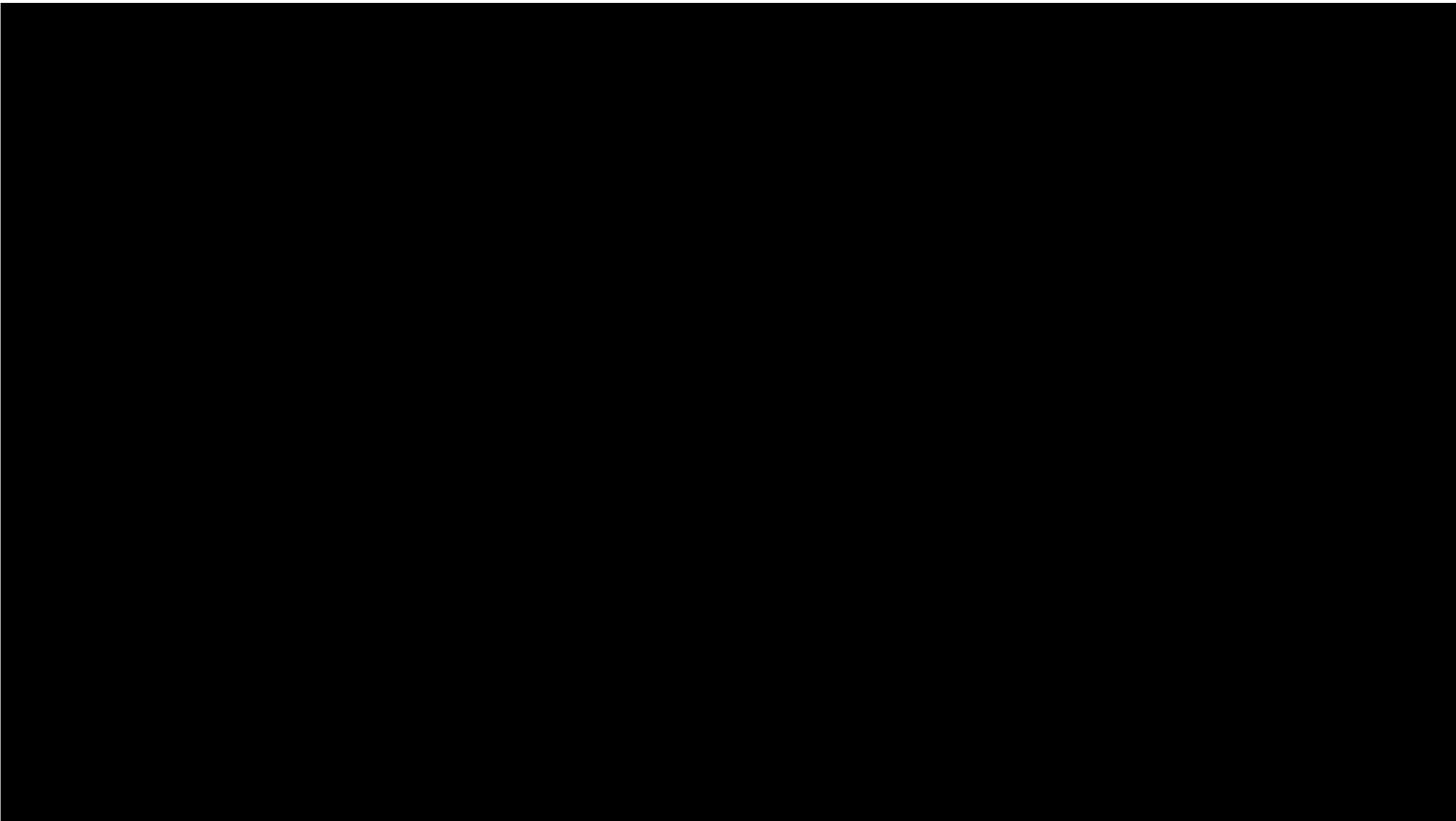


**ilcc**

Institute for Language,  
Cognition and Computation



THE UNIVERSITY of EDINBURGH  
**informatics**





# Tractable?

# Experiment

- Triptychs: A series of 3 images
- Taken from Instagram
- Can we generate narrative automatically?



