

# INTERACTIVE DOCS: WHAT'S YOUR "SO WHAT"?

If we \_\_\_\_\_ then \_\_\_\_\_ will happen

## WHAT?

Web site

UGC

Videos

Social

Mobile

Game

Installation

VR

Transmedia

## WHO?

"The public"

Region

Generation

Constituency

Creators

Contributors

Stakeholders

Influentials

Partisans

## HOW?

Ideation

Crowdfunding

Coproduction

Interaction

Participation

Immersion

Sharing

Iteration

Action

## TO TRACK

Reach

Engagement

Reception

Income

Inclusion

Contribution

Making

Network building

Innovation

Discourse shift

Mobilization

## GOALS

Awareness

Human connection

Inspiration

Sustainability

Diversity

Empowerment

Capacity building

Adoption

Behavior change

Remedy

Policy shift

X (the black swan)