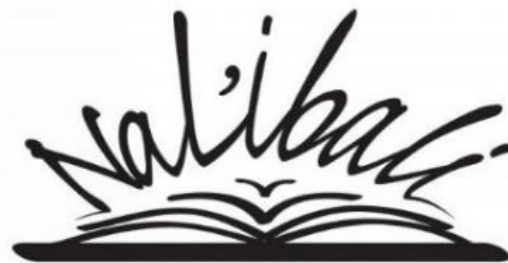


What's the story?

Behavioural Science and Designing
Story Powered Literacy Programs.

GMT +



It starts with a story...





Presenting activities as sets manages limited attention and motivates effort. Seeing your results build up over time, and seeing yourself completing all your duties keeps motivation up, and gets things done better.

Long term projects (like literacy projects) can leave people uncertain about the impact they are having and focused on the always-present difficulties, slowly sapping motivation.

The same process can also leave people forgetful of their duties, with a lingering sense of incompleteness, all of which conspires for a negative feedback loop in all but the most exceptionally motivated and capable people.



Allowing children to see their progress towards reading a set of books, or doing a certain number of reading club activities, manages their limited attention and focuses it upon their progress in reading, feeding motivation and faster, more complete, progress in literacy.



In many of the communities where Nal'ibali has its reading clubs, people are likely to underestimate the number of adults reading to children and children reading, as well as the level at which this happens. This belief will reinforce a social norm wherein adults do not read to children and children do not read for fun or meaning. By reading clubs signalling to the community their progress, they begin to change the perceived reading norms, and nudge reading behaviour. By signalling their progress to each other, reading clubs keep each other motivated as they mutually develop their own social norm.



After the on-boarding period, which involves high frequency, very personal contact, including personal training for many, unpaid fieldworkers experience contact that is more impersonal in nature and much less frequent. Since people focus upon the way situations change, this is very demotivating. Less frequent and less personal contact also means that their literacy mission becomes less and less salient in their minds until it is lost in the very real challenges and stress of daily life. Nal'ibali's mission will suffer when these key personnel are demotivated and inattentive to the mission.

A regular and frequent personal phone call from Nal'ibali helps unpaid fieldworkers continue to feel close to the mission. This leaves them motivated. It also leads to them being more attentive to their tasks, and more likely to notice a wider range of literacy opportunities and to take initiative.