# Experiment

Three conditions for triptych



RANDOM

2,4,8

NEUTRAL SEQUENCE



EMOTIONAL SEQUENCE

# Experiment


EXPERIMENT: TRIPTYCH

groups.inf.ed.ac.uk/cgi/ReelLives/pilot/triptych\_experiment.cgi

Teaching Privacy Apple iCloud Facebook Twitter The ee-CE Wikipedia Yahoo News Popular www.google.co.uk


Reel Lives experiment - m... Narrative Strategies Sympo... EXPERIMENT: TRIPTYCH Take a screenshot on you... +

EXPERIMENT TRIPTYCH: PAGE 01 of 78: [Skip to page](#)



Select the box that best matches your answer	Not at all				Very much
Q1: To what extent do these pictures share a common topic?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q2: Do the pictures seem to be in the wrong order?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q3: How much does this sequence of pictures tell a story?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4: What emotional feeling is conveyed by this picture sequence? *Click the mouse in the circle at the position that best describes the emotion (you don't have to click on a word):*

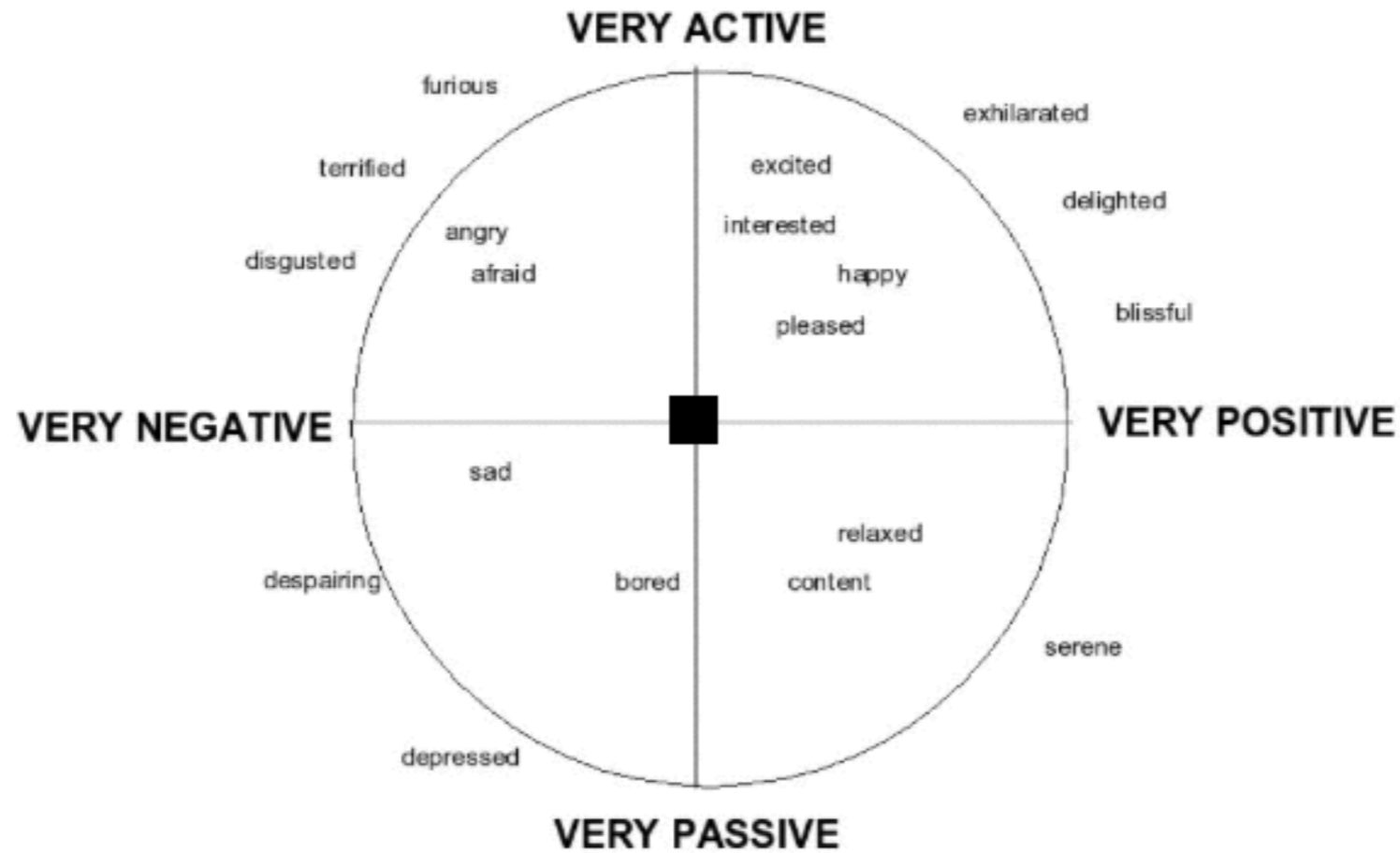


# Experiment

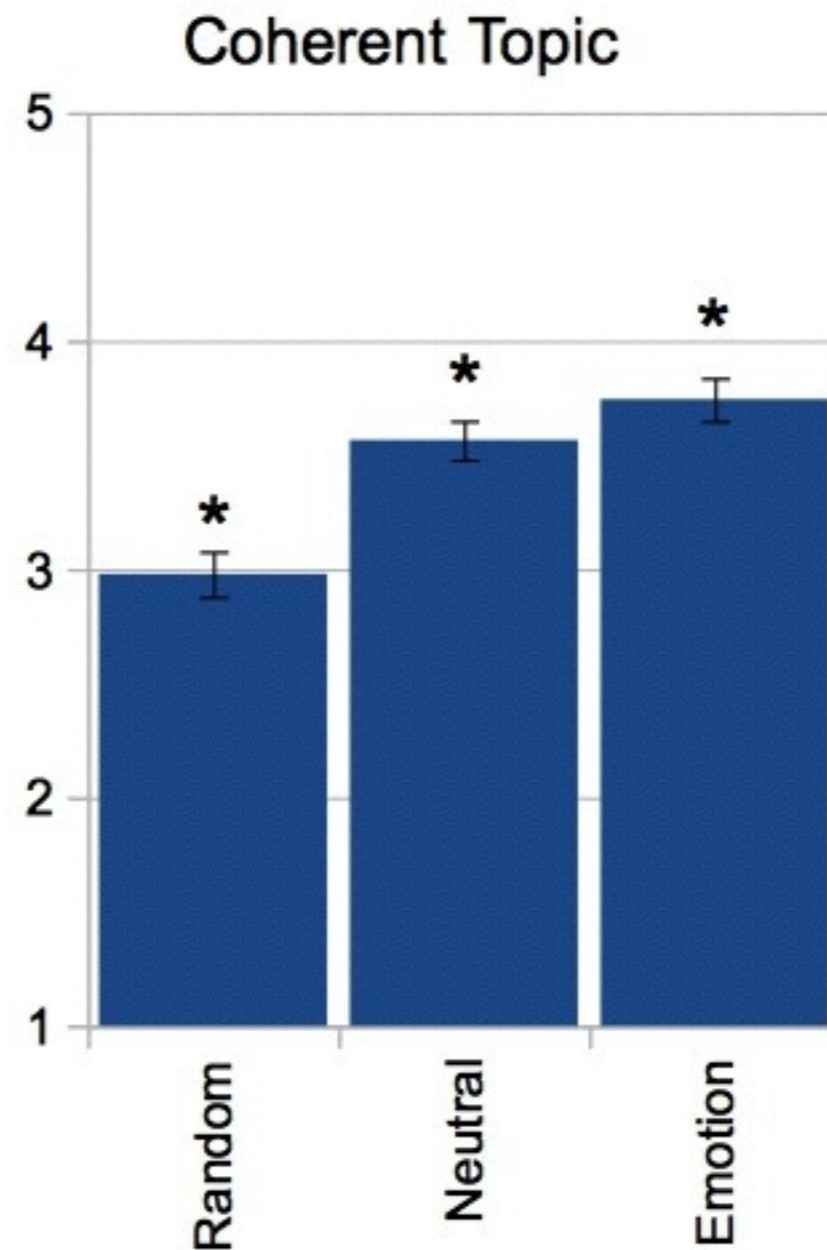
<i>Select the box that best matches your answer</i>	<b>Not at all</b>				<b>Very much</b>
<b>Q1:</b> To what extent do these pictures share a common topic?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Q2:</b> Do the pictures seem to be in the wrong order?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Q3:</b> How much does this sequence of pictures tell a story?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Experiment

