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Give Me a Story Memorable Enough, and I Shall Move the World: A Proto-Typology of Storytelling in Online Petitions of Human Rights International Non-Governmental Organizations

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GIVE ME A STORY MEMORABLE ENOUGH, AND I SHALL MOVE THE WORLD: A PROTO-TYPOLOGY OF STORYTELLING IN ONLINE PETITIONS OF HUMAN RIGHTS INTERNATIONAL NON-GOVERNMENTAL ORGANIZATIONS

by

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ABSTRACT

This study investigated the storytelling elements of 81 online petitions from 10 human rights international non-governmental organizations (HR-INGOs). The purpose was to analyze the content, structure, and context of the stories in these petitions and reconcile them into a typology—or "proto-typology," since it was based on a specific sample of HR-INGOs and was intended for future studies to build upon. The study adapted the combined content-analysis (CCA) methodology devised by Hamad et al. (2016). There were three text-mining techniques (word frequency analysis, sentiment analysis, and hierarchical clustering) and then a qualitative stage of narrative inquiry to conduct the data analysis that developed into the proto-typology. The narrative inquiry stage involved: (1) a cycle of narrative coding,

(2) code landscaping, (3) a cycle of pattern coding, and (4) categorizing. The completed

proto-typology includes three main categories, with a few pattern codes under each one to

symbolize sub-categories, i.e., the story types.

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Chapter 1

Introduction

Storytelling is a timeless method of human communication. Not only is it a staple of everyday conversation, but it is also a discipline with countless cultural traditions and modes of artistic and educational expression. A recent discovery of cave art in Indonesia is dated at 44,000 years old, making it the "oldest [known] pictorial record of storytelling" on Earth (Aubert et al., 2019). Scalise Sugiyama (2017) states that oral storytelling has been a technique of knowledge transfer as far back as hunter-gatherer societies. Lawrence and Paige (2016) also point to the example of indigenous cultures and how storytelling has always served a community-building function, for humankind as well as every entity in "the daily world of nature" (p. 65). According to Bruner (1991), "we organize our experience and our memory of human happenings mainly in the form of narrative," but it is a tricky device since it cannot be "weeded out by falsification" like regular scientific methods can (p. 4). Nevertheless, we have honed our narrative abilities for so many ages of time; Fisher (1984) proposes the idea that we have achieved a stage in our evolution called *homo narrans*, or "Storytelling Human." All in all, we can analyze storytelling on various levels: societal, cultural, psychological, evolutionary, etc.

Additionally, storytelling has functioned as a crucial tool of organizations for many years. Members of organizations often use storytelling in various contexts, whether a commonly shared legend about a CEO or everyday lunch-room interaction (Corvellec, 2015).

Many stories, though, need time and a certain kind of effort to develop. Boje (2001)

describes a story in its early stages, before evolving into a fully realized narrative, as an

"antenarrative." Other models and theories give insight into how the study and application of

story has been situated in organizational culture for several years, like "springboard stories"

that help audiences understand how their organizations might change dramatically (Denning,

2001), paring down an organization's brand story to a simple "And-But-Therefore" structure

(Howell, n.d.), and the similarities between processes of organizational change and the kinds

of plotting discussed in literary theory (O'Connor, 2002).

These story types and structures are present in organizations in many forms, including

when they tell stories through petitions published on their websites or e-mailed to their

listserv subscribers and thus hopefully gain support for campaigns about sociopolitical or

sociocultural issues. Online petitions, or "e-petitions," are documents on the Web that gather

signatures for these issues: genocide, government corruption, animal abuse, and so on. These

petitions function as vehicles of democratic discourse (Brock, 2014), and they harness the

power of storytelling to attract audiences. Vromen and Coleman (2013) studied an Australian

organization called "GetUp!" that employs "campaign stories to mobilize citizens to issue-

based campaigns and to create community among often geographically dispersed collective

actors" (p. 76). There are also particular advantages to electronic petitioning processes—for

example, in the United States where the petition submission portal on whitehouse.gov is

more practical than the non-electronic method (Bershadskaya et al., 2013). However, there is

a continuing debate over what impact online petitions have (Wright, 2015).

There are many types of organizations that employ e-petitioning, and Wright (2015)

defines several categories of them: some associated with national governments or

parliaments, but also "platforms that are independent of formal political systems funded through charity" (p. 136). The latter type fits the bill of how non-governmental organizations (or "NGOs") commonly operate. Clark (1995) states that, though NGOs work directly with government entities on certain issues at times, they more often "act in counterpoint with government actors" (p. 507). Also, NGOs focusing on human rights issues are "skilled at mounting such pressure [on governments] by feeding information into pertinent public and governmental channels for discussion, on the one hand, and distributing and promoting new human rights instruments, on the other" (Clark, 1995, p. 509). Online petitions would certainly qualify as instruments for gathering public attention on human rights issues, and there are storytelling elements in these petitions to further examine. Many studies in this area have analyzed the effectiveness of online petitions, but this is an inherently tricky venture even without the storytelling aspect. For example, if a study uses the number of signatures as the metric for a petition's success, there are only some websites that state the current number of signatures, and the number set as the petition's goal can change suddenly, depending on the level of attention from readers. Still, exploring how online petitions tell stories might establish a useful groundwork for a later analysis of how those stories make certain petitions so impactful.

However, research on the storytelling elements of online petitions is very scarce, even though it could open up invaluable discussions within and between organizations about the stories they include in their petitions. One of the core characteristics of these petition stories is that they describe and represent victims of human rights injustices. Vast amounts of lives are often at stake in situations where social groups have their human rights violated, and so the level of urgency continually raises. Human rights international non-governmental

organizations, or "HRINGOs" (Tsutsui & Wotipka, 2004), deal constantly with those exact situations, and they often rely on online petitions to garner support on a sometimes global scale for a human rights campaign. HR-INGOs encounter certain obstacles in their missions, however—not only from government officials that abuse the rights of civilians, but also because of a less-than-steady relationship with the United Nations (Gaer, 1995).

The following passage is the opening of an online petition from an HR-INGO, specifically Amnesty International:

> Ja'afar Ja'afar is an investigative journalist and editor in chief of Daily Nigerian, an online publication based in Abuja, Nigeria. On 14 and 15 October 2018, he published two videos relating to a serving Governor in one of the Nigeria's northern states, which allegedly show the governor receiving bribes from contractors. This resulted in threats to his life and family.
>
> The state authorities tried to bribe him and give whatever amount he proposed, but he stood his ground and refused to engage in negotiations.
>
> This didn't stop the authorities. They went further and requested that he testify before the state House of Assembly. During his testimony, a lot of hoodlums or outside the assembly house attacked some of the people who came in solidarity with him. On that day, they even manipulated school pupils and allowed them to come out and protest against him. ("Tell the Nigerian Authorities," n.d.)

From this example alone, we see several storytelling elements that appear in online petitions: introducing characters, presenting a conflict, and so on. We also see that the organization (Amnesty International) positions itself as the narrator, and each story includes an overt call-to-action at the end, revealing the goal of each petition. Even though this is only one example

of storytelling in online petitions, there is an abundance of research on story typology in general, drawn from seminal works like Campbell's *The Hero with a Thousand Faces* (1949) and Propp's *Morphology of the Folktale* (1968). It is with more recent developments in Critical Race Theory that the idea of "counter-storytelling" arose, and Bell (2010) presents a model of social justice storytelling that starts with the "stock stories" lording over a society and cycles around to the "emerging or transforming stories" that become the new norm. It is this kind of typology that identifies how certain stories give voice to families, communities, or cultures that are not typically heard; it can also be very helpful in analyzing how organizations tell counter-stories in their petitions, if they do at all.

In a pilot study, I conducted a narrative analysis of six online petitions and found that all of them have discernible story arcs (adopted from Reagan et al., 2016) and rich storytelling techniques. My pilot study established a groundwork for analyzing the stories in online petitions, and that groundwork signaled a need for my current study in that it reinforces a notable research gap. Many, if not most, of the existing empirical studies on online petitions focuses on how effective or successful the petitions are (e.g., Aragón et al., 2018; El-Noshokaty et al., 2016; Proskurnia et al., 2016). The article by Vromen and Coleman (2013) discusses online petitioning in a secondary manner; it is only one of several elements in how GetUp! enhances its campaigns through storytelling. In a similar fashion, a workshop proposed by Özesmi et al. (2013) identifies online petitions alongside "hacktivism," "social media bombing," and more as common vehicles for story-driven online activism. Thus, the connection between online petitions and storytelling presents a considerable research gap.

Problem Statement

Studying the story elements of these petitions is important because it can provide further insight into how petitions work. Previous studies have identified the potential for storytelling techniques to help sociopolitical movements. For example, Canella (2017) explored the use of personal stories in documentary filmmaking to counter grand narratives. Additionally, Trevisan (2017) analyzed blogs from writers with disabilities who challenge harmful news narratives about their demographics. These examples of studies illustrate some of the principles set down by Ganz (2001), who explains that storytelling is a useful tool for exercising agency, forming identity, and motivating action. Online petitions have all three of those features as well, even though it is still up for debate whether they have the impacts that organizations and stakeholders desire (Wright, 2015). I had a brief conversation with one professor who believes that online petitions are more effective for "making the signers feel good" rather than leading to meaningful, positive change (N. Estes, personal communication, March 22, 2019). Furthermore, online petitions are often seen as a form of "slacktivism," or low-effort methods of activism performed online, and one of the major concerns about slacktivist approaches is that they have very little impact or none at all on political matters (Christensen, 2011). Though this study does not address how effective online petitions are in terms of audience engagement, the study makes a contribution by exploring aspects of these petition stories and advancing our understanding what they reflect of international human rights issues.

Purpose of Study

The research gap that needs reconciling is the storytelling elements of online petitions. Therefore, the purpose of this study is to analyze online petitions and construct a

typology of stories in online petitions, specifically in petitions used by HR-INGOs. Several studies of organizational storytelling (e.g., O'Connor, 2002; O'Neill, 2002; Stone, 1989) have yielded useful typologies that reveal deep, complex details not only on the stories themselves, but also on how these organizations operate in narrative fashions. Since the findings of this study would only reflect a small subset of organizations that distribute petitions, I choose to call it a "proto-typology," as it is to my knowledge the first time such a typology will have been created in this area; thus, it will establish a base for other, subsequent typological models to develop. For this end, it is necessary to analyze the themes and subject matter (content) of the petition stories, as well as how the organizations tell those stories (structure) and the grander arenas in which these stories play out (context). By design, HR-INGOs address violations of human rights, so some logical steps in creating a story typology of their online petitions would be to analyze the major problem defined in the story, the conflict that develops out of that problem, what characters are involved in that conflict, and other related elements.

Research Question

This study focuses on the written texts of 81 online petitions, collected from 10 HR-INGOs. As explained in the previous sections, categorizing these petition stories into a "proto-typology" will provide insight into a link between storytelling and online petitions that has gone majorly unstudied and, also, into how HR-INGOs use storytelling in their petitions to address social issues where many human lives are at stake.

With this rationale in mind, the research question for this study is: *What is the proto-typology of storytelling in online petitions of human rights international non-governmental organizations (HR-INGOs)?*

Conceptual Framework

The major goal of this study is to construct a proto-typology of stories, so the conceptual framework for this study draws from three models that examine aspects of story typology (see Figure 1.1).

Figure 1.1

Conceptual Framework Informing the Study
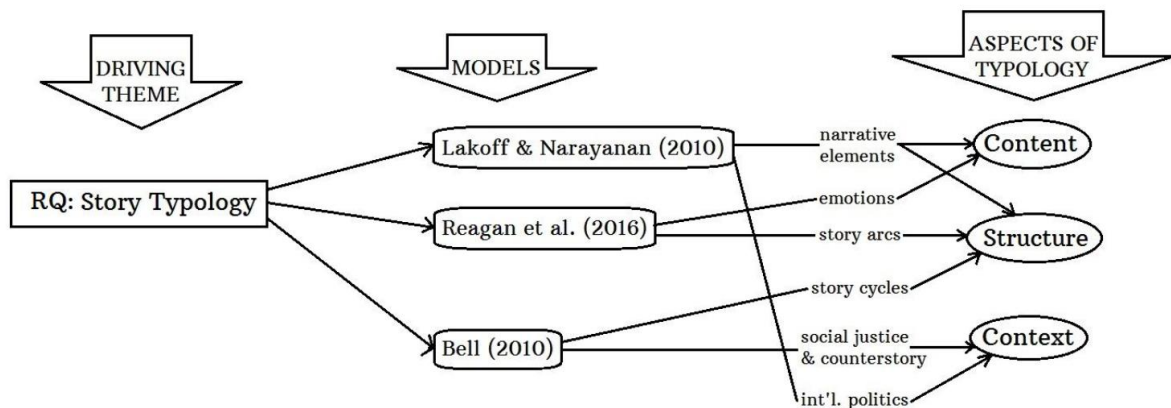
The first is a computational model from Lakoff and Narayanan (2010) that added important narrative dimensions to an existing "pilot system" of theirs, which uses methods such as semantic analysis and Bayesian inference to interpret "story fragments." Their model is instrumental to my study for several reasons. For one, it accounts precisely for several narrative elements, such as plot schemas and motif structures, that are relevant for my data analysis to cover. In addition, the model is based on a pilot computational system that breaks down language in the stories to singular words and phrases, as well as their functions. This model is also very relevant to my study because it is grounded in the context of international

politics, establishing a solid link to the data I examine (online petitions) and the organizations that publish them (e.g., HR-INGOs).

The second model is by Reagan et al. (2016), who isolated six story arcs according to positive and negative emotional dynamics in over 1,000 fiction books from Project Gutenberg. Their model is heavily influenced by a theory from Vonnegut (2005), who proposed the idea of graphing stories on an x-axis of "beginning to end" and a y-axis of "good fortune vs. ill fortune." In a very similar fashion, Reagan et al. (2016) used sentiment analysis to identify positive "rises" and negative "falls" in the emotions throughout the stories, and the six arcs are:

1. Rags to Riches: steady rise

2. Tragedy, or Riches to Rags: steady fall

3. Man in a Hole: fall, then rise

4. Icarus: rise, then fall

5. Cinderella: rise, then fall, then rise again

6. Oedipus: fall, then rise, then fall again

Not only do these arcs provide a useful visual layer to potential story typologies, but they also support the general idea that stories are emotionally driven.

The third model links the main question to the sub-question, wherein the driving theme is "counter-storytelling." The Storytelling Project Model by Bell (2010) connects these themes by visualizing dynamics of counter-storytelling, through a cycle of the types of stories told by groups in power and those told by oppressed or underrepresented groups:

- *Stock stories*: the grand narratives of an entity in power

- *Concealed stories*: the stifled voices existing under that authority

- *Resistance stories*: the silenced voices coming to light and challenging authority

- *Emerging/transforming stories*: the resistance establishing a new status quo

In many online petitions, the stories concern violations of human rights, which are rights granted to every person on Earth and meant to be defended by international law. In other words, the stories are about communities or populations who have their unalienable rights threatened by people or entities in power; each of those social groups have different stories that are often in conflict with each other. This is similar to the distinction that Boje (2001) provided between "grand narratives" and "microstoria," or the different types of stories told by authority figures and by the general populace, respectively. Bell's (2010) work is important for this study because it offers one of the most accessible models of counter-storytelling, and therefore it serves as an effective guide for my analysis of how HR-INGOs present the stories in their online petitions. Each of the four types in the Storytelling Project Model has implications for the structure and context of those stories, thereby linking the model to the ones from Lakoff and Narayanan (2010) and Reagan et al. (2016).

To recap, all three of the models above are useful and relevant to my study because they address various aspects of story typology. The computational model from Lakoff & Narayanan (2010) measured narrative content and structure on levels of various language units and thus lends itself to the arena of international politics. Reagan et al. (2016), through a computational model of their own, examined the emotional dynamics in various stories and construct a series of arcs to visualize them. Bell (2010) presented her storytelling model to illustrate that issues of social justice and antiracism assume a cyclical form of counterstories that challenge grand narratives. Each model therefore applies certain concepts to three major

aspects of stories that are crucial to analyze for typological purposes: (1) the *content* in the story, (2) the *structure* of the story, and (3) the *context* surrounding the story.

Methods

To analyze the content, structure, and context of these petition stories, I used the combined content-analysis (CCA) framework by Hamad et al. (2016), which incorporates a mixed-methods design for textual analysis. My adapted version of CCA entailed two stages, one quantitative and one qualitative. For the quantitative stage, I employed three text-mining techniques. This design scheme fulfilled various aspects of the three models in my conceptual framework. The first text-mining technique is *word frequency analysis*, which yielded lexica that list the most frequent terms and the number of times they each appeared in the sampled petitions. The second text-mining technique is *sentiment analysis*, which assigned positive or negative emotional identity to the language in those petitions; my study assigned sentiments based on the key terms identified in the lexica from the word frequency stage. The third text-mining technique is *hierarchical clustering*, which identified the similarities among the text in the sampled petitions. The clusters from this stage analyzed the content of these petitions on a more complex level by examining the relationships in these texts. For qualitative analysis, I employed *narrative inquiry*, which built on the results of the text-mining stages by using qualitative coding techniques to analyze potential story types more deeply.

Significance of Study

One of the most significant implications of this study is the groundwork it provides for a story typology of online petitions. Though these petitions are external tools that organizations use, my proto-typology would hopefully affect them internally as well by

offering insight about the petition stories that HR-INGOs have constructed thus far and others they have not attempted yet, and the findings of this study are promising in that regard. Though many of the most popular and enduring stories have origin points that are practically untraceable, the act of collecting and analyzing stories is an enterprise that has taken place since antiquity; they are symbolic of how cultures and scholars have assigned meaning to them over time. I hope that my proto-typology will contribute to the body of knowledge that will continue to evolve over the years, not only as a scholarly framework but also as a practical toolkit that HR-INGOs and similar organizations can use to construct other online petitions in the future.

The second point of significance for this study relates to the methods, wherein I have adapted the CCA model (Hamad et al., 2016) for purposes of narrative analysis. Chapter 3 provides more details on this adaptation, but I hope that the new framework will be useful for researchers that conduct narrative inquiry on online petitions or other related documents. Again, the typology resulting from this study is only a base and would likely require adjustments from other scholars and scientists in the field for it to be a fully realized framework; the same can be said for the adapted CCA model. To what extent can this method be employed for creating typologies of petition stories or organizational stories in general? This question and others are fruitful ground for future research to answer when applying the adapted version of CCA.

Limitations

The first limitation of this study relates to my sample, which includes petitions from 10 HR-INGOs. This number certainly does not represent all types of human rights organizations, which is another reason why my study results in more of a "proto" typology; a

fully realized one would require in-depth analysis of petitions from a larger sample of different organizations. In other words, the sample of petitions I have compiled influences the proto-typology built from it, in that the proto-typology reflects on a certain type of organization—but not necessarily the stories in online petitions from other organizations. Second, Mishler (1995) cautions us that the categories and subcategories developed for a typology are "fuzzy" ones and therefore often debatable. Even though my approach to combined content analysis yields a strong groundwork for a petition story typology, there are several other possibilities for how this proto-typology could be constructed. Third, this study does not analyze the impact or effectiveness of online petitions like several other studies have, mainly because doing so is a much more difficult task when the primary focus is the storytelling elements in those petitions. For example, Aragon et al. (2018) have measured the success of many online petitions by the numbers of signatures and shares via social media outlets. In the context of this study, it is difficult to conclude whether storytelling approaches led to a successful petition in each case.

<div align="center">**Delimitations**</div>

The first delimitation for this study is that it focuses solely on online petitions. There are other types of documents, such as requests for donations and updates on current campaigns that HR-INGOs and similar organizations distribute and that present stories in a fashion like the petitions. I have not included other online documents from these organizations in my sample, although they would be an interesting direction for future research. Second, this study focuses exclusively on the written text of each petition and not on any photos or other visual aspects that might be present; these elements would also serve as ripe ground for future research. Third, I have restricted the data sources in this study to

HR-INGOs, due to the reasons stated in the "Problem Statement" section: their influence on governments in how they address human rights issues where lives are at stake and how they, as a result, construct the stories in their petitions under great urgency.

Definitions of Terms

The following definitions describe the most prominent theoretical and conceptual terms in this study. This section also serves as a glossary for the remaining chapters.

- *Storytelling*: the art of communicating or performing a story, subject to repeated revisions and various modes of delivery
  - *Story typology*: the process of identifying kinds of stories based on plot, theme, structure, or other elements, as well as the metric that results from that process
  - *Counter-storytelling*: a form of storytelling that emphasizes the stories of silenced populations, usually in an antiracist context, and how they resist the narratives of authority figures (Solórzano & Yosso, 2002)
- *Online petitions (or "e-petitions")*: documents on the Web that gather signatures for certain sociocultural or sociopolitical issues
- *Organization*: a group of people united towards a shared purpose (Cambridge English Dictionary, n.d.)
  - *Human rights international non-governmental organizations (or "HR-INGOs")*: organizations that operate on an international scale, deal specifically with human rights issues, and are not directly associated with government entities (Tsutsui & Wotipka, 2004)

    o   *Human rights*: rights inextricably granted to each individual person and often

protected by international law (Office of the UN High Commissioner for

Human Rights [OHCHR], n.d.)

