StoryML
An XML Markup Language for Stories and Storytelling Events

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These are slides from a talk I gave in December of 2000 for a workshop on, well, you can see it on the slide. "StoryML" was my name for the 400-questions-about-a-story project that led me to the form-function-phenomenon definition of story. The web site listed here is no longer in service.
How do people work with stories in organizations?

- they **study** told stories as manifestations of knowledge and culture
- they **organize** story collections so that users can find the right story at the right time
- they **compose** purposeful stories that inform and persuade
Why create tools to work with stories?

- to reduce learning curves
- to reduce time costs
- to manage complexity
- to discover insights
What is StoryML and how is it related to story tools?

- it's an XML schema, a standard for metadata
- tools can use it to encode and exchange data about stories and storytelling events
- it embodies knowledge about story and storytelling
Give me some examples of using these tools.

- discovering **theme patterns** in collected stories
- generating **skimmable thumbnails** of stories
- writing **composite stories** to communicate complex knowledge
How was **StoryML** developed?

- reviewed cursorily
- reviewed in more depth

**Stories**

- literary theory
- narratology
- professional fiction writing
- comparative folklore analysis
- narrative philosophy
- case-based reasoning
- professional storytelling
- narrative inquiry & analysis
- journalism
- contextual folklore analysis
- narrative organizational studies
- knowledge management
- knowledge representation
- information retrieval

**People**

- narrative psychology

**Computers**

- reviewed cursorily
- reviewed in more depth

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How do those fields interact?

- **narrated events**
  - (inside the story)
  - story as object with internal structure
  - story as meaningful understanding
  - narratology, fiction writing
  - case-based reasoning
  - textual folklore analysis

- **narrative event**
  - (the story of the story)
  - story as purposeful communication
  - contextual folklore analysis
  - narrative organizational studies
  - storytelling practice

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What's the **structure** of StoryML?

- **story form**
  - internally coherent series of narrated events

- **story function**
  - meaningful understanding
  - purposeful communication
  - narrative event

- **story trace**
  - observed event
  - group phenomenon
  - societal phenomenon

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What is **story form**?

- setting
- character
- plot
- narrative

**culturally shared story form**
What is story function?

- meaning
- understanding
- connections
What is **story trace**?

- history
- current state
- storytelling events
What are your plans?

- paper in review for release as IBM Research Report (did not get permission to publish)
- v0.11 StoryML specification included with paper
- may use in story tools didn't, but did use many of the understandings in later work
- may release through OASIS consortium (never did)