Red Branch Heroes was an interactive social reality experience – a live story campaign that included feedback loops and network effect embedded in its story mechanic.

The story was a multiplatform experience that used audience responses to generate story events that were played out by real actors.

The audience had real tasks to do as judges in a reality show and through this activity a strange and mythic story emerged that involved the entire audience as co-conspirators to some very strange goings on behind the scenes…

…

WRITING WITH MY AUDIENCES

by ANNA MARIA EWA ZALUCZKOWSKA

What follows on this website is a thesis submitted in partial fulfillment of the requirements of Leeds Beckett University for the degree of Doctor of Philosophy

June 2018
ABSTRACT

The research presented here analyses the practices that a writer/designer needs to adopt to meet the challenges of active audience participation in new media platforms. The research does this through the construction of a working prototype that tests the writing practices used and plays out the resulting design with live audiences. The thesis underlying the research argues that visual storytelling is as important as the written word, that viewers expect greater involvement in the construction of stories and that improvisation is as important as scripted work. The study concludes that the techniques found in process drama are useful to writing in this medium but that these need to be supplemented with community-building gamification elements to build immersion. Writers working in these environments therefore need to work imaginatively with their viewers and co-creators to build stories. I suggest that the most effective way to do this is to construct a ‘negotiated narrative’, a narrative that is negotiated between makers, authors, and audiences.

The prototype has been primarily designed to take place within contemporary Northern Ireland. The reasons for this setting are many and relate as much to my experience of growing up in Northern Ireland as they do to the lack of a serialised drama that engages the interest, hopes and aspirations of all
individuals and communities who live there. Therefore, the research also asks if interactive forms such as transmedia offer any new storytelling potentials to the people of Northern Ireland. What advantages do stories that have been developed with the active participation of participants offer to post-conflict societies – societies that have experienced violent division and conflict. Evidence is presented in this study to suggest that the negotiated narratives formulated in this prototype offer further creative community-building possibilities, in neutral spaces that can facilitate discourses about the future.
RED BRANCH HEROES – WRITING WITH MY AUDIENCES

ANNA MARIA EWA ZALUCZKOWSKA
Documents

A. Zaluczkowska CV 2017

The Community prezi

Ning web data 1
RBH diary

Hero voting

Publicity

Questions for heroes
Hero quotes

A.Zaluczkowska past work

Ethics Approval

Northern Ireland groups
Eleven web data

Storyworld Bible

Zaluczkowska Robinson JMP

Benefits of the project
Risk Assessment

RBH web data

List of people contacted

Hero Artefacts
Design of project

Dekalog

Pictures

Project bible v1
Judges questionnaire

Casting info

RED BRANCH HEROES – WRITING WITH MY AUDIENCES

ANNA MARIA EWA ZALUCZKOWSKA
Red Branch Heroes - Writing With My Audiences

Media

Video

Intro

The Project

Full list project videos

Video
Bellyfeel 1

Bellyfeel 4

Pub Talk 2

Pub Talk 5

Audio Interviews
Bellyfeel 2

Bellyfeel 5

Pub Talk 3

Seamus Interview

Audio Interviews
Bellyfeel 3

Pub Talk 1

Pub Talk 4

Discussion with students
Surveys

Questionnaire one

Questions for participants

Courtney 2
Courtney 6

Judge A 2

Judge A 5

Judge B 3
Courtney final

Judge A 3

Judge B 1

Judge B 4
Judge C 3

Questionnaire two

Courtney 1

Courtney 4
Red Branch Heroes website

See also the PDF’s:

- Story/ Practice
- PHD text

See also video interviews on the website: www.redbranchheroes.com/phd