Summary

This chapter began by discussing the phenomenon of storytelling in various contexts,

from prehistory to the much more current concepts of organizations and online petitions. This

chapter then explained why storytelling elements of petitions need to be studied and why

human rights international non-governmental organizations, or "HR-INGOs," are an ideal

place to start. The study aims to give HR-INGOs insight into the types of stories they present

in online petitions. The study design is informed by the conceptual framework of story

typology based on works by Lakoff and Narayanan (2010), Reagan et al. (2016), and Bell

(2010). To answer my research question, I employ content analysis methodology by adapting

the combined content-analysis (CCA) model from Hamad et al. (2016), with three text-

mining techniques followed by narrative inquiry. The desired outcome for this study is a

proto-typology of stories in online petitions, which will hopefully provide HR-INGOs with

critical insight into their approaches to storytelling and serve as a resource to amplify their

voices.

Upcoming Chapters

Chapter 2 is the literature review of the existing research, frameworks, and concepts

that are relevant to this study: the general phenomenon of storytelling (with story typology

and counter-storytelling as extensions), organizational storytelling (with NGOs and human

rights organizations as subsets), and Web 2.0 storytelling (with online petitions as a

subtopic). Chapter 2 also reviews existing literature for combined content analysis and the

specific methods used in my adapted version of CCA (the text-mining techniques and narrative inquiry). Chapter 3 discusses in-depth the methods for this study, explaining the research design and the procedures of analysis for the text-mining techniques and narrative inquiry. Chapter 3 also lays out the approaches to data collection and analysis, as well as threats to the validity and reliability of this study. Chapter 4 presents the study findings and the discussion of those findings, particularly in the context of how the proto-typology developed out of them. Chapter 5 presents the proto-typology in detail, breaking down each category and sub-category built through the coding stages in narrative inquiry. Chapter 5 also identifies implications of the study and directions for future researchers. The appendices display data from my Microsoft Excel spreadsheet and coding sheets from the narrative inquiry stage, and they are followed by the detailed list of references.

Chapter 2

Literature Review

This chapter is the literature review of the research and frameworks that have informed this study. The first section is on *storytelling* as a general phenomenon, to position this study within a broader context; the subsections here are on *story typology*, which categorizes the content and structure of stories in various contexts, and on *counter-storytelling*, which advances the stories of typically silenced voices. The second section is on *storytelling in organizations*, along with subsections on *non-governmental organizations* and *human rights organizations* (wherein HR-INGOs are positioned). The third section discusses *storytelling in Web 2.0*, where the subsection is on *online petitions* themselves. The fourth and final section discusses *content analysis* (as well as the combined content-analysis methodology I have used). There are several subsections at this juncture, including one on *text mining* and under that my chosen text-mining techniques: *word frequency analysis*, *sentiment analysis*, and *hierarchical clustering*. After text mining, the last subsection discusses my chosen qualitative method of *narrative inquiry*. This chapter concludes with a summary that reconciles these studies and frameworks and emphasizes how they reinforce the overall need for my study.

Storytelling as a Phenomenon

To define storytelling itself, we can turn to the National Storytelling Network (2017): It is "the interactive art of using words and actions to reveal the elements and images of a

story while encouraging the listener's imagination." Telling stories is an activity uniquely tied to the human race since prehistory, and our approaches to it have evolved and transformed a great deal over time. Scalise Sugiyama (2017) discussed how oral storytelling was a vital pedagogical method in prehistoric hunter-gatherer societies, and it has only expanded from there. One could argue that every field of study today has some aspect of storytelling in their principles and techniques, in how their concepts and theories are taught. Certain studies have used phylogenetic methods to examine how folktales have evolved internationally, like Tehrani (2013) did in his article about "Little Red Riding Hood" variants. Furthermore, there are many mediums through which a human being can tell a story. After the prehistoric cave paintings that display some semblance of proto-narrative thinking, there were many stages upon stages of storytelling innovation: songs, books, theatre, films, computers, the Web, social media outlets, podcasts, and so on. As such, Fisher (1984) proposed that humanity has achieved the evolutionary phase of *homo narrans*, or "Storytelling Human." Eventually, the study of stories became a major pillar of social science known as "narratology," which originated from Russian formalists like Propp (1968) and has incorporated more and more perspectives over time, like feminist principles (Keen, 2003). It also developed into "narrative inquiry," one of the five primary forms of qualitative research, which I will discuss in further detail later. To reconcile all of these defining traits of storytelling, it is the art of communicating or performing a story, ever-evolving throughout the ages and adaptable to various approaches and mediums.

Story Typology

Scholars have compiled stories from international sources for at least hundreds of years and categorized them into typologies for at least several decades. Some of those

scholars have even identified, at the core of storytelling, a very basic narrative structure called the "ur-story." Costikyan (2002), from a game designer's perspective, described the ur-story structure like so: "Our protagonist has a goal. He faces obstacles A, B, C, and D. He struggles with each in turn, growing as a person as he does. Ultimately, he overcomes the last and greatest obstacle and brings about some satisfying resolution" (p. 15). Thus, the ur-story serves as the foundation for fitting stories into models according to their content and structure. Campbell (1949) presented a similar model with the oft-cited "monomyth" or "Hero's Journey," which was intended to fit almost every myth or tale on Earth. Booker (2004) produced an exhaustive analysis of common story structures throughout mythologies and literature, with his analysis also focusing on the plight of the "hero" character. He presented seven major plot types: "Comedy," "Tragedy," "Rebirth," "The Quest," "Rags to Riches," "Voyage and Return," and "Overcoming the Monster." Vonnegut (2005) furthered that idea by graphing the shapes of stories on a horizontal axis of "beginning to end" and a vertical axis of "good fortune vs. ill fortune." For example, he graphed the Cinderella story with a wavy arc: a gradual rise in fortune (Fairy Godmother's aid), a steep fall back to reality (clock strikes midnight), and then another exponential rise (prince finds and marries her). A computational study by Reagan et al. (2016), analyzing 1,000+ books in the Project Gutenberg database, identified six story arcs reminiscent of Vonnegut's in that all of them are defined by rise-or-fall curves according to positive or negative sentiments in the text.

A recent study by Boyd et al. (2020) identified a narrative arc with three basic elements—staging, plot progression, and cognitive tension—even in less "traditional" storytelling contexts, like science reports. Organizations act as one of these less conventional arenas, in that we do not classify their stories as classic literature or ancient myth. Still, there

are numerous studies on how storytelling functions within them. Kopp et al. (2011) proposed

that storytelling should be an integral tool of human resources when an organization is in

crisis. One of the typologies they cite is from O'Neill (2002), who conceptualized a four-

point model with low-to-high scales of colorfulness and need fulfillment; an "epic" is high on

both axes, for instance, whereas a "descriptive story" is low on both. O'Connor (2002)

devised another typology, this one for stories related to the entrepreneurial development of

companies; there can be stories from the perspective of the founder or ones that arise from

various contexts or those found in common business documents. Again, classifying stories

for a typology is not a new venture; specialists of narrative analysis frequently rely on this

method. In that light, Mishler (1995) offered a note of caution about how "any typology is a

set of 'fuzzy categories,'" but he also admitted that it is often a "necessary first step for

comparative analysis" (p. 89). One must tread carefully in constructing a story typology and

be precise in laying the groundwork for one, which is why I have designed my study as it is.

Counter-Storytelling

On occasion, the general population in a certain society will need to weaponize their

stories to battle back against the grand narratives that keep them silenced, against the figures

of authority that take charge of the major narratives in that society. That basic truth is at the

heart of the "Storytelling Project Model" by Bell (2010), a typology grounded in principles

of social justice and antiracist rhetoric. The four stages of Bell's model are cyclical:

(1) Stock Stories: the grand narratives of an entity in power

(2) Concealed Stories: the stifled voices existing under that authority

(3) Resistance Stories: the silenced voices coming to light and challenging authority

(4) Emerging/Transforming Stories: the resistance establishing a new status quo

When stories of everyday human beings overtake the narratives of those in power or at least resist them, a "counter-storytelling" process has occurred. In fact, Solórzano and Yosso (2002) posited that counter-stories are sorely needed in social science research that deals with collecting narratives. People of color and their stories are often backgrounded, a reality that remains ever-present even though research methodologies have taken strides to enhance counter-stories fueled by critical race theory. Love (2004) examined African American counter-storytelling on the 50th anniversary of *Brown v. Board of Education* and how "majoritarian" narratives still applaud the achievements of White individuals over people of color. Another relevant study is from Verjee (2013), who observed counter-stories of "critical race feminism" from women of color at the University of British Columbia; their stories revealed that the university has several issues with championing diversity and representation. Both studies are useful examples of how we classify stories or narratives in various contexts, even when a typology is not the goal of the research. Even so, an article by Merriweather Hunn et al. (2006) presented three primary types of counter-stories: "personal" stories where someone shares their own experiences, "other people's" stories that gain new energy when told by someone else, and "composite" stories gathered and sculpted from numerous experiences. In their conclusion, the authors noted that counter-stories should raise a person's "institutional or societal levels of knowing" in order to be as "transformative" as they need to be (p. 249).

Organizational Storytelling

So far in this literature review, the terms "narrative" and "story" have been somewhat interchangeable, which echoes how these terms often appear in research and scholarship. There is, however, a distinction to be made. Whereas "narrative" is a neatly packed

description of a sequence of events that is more static and set-in-stone, "story" is more of a living, evolving organism frequently revised and built-upon over time. Boje (2006) advanced this idea by stating that organizations can become legitimate storytelling entities by releasing "story" from the "prison of narrative." He also pioneered the concept of "antenarrative," where an organizational story is in its developmental stages (Boje, 2001). The processes of antenarrative feed into a model called the "Storytelling Diamond" (Rosile et al., 2013) that names six factors of research design for studying organizations: "narrativist" (language and structure of stories), "living story" (presence of multiple voices), and more. This model shows how the dynamics of storytelling within organizations are communal, but also nonlinear. In other words, storytelling within the arena of an organization is usually not so neat or linear as the common definition of "narrative" would describe it. Organizational stories are common vehicles for constructing knowledge and effecting change (Brown et al., 2009), within those organizations and outside of them. Denning (2001) introduced the concept of the "springboard story," where organizations can harness the power of storytelling to promote dramatic change within themselves. There is also an old tale that serves as a useful metaphor for the co-creation of knowledge that occurs within organizations: Several blind people encounter an elephant, touch various parts of the elephant's body, and try to reconcile what they have all found. For example, one person feels the tusk and believes it to be a spear, another touches a leg and thinks it a tree trunk, and so on. In one version of the story, the discussion of their findings devolves into physical violence, thus presenting a Buddhist moral of being too attached to one's beliefs. Case (2004) re-examined this story as a symbol for all the conflicting definitions of "organizations" that still exist; the term is a somewhat unknowable elephant subject to clashing paradigms from natural and social

scientists. In other words, organizations are themselves an interesting example of co-created knowledge or meaning, often a product of various beliefs or stories converging. In this sense, different forms of narrative inquiry provide valuable insight into organizations, like relatively under-analyzed grassroots associations (Glover, 2004).

But what about the more external functions that storytelling can serve for organizations? There are of course disadvantages to storytelling as an organizational tool, such as corporate narratives that glorify individuals, plots that over-simplify diverse thought, or even success stories that create unrealistic expectations of performance (Corvellec, 2015). These are only some examples of why counter-stories play useful roles in organizational storytelling. However, storytelling as a communication method still promotes many benefits for organizations as well; Barker and Gower (2010) revealed how storytelling, with its potential to inspire cross-cultural understanding, leads to "improved communication," "stronger relationships," and "increased productivity" for organizations (p. 302). In a similar vein, Abma (2003) explored storytelling workshops as an "invitation to dialogue" (p. 223) and a tool for forming community. Storytelling initiatives from organizations, like "Hollaback!" and their collected stories of street harassment experiences, can inspire people to reflect on their belief systems and build advocacy networks (Dimond et al., 2013). Many of these studies demonstrate how storytelling is a productive tool of communication and identity-forming on multiple levels.

Non-Governmental Organizations

The studies in the previous section illustrate the kinds of impact storytelling makes in terms of organizations that champion social change. Grassroots associations are a subcategory of non-governmental organizations (NGOs), which are not led by government

entities on any level; NGOs occasionally collaborate with governments on certain tasks, however. Much like Case's (2004) essay stated about organizations in general, there has been some debate on how to define NGOs, mainly due to the diverse contexts wherein these organizations function. Sorting through this debate, Martens (2002) gave a more comprehensive definition: "formal (professionalized) independent societal organizations whose primary aim is to promote common goals at the national or the international level" (p. 282). One of the major goals often promoted by NGOs on an international scale is shedding light on human rights injustices and motivating governments to address those injustices (Clark, 1995). Even so, there are certain weaknesses of NGOs as well as strengths. For instance, funds from one NGO might filter through several other agencies or organizations, and thus through several levels of taxes, before reaching the intended recipients (Werker & Ahmed, 2008). In addition, Carapico (2000) stated that NGOs have been consistently attached to more "neo-liberal" programs and principles, like development initiatives for oppressed populations; the general perspective is that these programs often distract from the socioeconomic factors that truly explain why some individuals, families, or communities have their basic human rights stripped away. Though this is certainly a flaw in their operations, I believe it is another solid reason why NGOs, in their various forms, are worth studying. There are particular mishaps with how these organizations communicate and how they create initiatives to resolve issues. Linking back to Barker and Gower (2010), having these NGOs reflect on their storytelling methods could inspire more effective approaches to how they confront issues that affect various cultures and societies.

Human Rights Organizations

NGOs and the overlying concept of "human rights" are almost inextricable from each other, and a deeper analysis of that connection reveals relevant and interesting trends. Rubenstein (2004) stated that, while NGOs succeed in bringing human rights abuses to light, they are also sometimes misguided in their approaches; it is often more productive, for example, for NGOs to perform specific actions towards government policies that infringe on human rights than to broadly shame governments like they commonly do. Yet, these acts of shaming are not without their benefits, according to Davis et al. (2012), who studied hundreds of human rights organizations (HROs) to conclude that lay populations would be relatively unaware of their governments' human rights abuses without these organizations informing them. NGOs that focus on human rights issues have also contributed to major advancements in the United Nations and how they address those issues, even though governments that are more "repressive" of human rights in their countries have acted with "resentment" towards NGOs and human rights defenders related to them (Gaer, 1995). Tsutsui and Wotipka (2004) referred to these types of NGOs, international in scale and focused on human rights matters, as "HRINGOs" (human rights international non-governmental organizations). Since they have exerted positive influence in human rights contexts but have also encountered considerable obstacles, HR-INGOs are an intriguing case in terms of how storytelling affects their communications. There is great urgency attached to incidents of human rights violations, often to the extent that human lives are at risk. Even though HR-INGOs are just one example of organizations that deal with urgent social issues and use documents like online petitions to draw global attention to those issues, I have

chosen to focus on them specifically in this study, since there is an opportunity for them to reflect on their storytelling approaches and thus improve their communications.

Web 2.0 Storytelling

With the evolution of digital technologies and the World Wide Web, organizations such as HR-INGOs have had more opportunities to enhance their storytelling capabilities and more channels to distribute those messages. Heightened access to information was already a major element of the Internet in its first incarnation, known as "Web 1.0," but increasing a Web user's ability to construct or reconstruct online material is a defining factor of "Web 2.0," much like Wikipedia built on previous online encyclopedias by allowing much more of the general public to contribute entries (O'Reilly, 2009). With this more open model of distributing information online, many individuals and organizations can present stories or narratives when they could not do so through Web 1.0; even hate groups have used persuasive storytelling online for recruitment purposes (Lee & Leets, 2002). This is not to say that the opportunities provided by Web 2.0 are inherently bad, but rather to illustrate the variety of storytelling dynamics that occur because of those opportunities. For instance, storytelling can be a very effective marketing tool, as in a case study from Miller (2005) where he and a team of writers and designers created the *Exocog* site as an immersive storytelling experience alongside the release of the Steven Spielberg film *Minority Report*. Levine (2011) also presented examples of how Web 2.0 storytelling programs function as learning tools, in this case for museum educators; his contention is that visitors are even more capable of sharing their museum experiences and crafting stories around them, with the aid of Web 2.0 technologies. Because there are several positive factors behind Web 2.0 innovations—learning, marketing, participation, and of course storytelling—it is no wonder

that organizations (like HR-INGOs) have turned to online means for activism. Petray (2011)

explored how social movements are enhanced through online activism, as Web 2.0 is rife

with opportunities for networking and different levels of engagement in social issues.

Online Petitions

One of the most common tools of Web 2.0 activism[1] is the online petition, a

document on the Web that gathers signatures for campaigns about certain social issues. Many

organizations, like HR-INGOs, use online petitions to communicate with the masses about

issues such as human rights abuses, and these petitions almost always feature a story to

attract the reader. A study by El Noshokaty et al. (2016) found that emotional elements

positively affect online petitions, whereas moral and cognitive elements have negative

effects. Storytelling is widely considered to be driven by pathos (emotional rhetoric) more

than logical thinking or ethical codes. Still, there is a continuing debate over the impact of

online petitions; they can indeed have a visible impact on public policy, but also suffer from

barriers that affect people without Internet access or those who simply do not happen upon

the websites (Wright, 2015). By analyzing the rhetoric of online petitions from two websites,

Brock (2014) pinpointed how these petitions function as tools of online democratic

discourse. Several advocacy groups can connect through common political goals in online

petitions, like in "global group petitions" that spark dialogue among these organizations on a

transnational scale (Strange, 2011). Reconciling these themes of democratic conversation and

global politics, the act of petitioning itself has a history of several hundred years behind it,

like in early modern Europe where petitions were documents frequently used by the "silent

masses" who needed to assert their rights (Würgler, 2001). This dynamic of silenced

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[1] It is worth mentioning that online petitions also qualify as a form of "digital storytelling," but digital storytelling accounts for multimodal aspects of a text (photo, video, etc.) that are outside the scope of this study.

populations raising their voices links back to the social justice storytelling model by Bell (2010) and how petitions act as storytelling vehicles that resist grand narratives from authoritarian governments. However, studies that explore the relationship between online petitions and storytelling are very scarce; one study by Vromen and Coleman (2013) examined an Australian organization called "GetUp!" and its use of stories in online civic engagement, but they only discuss petitions as somewhat cursory examples. Factors that contribute to the success or effectiveness of online petitions are a much more common subject in the existing literature, like in a study by Proskurnia et al. (2016) that measured petition success by the number of users, tweets, and retweets distributing those petitions on Twitter.

In Chapter 1, I presented a case for how online petitions feature storytelling elements that are worth studying but also predominantly untouched in the existing literature. The previous research done on online petitions has indeed been worthwhile, but further exploring the stories told in these petitions would add to that discussion of *why* petitions succeed as well as *how* organizations like HR-INGOs might improve on them. As I stated earlier, the context of human rights violations is very urgent in and of itself, and thus the petitions about those incidents carry an immense weight of communicating their stories effectively. But first, we must define the stories in those petitions in a clear and detailed fashion, like in a typological model.

Literature on Methods

The previous section mainly features examples of online petition studies that employ quantitative methods, a rational approach due to the vast number of petitions that exist on the Web; Brock's (2014) thesis, however, used critical discourse analysis to examine petitions

from two organizations. Furthermore, studies of storytelling are primarily linked to narrative inquiry, which is of course a qualitative venture. In that light, it is worthwhile to employ the combined content-analysis (CCA) approach, which includes a mixed-methods design (Hamad et al., 2016), to study online petitions and their storytelling elements. According to Creswell and Plano Clark (2018), research combining qualitative and quantitative methods evolved as a more "accessible approach to inquiry" (p. 2). This section discusses the specific methods used in my study and rationales for each of them; the first subject is *content analysis*, as well as the CCA methodology itself. In my adapted version of CCA, I employ three text-mining techniques and then build on those results with narrative inquiry. After the subsection on content analysis, I proceed to *text mining* and then each of my selected techniques under that genre. The first of those techniques is *word frequency analysis*, which assesses how frequently certain terms appear in a text or a corpus of texts and then compiles those terms into lexica or word clouds. The second technique is *sentiment analysis*, which assigns emotional identity to the structure of language within certain texts—that is, whether the emotions are positive or negative and how strong they are. The third is *hierarchical clustering*, which examines the similarities in the language within a text or among a group of texts and then gathers those similarities into clusters. This section concludes with a discussion of *narrative inquiry*, which focuses on storytelling dynamics in certain texts.

Content Analysis and the CCA Methodology

If the major objective of a study is to analyze textual material in terms of its symbolism and context, among other characteristics, then content analysis is most likely an ideal method for that study. Krippendorff (2019) described content analysis as an empirical method that dissects several features of a text and is achievable through various

methodological approaches. Content analysis was once almost exclusively quantitative, but Morgan (1993) argued that many of its aspects, such as coding, are naturally qualitative. In other words, the suitability for content analysis as a research design has evolved over many decades, and researchers must of course recognize how to best employ a content analysis design. For instance, Boettger and Palmer (2010) studied a specific context (technical communication) where quantitative forms of content analysis are underused and qualitative forms lead to more "diluted" analyses of texts. Hsieh and Shannon (2005), on the other hand, used end-of-life care as their context in illustrating three styles of qualitative content analysis: the "conventional" approach that bases its coding on the textual data at hand, the "directed" approach that relies on a preexisting theory or set of findings, and the "summative" approach that combines principles from the other two. Hamad et al. (2016) provided for various mixed-methods designs in their Combined Content-Analysis (CCA) methodology, which includes several approaches for identifying keywords, mixing qualitative and quantitative designs, and establishing theoretical frameworks.