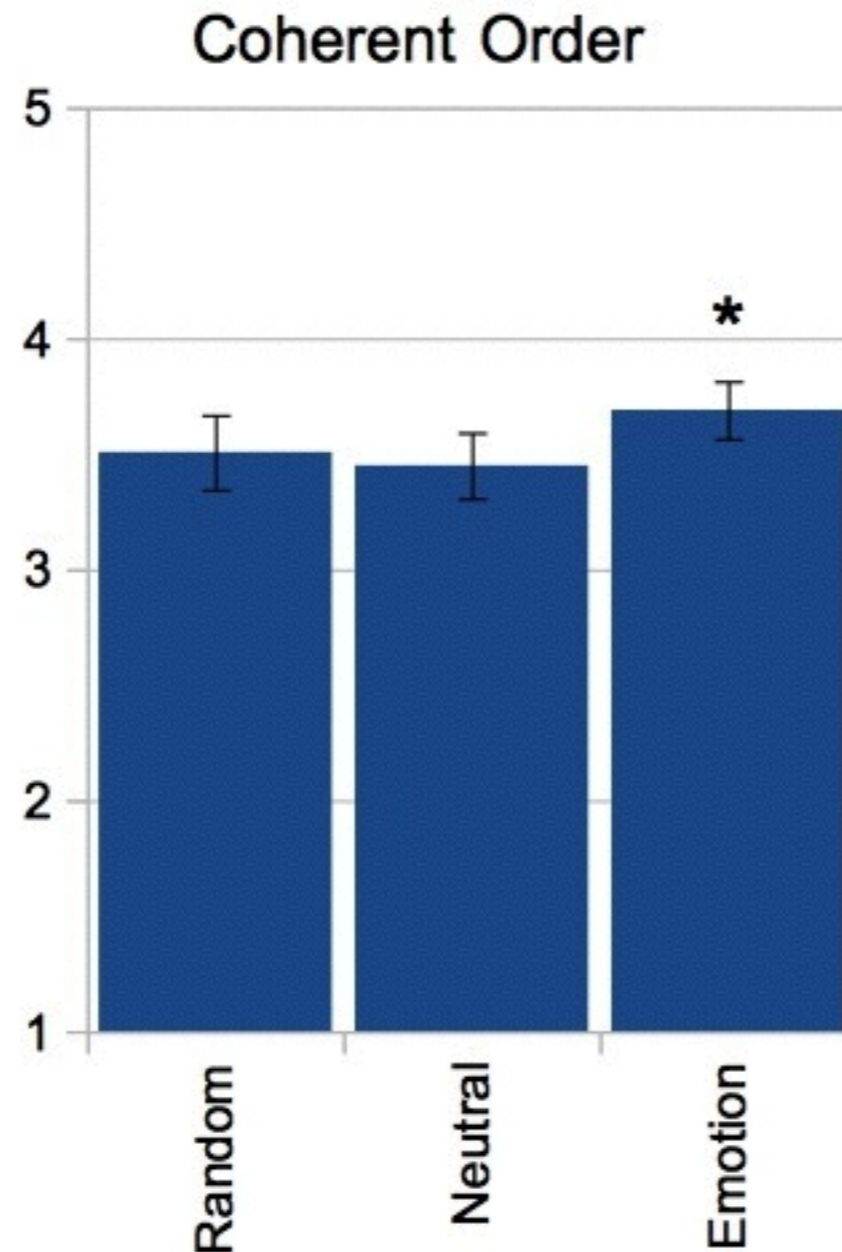
**Q4:** What emotional feeling is conveyed by this picture sequence? *Click the mouse in the circle at the position that best describes the emotion (you don't have to click on a word):*



