

Once upon a
time...

Narrative Information Structures

How “units” of information relate to one another in service of a
larger story

...the end.

Editorial Fidelity

The ability for a content platform to successfully represent an editor's goals for the structure, design, and formatting of *a single content unit*.

Narrative Fidelity

The ability for a content platform to successfully represent an editor's goals for *a narrative, presented over time, consisting of multiple content units published independently of one another*.

Goals → Structures

- “I want to maximize attendance at an upcoming event”
 - *Sequential*
- “I want to create an enduring, didactic repository of information about a topic”
 - *Hierarchical*
- “I want to remind people about something”
 - *Sequential*
- “I want to provide pieces of information about a larger point that I want people to develop an opinion about”
 - *Narrative*
 - *Thematic*
- “I want people to be able to find all units of content related to a particular theme.”
 - *Tagged*

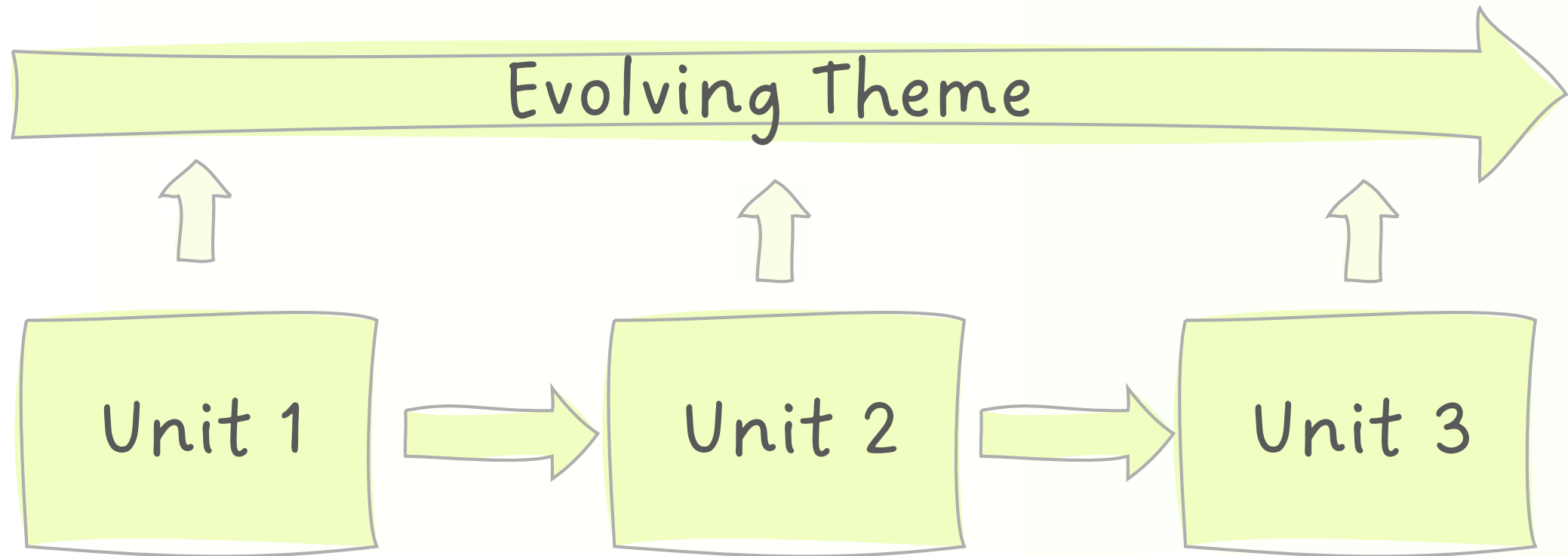
Sequential



Unit 1 followed by 2 and 3 which progressively modify or update the original information.

To understand 2 and 3, you need to see Unit 1.