Text Mining

Keeping in mind the variety of possible mixed-methods designs for content analysis, we can delve more deeply into the quantitative aspects of analyzing text. If a researcher needs a precise methodology for detecting patterns in textual material, they could logically apply text-mining techniques. Hotho et al. (2005) reviewed the uses and processes of text mining, exploring it as a series of methods for knowledge discovery, information extraction, and more; text mining usually occurs in stages of preprocessing, classification, clustering, extraction, and visualization. Silge and Robinson (2017) examined various text-mining functions available through the statistical program R, often through the "tidytext" format and

packages such as *ggplot2*; there is also the *tm* package that establishes a neat R infrastructure for text mining and simplifies the stages it involves (Feinerer et al., 2008). Cycling back to the CCA methodology from Hamad et al. (2016), they included an "initial phase" of identifying keywords, which is a common extraction method in text mining. Through their exploration of a more innovative keyword extraction method, Rose et al. (2010) discussed how these approaches to text mining have become more statistically precise in their analyses of keywords within and among documents. Yu et al. (2011) cautioned us, however, to not hyper-focus on the automated aspects of text mining and instead recognize how its epistemological principles are similar to those of content analysis and qualitative methods like grounded theory. Hagen's (2016) thesis is a very useful example, as she employs content analysis and text-mining techniques to analyze online petitions. Storytelling has also become more compatible for text mining, as there have been neural network models developed to accurately mine textual data from stories (Choi et al., 2016).

  Word Frequency Analysis. In terms of text-mining techniques that pinpoint keywords from a text or a corpus of texts, word frequency analysis is often ideal. Of course, this method has undergone some adjustments over the years, due to concerns about how automated it is. Popescu (2009) stated that fuzzy definitions of "text" and "word" are still issues for studies of word frequency, since context can alter the underlying meanings of a text from day to day. Even in a more classical study of word frequency analysis, Carroll and Roeloffs (1969) concluded that tricky distinctions exist between what automated word-frequency programs accomplish when compared to human indexers. Baron et al. (2009) presented a useful case of how approaches to word frequency analysis evolve when necessary; their study of historical corpora illustrates how word-frequency software develops

to account for more and more aspects of language. The problem of identifying and analyzing keywords out of context is why Stemler (2001) recommended content analysis as a work-around for the constraints on word counts and keyword extraction. Word frequency analysis presents valuable information, but examining its keywords in context and pairing it with other methods is helpful in augmenting that information.

        Sentiment Analysis. Also known as "opinion mining," sentiment analysis assigns emotional identity to language in textual material; it has gained a great deal of "importance to business and society as a whole" because of its focus on opinions and emotions from many channels of communication (Liu, 2012, p. xiii). Nasukawa and Yi (2003) emphasized the need for assigning both polarity and strength of emotions, according to semantic relationships and other elements in the texts being studied. As such, the classification strategies in sentiment analysis have evolved over time, somewhat like word frequency analysis has. For example, Prabowo and Thelwall (2009) developed a classification technique to assign emotional identifiers more precisely to documents. Wilson et al. (2005) presented a method of identifying "contextual polarity," which weighs the positive or negative identities of words against the phrases that surround them; this idea harks back to the cautionary notes about word frequency analysis and accounting for context. When word-frequency studies yield lexica of the most frequent words counted in a text or corpus, it is possible to link those lexica to a dictionary, known as the "Semantic Orientation CALculator" or "SO-CAL," that measures the "semantic orientation" of words and phrases, which includes polarity and strength (Taboada et al., 2011). Since emotional factors have a positive effect on online petitions (El Noshokaty et al., 2016), it is rational to employ sentiment analysis in my study of those texts.

Hierarchical Clustering. For text mining as a whole, categorizing textual material into clusters is an essential stage. Hierarchical clustering groups major objects or entities in a text according to similarities. The result of a hierarchical clustering study is a "dendrogram" or "inverted tree structure" that presents the clusters in a linear fashion; algorithms for this type of clustering are usually "divisive" in that they repeatedly split from one original cluster of entities or "agglomerative" in that they start with individualized clusters and group them as compactly as possible (Arabie et al., 2005). Fung et al. (2003) posited, however, that traditional approaches to hierarchical clustering are not necessarily adequate for certain tasks like document clustering, which is why they recommend and develop an association technique that forms clusters according to "itemsets" that address the vast data and dimensions of a document set. In addition, agglomerative clustering algorithms commit errors in the early stages of analysis from time to time, so Zhao and Karypis (2005) presented a "constrained agglomerative" approach to fill those gaps; this approach borrows from partitional clustering techniques that starts by bisecting each document in a set. Once a hierarchical clustering analysis yields a dendrogram, it is sometimes desirable to alter the visual structure and the statistical comparison methods of that dendrogram; Galili (2015) presented the R package *dendextend* for that purpose. Since the end goal of my study is to construct a proto-typology of stories from online petitions, hierarchical clustering methods are useful in how they group similar entities and visualize those clusters.

Narrative Inquiry

As its name suggests, narrative inquiry focuses on analyzing the story dynamics of a text. It stems from principles of "narratology," the scientific study of narrative, which began as a mostly structure-based science and evolved into a diverse blend of "theories, concepts,

and analytical procedures" that account for various elements and contexts (Meister, 2014). Connelly and Clandinin (1990) stated that narrative inquiry is linked to several aspects of life we consider to be very integral: voice, shared experience, and more. Narrative methods have implications for many fields, such as sociology and organizational studies, as supported in an extensive annotated bibliography of narrative inquiry research (Mitchell & Egudo, 2003). Since narrative inquiry is another methodology that needed adjustments over time, there are several subtypes of it that are employed for different contexts, such as "life history" and "oral history" (Chase, 2005). Still, Atkinson and Delamont (2006) advised qualitative researchers to exercise caution in how they analyze narrative data, especially with so many studies presenting that data in the light of the researcher's personal experience and not as a product of sociocultural phenomena. Conle (2001) reminded us that there are issues of subjective "truth" in communication, particularly once we consider how various cultures define and enact those truths; there are conflicts that narrative inquiry studies must not leave unexamined. Striano (2012) discussed other kinds of conflict in our current understanding of narrative inquiry, whether it is "social" against "psychological" or "structure" against "process" or another matter; these conflicts explain much of why narrative paradigms and methodologies have shifted throughout the years.

Summary

Human beings have developed many approaches to storytelling over the ages, and we have also engaged in many scientific studies where we compile and analyze stories from various social groups. Certain communities or demographics have stories that are greatly undervalued and often need to be weaponized against the grand narratives of authority figures that silence them. Different organizations occasionally stumble into this trap of

promoting grand narratives, but there are many advantages to their storytelling approaches—especially if those organizations reflect on the stories they distribute. According to Barker and Gower (2010), storytelling often leads to more effective communication within and outside of organizations, and that kind of communication is particularly crucial in non-governmental organizations like HR-INGOs that focus on human rights issues where lives are at stake. Online petitions are a Web 2.0 tool that many such organizations use to garner support for campaigns that will hopefully remedy these human rights abuses. Online petitions feature a great deal of storytelling elements, but previous research on petitions has not quite focused on those elements; that is why my study intends to fill that research gap and define the stories in online petitions from HR-INGOs. To do so, I have constructed my own adaptation of the combined content-analysis (CCA) methodology from Hamad et al. (2016), which allows for mixed-methods designs in analyzing texts. I have chosen three text-mining techniques to set an analytical groundwork and narrative inquiry to build on that groundwork, which will yield a typological model of petition stories. The next chapter discusses the procedures of my chosen methods in precise detail.

Chapter 3

Methods

This chapter focuses on research design and methods of data collection and analysis. The first section is an overview of the design for my study and the methods that comprise it. The second section explains and justifies each method: (1) word frequency analysis, (2) sentiment analysis, (3) hierarchical clustering, and (4) narrative inquiry. The third section addresses the trustworthiness and transferability of the methods. The fourth and final section addresses my positionality, including ethical considerations of the study and my biases as a researcher.

Again, my research question is: *What is the proto-typology of storytelling in online petitions of human rights international non-governmental organizations (HR-INGOs)?*

Research Design

To answer my research question, I have employed the combined content-analysis (CCA) methodology proposed by Hamad et al. (2016). Below, I provide descriptions of the study scope and sampling procedures, followed by a review of the methods employed in the study.

Scope of Study

This study uses public online data published on the websites of various organizations in the form of online petitions. The scope of this study is centered on human rights international non-governmental organizations (HR-INGOs), meaning that the organizations

from which I have collected petitions are: (1) focused on human rights issues, (2) not reserved to a single country, and (3) not directly associated with governments on the national, state, or local level. I have chosen to study petitions from HR-INGOs because they focus on acts of gross injustice that adversely affect many human lives. For example, "1,500 people die each week in the internally displaced person camps [in Uganda]. According to the World Health Organization, 500,000 have died in these camps" ("Human Rights Violations," n.d.). Analyzing the storytelling elements in these petitions could lead to improved communication from these HR-INGOs about human rights issues. Furthermore, the category of "human rights" defines the subject matter of many online petitions distributed on a regular basis. One study by El Noshokaty et al. (2016) identified 1,649 petitions out of their total sample of 12,808 that centered on "human rights" issues. As a reminder, "human rights" are those rights inextricably granted to each human being and often protected by international law, as explained in an article from the Office of the UN High Commissioner for Human Rights (n.d.). So, many lives or livelihoods are often at stake when the issue covered in a petition is a human rights violation.

Sampling Procedures

This study uses a purposive sampling procedure. In May 2020, I conducted a Google search of "human rights non-governmental organizations," which led to an article from Human Rights Careers (n.d.) that lists "25 International Human Rights Organizations." I used this article as the basis for the HR-INGOs I selected. I visited all 25 of these organizations' websites (the article provided links) and ascertained which of those organizations are non-governmental and feature petitions. If an organization on the list did not meet both of those criteria, I did not include it in my sample. Furthermore, I have excluded any documents from

these websites that do not serve the same function as online petitions, like requests for donations and updates on campaigns in progress. Thus, my sample is 81 petitions from 10 HR-INGOs:

- Amnesty International (25 petitions)

- Anti-Slavery International (1)

- Black Lives Matter (3)

- Human Rights Watch (4)

- International Federation for Human Rights (1)

- Physicians for Human Rights (3)

- Public Citizen (20)

- Reporters without Borders (14)

- Survival International (7)

- UN Watch (3)

To ensure my sample was not limited to only petitions from the organizations listed in the article from Human Rights Careers (n.d.), I added two of the HR-INGOs listed above: Public Citizen and Black Lives Matter. Public Citizen has its headquarters in the U.S. and focuses more on national issues therein, so to call it an "international" NGO is complicated. Still, the issues it addresses are often relevant to countries besides the U.S., such as in their petitions about the Green New Deal and President Trump's alleged collusion with Russia. Public Citizen also has a division called "Global Trade Watch," so positioning it as an HR-INGO is not unreasonable. Black Lives Matter matches the criteria for HR-INGOs more faithfully, as it covers human rights issues on an international scale.

The topics of all the petitions sampled in my study are related to human rights issues; they draw mass attention to such social problems as refugee crises, corporate corruption, sexual assault cases, wrongful imprisonment of journalists or protesters, and more. I collected the data by copying the text of each petition and pasting that text into its own cell on a Microsoft Excel spreadsheet and using the necessary code to process the spreadsheet through the R programming language later.

Online Petitions on Human Rights Issues

As a reminder of the typical content to be found in an online petition, I have quoted here most of the text from a petition in my sample, this one from Reporters without Borders:

Newspaper columnist Jamal Khashoggi's brutal murder inside the Saudi consulate in Istanbul on 2 October, which has shocked the entire world, reflects the barbaric practices and unacceptable feeling of impunity that prevail in Saudi Arabia. This shocking crime has shown everyone the grim reality of your Kingdom's policy for silencing journalists, based on flogging, torture, abduction and even, as we have now seen, outright murder. . . . We call on you to immediately and unconditionally release the 28 journalists and bloggers held for exercising their right to freedom of information and opinion, including Raif Badawi, who was sentenced to 10 years in prison and 1,000 lashes, Alaa Brinji, who was sentenced to seven years in prison, and Iman al Nafjan, a female blogger. It is time to end the despicable practices that make you imprison journalists on absurd grounds. ("Khashoggi Affair," 2018)

The first paragraph introduces major characters, like the murdered journalist Jamal Khashoggi; the "you" refers to Mohammed bin Salman, the Saudi crown prince. The same paragraph also introduces the main conflict in this story: that the Saudi Arabian government

has committed grisly injustices against journalists. Following the ellipsis is the third and final paragraph of the petition, which presents the call-to-action to release other journalists from their incarceration. All of these aspects are very common in online petitions, especially the call-to-action message, which is of course present in every single one.

Methodology and Models

Content analysis is "a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use" (Krippendorff, 2013, p. 24). In other words, researchers employ content analysis to dive deeply into a text and examine the trends or patterns in that content. Approaches to content analysis can be qualitative, quantitative, or mixed in various ways. To answer my research question, I used an adapted version of the combined content-analysis (CCA) methodology developed by Hamad and colleagues (2016). The CCA methodology accounts for that variety and includes three phases: preparation, organization, and interpretation/presentation. The preparation phase is in two parts, the first to conduct a qualitative search for keywords or hashtags to define units of sampling and the second to enact a mixed-methods design. The organization and interpretation/presentation phase are directly linked in a common goal to identify the major features of the content analysis taking place: collecting data, analyzing data, and securing validity and reliability. The purpose of my study is to construct a proto-typology of stories in online petitions, so narrative inquiry is the predominant method in my study, with text-mining techniques setting a groundwork for narrative inquiry to build on. As such, I have modified the CCA methodology as illustrated in Figure 3.1:

Figure 3.1

Adapted Version of Combined Content-Analysis (CCA) Model
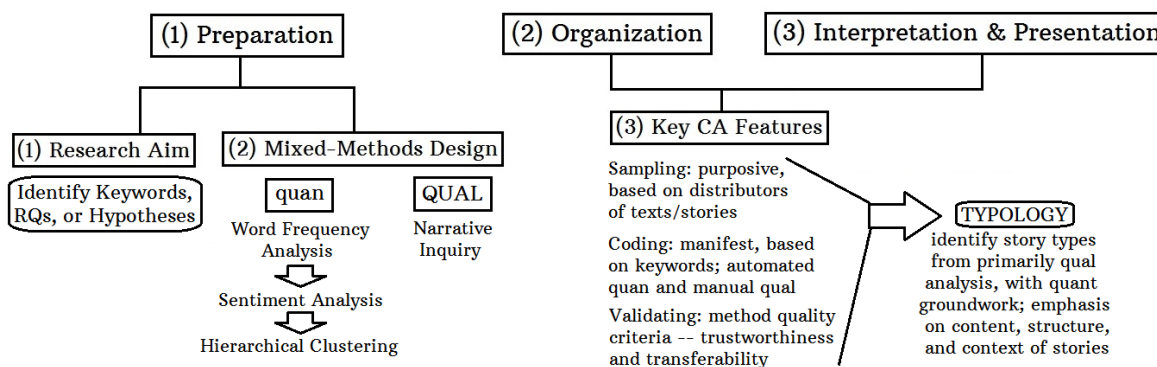
In the original CCA methodology, Step 1 of the preparation phase is to define the aim

of the study or research questions or hypotheses and, also, to identify keywords or sampling

units. Online petitions have noticeable story structures to them, which I first observed a few

years ago, and that realization eventually led to my current research question of how to

define these petition stories in a typology. It was not only structure, of course, but also the

kinds of content that appeared in each petition: introducing characters, establishing setting,

and so on. In other words, there are layered dynamics of language in storytelling that need

further examining, which is why the CCA methodology is so suitable for this study. In that

light, Step 2 of the preparation phase is the mixed-methods design, and my design involves

three text-mining techniques (word frequency analysis, sentiment analysis, and hierarchical

clustering) followed by narrative inquiry. As a reminder, one of the primary aims of Step 1 in

the original CCA methodology is to identify keywords, which so happens to be a major

objective of word frequency analysis. The other two text-mining techniques elaborate on the

word frequency data, namely with sentiment analysis assigning emotional identifiers to the

words in the sampled petitions and hierarchical clustering pinpointing the similarities among

these texts. The original CCA methodology poses a couple of questions for the mixed-methods design: Does it rely more heavily on qualitative or quantitative methods, and is it guided by an existing vision or framework? In my adapted version of CCA, the design is mostly qualitative, but with the quantitative methods feeding into that stage. The qualitative portion is narrative inquiry, to analyze the story dynamics in the sampled texts more richly. The clusters from the hierarchical clustering stage provide a series of potential story categories that the narrative inquiry stage analyzes and refines.

In the original methodology, the organization and interpretation/presentation phases unite for the purpose of identifying the "key features" of a content analysis study. Sampling is the first concern listed under that step. As I stated earlier, my sampling scheme is purposive, collecting data in the form of online petitions from the websites of specific organizations. The second key feature is coding. The CCA methodology is heavily inspired by Hsieh and Shannon's (2005) article on qualitative content analysis, wherein they specified three approaches to it: "inductive" based on observations, "deductive" based on theory, and "manifest" based on keywords (a combination of the other two). From these definitions, my approach to coding is manifest, since I have combined a theoretical groundwork from beforehand and keywords from word frequency analysis while the study is in progress. The two stages, quantitative and qualitative, are sequential; the text-mining techniques are automated and lead into the narrative inquiry, which is manual. The third key feature is validating. Hamad et al. (2016) presented two major approaches to validating one's content analysis. There is the "classical" route of securing validity and reliability, but my study depends more on the second option: "methodological quality criteria" for quantitative or qualitative methods. The data analysis from my narrative inquiry is more in-depth than that

of the text-mining stages, so I focused more on aspects of "trustworthiness" and

"transferability" that are aligned with qualitative methods. The processes of sampling,

coding, and validating I have chosen for my adapted version of CCA fit neatly into my

specific plan for a typology. I identify specific story types through narrative inquiry, but with

support from text-mining techniques for additional precision, thus focusing on the elements

of content, structure, and context in these stories.

<div align="center">

Procedures and Data Analysis

</div>

In terms of the procedures related to each method, as well as the instruments used for

each stage, I have collected the text from all 81 petitions and pasted them one-by-one into

their own cell in a single column in Microsoft Excel. The title of each petition and the

organization that published each petition have their individual cells as well, as displayed in

Figure 3.2.

Figure 3.2

Example of Row from Excel Spreadsheet

Human Rights Watch	Stop Line Speeds That Endanger Meat Workers	Sign the petition to demand the Trump administration stop allowing meat plants to increase line speeds that threaten worker safety UPDATE 9/17/19: In a dangerous new move, the USDA decided to remove line speed limits in hog plants, placing workers at serious risk of injury and even death. Take action now. U.S. meat workers already suffer some of the highest rates of occupational injury and illness. Yet the Trump administration is now allowing meat plants to lift caps on maximum line speeds, giving the green light for companies to speed up production, which threatens to further undermine worker safety and increase the risk for serious injury. Please contact the USDA by signing our petition to demand they #SlowDownTheLine and stop endangering America's workers.

For my text-mining techniques, I used a tool for Excel known as the OILS Twitter Scraper (Flor, 2014) and the R programming language (R Core Team, 2020). Since the purpose of my study is to construct a proto-typology of petition stories from HR-INGOs, my study deconstructs the language in the petitions (via text mining) before examining more closely the story each one tells (via narrative inquiry). Each method elaborates on the findings of the preceding one, which means that my study achieves "complementarity" for a mixed-methods research design (Greene et al., 2008). Table 3.1 shows how these methods answer the research question:

Table 3.1

Matrix for Methods and Research Question

Research question	What is the proto-typology of storytelling in online petitions of human rights international non-governmental organizations (HR-INGOs)?
Factors of interest	Story typology Content, structure, and context of stories Online petitions HR-INGOs
Design	Adapted version of "combined content-analysis" (CCA) methodology by Hamad et al. (2016): three text-mining techniques followed by narrative inquiry
Data sources	81 online petitions collected from websites of 10 HR-INGOs
Analysis methods	*Word frequency analysis* – breaks down language into units (keywords in this case) and frequency of appearance, thus yielding keywords for each petition *Sentiment analysis* – assigns emotional identifiers (positive or negative) to words in petition stories *Hierarchical clustering* – presents similarities among petitions in sample and solidifies potential story types among petitions *Narrative inquiry* – using coding techniques described by Saldaña (2015) to identify story types and sort them into proto-typology

Instruments	*Word frequency analysis* – word frequency function in OILS Twitter Scraper tool for Microsoft Excel (Flor, 2014)
	Sentiment analysis – sentiment analysis function in Scraper, based on dictionary of positive and negative words included in tool
	Hierarchical clustering – linking Excel spreadsheet to R and entering code to yield dendrogram of clusters
	Narrative inquiry – analytic memo approaches from Saldaña (2015), to reconcile themes and patterns from coding stages

Text-Mining Techniques

All three text-mining techniques in this study are useful for detecting patterns in textual content and, more specifically, for analyzing language in the sampled petitions. Ignatow and Mihalcea (2017) state that narrative analysis has relied more on mixed methods since the 1980s instead of relying solely on qualitative approaches, and these "research designs . . . allow for statistical analysis of patterns of words in narratives" (p. 92). My chosen text-mining techniques analyze each text on various levels that complement one another well and transfer neatly into the narrative inquiry stage.