# Results

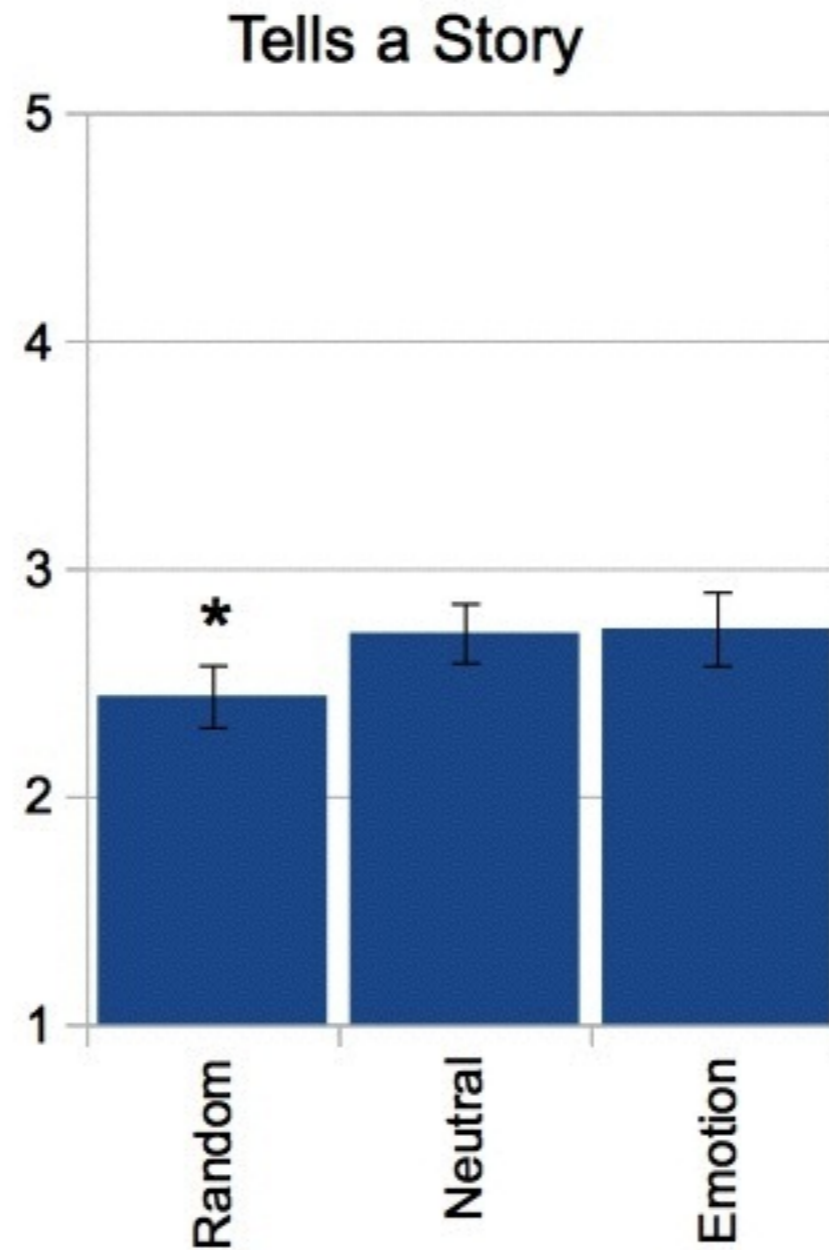


# Results

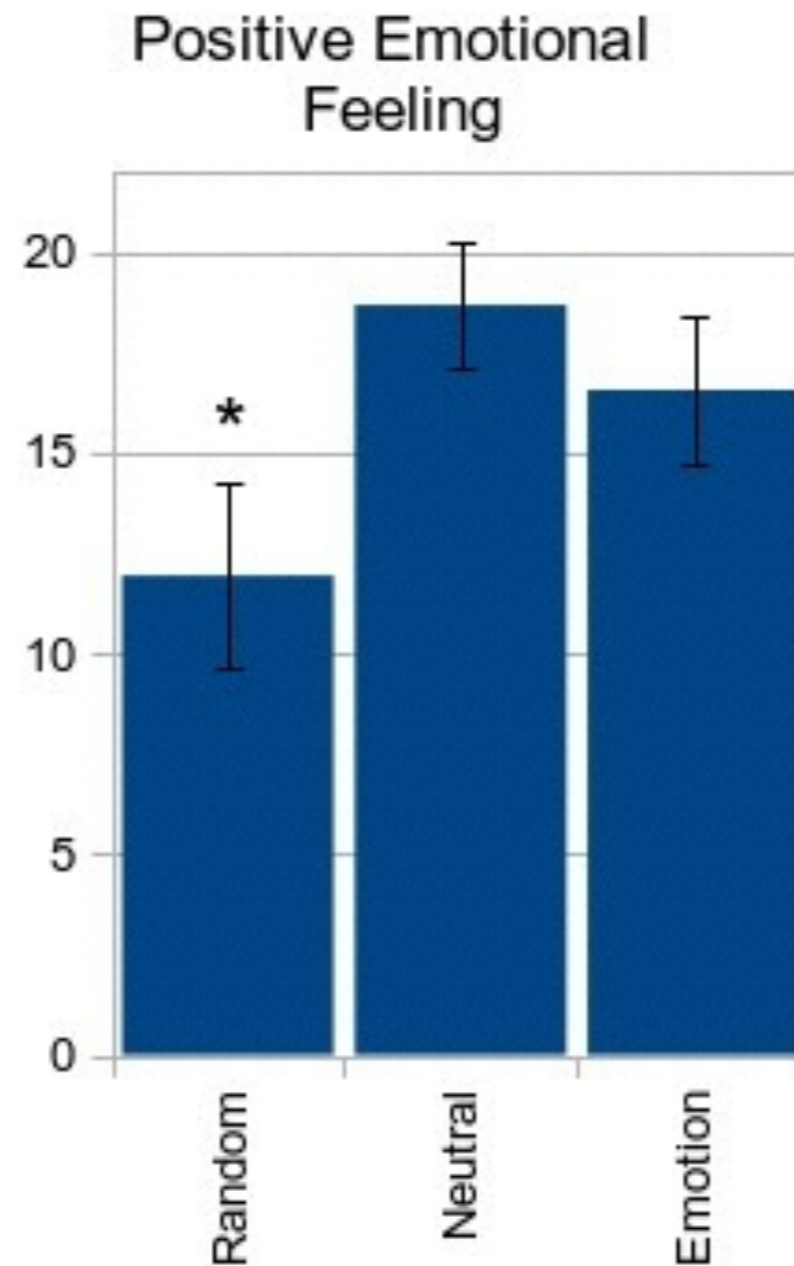




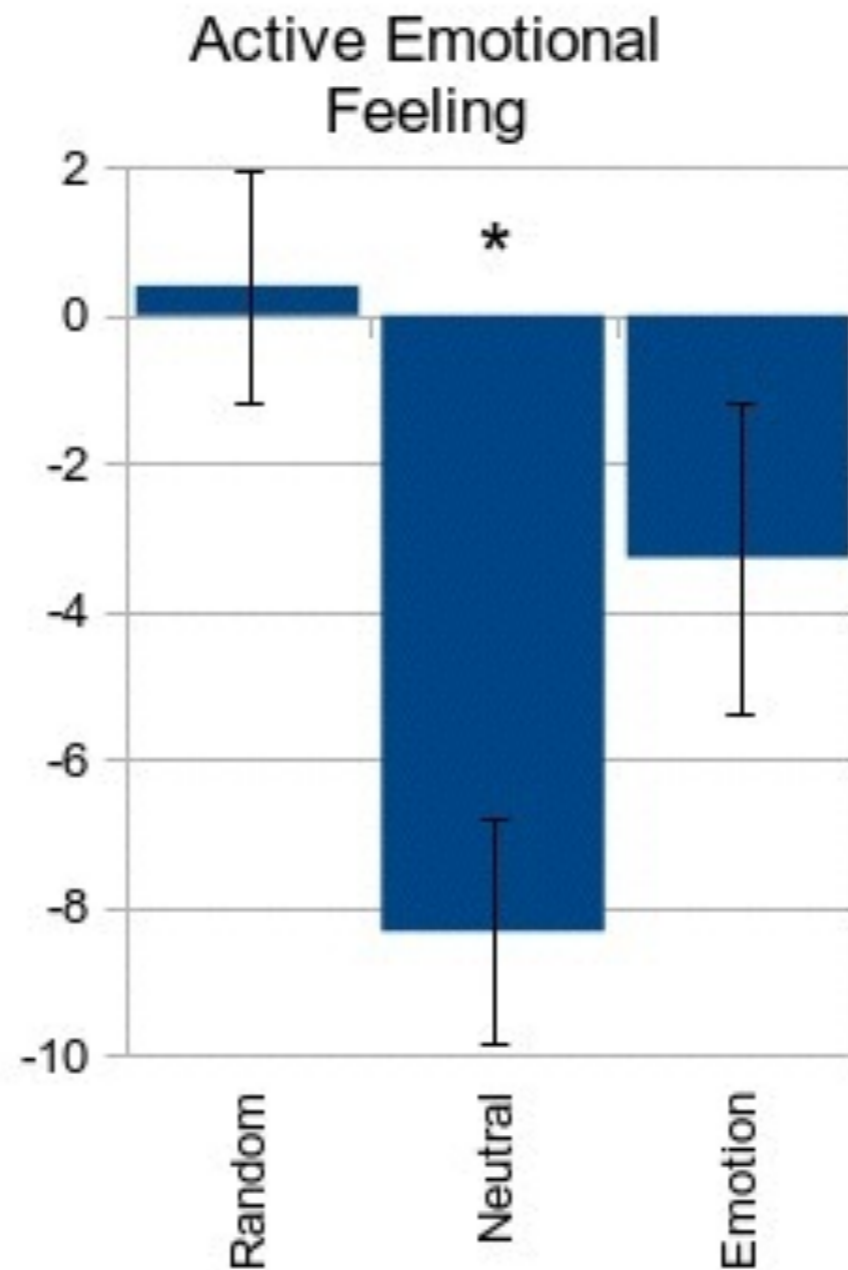
# Results



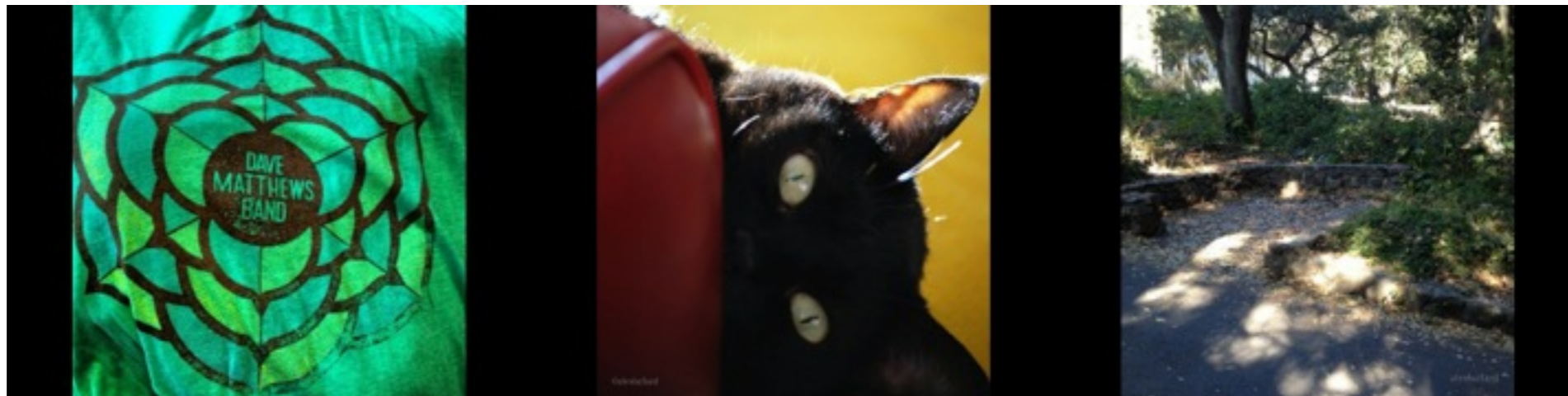
# Results



# Results



# No Story



# Story



# Next Steps

- Richer Data
- Richer Rendering
- Making the non-visual visual
- Sound

# Multisite Project

- Rendering - Edinburgh, Informatics, M. Aylett
- Semantic Analysis - Open University, Knowledge Media Institute, H. Alani
- Film and Arts Marketing - Birmingham, Marketing, Finolla Kerrigan
- Applied Psychology - Northumbria, Psychology, Pam Briggs

# To Conclude

- Challenging Project
- Making the intangible tangible
- [www.reellives.net](http://www.reellives.net)