

## Exercise#1: Public Narrative: The Stories of Self, Us, and Now

Value: 5%

Date of Submission: See DC Course Shell

Marshall Ganz, labor union organizer and Harvard professor identified the core parts of public narrative:

❖ **The story of self** is your personal and authentic reason to do something. What activated you? What brought you to be inspired to do something?

❖ **The story of us** is about how we must work together to do something.

❖ **The story of now** provides the urgency and call to action. What do we have to do right now? Why do we have to do it right now?

Marshall Ganz was a labor organizer in the U.S. in the 1960s who later went on to become an instructor at Harvard's Kennedy School of Government. One thing he discovered when forming the American labor union was that he had a very discreet kind of narrative that he was able to use to enlist people to take action. He called this public narrative, and it was broken down in three parts. There was the story of self, the story of us, and the story of now. The story of self is, you know, your personal and authentic reason for being there. What activated you? What brought you to be inspired to do something? And then the story of us was this discussion around what we needed to do collectively, how we needed to work together to do something. And finally, the story of now was the urgency in the call to action. What do we have to do right now? Why do we have to do it right now? Marshall Ganz's public narrative help us understand how do we translate values into action. So story of self, story of us, and story of now form the basis of Marshall Ganz's public narrative.

Reference: [https://www.youtube.com/watch?time\\_continue=12&v=g7CW\\_10C7lQ](https://www.youtube.com/watch?time_continue=12&v=g7CW_10C7lQ)

### Exercise Introduction:

In this exercise, you create and submit a **two-minute(or a maximum of 2 minutes 50 second) pitch for your idea** for evaluation by your course staff. These pitches can form the basis of your final project.

### Exercise Instructions:

To complete the exercise, follow these steps.

1. Create a two-minute version of your pitch using the elements of public narrative (the stories of self, us, and now).
2. Your pitch should be about an AI product that you intend to build.
3. Record a video of your pitch, using the device of your choice.
4. Upload the video into the DC Connect of the course.

### More Details:

This is a video from a previous student

<https://www.youtube.com/watch?v=njg4BxFzwhQ&feature=youtu.be>

I really liked his idea. He has associated **the story of self** to his own personal challenge as how he had a hard time to decide where to relocate depending on his skill set. The story of self need not always be your personal reason it can be an authentic fact too. For example, suppose you are building an AI application to detect early tumor then the story of self can be the statistics of how many people lose their lives to cancer every year. In that way you have shown an authentic fact that triggered your idea to develop an AI product. I even had a student who mentioned that they wanted to design an AI application for early cancer detection because he/she had lost a family member to cancer. So, the story of self can be any reason that motivated you to think of building this AI application.

In the above video the student tells a **story of us**. This is where you give a clear problem statement and explain a bit about how you plan to achieve the same. For example, in the above video student mentions about fetching the data from different sites in order to build an AI algorithm to decide which city to relocate to depending on the potential job opportunity based on his skill set. If your application is a health application you can mention in the **story of us** how you will be working along with doctors and nurses to come up with your product. In story of us you will need to specify who all should come together to build your application. Of course you will need ML engineers, Data Scientist, Full-Stack developer and other people who can code. But you need not mention them in story of us. But rather you should include those people in story of us who are the expertise in that domain. For example, if you are building an application in an academic setting you should mention in the story of us that you will be working with schools, colleges, university to collect the necessary data.

And finally, the **story of now** in which the student says we need to take an immediate action because lots of students graduate every year and they need to make a decision to which city to relocate in order to advance their career.

In your videos, please keep the length to 2 minutes and not longer than three minutes. You do not need to explain that you are speaking about Story of Self, Us and Now when you tell your story. The listener should be able to identify the story of Self, Us and Now when they listen to your story.

It is **not necessary** to turn ON your camera while recording. You can even give some background images or slides. You can either do a screen recording or can do a recording in PPT with an audio. It is completely up to you. Also, it is **not necessary** that you should upload the video in YouTube. In case you are uploading it just send me the URL.

**Rubric :**

Can identify the story of self -- 1point

Can identify the story of us – 1point

Can identify the story of now –1point

Presentation length is between 2 minutes – 2.50 minutes -1point

Overall clarity of presentation and a innovative and relevant idea -1point

Total 5 points

**Please upload your video in DC Connect.**

**Late assessments** will be subject to a 20% per calendar day late penalty unless otherwise stated by the professor. Students should communicate with the professor in advance of a due date for any requests for an extension as a result of exceptional circumstances.

**Academic Integrity:** Any violation of academic integrity will lead to a grade of 0.