Word Frequency Analysis

The first step of the original CCA methodology involves identifying "keywords," which is why word frequency analysis is so useful as the first method in my adapted CCA design. As its name implies, word frequency analysis breaks down language into how often certain words or terms appear. I conduct this method through the OILS Twitter Scraper (Flor, 2014), which is usually geared towards analyses of tweets but can perform many of the same functions on other kinds of text. The Scraper yields the necessary lexical data for this stage: word frequencies for each individual petition, among the petitions for each organization, and among the entire sample of petitions. In other words, this stage of analysis provides lexica that list the most frequent terms and the number of times they each appear in a singular text

or in a corpus of texts. My process of forming lexica from word frequency analysis adheres

to basic principles established by Carroll and Roeloffs (1969), omitting common terms and

foregrounding the more unique terms. I have used macros within the Scraper to preprocess

the textual data, omitting punctuation marks and "stop words" like the following:

- articles: "a," "the," "this," etc.

- prepositions: "in," "about," "through," etc.

- conjunctions: "and," "but," "or," etc.

Using word frequency analysis in this study is also ideal because of the computational model

by Lakoff and Narayanan (2010), which analyzes the language of stories on a word-by-word

level. In a similar way, my word frequency analysis identifies key terms in the content of

these petition stories and thus provides units of language that are useful for the next stage.

Sentiment Analysis

The second text-mining technique in this study, sentiment analysis, identifies positive

or negative emotions in the language of specific texts. In their study of online petitions,

Aragón et al. (2018) recommend that future research might use this method to further analyze

the "textual content of the petitions" and its "informative value" (p. 458). Besides its word

frequency options, the OILS Twitter Scraper also features sentiment analysis macros, which I

use on the "clean" versions of the petition texts (i.e., after preprocessing for the word

frequency stage) to measure the emotional polarity of each petition. The Scraper includes a

comprehensive dictionary of "positive" and "negative" terms, which translate into numerical

totals for each text. For example, one petition might contain two positive terms and four

negative, according to the dictionary in the Scraper, which yields a total score of "-2" for that

petition. As presented in my conceptual framework, the study by Reagan et al. (2016) has

influenced this stage by examining emotional content and constructing story arcs from those analyses. With sentiment analysis assigning emotional weight to the language in the sampled petitions, it gives a more detailed sense of the content in these stories, alongside the findings from word frequency analysis.

Hierarchical Clustering

The third text-mining technique, hierarchical clustering, identifies the similarities among the texts in a corpus; Reagan and colleagues (2016) also employ this method in their study to pinpoint story arcs. Hierarchical clustering builds on the lexica from the word frequency stage and the emotional identifiers from the sentiment analysis by grouping the relationships among the texts into accessible clusters. I compiled the data from the word frequency and sentiment analysis stages (for each individual petition) into one spreadsheet, converted that spreadsheet to a CSV file, and loading the file into R. Then, I entered the following code to yield a tree diagram, or "dendrogram," of clusters:

```
data <- read.csv("FileName.csv", header = TRUE)
distance.matrix <- dist(data, method="euclidean")
textHC <- hclust(distance.matrix, method="complete")
plot(textHC, hang=-1)
rect.hclust(textHC, k=15, border=2:15)
```

The second and third lines show that I employed a Euclidean distance matrix and the "complete" method of cluster agglomeration. With "rect.hclust," I tested a few options of cluster grouping and ultimately selected "k=15" as the most suitable number; "k=10" still grouped a few clusters that could potentially be distinct from one another, and "k=20" yielded too many individual petitions as lone clusters. The purpose of the dendrogram is to provide a roadmap of possible story types to refine through the narrative inquiry stage.

Contributions of Text-Mining Techniques

Even though these text-mining stages are not as in-depth as the narrative inquiry I have conducted, the data analyses they contribute are still vital. By identifying the most frequent terms in these texts, word frequency analysis provides a thorough view of the predominant subject matter in the sampled petitions. Sentiment analysis builds on that aspect of content analysis by identifying the dynamics of positive and negative emotions in these petitions. Hierarchical clustering serves as a kind of transitional stage, but it constructs a clear diagram with clusters that stand as story types to be fleshed out through the various steps of narrative inquiry.

Narrative Inquiry

The narrative inquiry stage in this study analyzes the storytelling dynamics in a text or corpus of texts—in my case, the content, structure, and context of the stories in the sampled petitions. Once the clustering stage yields a dendrogram, each cluster represents a potential story type. I selected one petition from each cluster to represent that story type and analyze each one through coding techniques described by Saldaña (2015). There are two major coding cycles, one "between" cycle, and one "post" cycle in my narrative inquiry. The first cycle, narrative coding, assigns codes based on story elements that are drawn heavily from literary theory (character, setting, etc.). Also in this cycle, I referred to the word frequency results and sentiment scores for each petition, and I coded story structure according to the six elements of the Labovian model: abstract, orientation, complicating action, evaluation, result, and coda (Patterson, 2008). The "between" step, code landscaping, lists and visually organizes the narrative codes according to how frequently they each appeared, similar to an outline. The second cycle, pattern coding, identifies overarching

themes in each petition. I manually assigned pattern codes by highlighting the narrative codes that tied into one another the most—in other words, according to the story elements that are most prominent in each petition. After each coding cycle, I composed analytic memos that record the trends and themes I observed in the data. The "post" cycle of categorizing is what solidifies the proto-typology, by sorting the pattern codes into specific categories or sub-categories (Saldaña, 2015). These categories and sub-categories I identify are what become the story types in my proto-typology.

Transferability and Trustworthiness

Although my study employed the CCA methodology, it is the narrative inquiry stage that provided the most robust data for the proto-typology. In these cases, the methodological quality criteria differ a great deal from more "classical" ideas of validity and reliability, especially because qualitative research is very much bound by context and thus difficult to generalize (Flick, 2014). For those reasons, it is more desirable to explain how my study meets criteria of transferability and trustworthiness (alternatively called "credibility"). In terms of transferability, it is crucial to keep in mind that my study focused on a specific type of organization: HR-INGOs. The findings of my study might transfer well to studies about the online petitions of other kinds of INGOs, but not necessarily to those about government-led organizations. I have further supported the transferability of my study, however, by employing "thick description" techniques and keeping focused on the sociocultural contexts of the data I analyze. I present a rich narrative of my data, including quotes from my coding sheets and analytic memos when necessary (as discussed by Houghton et al., 2013). For trustworthiness, Lincoln and Guba (1985) presented major standards for qualitative researchers to ensure that their findings are as credible as they can be. One of their standards

is triangulating methods, which I have done by using a few text-mining techniques and narrative inquiry. Each method in this study plays a distinct and useful role in revealing various dimensions of the data.

Positionality Statement

Since my study uses public online data and involves no human subjects, there are no major threats to the ethics of this study, and it does not require review through the institutional review board (IRB). The UNM Office of the Institutional Review Board (2015) includes, among its categories of research that do not require IRB review, "use of publicly available data sets that do not include information that can be used to identify individuals. 'Publicly available' is defined as information shared without conditions on use. This may include data sets that require payment of a fee to gain access to the data" (p. 3). The petitions on the selected HR-INGOs' websites are not hidden behind any paywalls or other conditions, and there is no identifying information.

However, there are also inherent biases I have as a researcher that I must address. I have specialized in storytelling for several years, which has in some form dictated the focus of this study. This interest evolved through years of studying literature, creative writing, and cross-cultural phenomena like folklore and mythology. My interest in online petitions for this study, and in human rights issues in general, was partly decided because of frequent participation in online activism, by way of signing online petitions for five-plus years. Through my scholarly passions and involvement in online activism, I discovered a common thread in almost every petition I have seen before beginning this research: that stories are present in them. There was indeed a research gap to reconcile, as the link between petitions and storytelling has gone almost completely untouched thus far. This presented an exciting

opportunity for me, as a researcher who is so attached to discovering new stages in the evolution of humanity telling stories. From an ethical standpoint, however, I acknowledge that this attachment has led me in a specific direction, in terms of how I choose to analyze these petitions. Even so, I look forward to how future studies reveal other aspects of online petitions and similar documents.

Summary

Using a sample of 81 online petitions from 10 HR-INGOs, I employed an adapted version of the combined content-analysis (CCA) methodology devised by Hamad et al. (2016). Specifically, I utilized a sequential design of CCA in which a quantitative stage with three text-mining techniques was followed by a qualitative stage of narrative inquiry. Through this research design, this study yields a detailed, multifaceted analysis of the stories in the sampled petitions. Word frequency analysis identifies the predominant content in the text of these petitions, while sentiment analysis assigns positive or negative emotions to much of that content. Hierarchical clustering follows up on the findings of those methods by grouping the petitions into clusters, based on their word frequencies and sentiment scores. The text-mining techniques establish a solid groundwork upon which narrative inquiry builds a proto-typology of stories; the narrative stage includes two major coding cycles, as well as a "between" cycle of code landscaping and a "post" cycle of categorizing. This "post" step is where I reconcile the codes from the preceding cycles and identify the categories and sub-categories that serve as story types. With these procedures in mind, the next chapter presents and discusses the findings of these data analysis stages.

Chapter 4

Findings

This chapter presents the findings from the various stages of data analysis. As stated in Chapter 1, the purpose of the study is to construct a proto-typology of the stories found in online petitions from human rights international non-governmental organizations (HR-INGOs). The problem that this study addresses is the notable research gap about online petitions as storytelling vehicles. As discussed in the previous chapter, this study employs an adapted version of the combined content-analysis (CCA) methodology (Hamad et al., 2016) for the research design, which includes three text-mining techniques and narrative inquiry. The first section of this chapter presents the findings of the text-mining techniques—word frequency analysis, sentiment analysis, and hierarchical clustering—which established a groundwork of textual analysis before the narrative inquiry stage that ultimately resulted in the proto-typology. In this section, I present and discuss the word frequency findings first, including tables for the most frequent words by individual petition, within each HR-INGO, and within the entire corpus of sampled petitions. The sentiment analysis findings are next, with a table summarizing the results for each petition: positive-aligned words, negative-aligned words, and total numerical scores. For the hierarchical clustering findings, I present the dendrogram created through the R programming language (R Core Team, 2020) and some context behind how I processed it. The second section presents the findings of the narrative inquiry, wherein I summarize and discuss the findings from the coding cycles

(narrative, landscaping, and pattern) and the follow-up step of categorizing the codes

(Saldaña, 2015). The third and final section is a summary of this chapter that leads into

Chapter 5, where the proto-typology that emerged from the study is discussed.

Findings from Text Mining

In this section, I present the findings of the text-mining techniques, starting with word

frequency analysis.

Word Frequency Analysis

For this stage, I preprocessed the textual data through the "removeStopWords" and

"filterTweets" macros in the Twitter Scraper (Flor, 2014), which deleted the stop words and

punctuation marks. I used the "countWords" macro to gather word frequency totals for: (1)

the entire corpus of petitions, (2) each organization, and (3) each individual petition.

Entire Corpus of Petitions

The top ten most frequent words for the entire sample of petitions are, in order:

"rights" (86), "people" (83), "human" (55), "petition" (54), "journalists" (49), "government"

(47), "authorities" (46), "now" (41), "us" (41), and "we" (39). The word cloud in Figure 4.1

visualizes these words, weighted by their frequencies:

Figure 4.1

Word Cloud (via WordItOut.com): Ten Most Frequent Words in Sample

These most frequent words provide a macro-level sense of the primary content within a great deal of these petitions. Humankind and their inherent rights are at the forefront, with "rights," "people," and "human" as the top three—unsurprising as this study focuses on the petitions of human rights organizations. "Petition" is also very fitting for the same reason. Reporters without Borders is one of the HR-INGOs in this study, which is a major factor in why "journalists" appears as many times as it does. Petitions are nearly always addressed to people in positions of official authority, so "government" and "authorities" are also expected in this group of top ten. "Now" is not surprising either, as the urgency of these human rights issues are essentially a given. Lastly, "us" and "we" are very suitable for the top ten, since online petitions allow for calls-to-action on a sometimes-massive scale—hundreds of thousands of signers on occasion. Furthermore, certain petitions are written from a "we" perspective, when the community or culture under assault tells the story (e.g., the Black Lives Matter petitions).

Within Each Organization

The following table lists the most frequent words for each organization. I have

omitted the words with the lowest numerical totals.

Table 4.1

Word Frequency by HR-INGO

Organization	# of Petitions	Most Frequent Words
Amnesty International	25	"people" (62), "authorities" (33), "rights" (31), "government" (23), "justice" (22), "human" (21), "prison" (19), "now" (18), "forced" (17), "police" (17) "sign" (17), "change" (16)
Anti-Slavery International	1	"slavery" (12), "modern" (7), "victims" (7), "help" (6), "need" (5), "bill" (4), "petition" (4), "please" (4), "protect" (4), "support" (4)
Black Lives Matter	3	"black" (7), "we" (7), "now" (6), "us" (6), "people" (5), "lives" (4), "transformation" (4)
Human Rights Watch	4	"companies" (9), "workers" (9), "women" (8), "car" (6), "make" (6), "activists" (5), "brands" (5), "can" (5), "massachusetts" (5), "new" (5), "rights" (5), "saudi" (5), "stop" (5), "transparency" (5)
International Federation for Human Rights	1	"death" (7), "penalty" (7), "human" (6), "belarus" (4), "life" (4), "europe" (3), "rights" (3)
Physicians for Human Rights	3	"health" (17), "asylum" (14), "un" (14), "attacks" (10), "facilities" (10), "seekers" (10), "public" (9), "torture" (9), "medical" (8), "united" (8)
Public Citizen	20	"petition" (21), "trump" (21), "we" (19), "congress" (17), "undersigned" (15), "us" (11), "president" (9), "call" (8), "health" (8), "new" (8), "standards" (8)

Reporters without Borders	14	"journalist" (40), "freedom" (18), "media" (18), "years" (14), "information" (12), "journalist" (12), "prison" (12), "time" (12), "without" (12), "authorities" (11), "bloggers" (11), "us" (11)
Survival International	7	"indigenous" (32), "peoples" (28), "land" (20) "tribal" (17), "lands" (13), "rights" (13), "tribes" (13), "brazilian" (11), "government" (10), "please" (9), "uncontacted" (9)
UN Watch	3	"human" (12), "rights" (11), "un" (8), "russia" (6), "council" (5), "north" (5), "commission" (4), "crimes" (4), "inquiry" (4)

These word frequencies, as expected, strongly reflect the major content of the petitions that these organizations distribute. For example, Survival International's primary focus is on the human rights of indigenous peoples, and the majority of the top word frequencies for them illustrate that focus very well: "indigenous," "peoples," "rights," "tribes," "uncontacted," and so on. Also, just as "now" appeared in the top ten word frequencies within the entire corpus, similar terms of urgency appear here—mainly "help" and "please."

Within Each Petition

Throughout this chapter, I refer to petitions from my sample according to how I have numbered them in Appendix A. The table in Appendix B lists the most frequent terms for each singular petition. Once again, the words with the lowest numerical totals are omitted. All in all, the word frequencies for each individual petition are an extension of the major findings within each organization, in that they are reflective of the major characters, locations, and themes in that petition. For instance, the most frequent words for Petition #1.14 include "Emil" (8), "drug" (4), and "prison" (4); the topic of that petition is a young man named Emil Ostrovko who has been imprisoned for drug charges. Another example is

#8.13 on the lack of basic freedoms allowed to the general Chinese population, such as open access to information; the most frequent words for this petition include "freedom" (5), "citizens" (4), "constitution" (4), "censorship" (3), and "China" (3). An outlier among these findings is #7.02, where the text is brief enough for each word to appear only once.

Sentiment Analysis

For this stage, I used the "genSentiment" macro in the Twitter Scraper to measure the textual data from each petition alongside the Scraper's built-in dictionaries of terms defined by positive or negative emotions. More specifically, the macro scans the text in question and provides a count for each positive term (e.g., "freedom" and "support") and each negative term (e.g., "crisis" and "injury"). The table in Appendix C lists the sentiment analysis values for all the individual petitions; the number of "negative" words subtracted from the "positive" number yields the "total" score in each case. Most of the findings here show either a relative balance of sentiments (slightly positive, slightly negative, or zero score) or heavily leaning towards negative content. The following table presents these findings in a compressed fashion, listing the sentiment analysis scores by organization.

Table 4.2

Sentiment Analysis Values by HR-INGO

Organization	# of Petitions	Positive Terms	Negative Terms	Total Score
Amnesty International	25	132	309	-177
Anti-Slavery International	1	26	12	14
Black Lives Matter	3	16	34	-18
Human Rights Watch	4	22	31	-9
International Federation for Human Rights	1	3	17	-14
Physicians for Human Rights	3	43	98	-55

Public Citizen	20	79	83	-4
Reporters without Borders	14	94	178	-84
Survival International	7	41	72	-31
UN Watch	3	17	30	-13

Even though Public Citizen is somewhat evened-out at a total score of only "-4" (among 20 petitions), almost all of these HR-INGOs tend heavily towards negative sentiments—which reflects the urgent and often tragic nature of the stories about human rights injustices. Anti-Slavery International is the main exception here, with an overall positive-leaning score.

With regard to outliers, there are a few individual petitions with scores that are heavier on positive sentiments; Petitions #2.01, #8.10, and #10.02 each have a total score of "7" or higher. Reconciling the sentiment analysis results with those of the word frequency analysis stage reveals why there are a few exceptions to the overall trend of mostly negative sentiments in these petitions. #2.01, from Anti-Slavery International, focuses on the issue of UK civilians sold into contemporary "slavery," a terrifying and very negative idea altogether; another frequent term in this petition is "victims." However, some positive terms, such as "protect" and "support," are also very common in #2.01, thereby counterbalancing the negative terms. There is a similar dynamic in #8.10, which—according to the Scraper— contains no negative sentiments at all. This petition, from Reporters without Borders, focuses on the achievements of a lauded journalist who has been captured in Syria, but it avoids using terms like "imprisoned" in favor of less obviously negative terms like "taken captive." #10.02, from UN Watch, concerns the debate over allowing Russia into the UN Human Rights Council; this petition also features several positive terms, such as "freedom" and "integrity," that tip the scales away from negative terms like "corruption."

What these findings reflect is that the stories in these petitions focus on human rights contexts that are often dire and tragic. Whatever hopeful language these petitions have is often heavily counterbalanced by terms that emphasize the injustice and the desperation behind these events. If a certain petition features more positive sentiments, it usually leans only slightly in that direction—at least according to this sample from these HR-INGOs. The outliers show that more profoundly positive petition stories are even more of a rarity and sometimes depend heavily on certain choices of language from the organizations that publish the petitions.

Hierarchical Clustering

This method served a very transitional function, as its main purpose for this study was to translate the results of the text-mining techniques before it into a resource for the narrative inquiry to build on. For the clustering, I integrated the word frequencies and sentiment analysis scores for each petition into one table and processed that table through R. This process yielded 15 clusters, and Figure 4.2 displays the resulting dendrogram:

Figure 4.2

Dendrogram of Petitions
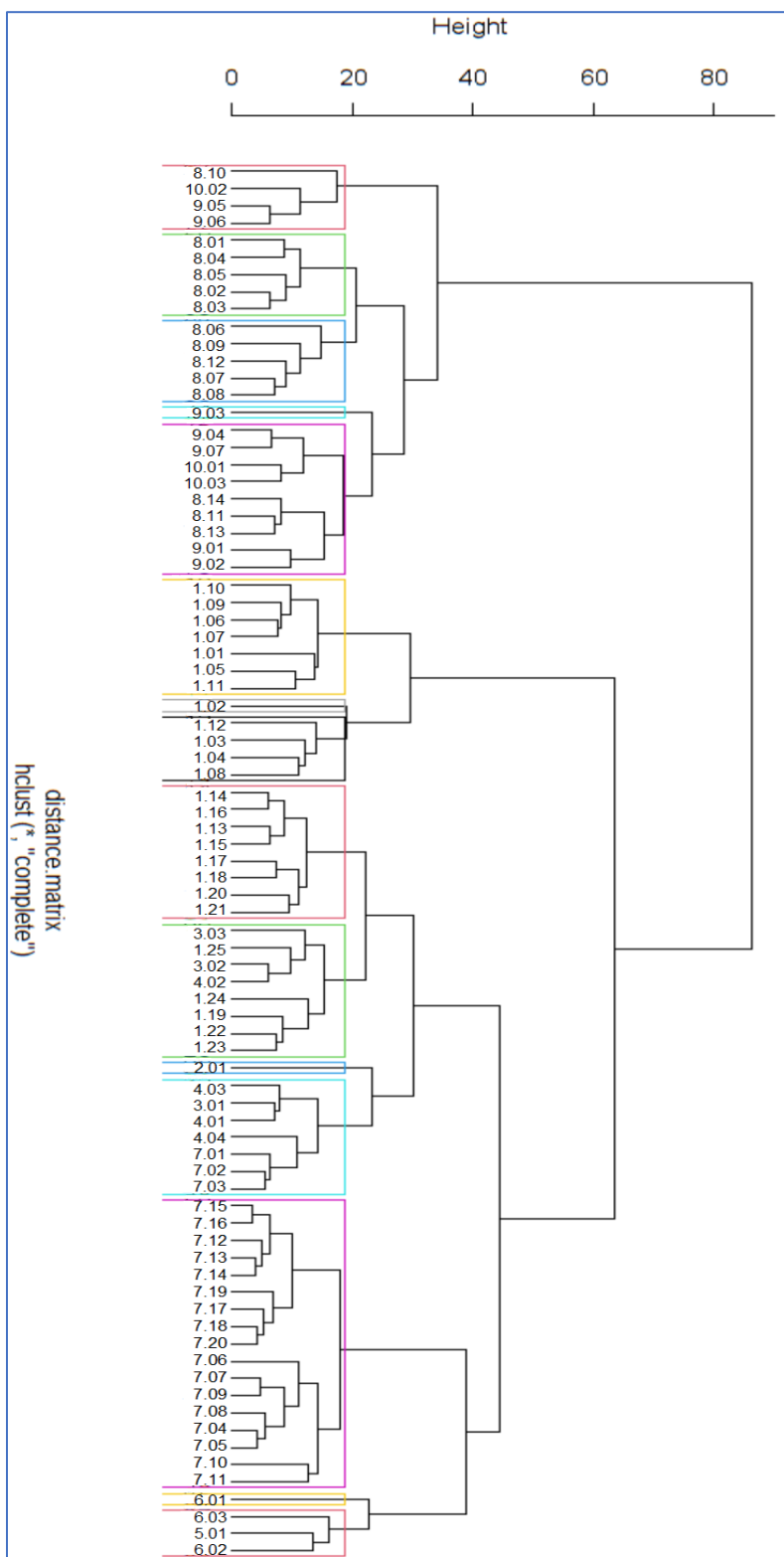
These clusters, distinguished by color-coded boxes, illustrate which petitions are most alike in terms of their word frequencies and sentiment analysis scores. A few of these clusters contain petitions that are exclusively from one HR-INGO, the primary example being the third cluster from the right in Figure 4.2; all 17 petitions in this case are from Public Citizen. This suggests that it is quite common for several petitions from one organization to end up in the same cluster, but of course there are also a few clusters containing petitions from different HR-INGOs. This dynamic speaks to how I selected 15 clusters, which are the 15 "categories" selected for analysis in the narrative inquiry stage and that will translate into story types for the proto-typology. There are also a few petitions that stand alone in their clusters—namely #1.02, #2.01, #6.01, and #9.03—meaning that these petitions are at least distinct enough in their word frequencies and sentiments to stand as "outliers" at this stage. The narrative inquiry stage provides insight into these outliers alongside other petitions.

