# **Vox Pop and Digital Storytelling**



**What are they?**

Vox Pops are short and snappy interviews with people in various locations and at different times. The results can be displayed and discussed widely. They are usually filmed using a smartphone or iPad and uploaded to a website, or social media.

Digital storytelling is a new term for the practice of people sharing their stories using digital tools. One example of this is the successful “Humans of…” style posts, based on Humans of New York photo-blog started by photographer Brandon Stanton in 2010. This form of digital storytelling involves interviews with strangers, who share their stories through portraits and mini-narratives. Each story acts as a ‘call to action’ and has the potential to increase engagement and interest.

**Advantages**

* Involves local people of all ages in expressing their views in a more engaging and emotive way
* Method can work well with those who only have a limited amount of time to spare
* If uploaded to social media or websites, can raise awareness of your engagement activity

**Disadvantages**

* Might not produce in depth feedback
* You will need consent from the public to publish any video or photographic footage

**How to use?**

For Vox Pops, interviews should take place in locations relevant to the discussion topic. For example, if the interviews are asking about views on primary care then the interviews could take place in a general practice surgery or pharmacy. Setting up in a location relevant to the topic will helps contextualise the responses and opinions of the interviewees. Ask one or two key questions to each participant. Once the interviews have taken place, they can be made into a longer video or perhaps uploaded individually to social media. You **must** have video consent from those who take part!

An example of a Vox Pop video, and a video consent template can be found on the companion website: <https://bit.ly/2UXC2Xk>

Humans of…” style posts are similar to Vox Pop in that you can ask a few key questions. However, in order to tell a story, it is a good idea to ask about people’s background (job, role, area of interest). Take a portrait of them and write up their answers in a third person narrative. You can post the stories to social media (you **must** get image consent). You can also collect the stories in a Word document or PDF.

An example of Humans of… posts, and an image consent template can be seen on the companion website: <https://bit.ly/2UXC2Xk>

In Gloucestershire, the Treasure Seekers charity offers the ‘Chatterbox’. Chatterbox is an innovative and fun system which can be used to capture information in an engaging way. Chatterbox is a transportable, full photobooth complete with touchscreen monitor. Contact the Clinical Commissioning Group to discuss booking the Chatterbox to collect your Vox Pops: Becky.parish@nhs.net