Findings from Narrative Inquiry

Since each cluster represents a group of petitions that are highly similar to one another in terms of content, I built a "representative sample" of petitions to run through narrative inquiry in this stage of qualitative data analysis. Specifically, I selected the first petition listed in each cluster for the narrative inquiry stage; each of those selected petitions stood as a representative of the potential story type that defines the story elements in that petition group. In order of their assigned numbers, those petitions are:

Table 4.3

Petitions Selected for Narrative Inquiry

Petition #	Organization & Petition Title
1.02	Amnesty International, "Demand Justice for Zak Kostopoulos"
1.10	Amnesty International, "Get Justice for Poisoned Indigenous Community"
1.12	Amnesty International, "Help Free Magai from Death Row"
1.14	Amnesty International, "Free Emil Ostrovko"
2.01	Anti-Slavery International, "Protect, Not Neglect"
3.03	Black Lives Matter, "#DefundThePolice"
4.03	Human Rights Watch, "End Child Marriage in Massachusetts"
6.01	Physicians for Human Rights, "Tell the UN: Expose the Truth about Targeting of Hospitals in Syria"
6.03	Physicians for Human Rights, "Health Professionals' Pledge against Torture"
7.15	Public Citizen, "Protect the Clean Car Standards"
8.01	Reporters without Borders, "Khashoggi Affair: We Call on Saudi Arabia to End Its Violence against Journalists"
8.06	Reporters without Borders, "Urge UN Secretary Ban Ki-moon to Appoint a Protector of Journalists"
8.10	Reporters without Borders, "#FreeAustinTice"
9.03	Survival International, "Stop Brazil's Genocide"
9.04	Survival International, "Stop Factory Schools"

Narrative Coding

The first cycle of coding, which assigns "narrative codes," yielded four major

findings: (1) reinforcing word frequencies and sentiment scores, (2) common narrative

elements, (3) narrative structure according to the Labovian model, and (4) timeframe as

context for the stories. For a more thorough image of this coding cycle, Appendix D presents

a few examples of my qualitative coding sheets (with both narrative and pattern codes).

Reinforcing Word Frequencies and Sentiment Scores. The first of the themes

identified through narrative coding is that the codes correspond quite well to the data yielded

by the word frequency analysis and sentiment analysis stages. For example, Petition #1.12 concerns a young South Sudanese man named Magai who was sentenced to death row when only 15; the most frequent words for #1.12 were "death," "Magai," "law," "penalty," and so on. All these terms refer to important narrative content that the codes easily link to, like who the protagonist of the story is and what the driving conflict is. This connection between word frequencies and narrative inquiry arose without fail in this coding cycle. The sentiment scores also fed into the narrative codes reasonably well. One example is #6.01, which implores the UN to take action against those who have bombed hospitals and other facilities in Syria; the total sentiment score for this petition is -22 (17 positive terms and 39 negative). The narrative codes for #6.01 reveal a multilayered story, with relatively rich background detail of the major conflict and the overall significance of the problem: "The investigative team of the New York Times has recently published visual evidence of multiple incidents of the Russian air force bombing hospitals, including in so-called 'deconflicted' areas. In light of this public evidence of a party's responsibility and the troves of publicly available data on hundreds of other attacks on medical facilities in Syria, a credible UN inquiry has no choice but to make its findings public." There were still a few interesting cases here, however, in terms of sentiment data related to the narrative codes. One of the outliers from the sentiment analysis stage was #8.10, about a journalist named Austin Tice imprisoned in Syria, for which the Scraper identified 15 positive terms in the text, but no negative terms. The narrative codes for #8.10 reveal that this is because the language focuses on aspects like Austin's heroism as a journalist instead of grisly details like what he has suffered as a prisoner.

Common Narrative Elements. The second theme is also about the narrative content in these petitions, specifically the narrative elements that appear in almost every petition in

the set; one of these elements is the *introduction and/or development of major characters*.

One example is #1.10, wherein the writer of the petition has positioned the Grassy Narrows

people as the heroes or protagonists, while the Canadian government itself is the villain or

antagonist that "allowed 10 tonnes of toxic waste to be dumped in the river system." In that

light, the river almost serves as another major character—an "ally" of the protagonists.

Another example is #8.01, in that it introduces us to the murdered journalist Jamal Khashoggi

as well as a few other journalists or bloggers that have suffered severe punishments at the

hand of the Saudi Arabian government. Every petition in this set of 15 also features a *sense

of setting*. #1.02, for instance, presents the city of Athens as well as the jewelry shop where

several men assaulted Zak, the protagonist. #9.03 refers to indigenous tribes in Brazil and the

lands where they have resided for ages, emphasizing not only the cultural meaning of these

lands but also how urgent they are to these tribes' survival. There is also a steady *interplay

among theme, problem, and conflict* in most of these petitions. For instance, #7.15 begins by

introducing the overlying theme of the story (air quality and gas prices for Americans) and

the problem driving that story (clean vehicle policies in jeopardy); it emphasizes the scale

and significance of the problem and then the ill deeds of the antagonists (automakers and the

Trump administration) as catalysts for the conflict. Another petition, #8.06, addresses UN

Secretary-General Ban Ki-moon about the overlying issue of murdered journalists and at one

point presents some statistics on the urgency of the situation: "787 journalists and media

personnel were killed while exercising their profession over the last 10 years. In the year

2015 alone, the numbers reflect 67 journalists killed worldwide."

Narrative Structure According to the Labovian Model. The third theme is about narrative structure. Every petition in this set seems to match the Labovian model (as defined by Patterson, 2008) quite closely:

- Abstract: what the story is about

- Orientation: the "who," "when," and "where"

- Complicating Action: what happened next

- Evaluation: the "so what" aspect, the significance

- Result: what happened at the end

- Coda: the "sign-off" or takeaway message

But there is one major exception to how these petitions correspond to this model: They do not necessarily have a "result" to announce yet. A petition presents a call-to-action to the reader, and thus the story is without a firm ending. The person's contributions serve as the potential result of the story, outside the text of the petition. Another exception that is slightly less prevalent is how the steps of Labov's model are somewhat out-of-sequence in certain petitions, like in #2.01 wherein the orientation and evaluation seem to occur at the same moment: "Many [victims of modern slavery] face destitution, homelessness and a return to the slavery they escaped from." #8.01 is another example, where the abstract, orientation, and complicating action seem to all occur within one sentence. After directly addressing the Saudi crown prince, the petition begins like so: "Newspaper columnist Jamal Khashoggi's brutal murder inside the Saudi consulate in Istanbul on 2 October . . ." Another aspect of structure in several of these petitions is the switch from a regular narrative form to an "open letter" form. #2.01 concludes with a brief letter to Priti Patel, the Home Secretary of the UK.

Petitions take this open-letter approach to present the actual document that the organization will send to the necessary officials.

Timeframe as Context for the Stories. The fourth dynamic is also about narrative content in part, but it also presents context for the petitions and their stories. Nearly all these petitions establish a very clear timeframe for the events in the story. #4.03, for instance, provides the statistic that "more than 1,200 children under age 18 were married in Massachusetts" from 2000 to 2016. #1.10 speaks on an injustice that has continued for several decades at least; this petition refers to the tons of toxic waste dumped into the Grassy Narrows river system in the 1960s and then states that the Canadian government has not quite followed through on its promise in 2017 to "deal with the crisis 'once and for all.'" Timeframes and timelines are vital pieces of context for a story, but—linking back to the idea of Labovian structure—these petitions do not have a clear result or "ending" to their stories; the timeframe is not "closed" when the petition concludes. Furthermore, I collected all the petitions in my sample within the general timeframe of December 2019 to August 2020, but some of them are archived on the HR-INGOs' websites from previous years.

My conceptual framework identifies three major aspects of story typology: content, structure, and context. Through their computational approach, Lakoff and Narayanan (2010) analyzed narrative content and some aspects of context in "story fragments." In their case, the context was international politics, but I would consider the timeframe aspects of the petition stories to be the most interesting element of narrative context in this study. It also connects to the idea of "no clear ending" that arose from the findings about narrative structure; the timeframe of each petition story here is not absolute.

Code Landscaping

As Saldaña (2015) explains, code landscaping involves compiling a list of the codes from the first cycle and then visually organizing them, and I have used the same system here. The full code landscaping document is in Appendix E. (Note: My numbering system for the petitions was different when I performed the landscaping.) While listing all the narrative codes, I had the opportunity to check if any codes appear in more than one petition, and there were several instances where these overlaps occurred. For example, "Explaining Problem That Fuels Story" is a code from #1.10, #8.10, and #9.03. Some of the codes also serve similar functions but are not quite the same. The code "Potential Outcomes/Continuations of Story" is in 6 of the 15 representative petitions, but there is also a variant of that code in #1.14 that I identified as "Potential Continuation of Story, Specific to Protagonist and Beyond." With the latter code, its narrative function felt more distinct and like it merited a more precise name, which is why I have not combined these two codes into one.

As stated in Chapter 3, I visually organized these codes by increasing their font size according to how many petitions in which they appeared. Figure 4.3 displays a few lines from my code landscaping document:

Figure 4.3

Screenshot from Code Landscaping Document

> Presenting potential resolution for conflict (#2, #10, #12, #14, #26, #29, #32, #35, #58, #63, #67, #74, #75)
>
>> Building conflict from problem (#2, #12, #26, #58, #63, #67, #75)
>>
>>> Potential outcomes/continuations of story (#10, #26, #32, #35, #52, #75)
>>>
>>>> Building protagonist as hero-figure (#2, #12, #37, #63, #67)
>>>> Call-to-action as follow-up of story (#10, #58, #63, #67, #74)
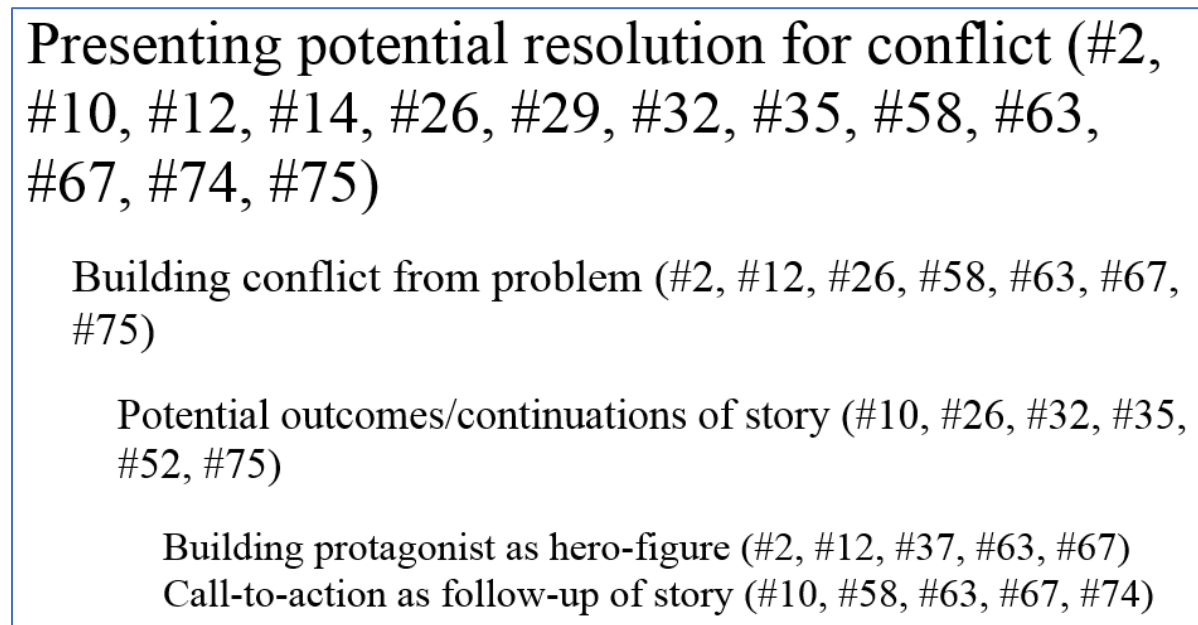
As shown here, the most prominent code by far is "Presenting Potential Resolution for Conflict," which appears in 13 out of 15 representative petitions. This is not surprising, since it is the goal of every petition to provide a resolution for a certain issue, and because no story is truly a "story" without some element of a conflict to be resolved. In fact, the second most frequent code is "Building Conflict from Problem," which appears in 7 petitions. It is important to distinguish "conflict" and "problem," where the former is the ongoing clash between two or more major characters (often protagonist vs. antagonist) and the latter is the element of chaos that leads to the conflict. The third most frequent code is "Potential Outcomes/Continuations of Story," which appears in 6 petitions and is another vital narrative device for online petitions. Again, the stories in these petitions are unfinished; what happens

next is left up to the readers who often become characters in these stories by participation. This code also ties into the "call-to-action" that is present in every petition.

On that subject, one of the next most frequent codes (5 petitions) is "Call-to-Action as Follow-Up to Story." This code speaks to how the call-to-action functions narratively within these petitions; this one also echoes the concept of a petition story being unfinished. #9.03, for example, discusses the human rights violations committed against indigenous tribes in Brazil and closes with: "They're asking for your help. Please sign and share." The other code that appears in 5 petitions is "Building Protagonist as Hero-Figure." The story in #8.10 gives background on what the protagonist has accomplished as a reporter in war-torn Syria and the awards he has won for it: "His reporting was recognized with the 2012 George Polk Award for War Reporting and the 2012 McClatchy Newspapers President's Award, among others." Reporters without Borders thus positions Austin Tice as a heroic individual who has suffered a major injustice experienced by many journalists.

There are two codes that appear in 4 petitions each; one is "Antagonist's Actions against Protagonist," which of course defines many of the conflicts in these stories. #1.14 speaks on how the Belarusian legal system failed the protagonist, Emil; the petition states that, though Emil sold legal substances, the investigative team never bothered to look further into the case, and the court chose to only sentence Emil for an unfounded charge. The other code appearing in 4 petitions is "Emphasizing Scale of Conflict." Though a certain petition might have one story to present, it might still connect the major conflict in that story to related examples. #8.06 presents statistics about murdered journalists around the world (e.g., 787 of them killed over a decade). This is a narrative method that some petitions use to fully illustrate how far an issue extends.

The remaining codes appear in 3 petitions each or fewer. These remaining codes are still vital for the proto-typology, of course; they are narrative elements that distinguish certain petitions from others rather than connect them. For instance, the codes exclusive to #8.01 are: "Greeting at Beginning, Like a Letter or Epistolary Story," "Providing Background—Historical, Political, Cultural," "'Us' as Characters Speaking to Antagonist," and "Additional Characters That Relate to Protagonist." This stage of code landscaping has identified certain patterns that are evident across various petitions and in individual petitions—which, of course, feeds well into the second cycle of coding.

Pattern Coding

In the search for patterns within these petition stories, I quickly found it necessary and logical to choose one overlying pattern for each petition. After all, the petitions are quite short compared to other types of documents, such as interview transcripts. I performed pattern coding manually, grouping certain codes (done via Microsoft Word comments) in each petition with red pen. As I reviewed the codes, I checked the piece of text that each code highlights; I could thus account for patterns in the content, structure, and context of those pieces of text. Figure 4.4 displays an example of this process:

Figure 4.4

Excerpt from Pattern Coding Sheet

The petition in this figure is #6.03, which is a "Health Professionals' Pledge against Torture." The title already identifies the major content and purpose of the petition, but then the narrative codes add another dimension to what the overlying pattern is. The codes for the second paragraph are "Presenting Background Details on Major Theme/Problem" and "Explaining Significance of Problem for Major Characters." Torture is, of course, the "problem" these codes refer to; all of these points contribute to what ultimately became the pattern code for #6.03: "Manifesto for Protagonists against Problem." Not only does this petition serve as a statement from health workers against torture as a general concept, but it is also a document that lays out a plan to keep torture out of U.S. government policy, which is why the term "manifesto" suitably describes the content and structure.

I used this same process of pattern coding for all 15 petitions in this representative sample. Table 4.4 presents the pattern codes in numerical order:

Table 4.4

Pattern Codes

Petition #	Code
1.02	Justice for Protagonist's Death as Resolution
1.10	Setting as Character Developing over Time
1.12	Protagonist as Symbol for Widespread Problem
1.14	Protagonist as Symbol for Widespread Problem
2.01	2nd-Person "You" Sharing Protagonist's Experience
3.03	Problem as Theme, Expanding and Branching Out
4.03	Common Story among Thousands of Characters
6.01	Antagonists' Many Misdeeds, Gone Majorly Unchallenged
6.03	Manifesto for Protagonists against Problem
7.15	Story of What "Might" Happen with Conflict
8.01	Letter Detailing Conflict and Antagonist's Contributions to It
8.06	Letter Detailing Resolution to Major Character
8.10	Building Up Protagonist's Heroism
9.03	Conflict Related to Cultural Setting
9.04	Problem as Theme

In this list of pattern codes, there are overlaps to address. #1.12 and #1.14 share the same

pattern code, mainly because they both present a story of wrongfully imprisoned

protagonists; they are also from the same HR-INGO (Amnesty International), which might

explain a bit more of why they feature a very similar pattern. Also, the code "Problem as

Theme" from #9.04 has a variant in #3.03, perhaps because the latter petition is twice the

length of the former. Altogether, these pattern codes are meant to represent not only the

individual petitions, but also the petitions included in the same clusters as them.

Categorizing the Codes and Constructing the Proto-Typology

After the second coding cycle, Saldaña (2015) recommends several approaches for

solidifying the codes into more of a theory, and one of those approaches is sorting the codes

into "categories of categories" (p. 250). It is possible to categorize the codes into various structures, one of which is a taxonomy, wherein "categories and their subcategories are grouped but without any inferred hierarchy" (p. 251). Although the major goal of this study is to construct a typology and not exactly a taxonomy, the two are very similar. Whereas a taxonomy is based on empirical traits often assigned within the biological sciences, a typology focuses more on conceptual distinctions (Smith, 2002). Therefore, I used this approach to construct a proto-typology of petition stories, by assigning the various pattern codes to specific categories that define the major factors of those codes.

After analyzing the pattern codes a few times more in this "post" stage, I decided on three overlying categories. First off, half the codes were mostly character-oriented, which is how Category I, "Character Profiles," arose. The following pattern codes suited this category best:

- Building Up Protagonist's Heroism

- Protagonist as Symbol for Widespread Problem

- Justice for Protagonist's Death as Resolution

- Antagonists' Many Misdeeds, Gone Majorly Unchallenged

- 2nd-Person "You" Sharing Protagonist's Experience

- Setting as Character Developing over Time

- Common Story among Thousands of Characters

Second, a few other codes were defined by how the petitions experiment with different forms, and that is how I decided on Category II, "Variations in Structure," for them. The following pattern codes suited this category best:

- Letter Detailing Resolution to Major Character

- Letter Detailing Conflict and Antagonist's Contributions to It

- Manifesto for Protagonists against Problem

Third, the remainder of the codes were about relationships between the elements of "problem" and "conflict," which led to the creation of Category III, "Interplay of Problem & Conflict." The remaining pattern codes that fit best under this category are:

- Problem as Theme

- Problem as Theme, Expanding and Branching Out

- Conflict Related to Cultural Setting

- Story of What "Might" Happen with Conflict

Chapter 5 delves further into the proto-typology and the specific story types within it by tying them into the processes of identifying these narrative codes, threading them into pattern codes, and categorizing them into the proto-typology.

<div align="center">**Summary**</div>

This chapter began with the presentation of findings of the text-mining stages. The first method, word frequency analysis, yielded results that strongly reflect the major content in the petitions. For instance, the top ten most frequent words across the entire sample were: "rights" (86), "people" (83), "human" (55), "petition" (54), "journalists" (49), "government" (47), "authorities" (46), "now" (41), "us" (41), and "we" (39). The second method, sentiment analysis, revealed that most of the petitions featured more negative sentiments altogether; only a few outliers had a total sentiment score that was heavily positive. The third method, hierarchical clustering, grouped the 81 sampled petitions into 15 clusters that then served as potential story types for the proto-typology. The qualitative stage of narrative inquiry was a four-step process: narrative coding, code landscaping, pattern coding, and categorization. The

four major findings of narrative coding were: (1) reinforcing the word frequencies and sentiment scores, (2) common narrative elements, (3) narrative structure according to William Labov's model (Patterson, 2008), and (4) context added by timeframe in the stories. Code landscaping provided a visual representation of how frequently these narrative codes appeared, and the topmost code was "Presenting Potential Resolution for Conflict" (13 out of 15 petitions). The cycle of pattern coding identified prevalent trends among the narrative codes in each petition and provided 14 story types, which the final step of categorization translated into a solid proto-typology discussed further in the next chapter.

Chapter 5

The Proto-Typology of HR-INGO Petition Stories: Discussion, Implications, & Future

Research

This chapter elaborates on the proto-typology I have constructed, specifically tying it into the groundwork set by the text-mining techniques and developed through narrative inquiry. The first section is an in-depth elaboration of the proto-typology that emerged from text mining and narrative inquiry, with discussions of each main category and sub-category in the typology. The second section presents the implications of this study, particularly for organizations and their stakeholders. The third section shares ideas for future research and rationales for why that research is necessary. The fourth and final section is a detailed concluding statement for the entire study, reiterating its significance to the field.

Clarifying the Proto-Typology

The pattern coding cycle reconciled the groups of narrative codes in each petition into one overlying pattern code for that petition. I used the "post-coding" approach of categorizing the 15 pattern codes for the proto-typology, which is displayed in Figure 5.1:

Figure 5.1

Proto-Typology of HR-INGO Petition Stories

I. CHARACTER PROFILES

a. Building Up Protagonist's Heroism (#8.10)
b. Protagonist as Symbol for Widespread Problem (#1.12, #1.14)
c. Justice for Protagonist's Death as Resolution (#1.02)
d. Antagonists' Many Misdeeds, Often Unchallenged (#6.01)
e. 2nd-Person "You" Sharing Protagonist's Experience (#2.01)
f. Setting as Character Developing over Time (#1.10)
g. Common Story among Thousands of Characters (#4.03)

II. VARIATIONS IN STRUCTURE

a. Letter Calling on Major Character for Resolution (#8.06)
b. Letter Detailing Conflict and Antagonist's Contributions to It (#8.01)
c. Manifesto for Protagonists against Problem (#6.03)

III. INTERPLAY OF PROBLEM & CONFLICT

a. Problem as Theme (#9.04)
b. Problem as Theme, Expanding and Branching Out (#3.03)
c. Conflict Related to Cultural Setting (#9.03)
d. Story of What "Might" Happen with Conflict (#7.15)

There are three main categories with a few examples of the pattern codes serving as potential sub-categories—most of them referring to the content of the petition stories, but some of them also identifying the structure and function of those stories. The petition numbers in parentheses also add context, as they link back to which HR-INGO published that petition. For example, Sub-Category I(c) is represented by Petition #1.02, published by Amnesty International. The following subsections discuss each sub-category (pattern code) as well as each main category under which they are grouped, explaining how I arrived at the names for these story types and providing examples of petitions that fit under those (sub-)categories.

Category I: Character Profiles

Most of the pattern codes that became the sub-categories were very character-centered. In these petitions, there is often a protagonist (main character) or more than one and sometimes a specific antagonist (a person, organization, or other entity working against that

character). There is even one instance of another story element (setting) assuming a character-like identity. As such, it is only fitting that one of the main categories would be focused on character aspects. The reference for the process I used to assemble the pattern codes can be found in Appendix D.

I(a): Building Up Protagonist's Heroism

Petition #8.10 introduces the imprisoned journalist Austin Tice, stating right away the problem affecting him and also driving the story. After that brief statement at the beginning, the petition arrives at the core of the story. Austin is in a firm position as the protagonist, and other elements of the story (e.g., setting and timeframe) are directly linked to developing him as that character. The petition then provides further context on Austin, particularly on his publications and awards for journalistic service. These are the elements in the narrative codes that logically thread together into a sub-category about emphasizing the main character as a heroic individual.

I(b): Protagonist as Symbol for Widespread Problem

Two petitions, #1.12 and #1.14, share this sub-category. #1.12 introduces us to a young man named Magai, sentenced to death at only 15 years old in his homeland of South Sudan. Magai is the protagonist in this story, and the South Sudanese government that defies its own law by sentencing minors to death is the antagonist. The petition provides background detail on the young protagonist, including the swift change in fortune when he shoots his father's gun as a warning and accidentally kills his cousin by a ricocheted bullet. This all leads into the statement that the death penalty is illegal in South Sudan as punishment for children. The final section of this petition proposes the resolution of commuting Magai's sentence and then reiterates the overlying problem of the South

Sudanese government violating human rights law. This is how the protagonist symbolizes the many individuals victimized by human rights abuses in this society (the problem). In a similar fashion, #1.14 has a protagonist in Emil Ostrovko, a young man in Belarus sentenced at 17 for a minor drug offense. After introducing him, this petition elaborates on the problem, how it elevated into a conflict, and what resolution the petition promotes. As the story progresses, we see more in-depth detail about what Emil has suffered in prison over a couple of years and how his eight-year sentence was unjust to begin with, thus positioning the Belarusian legal system as the antagonist. This petition also reveals that Emil is one of thousands who are sentenced to lengthy prison sentences for similar drug offenses, before proposing a resolution and explaining how the story can continue by doing away with these unjust sentences altogether. Thus, Emil is a symbolic character for the large-scale problem of human rights violations.

I(c): Justice for Protagonist's Death as Resolution

The protagonist of the story in #1.02 is Zak Kostopoulos, an LGBTQ rights activist in Greece. The conflict that fuels the story how several men (including police officers) brutally beat Zak, leading to severe injuries that killed him. This petition describes in detail how this problem arose and how it elevated into a conflict with many protestors demanding justice for Zak. There are some allies of the protagonist (Zak's family) introduced here, and their actions promote a more serious sentence for the antagonists. The petition then includes the reader as a character, as part of the collective "we" fighting for justice in this case. The end of this petition reiterates the major conflict and the overlying theme of justice in this story; the hashtag #Justice4ZakZackie is an endcap to the story that once again states the desired resolution for this protagonist's tragedy.

I(d): Antagonists' Many Misdeeds, Often Unchallenged

In the opening paragraph of #6.01, the petition introduces health workers in Syria as the protagonists, Syrian and Russian military forces as the antagonists, and the United Nations as the protagonists' allies. The story continues with some clarifying details on how the allies have assisted matters and what the antagonist's actions have been (bombing hospitals). It then reveals the desired resolution and our call-to-action of imploring the UN Secretary-General to publicly release the UN's findings of their investigation into these events. The petition provides further detail on this resolution and refers to "unwritten aspects" of this story in terms of the unreleased findings. The following sections focus heavily on the conflict and interactions among characters involved in that conflict, including some background information on the antagonists' actions. Towards the end, this petition reminds us of how we can advance towards the resolution it has proposed, and there is a reiteration of the call-to-action. The emphasis here is that the antagonists have committed these misdeeds for some time and that they will continue until the allies of the protagonists (the UN) challenges them more directly.

I(e): 2nd-Person "You" Sharing Protagonist's Experience

After a brief statement on the petition's goal, #2.01 introduces a character named Grace and presents a quote from her that summarizes her story of being forced into modern sex slavery. At that point, the petition turns to the reader as a 2nd-person "you" and asks us questions about how we might cope with the situation. It then elaborates on the conflict, emphasizing what the experience is like for the protagonists and how the antagonists (the enslavers) act against them. The resolution this petition proposes is passing a bill that will give these victims of modern slavery the protection and resources they need, and then the

petition addresses the UK Home Secretary, Priti Patel, directly. The last section is a brief letter to Patel that clarifies the desired resolution. This is a shared story with Grace positioned as one of the protagonists, but the most unique element here is the petition also involving the reader as a character in that same position.

I(f): Setting as Character Developing over Time

#1.10 introduces the "Indigenous community of Grassy Narrows, Canada" as the major group of protagonists and the setting. The conflict that has affected them for 50+ years is the mercury poisoning from their river system, as a result of toxic waste pollution. The petition provides in-depth background details on this conflict, including how significant the river is to the protagonists and what the antagonists (the Canadian government) have done to intensify the problem. This all contributes to a sense of cultural context for the protagonists and how the river, an integral part of the setting, functions as another major character in this story. The petition then lays out the proposed resolution for this conflict, while stating that the protagonists will continue to retaliate against inactive government officials. The call-to-action at the end leads into a few "potential outcomes of the story," which includes river cleanup and providing compensation and healthcare resources to the protagonists. Though the Grassy Narrows community stands as the major group of protagonists here, the river also serves as a character on roughly the same level.

I(g): Common Story among Thousands of Characters

#4.03 begins with a question directed at the reader, asking whether we are aware that child marriage is still technically legal in Massachusetts; this question, of course, also establishes setting. The story builds up with further context on this problem, including some information on characters (girls forced to marry adult men) and the statistic of 1,000+

children married in MA between 2000 and 2016. The petition then presents a few "potential outcomes" in that these girls often face negative impacts like poverty and profound health issues. The proposed resolution at the end is a bill recently given to state representatives, and there is a hopeful note included in that the state senate has passed it unanimously. This petition, being one of the shortest in the sample, does not feature as much character development as other petitions in this category do. Even so, #4.03 draws attention to 1,000+ characters experiencing a problem and how many adults in positions of authority are able to remedy that problem.

Summary of Themes in Category I

One of the major themes throughout this category of petition stories is how the characters can serve various roles. It is not always a simple distinction of "protagonist" and "antagonist," and there are certain characters whose side of the conflict is yet to be revealed. As an example, Sub-Category I(g) states that the final decision for the proposed bill has not been announced, and so the state representatives in Massachusetts could end up associated more with the protagonists or the antagonists in the story. Another interesting theme in these stories is how major characters can come from various directions. Most of the petitions in this category give a detailed profile of a protagonist, but others are more innovative in their approaches to introducing characters. Sub-Category I(e) positions "you" (the reader) as an important character, and I(f) provides a setting (the river) with an almost-human life of its own. Altogether, these themes further explain some creative ways that online petitions from HR-INGOs approach characterization in the stories. Another intriguing case here, of course, is Sub-Category I(b), where two petitions fit neatly into one story type. This is because of the

common threads of plot and character throughout both petitions, mainly in how the protagonist has been wrongfully imprisoned and received a disproportionate sentence.

Category II: Variations in Structure

Though most of these petitions feature some aspect of characterization, a few of them have displayed unique traits in terms of their structure. Instead of a regular narrative form like many other petitions in this representative sample, a couple of them assume an open-letter form to a particular government official, and one other presents a series of statements about desired changes in national policy. As a result, these petitions that seem to diverge from the usual form merit a category that explains them.

II(a): Letter Calling on Major Character for Resolution

There is a coalition from Reporters without Borders whose mission it is to convince the UN to appoint a "Protector of Journalists," and these are the major characters introduced right away in Petition #8.06. The story proceeds by stating the overlying conflict (the threat against journalists' lives), what action needs to be taken, and how another important character (UN Secretary-General Ban Ki-moon) has the resources to establish a Protector of Journalists. It is at this point the petition switches to the open-letter form, by addressing Ban Ki-moon about this issue: how journalists' services are inherently heroic, what the resolution is, and some context for that resolution. The petition ends, as most stories do, with a takeaway message that reiterates the primary problem and its urgent need for resolution. This letter to a vital character, focusing heavily on how to resolve an ongoing problem, gives this specific sub-category its name.

II(b): Letter Detailing Conflict and Antagonist's Contributions to It

The entirety of #8.01 is a letter addressed to a specific person: Mohammed bin Salman, the Saudi crown prince (the antagonist in this story). This petition begins with a header stating that this document is a message directed to him, before providing details on the conflict about the murder of journalist Jamal Khashoggi within the Saudi consulate. This letter reminds bin Salman that his country has an extensive history of punishing journalists by several nefarious means; the letter also involves the reader in the collective "us" calling for justice. The resolution proposed in this petition is that the Saudi Arabian government reveals the truth and also releases several other imprisoned journalists. #8.01 is a condemnation in epistolary form of bin Salman and the Saudi government, emphasizing how they have promoted these human rights injustices for years.

II(c): Manifesto for Protagonists against Problem

Torture is the overlying theme in #6.03, and this petition begins by drawing attention to it and elaborating on it as a severe human rights infraction. The resolution proposed at the end of the first paragraph urges that health workers everywhere must pledge to fight against the return of torture methods to U.S. policy. The remainder of #6.03 is that pledge, which also stands as a "manifesto" since it presents a series of policy-related demands. This manifesto provides some background on torture as a theme and a major problem, emphasizing its significance to health professionals (the potential protagonists here). The rest of the petition refers to the actions of various antagonists (those who have resorted to torture) and even certain protagonists who were commissioned post-9/11 to endorse torture against detainees. The end of this petition reiterates the proposed resolution: that health workers must sign the pledge and stand firm against the mere concept of torture. Again, this petition

resembles a manifesto in many ways, this one identifying a problem and how the protagonists continue fighting against it.

Summary of Themes in Category II

The petitions in this category present a couple of different forms, but perhaps the most interesting theme here is how those forms can serve different purposes. For example, Sub-Categories II(a) and II(b) both employ a letter structure, but those two letters do not act in the same fashion. One implores a major character to align himself with protagonists, and the other confronts an antagonist about their human rights abuses. Sub-Category II(c) reveals another theme that is closely related to the first one: These petitions, even when employing forms like an open letter or a manifesto, still include a great deal of narrative content and structure. II(c) is an example of a petition that features several policy statements, but it is not simply a list of demands related to those policies. Petition #6.03 still describes a series of events and an overlying conflict that includes a hero/villain or protagonist/antagonist dynamic. These themes suggest that HR-INGOs are conscious of story structure in their petitions even when experimenting with form.

Category III: Interplay of Problem & Conflict

If there is a certain element that distinguishes the rest of these petitions, it is not so much character development as it is the relationship between "problem" and "conflict." Again, the former is whatever issue has thrown a particular community or society into chaos, and the latter is the clash between characters that results from the problem. The petitions in this category explore these two elements more in-depth, especially in terms of how they guide the stories and their significance to characters in those stories.

III(a): Problem as Theme

#9.04 presents the conflict straightaway, including how it affects major characters

(the Factory School system assimilating indigenous children). The story proceeds into some

context for this conflict and the problem that inspired it, also discussing what is precisely at

stake for these characters—the overlying theme of "split identity." The petition ends with the

resolution, proposing restorative measures for indigenous peoples unjustly affected by these

schools. The major problem fueling the story (removing indigenous children from their

culture) is present throughout this entire petition and also stands as the primary theme of the

story.

III(b): Problem as Theme, Expanding and Branching Out

This sub-category is of course very similar to the previous one, but Petition #3.03 is

considerably longer, allowing for other elements to be added into the pattern code. #3.03

begins with a reference to the call-to-action (the urgent need for Black voices to be heard)

and then proceeds into the major theme and how specific antagonists have contributed to it

(police forces in the U.S. dehumanizing Black people). The petition names George Floyd as a

major character and his recent death at the hands of police officers as a significant event that

illustrates the theme. The story continues by referring to the violent protests in Minneapolis

and the current COVID-19 pandemic and how they both relate to the escalating problem.

This petition also reconciles the theme, the problem, the conflict, and related events by

naming the simultaneous struggle against the pandemic and against White supremacy. The

petition demands a specific kind of "transformation," which refers to the resolution of

defunding the police. The ending paragraph reiterates the call-to-action and includes a couple

of hashtags, urging the reader to continue the story by signing and sharing the petition. All in

all, #3.03 deals with a crucial problem and positions it as a theme, but the scale of that problem expands throughout the story.

III(c): Conflict Related to Cultural Setting

#9.03 begins right away with a concise letter addressed to Jair Bolsanaro, the President of Brazil (but this letter form is not quite the major focus here, unlike the petitions in Category II). In this petition, Bolsonaro is the major antagonist, and the letter urges him to address a specific problem (the invasion of indigenous lands in Brazil) and consider how his actions have affected other major characters (the indigenous tribes). The conflict that needs resolving is frequent trespassing onto indigenous lands, which is a setting that holds great cultural significance to these tribes; the proposed resolution is to protect the human rights of these tribes. This petition adds historical context for how the antagonist has fueled this problem, and it emphasizes the scale and urgency of the conflict towards the end. One of the final statements is that these tribes will not stop fighting on behalf of their lands that are so vital to them. Altogether, this petition focuses heavily on the conflict and how it is defined by this culturally significant setting.

III(d): Story of What "Might" Happen with Conflict

#7.15 is another petition that is fairly brief, but it begins immediately with the major theme and the problem driving the story (clean air and establishing clean vehicle standards, respectively). The petition emphasizes the scale and significance of this problem, before it names the Trump administration as the antagonist and how they have contributed to the conflict. After some further detail on President Trump's actions in this matter, the petition lists some potential outcomes for this story if we do not secure these clean air policies. #7.15 details the conflict that has evolved from Trump-era policies on gas and air standards, and the

conclusion is slightly different from those in other petitions: It ends on some of the possible continuations of this story and leaves the reader uncertain about what the ultimate outcome of this conflict will be.

Summary of Themes in Category III

The petitions in this category focus heavily on the elements of "problem" and "conflict," and one of the primary themes here is how they each appear in these stories. For instance, Sub-Category III(d) emphasizes that the scale of the problem (lax standards on clean air and gas) extends far beyond the confines of this story, but the conflict in this story is more specific to how the antagonist (the Trump administration) has intensified the problem. There are various ways, of course, in which these petitions present the problem and/or conflict in their stories. Perhaps even more important and interesting, however, is the other major theme in this category: the sense of cultural community among the protagonists. Though the emphasis in these petitions is indeed on problem and conflict, Sub-Categories III(a), III(b), and III(c) are all examples of certain cultures rising up against the problems affecting them the most. In the case of III(b), the problem is police brutality against Black individuals, and for III(c) it is the invasion of indigenous Brazilian lands. Thus, the themes in this category relate to aspects of storytelling where characters represent specific cultures and where elements like "problem" and "conflict" arise in various manners.

Connecting Proto-Typology to Cluster Dendrogram

Although these categories and sub-categories were defined through the narrative inquiry stage, these story types also represent the 15 clusters from the dendrogram created in the hierarchical clustering stage. Figure 5.2 displays that dendrogram, this time with the clusters labeled by their respective story types:

Figure 5.2

Cluster Dendrogram with Story Types Included
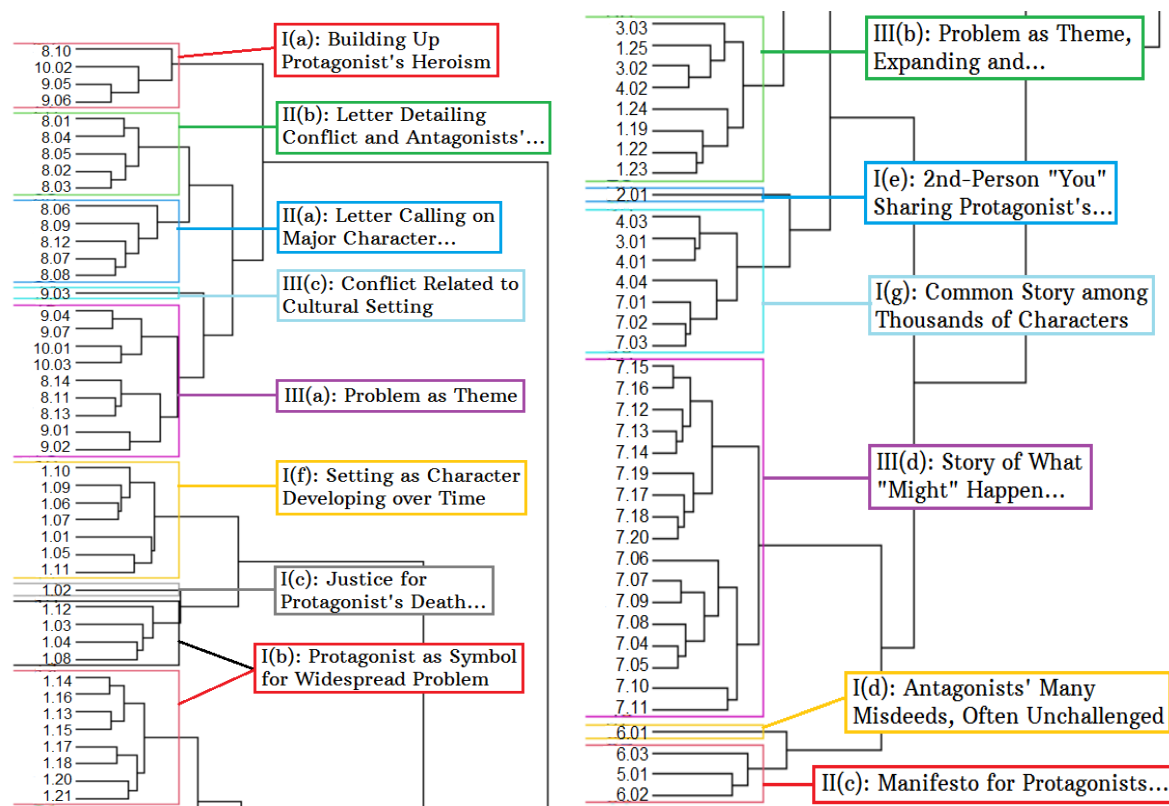
The petitions in each cluster share a great deal of common elements in their content, at the very least enough to be grouped together according to their word frequencies and sentiment analysis scores. Therefore, each story type should reasonably reflect the shared content in the petitions of each cluster.

Connecting Proto-Typology to Conceptual Framework

As a reminder, the research question for this study was: *What is the proto-typology of storytelling in online petitions of human rights international non-governmental organizations (HR-INGOs)?* Even though there is considerable space to reimagine it and expand on it, the proto-typology I have created has a secure logic to it, in that it fulfills several elements of my

conceptual framework, which draws influence from three models based on the practice of story typology. First, Lakoff and Narayanan (2010) elaborate on their computational "pilot system" to analyze the content and structure in "story fragments." In other words, they perform a computational breakdown of narrative language units. Second, Reagan et al. (2016) employ methods such as sentiment analysis to identify six story arcs among 1,000+ fiction texts; these arcs are based on positive "rises" and negative "falls" in the emotional dynamics of a story. Third, Bell (2010) presents a model of social-justice storytelling, in a cycle that begins with the "stock stories" of authority figures and loops around to the "emerging or transforming stories" of previously silenced voices that establish a new authority. Bell's model is heavily influenced by principles of "counter-storytelling," which is the concept of oppressed communities wielding their stories against the grand narratives of people in power. These models address three aspects of what makes a solid story typology: content, structure, and context.

In terms of Lakoff and Narayanan's (2010) model, I have devised several type names for the stories in my sample of online petitions, through a series of text-mining techniques that lead into cycles of narrative inquiry. Each name refers to the most prominent pieces of narrative content in that petition and some of them to structural dynamics. One example is Sub-Category II(b), a petition in letter form that explains the major conflict and how the antagonist has fueled it. For Reagan et al. (2016), my proto-typology does not present visual graphs of any story arcs in these petitions, but some of the type names do refer to the rising or falling fortunes of certain characters. The name of Sub-Category I(a), "Building Up Protagonist's Heroism," suggests a positive emotional arc. For Bell (2010), Sub-Category I(d) is a solid example of a type name that suggests a counterstory being told: The

"Antagonists' Many Misdeeds" end up being "Often Unchallenged" and needing retaliation. Altogether, this proto-typology is a symbol of how online petitions function as a tool of organizational storytelling and effect meaningful change, which is one of the benefits of organizational stories discussed by Brown, Gabriel, and Gherardi (2009).

Implications

HR-INGOs and other human rights organizations can use and reference this proto-typology to develop the stories they present in their petitions, as well as their approaches to telling those stories. These organizations will be better equipped to classify which types of storylines are most useful for particular human rights missions. With the help of the proto-typology, human rights organizations will be able to explore what stories they have used previously and consider some they have not explored yet. For example, all four of the Amnesty International petitions (#1.02, #1.10, #1.12, and #1.14) in the proto-typology were mainly character-centered, even though Sub-Category I(f) has an interesting variant in how an aspect of setting functions as a character. Amnesty International might then consider what would happen if their future petitions had story dynamics like those in Category III, focusing more on problem and conflict. Another example of how organizations could assess this proto-typology and compare it to their storytelling approaches is how it relates to their primary goals. A major goal of HR-INGOs, for instance, is to identify and act against human rights injustices, so they often have to consider how faithfully their petition stories reflect the plights of the families, communities, and cultures that suffer those injustices.

Human rights organizations and other organizations could adjust and revise the proto-typology as they see fit for their operations, and as a result there would be different versions depending on which organization has used it. This more multifaceted typology could also

expand on some of the existing channels of communication these organizations have. For instance, some story types from the typology could be posted on an organization's website or distributed in e-mails to their subscribers, perhaps even asking for input from the general public. Additionally, organizations could use these typologies as a guide for their communications with various governments. Some "resentment" exists between NGOs and governments in the United Nations that often violate the human rights of their civilian populations (Gaer, 1995). Human rights organizations, being strategic and selective about the story types in their online petitions, could devise even more effective communication strategies that confront and remedy those human rights abuses. If the organizations were to form more of their communications based on the story types they have recorded in their typologies, they might also take note of the responses they have received from government representatives—which would thereby add another dimension of counter-storytelling to the framework.

Future Research

Though this study provides a solid resource for organizations and other stakeholders, it is only a steppingstone in the research still to be done on storytelling in online petitions. There are various possibilities for how future research could vastly expand on the proto-typology I have constructed. In this section, I recommend four directions for future research: (1) building on the categories and sub-categories in the proto-typology, (2) using different approaches to the adapted CCA methodology, (3) measuring reader reaction to story types based on signatures and other metrics, and (4) exploring the visual rhetoric of online petitions.

Building on Categories and Sub-Categories

This study represents 81 petitions from 10 HR-INGOs, so the proto-typology is therefore confined to this sample. Since it is only a series of HR-INGOs that my study considered, it is very likely that many other identifiable story types exist within petitions from other organizations. For example, my sentiment analysis stage revealed a few outlying cases where the language in the petition was much more positive and hopeful. It is entirely possible that petitions from other organizations rely more heavily on positive language, which would in itself be a useful addition to future petition story typologies. With these points in mind, the proto-typology in this study is ripe ground for researchers and other organizations, such as the various types of NGOs presented by Carapico (2000), to flesh out the categories and sub-categories further. If another researcher extended the proto-typology by including petition stories from several donor-organized NGOs (or "DO-NGOs"), the proto-typology would of course become more comprehensive. Future research can and should examine various types of organizations if they choose to expand on this proto-typology; those future researchers might even choose to categorize the story types by organization rather than by any narrative or pattern codes they identify. If there were a multifaceted typology that accounted for a variety of NGOs, for example, it would likely have important implications for how similarly the organizations approach storytelling in their petitions, as well as any gaps that might exist among the approaches in those organizations. Future studies might also adjust the categories and sub-categories I have provided, as those studies might identify new patterns in other petition stories. Sub-Category III(a), "Problem as Theme," had a variant in III(b). If a future researcher analyzed the narrative content,

structure, and context of petitions from several DO-NGOs, they might find other variants and extensions of the "Problem as Theme" story type or choose to rename that type altogether.

Different Approaches to Combined Content Analysis

Future researchers could also try different approaches with the methods involved in this study. This study has at least shown that my adapted version of the CCA methodology (Hamad et al., 2016) can yield a typological model. Certain stages of my methods were not as instrumental to developing the proto-typology as I expected; one example that comes to mind is the word frequency findings for each HR-INGO. Once it was time for the hierarchical clustering stage, I chose not to include those particular word frequency findings in the spreadsheet I uploaded into R. However, even though these findings did not add anything significantly different from the findings for the individual petitions and for the whole sample, they could still be useful for future content analyses of petitions and similar documents. It raises the question of how one could adjust the proto-typology by setting categories according to each organization: Would the word frequency findings for those organizations add another necessary dimension to the proto-typology? This is a question that future studies could explore, of course. Perhaps even more importantly, though, future researchers might employ an altogether different adaptation of CCA; Hamad et al. (2016) provide space for various options in their framework, after all. For example, my adapted version relied heavily on principles of text mining and narrative inquiry, but other researchers could attempt entirely different research designs. They could choose to base their qualitative methods in grounded theory instead of narrative inquiry, and they might have a different theoretical framework to guide that design.

Reader Reactions to Story Types

Beyond trying various approaches to the CCA methodology, future research could also integrate the reactions of readers to these petition stories. Since most of the petitions I analyzed for the proto-typology are focused on developing a certain character or group of characters, I could hypothesize that those types of stories are more "favorable" to the readers of online petitions. Still, within the confines of my study, I have limited information on which stories are more effective or persuasive in terms of how readers react to them. Previous research on online petitions has addressed their impacts or levels of effectiveness by examining the numbers of signatures on the petitions and of shares through various social-media outlets. The matter would be more complicated, of course, in the context of analyzing the story elements of these petitions. It is difficult to say how one might design a study to measure reader reactions to different petition stories, but it would at least be a fascinating opportunity for researchers to garner assistance from the organizations. More specifically, the researchers might request access to non-public data on activities from the signers of the petitions: not only signatures, but also rates of subscription to listserv e-mails, donations from those subscribers (with identifying information removed, of course), and so on. I can speak from personal experience about e-mail updates to petition signers, as I have received hundreds of them over the years. Those e-mails sometimes include links to donation pages or even updated versions of certain petitions, and so they act as subsequent "chapters" to the stories in the original petitions; these campaign updates would also serve as rich ground for future research.

Visual Rhetoric of Online Petitions

We must also remember that written text is not the only medium through which these petitions communicate; there are many visual aspects that would be useful and fascinating to explore. Figure 5.3 is a screenshot of Petition #8.10 and its visual layout, from its page on the Reporters without Borders website:

Figure 5.3

Screenshot of Petition #8.10
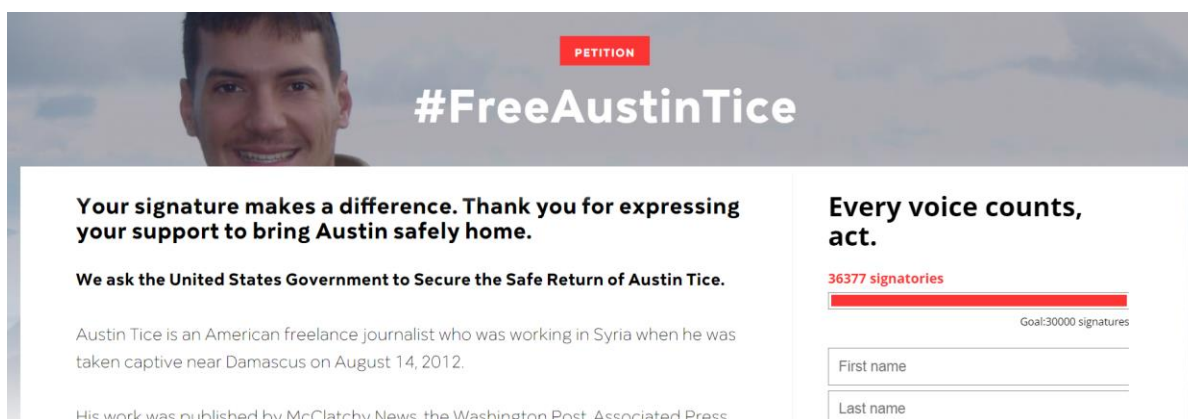
There are various aspects of visual rhetoric (Foss, 2004) in this petition page that would make for engaging analysis: boldfaced print as a lead-in, a combination of photo and written text, use of red for capturing attention, and so on. Exploring these forms of visual rhetoric would add yet another fascinating dimension to a developing typology of petition stories. Hill (2004) states that visual images have noticeable impacts on our psychology, such as the use of concrete images over more abstract concepts. Therefore, it would be useful and interesting to measure how readers respond to various kinds of visual rhetoric in these petitions. This type of study would perhaps require a more controlled environment, where participants could

observe the visual rhetoric in various petitions and record their responses to different visual elements.

Conclusion

Constructing a proto-typology out of the online petitions of HR-INGOs has been altogether a success. There is an extensive amount of existing research on online petitions, but the topic of storytelling elements in these petitions has been left predominantly untouched. This study not only addresses that research gap, but also fulfills it with a typological model to promote initiatives in human rights organizations that could save even more lives. The proto-typology includes three main categories and a few sub-categories under each one of them, with the sub-categories naming various types of stories present in these petitions and as well as the elements in those stories. There are petitions that focus on developing specific characters, some of them as protagonists or antagonists. Others are more concerned with highlighting the problem driving the story or the conflict that derives from it. There are also a few experimentations with form, as some of the narrative content appears within an open-letter structure or a policy statement. Even though there are already several aspects of storytelling to observe here, this proto-typology is a base upon which future research could build repeatedly. This study has revealed another aspect of how certain organizations employ the power of story and, in turn, how critical those stories are to the goals of those organizations. It is just another method through which stories almost have their own lifeforces, but they still manage on occasion to exist somewhat unnoticed—as, again, the link between storytelling and online petitions has been barely explored. There are many benefits to continuing these analyses of petition stories, such as broadening channels of communication among organizations, governments, and civilian populations. It all depends

on how human rights organizations might best craft the stories in their petitions so that they

cover as much as ground as possible when addressing human rights injustices wherever they

might take place. It is about identifying and defining the most memorable stories and how

they are capable of moving the world.

Appendices

Appendix A. Petitions by Number

Appendix B. Word Frequencies in Each Petition

Appendix C. Sentiment Analysis Values for Each Petition

Appendix D. Coding Sheets for Narrative Inquiry

Appendix E. Code Landscaping Document

Appendix A

Petitions by Number

Organization	Number & Title of Petition
Amnesty International	(1.01) Tell the Nigerian Authorities to Stop Attacking Ja'afar
	(1.02) Demand Justice for Zak Kostopoulos
	(1.03) Tell Denmark's Lawmakers: Sex without Consent Is Rape
	(1.04) Tell the Cameroon Government to Stop Torturing in the Name of Security
	(1.05) Iran: Free Nasrin Sotoudeh
	(1.06) Where Is Ibrahim Ezz El-Din?
	(1.07) Nancy and Esperanza Have Taken the Only Possible Decision Open to Them: They Are Demanding Justice for the Murder of Their Daughters, Karla and Alondra
	(1.08) Free Detained Protesters in Iran
	(1.09) Speak Out for Women's Rights Defender Azza Soliman
	(1.10) Get Justice for Poisoned Indigenous Community
	(1.11) Help Release Yasaman from Prison
	(1.12) Help Free Magai from Death Row
	(1.13) Join Marinel's Calls for Climate Justice
	(1.14) Free Emil Ostrovko
	(1.15) Help Us Find Yiliyasijiang Reheman
	(1.16) Demand the Charges against Sarah and Seán Are Dropped
	(1.17) Defend the Right to Protest in Algeria
	(1.18) Demand Justice for José Adrián
	(1.19) Stand in Solidarity with People in Argentina to Decriminalise Abortion
	(1.20) Join Nasu's Call to End Enforced Evictions
	(1.21) Speak Out for Those Who Defend Their Homes and the Environment
	(1.22) Latin America and the Caribbean, Protect People Fleeing Venezuela
	(1.23) Colombia: Urge President Duque to Protect Thousands at Risk of Death and Displacement
	(1.24) Demand That the Nicaraguan Government Guarantee the Right to Defend Human Rights and the Exercise of Freedom of Expression

	(1.25) Justice for Venezuela
Anti-Slavery International	(2.01) Protect, Not Neglect
Black Lives Matter	(3.01) Demand Racial Data on Coronavirus
	(3.02) Coronavirus: Demand More from the Government
	(3.03) #DefundThePolice
Human Rights Watch	(4.01) Tell Clothing Brands to Go Transparent
	(4.02) Stop Line Speeds That Endanger Meat Workers
	(4.03) End Child Marriage in Massachusetts
	(4.04) Car Makers Should Stand with Saudi Activists
International Federation for Human Rights	(5.01) Say No to the Death Penalty in Belarus
Physicians for Human Rights	(6.01) Tell the UN: Expose the Truth about Targeting of Hospitals in Syria
	(6.02) Defund and Abolish U.S. "Migrant Protection Protocols"
	(6.03) Health Professionals' Pledge against Torture
Public Citizen	(7.01) Don't Fix the Impeachment Trial for Trump
	(7.02) Tell Congress: Medicare for All Now
	(7.03) Don't Let Big Tech Write Our Digital Privacy Laws
	(7.04) Impeach Donald Trump
	(7.05) Companies Must End Forced Arbitration
	(7.06) Tell Congress: Hold Trump Accountable for Conspiring with Russia
	(7.07) Tell Congress: Stop Facebook's Dangerous New Currency
	(7.08) End For-Profit Prisons
	(7.09) Tell Congress: Pass a Wall Street Sales Tax
	(7.10) Tell 2020 Debate Moderators: Ask about Medicare for All
	(7.11) Tell Congress: Restore the Voting Rights Act
	(7.12) Don't Let Chase Take Away Customers' Right to Hold It Accountable
	(7.13) Tell Congress: Take Action on the Mueller Report
	(7.14) Demand Watergate-Style Hearings into Trump's Obstruction
	(7.15) Protect the Clean Car Standards
	(7.16) Tell Ford: Stop Working with Trump to Roll Back Clean Car Standards
	(7.17) Tell the Senate: Pass the For the People Act (H.R. 1)

	(7.18) Tell Congress: Drop the Citizenship Question from the 2020 Census
	(7.19) Get Corporate Money Out of Politics: Overturn Citizens United
	(7.20) Tell Congress: Fight for a Green New Deal
Reporters without Borders	(8.01) Khashoggi Affair: We Call on Saudi Arabia to End Its Violence against Journalists
	(8.02) Freedom for Cumhuriyet, Freedom for All Turkish Journalists!
	(8.03) Free Dawit Isaak!
	(8.04) Free Martín Méndez!
	(8.05) Together, Let's Free Algerian Journalist Hassan Bouras!
	(8.06) Urge UN Secretary General Ban Ki-moon to Appoint a Protector of Journalists
	(8.07) Call on the Burundian Authorities to Launch an Independent Investigation into the Disappearance of Jean Bigirimana
	(8.08) For Erol Önderoğlu, RSF's Representative in Turkey
	(8.09) Can Dündar Faces Life Imprisonment
	(8.10) #FreeAustinTice
	(8.11) Let Ink Flow, Not Blood
	(8.12) Don't Let Raef Badawi Be Lashed
	(8.13) Ask President Xi Jinping to Implement China's Constitution!
	(8.14) RWB Calls for the Release of 16 Bloggers
Survival International	(9.01) Brazil – Stop Dangerous Laws!
	(9.02) Protect Uncontacted Tribes in Brazil Now
	(9.03) Stop Brazil's Genocide
	(9.04) Stop Factory Schools
	(9.05) Tell the UN to Recognize That Progress Can Kill
	(9.06) Join the Call for a New Approach to Conservation
	(9.07) Sign the Global Declaration for Uncontacted Tribes
UN Watch	(10.01) Hold Urgent Debate on Venezuela before Maduro Speaks to U.N. Human Rights Council
	(10.02) UN: Don't Elect Russia to Human Rights Council – A Petition to Stop Putin
	(10.03) Take Action: Send North Korean Dictator Kim Jong-un to the ICC

Appendix B

Word Frequencies in Each Petition

Petition #	Most Frequent Words
1.01	"jaafar" (8), "authorities" (5), "nigeria" (4), "journalists" (3), "must" (3), "state" (3)
1.02	"zak" (8), "justice" (6), "officers" (5), "police" (5), "zaks" (5), "death" (4), "greece" (3), "rights" (3), "two" (3)
1.03	"rape" (7), "law" (6), "consent" (5), "denmark" (5), "justice" (3), "whether" (3)
1.04	"people" (6), "cameroon" (5), "detention" (5), "torture" (3)
1.05	"nasrin" (5), "rights" (5), "human" (4), "years" (4), "iran" (3), "prison" (3), "sentence" (3), "work" (3)
1.06	"ibrahim" (6), "eldin" (3), "ezz" (3)
1.07	"alondra" (5), "authorities" (3), "karla" (3)
1.08	"arbitrarily" (4), "arrested" (4), "torture" (4), "access" (3), "authorities" (3), "centres" (3), "detained" (3), "forces" (3), "illtreatment" (3), "irans" (3), "now" (3), "protesters" (3), "security" (3), "thousands" (3)
1.09	"azza" (5), "abuse" (3), "egyptian" (3), "face" (5)
1.10	"grassy" (6), "narrows" (6), "government" (5), "mercury" (5), "community" (4), "health" (4), "poisoning" (4), "river" (3), "youth" (3)
1.11	"yasaman" (7), "prison" (4), "women" (4), "years" (4), "authorities" (3), "forced" (3), "release" (3), "veiling" (3)
1.12	"death" (7), "magai" (7), "law" (3), "penalty" (3), "people" (3), "south" (3), "stop" (3)
1.13	"marinel" (6), "change" (5), "climate" (5), "people" (4), "contributed" (3), "countries" (3), "typhoon" (3)
1.14	"emil" (8), "drug" (4), "prison" (4), "minor" (3), "nonviolent" (3), "offences" (3), "people" (3)
1.15	"people" (6), "camps" (4), "china" (4), "egypt" (4), "family" (4), "uyghur" (4), "yiliyasijiang" (4), "mairinisha" (3), "reheman" (3)
1.16	"sean" (5), "binder" (4), "humanitarian" (4), "refugee" (4), "refugees" (4), "sarah" (4), "25" (3), "people" (3), "prison" (3), "work" (3)
1.17	"ramzi" (4), "algeria" (3), "every" (3), "friday" (3), "friends" (3), "protests" (3)
1.18	"jose" (8), "adrian" (7), "police" (6), "demand" (3), "justice" (3), "mexico" (3), "school" (3)
1.19	"abortion" (7), "people" (6), "abortions" (3), "argentina" (3), "girl" (3), "right" (3)

1.20	"forced" (5), "nasu" (5), "men" (4), "people" (4), "gbame" (3), "home" (3), "otodo" (3)
1.21	"people" (4), "can" (3), "environment" (3), "one" (3)
1.22	"people" (5), "venezuela" (4), "country" (3), "life" (3), "rights" (3)
1.23	"choco" (5), "people" (5), "communities" (4), "armed" (3)
1.24	"rights" (6), "human" (5), "Nicaragua" (4), "100" (3), "defenders" (3), "government" (3), "journalists" (3), "people" (3), "president" (3), "protests" (3)
1.25	"venezuela" (4), "authorities" (3), "protests" (3)
2.01	"slavery" (12), "modern" (7), "victims" (7), "help" (6), "need" (5), "bill" (4), "petition" (4), "please" (4), "protect" (4), "support" (4)
3.01	"black" (2), "data" (2), "release" (2)
3.02	"emergency" (3), "crisis" (2), "funding" (2), "immediately" (2), "now" (2), "provide" (2)
3.03	"black" (5), "we" (5), "now" (4), "people" (4), "transformation" (4), "us" (4), "call" (3), "demand" (3), "lives" (3), "right" (3)
4.01	"workers" (6), "brands" (5), "transparency" (5), "abuses" (4), "make" (4), "clothes" (3)
4.02	"injury" (3), "line" (3), "meat" (3), "plants" (3), "workers" (3)
4.03	"massachusetts" (5), "age" (3), "bill" (3)
4.04	"women" (8), "companies" (7), "car" (6), "activists" (5), "rights" (5), "saudi" (5), "womens" (4), "detained" (3), "market" (3), "new" (3)
5.01	"death" (7), "penalty" (7), "human" (6), "belarus" (4), "life" (4), "europe" (3), "rights" (3)
6.01	"un" (14), "attacks" (10), "facilities" (10), "health" (9), "public" (9), "syria" (7), "inquiry" (6), "crimes" (5), "findings" (5), "hospitals" (5), "care" (4), "evidence" (4), "made" (4), "medical" (4)
6.02	"asylum" (14), "seekers" (10), "mpp" (7), "mexico" (6), "protection" (5), "violence" (5), "individuals" (4), "medical" (4), "migrant" (4), "states" (4), "united" (4)
6.03	"torture" (9), "health" (6), "professionals" (6), "must" (3)
7.01	"donald" (3), "trial" (3), "trump" (3)
7.02	N/A (only one appearance per word)
7.03	"law" (3), "privacy" (3), "strong" (3)
7.04	"constitutional" (3), "democracy" (2), "donald" (2), "foundational" (2), "impeach" (2), "president" (2), "principles" (2)
7.05	"companies" (2), "petition" (2)
7.06	"trump" (9), "mueller" (4), "campaign" (3), "congress" (3), "election" (3), "report" (3)
7.07	"congress" (3), "currency" (3), "facebooks" (3)

7.08	"forprofit" (3), "prison" (2)
7.09	"street" (4), "wall" (4), "tax" (3)
7.10	"care" (6), "health" (6), "question" (3)
7.11	"voting" (5), "act" (3), "racial" (3), "us" (3)
7.12	"chase" (5), "arbitration" (3)
7.13	"obstruction" (3), "report" (3)
7.14	"clear" (2), "congress" (2), "president" (2), "trump" (2), "trumps" (2)
7.15	"gas" (5), "standards" (5), "clean" (4), "air" (3)
7.16	"ford" (4), "standards" (3)
7.17	"legislation" (3), "1" (2), "anticorruption" (2), "hr" (2), "pass" (2), "prodemocracy" (2), "us" (2)
7.18	"census" (3), "2020" (2), "citizenship" (2), "many" (2), "question" (2)
7.19	"citizens" (3), "united" (3)
7.20	"climate" (3), "communities" (3), "just" (3), "new" (3)
8.01	"journalists" (5), "bloggers" (3), "murder" (3), "practices" (3), "saudi" (3)
8.02	"president" (3)
8.03	"isaak" (9), "journalists" (4), "eritrea" (3), "still" (3)
8.04	"mendez" (5), "asylum" (4), "border" (4), "guerrero" (4), "journalists" (4), "martin" (4), "seeking" (4), "article" (3), "custody" (3), "february" (3), "journalist" (3), "mexican" (3), "us" (3)
8.05	"bouras" (5), "algerian" (4)
8.06	"journalists" (9), "general" (7), "secretary" (6), "un" (5), "safety" (4), "kill" (3), "time" (3)
8.07	"burundi" (3)
8.08	"erol" (5), "facing" (3), "journalists" (3), "onderoglu" (3), "representative" (3), "turkey" (3), "years" (3)
8.09	"dundar" (5), "let" (5), "us" (5), "erdogan" (4), "media" (4), "public" (4), "freedom" (3), "gul" (3), "journalists" (3), "president" (3), "turkey" (3), "turkish" (3), "will" (3)
8.10	"austin" (4), "2012" (3)
8.11	"journalists" (3)
8.12	"badawi" (5), "majesty" (4), "raef" (3), "saudi" (3), "your" (3)
8.13	"freedom" (5), "citizens" (4), "constitution" (4), "censorship" (3), "china" (3), "chinese" (3), "journalists" (3), "may" (3), "media" (3), "party" (3)
8.14	"bloggers" (6)

9.01	"brazilian" (8), "land" (5), "plans" (5), "tribes" (5), "indians" (4), "indigenous" (4), "please" (4), "government" (3), "lands" (3), "rights" (3), "us" (3)
9.02	"government" (7), "indigenous" (7), "land" (6), "brazilian" (3), "lands" (3), "peoples" (3)
9.03	"indigenous" (16), "peoples" (8), "territories" (5), "brazils" (4), "land" (4), "brazil" (3), "funai" (3), "please" (3), "uncontacted" (3)
9.04	"indigenous" (3), "be" (2), "children" (2), "factory" (2), "identity" (2), "tribal" (2)
9.05	"tribal" (7), "peoples" (5), "rights" (4), "call" (3), "development" (3), "progress" (3), "projects" (3)
9.06	"peoples" (7), "tribal" (7), "conservation" (4), "rights" (4), "human" (3)
9.07	"contact" (4), "choice" (3), "lands" (3), "must" (3), "tribes" (3), "uncontacted" (3)
10.01	"human" (3), "maduro" (3), "monday" (3), "rights" (3), "un" (3)
10.02	"human" (6), "russia" (6), "rights" (5), "council" (3), "fundamental" (3)
10.03	"north" (5), "crimes" (4), "commission" (3), "human" (3), "inquiry" (3), "kim" (3), "korea" (3), "rights" (3), "un" (3)

Appendix C

Sentiment Analysis Values for Each Petition

Petition #	Positive Terms	Negative Terms	Total Score
1.01	3	6	-3
1.02	4	31	-27
1.03	3	17	-14
1.04	8	22	-14
1.05	10	10	0
1.06	7	13	-6
1.07	3	8	-5
1.08	2	21	-19
1.09	7	16	-9
1.10	4	11	-7
1.11	4	9	-5
1.12	3	18	-15
1.13	9	8	1
1.14	7	12	-5
1.15	1	3	-2
1.16	10	14	-4
1.17	8	8	0
1.18	5	6	-1
1.19	9	17	-8
1.20	3	6	-3
1.21	6	4	2
1.22	4	10	-6
1.23	7	13	-6
1.24	3	14	-11
1.25	2	12	-10
2.01	26	12	14
3.01	2	2	0
3.02	3	12	-9
3.03	11	20	-9
4.01	7	6	1
4.02	2	12	-10
4.03	1	5	-4
4.04	12	8	4

5.01	3	17	-14
6.01	17	39	-22
6.02	16	32	-16
6.03	10	27	-17
7.01	7	4	3
7.02	2	2	0
7.03	5	3	2
7.04	2	6	-4
7.05	0	2	-2
7.06	11	11	0
7.07	1	2	-1
7.08	1	4	-3
7.09	3	1	2
7.10	4	5	-1
7.11	1	9	-8
7.12	0	1	-1
7.13	5	5	0
7.14	6	6	0
7.15	9	9	0
7.16	5	5	0
7.17	4	0	4
7.18	3	0	3
7.19	4	5	-1
7.20	6	3	3
8.01	2	17	-15
8.02	4	12	-8
8.03	5	10	-5
8.04	5	18	-13
8.05	3	14	-11
8.06	10	12	-2
8.07	3	6	-3
8.08	6	9	-3
8.09	12	13	-1
8.10	15	0	15
8.11	5	16	-11
8.12	13	12	-1
8.13	11	24	-13

8.14	0	15	-15
9.01	9	20	-11
9.02	3	19	-16
9.03	8	13	-5
9.04	1	7	-6
9.05	7	3	4
9.06	9	4	5
9.07	4	8	-4
10.01	1	14	-13
10.02	10	3	7
10.03	6	13	-7

Appendix D

Coding Sheets for Narrative Inquiry

[Petition #8.01]

58. Reporters without Borders, "Khashoggi Affair"

Message to Crown Prince Mohammed bin Salman

Newspaper columnist Jamal Khashoggi's brutal murder inside the Saudi consulate in Istanbul on 2 October, which has shocked the entire world, reflects the barbaric practices and unacceptable feeling of impunity that prevail in Saudi Arabia. This shocking crime has shown everyone the grim reality of your Kingdom's policy for silencing journalists, based on flogging, torture, abduction and even, as we have now seen, outright murder.

Ever since your appointment as crown prince in June 2017 and the ensuring purges, the number of journalists and bloggers imprisoned in Saudi Arabia has doubled. At least 28 journalists and bloggers are currently detained. You must both reveal the truth about Jamal Khashoggi's murder and end these practices, which belong to a bygone age.

We call on you to immediately and unconditionally release the 28 journalists and bloggers held for exercising their right to freedom of information and opinion, including Raif Badawi, who was sentenced to 10 years in prison and 1,000 lashes, Alaa Brinji, who was sentenced to seven years in prison, and Iman al Nafjan, a female blogger. It is time to end the despicable practices that make you imprison journalists on absurd grounds.

Commented [SA13]: WFA: "journalists" (5), "bloggers" (3), "murder" (3), "practices" (3), "saudi" (3) SA: Pos 2, Neg 17, Tot -15

Commented [SA14]: Greeting at beginning, like letter (or epistolary story)

Commented [SA15]: Introducing protagonist, major conflict, setting, and timeframe (Labov abstract, orientation, complication)

Commented [SA16]: Emphasizing scale of conflict

Commented [SA17]: Background—historical, political, cultural

Commented [SA18]: "Us" as characters speaking directly to antagonist

Commented [SA19]: Further context for conflict

Commented [SA20]: Potential resolution for conflict (Labov evaluation?)

Commented [SA21]: Action to follow up on story (Labov result?)

Commented [SA22]: Additional characters that relate to protagonist

Commented [SA23]: Reiterating resolution/call-to-action (Labov coda)

Details conflict and antagonist's contributions to it (addressing them)

[#1.10]

10. Amnesty International, "Get Justice for Poisoned Indigenous Community"

The Indigenous community of Grassy Narrows, Canada, has been devastated by mercury poisoning. 50 years on, the community's youth are determined to get justice.

The Grassy Narrows people have a special relationship to the river. Fishing is central to their culture, traditions and economy.

In the 1960's, the government allowed 10 tonnes of toxic waste to be dumped in the river system that sustains the community. The fish were contaminated with extremely high levels of mercury, causing decades of severe health problems and eroding their unique way of life.

In 2017, the government promised to deal with the crisis "once and for all." This requires cleaning-up the river, providing specialised health care and compensating the community. But beyond these words, the government has done very little to improve Canada's worst health crisis.

The youth of Grassy Narrows won't give up their fight until the government keeps its promises.

Demand a healthy future for Grassy Narrows youth. Call on the Canadian government to:

Provide specialized health care for survivors of mercury poisoning at Grassy Narrows

Provide compensation to all community members for the impacts of mercury poisoning

Formally acknowledge that the people of Grassy Narrows are suffering from mercury poisoning

Commented [SA67]: WFA: "grassy" (6), "narrows" (6), "government" (5), "mercury" (5), "community" (4), "health" (4), "poisoning" (4), "river" (3), "youth" (3)
SA: Pos 4, Neg 11, Tot -7

Commented [LH68]: Introducing major characters and setting

Commented [LH69]: Introducing conflict driving story (L Abstract)

Commented [LH70]: Ultimate goal that major characters strive for

Commented [LH71]: "River" as character related to protagonists

Commented [LH72]: Cultural context for protagonists (L Orientation)

Commented [LH73]: Historical background of antagonist's actions against protagonists

Commented [LH74]: Relating historical background to cultural dynamics (L Complication)

Commented [LH75]: Another piece of timeframe and antagonist's actions

Commented [LH76]: Referring to potential resolution

Commented [LH77]: Further characterization of antagonist (L Evaluation)

Commented [LH78]: Protagonists retaliating against antagonist (L Result?)

Commented [LH79]: Call-to-action for proposed resolution (L Coda?)

Commented [LH80]: Potential outcomes (endings) of story

Setting as character developing over time

[#7.15]

52. Public Citizen, "Protect the Clean Car Standards"

OUR PETITION

Americans deserve clean air and protection from rising costs at the gas pump, and that's exactly what the current clean car standards deliver.

Undermining these successful and commonsense standards will allow automakers to manufacture dirtier vehicles that pollute our air, harm our health and drain our pocketbooks.

I strongly oppose the Trump administration's rollback of vehicle fuel economy and greenhouse gas emissions standards and any efforts that would infringe on the longstanding authority of states to protect their citizens from tailpipe pollution.

Fuel economy and greenhouse gas emissions standards (called clean car standards) deliver the clean, fuel-efficient cars that we want and need. The Obama-era rules have already cut pollution and saved consumers $70 billion — and counting! — at the gas pump.

At the behest of Big Oil and automakers, Trump is threatening to roll back these safeguards. This would pollute our air, put lives at risk, and force consumers to spend billions more on gas each year.

Together, we can stop the rollback.

Commented [SA164]: WFA: "gas" (5), "standards" (5), "clean" (4), "air" (3)
SA: Pos 9, Neg 9, Tot 0

Commented [LH165]: Sub-title for story

Commented [LH166]: Introducing major theme and problem driving story (L Abstract)

Commented [LH167]: Scale and significance of problem, plus antagonists' actions (L Complication)

Commented [LH168]: Reader as 1st-person "I" and their relationship to antagonist and conflict (L Orientation)

Commented [LH169]: Historical background of conflict (timeframe) – also referring to protagonists vs. antagonists (L Evaluation)

Commented [LH170]: Further actions of antagonist(s)

Commented [LH171]: Potential outcome/continuation of story (L Result?)

Commented [LH172]: Overall goal of protagonists as takeaway message (L Coda)

Story of what "might" happen with conflict

[NOTE: My numbering system for the petitions was different at this stage.]

Presenting potential resolution for conflict (#2, #10, #12, #14, #26, #29, #32, #35, #58, #63, #67, #74, #75)

Building conflict from problem (#2, #12, #26, #58, #63, #67, #75)

Potential outcomes/continuations of story (#10, #26, #32, #35, #52, #75)

Building protagonist as hero-figure (#2, #12, #37, #63, #67)
Call-to-action as follow-up of story (#10, #58, #63, #67, #74)

Emphasizing scale of conflict (#2, #35, #58, #63)
Antagonist's actions against protagonist (#14, #26, #35, #52)

Explaining problem that fuels story (#10, #67, #74)
Introduction of protagonist (#2, #58, #67)
Emphasis of theme that defines story (#37, #67, #75)
Further context for conflict (#14, #26, #58)
Reiterating resolution/call-to-action (#14, #58, #63)
Change in framing—how story is structured and who it's addressing (#26, #35, #63)
Describing actions of antagonist's enemies or protagonist's allies (#2, #35, #74)
Establishing theme as related to problem (#26, #37, #52)
Historical background of conflict while referring to protagonists vs. antagonists (#35, #37, #52)

Establishing setting (#58, #67)
Establishing timeframe (#58, #67)
Adding context for protagonist (#14, #67)

Presenting overlying theme of story and relevance to humanity (#14, #63)

Providing context for resolution (#29, #63)

Addressing major character, like in letter or epistolary story (#26, #74)

Referring to unwritten pieces of story (#35, #74)

Including other potential allies of protagonists (#2, #35)

Reiterating major theme as goal/resolution (#2, #12)

Reiterating call-to-action along with major theme (#29, #35)

Addressing reader as 2nd-person "you," to engage in call-to-action (#29, #32)

Explaining how resolution leads to continuation of story (#26, #37)

Clarifying potential resolution in letter to major character (#26, #35)

> [#67] 2nd-person "you" as character; context at introduction; 2nd-person "you" becomes 1st-person "I"
>
> [#58] Greeting at beginning, like letter or epistolary story; providing background—historical, political, cultural; "us" as characters speaking to antagonist; additional characters that relate to protagonist
>
> [#63] Introducing major characters; establishing setting, timeframe, and major action to take; introducing another major character and more timeframe; framing "I" as addressing major character
>
> [#74] Introducing major theme and purpose behind story; introducing other major characters and how antagonist affects them; expanding on setting and characters' relationship to it; reconciling setting, characters, conflict, and themes; emphasizing critical nature of problem and conflict; reader as 1st-person "I" and representative; switch in perspective: writer/narrator speaking to reader; further context for antagonist—related stories; introducing enemy and ally of antagonist; further explaining conflict between antagonist and their enemy, plus common goals of ally; context of antagonist in fueling problem and conflict
>
> [#75] Introducing conflict among major characters; further context/explanation of stakes for major characters; reader as 1st-person "I," along with call-to-action; restoring agency for major characters
>
> [#10] Introducing major characters in tandem with setting; presenting ultimate goal that major characters strive for; piece of setting as "character" related to protagonists; cultural context for protagonists; historical background of antagonist's actions

against protagonists; relating historical background to cultural dynamics; presenting another piece of timeframe related to antagonist's actions; further characterization of antagonist; protagonists retaliating against antagonist

[#2] Introducing problem driving story along with timeframe; providing details of story related to setting; bringing antagonists into story; reconciling scale, themes, and historical background; issues with how story has been distributed; reader involved as character; hashtag as call-to-action

[#12] Introducing protagonist along with setting and problem; introducing antagonist while referring to potential resolution; describing change in fortune for protagonist; explaining how protagonist tells story, while introducing other characters; presenting theme as related to setting; establishing timeframe along with protagonist's ally; potential turnaround of protagonist's fortune; statement from protagonist about potential continuation of story

[#14] Introducing protagonist along with context for problem; establishing timeframe along with major conflict; addressing reader about potential resolution; details of protagonist's experience, along with setting; providing details of story related to timeframe; potential continuation of story, specific to protagonist and beyond

[#29] Beginning reference to call-to-action; introducing major theme along with antagonists; introducing major character and what happened to them; explaining scale/significance of event involving major character, plus antagonist's actions; explaining how conflict affects characters within specific setting; including related event that intensifies problem/conflict; reconciling conflict, themes, and related events; reconciling theme(s) with resolution; hashtag as call-to-action, along with potential continuation of story

[#26] Quoting story of experience from major character, plus setting and antagonists; positioning reader as 2nd-person "you" and as character in shared story; elaborating on experience of major character; including other major characters and whether they might be allies or enemies; emphasizing theme in letter to major character; adding side note about major character quoted in story

[#32] Addressing reader as 2nd-person "you" about major problem, plus setting; building conflict from problem, along with setting and characters; explaining specific characters' contributions to major problem; explaining how resolution has developed

[#52] Providing "sub-title" for story; explaining scale/significance of problem, plus antagonists' actions; reader as 1st-person "I" and

their relationship to antagonist and conflict; reiterating major goal of protagonists as takeaway point

[#35] Establishing setting along with major problem; introducing protagonists along with further context of setting; presenting call-to-action based on resolution, addressed towards specific character; proposing actions to take against antagonists; explaining scale/significance of conflict, within setting; further details on antagonist's actions, along with scale and timeframe; historical background of conflict, including interaction among important characters; protagonists' allies revealing unwritten pieces of story; explaining significance of unwritten pieces of story, relating them to resolution; potential continuations dependent on allies' decisions; further significance of allies and how they might promote resolution

[#37] Presenting call-to-action based on resolution; section title of story that addresses reader; presenting background details on theme and problem; explaining significance of problem for major characters; explaining scale/significance of antagonists' actions against protagonists; further background context of antagonists' actions; specifying timeframe related to historical background; elaborating on call-to-action; positioning call-to-action as takeaway message

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