Narrative



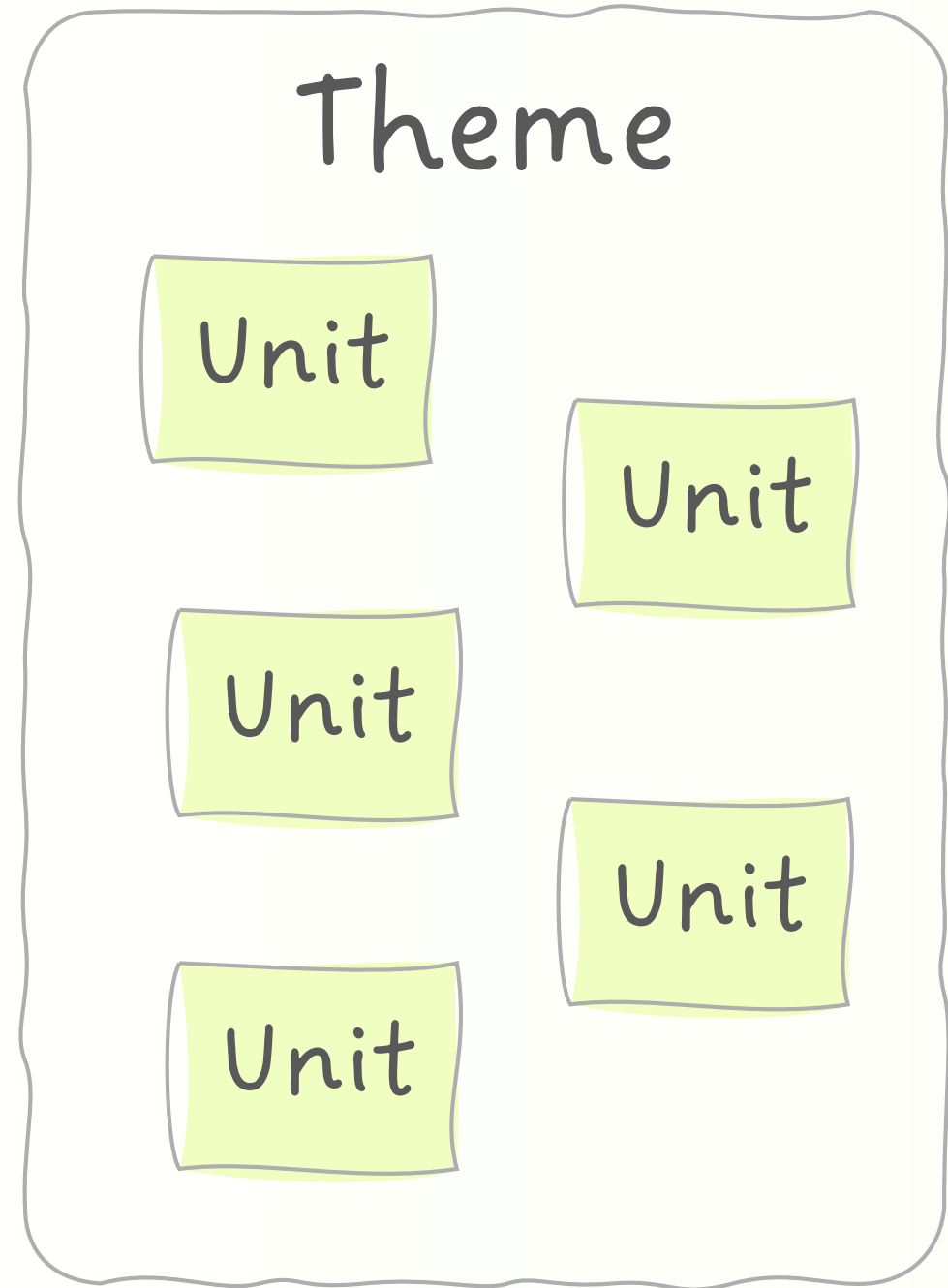
Multiple units of information which progressively “flesh out” a larger concept

Thematic

Multiple, non-sequential units are provided as installments on a common theme.

The theme itself is not a unit.

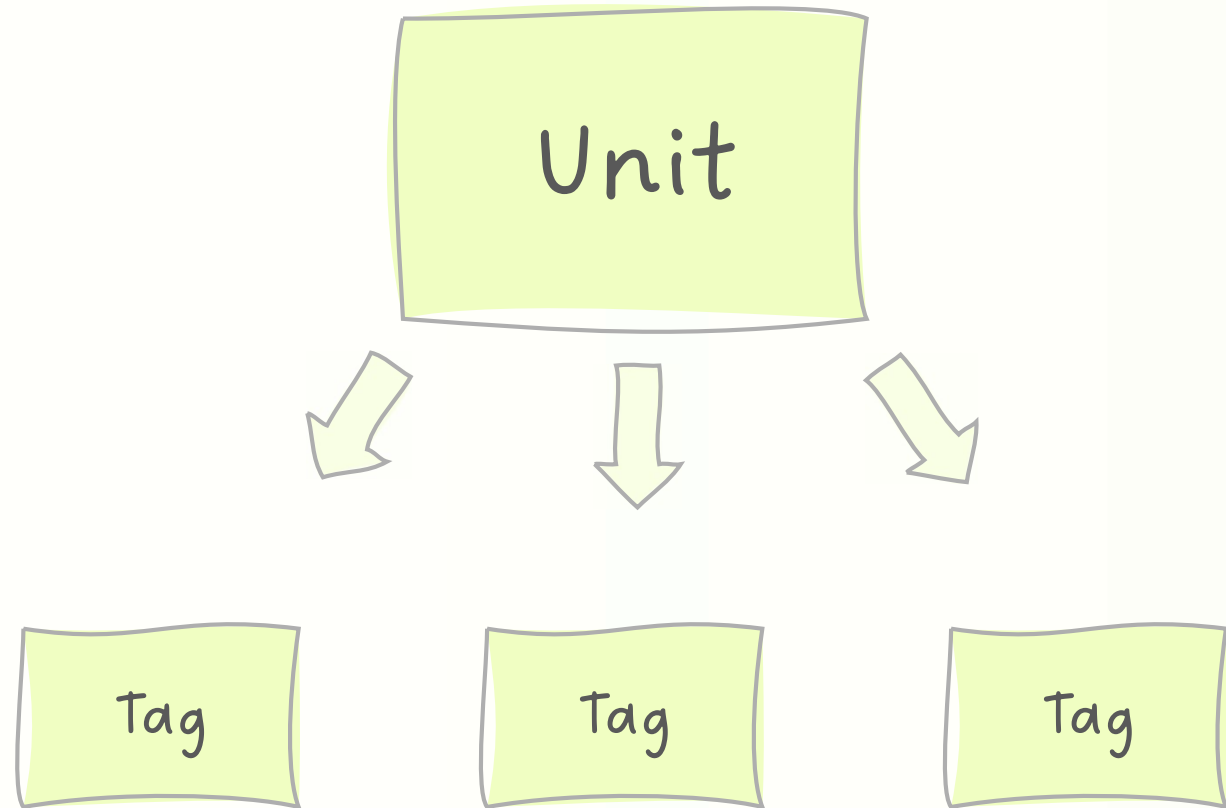
There is no placement in relationship to other units.



Tagged

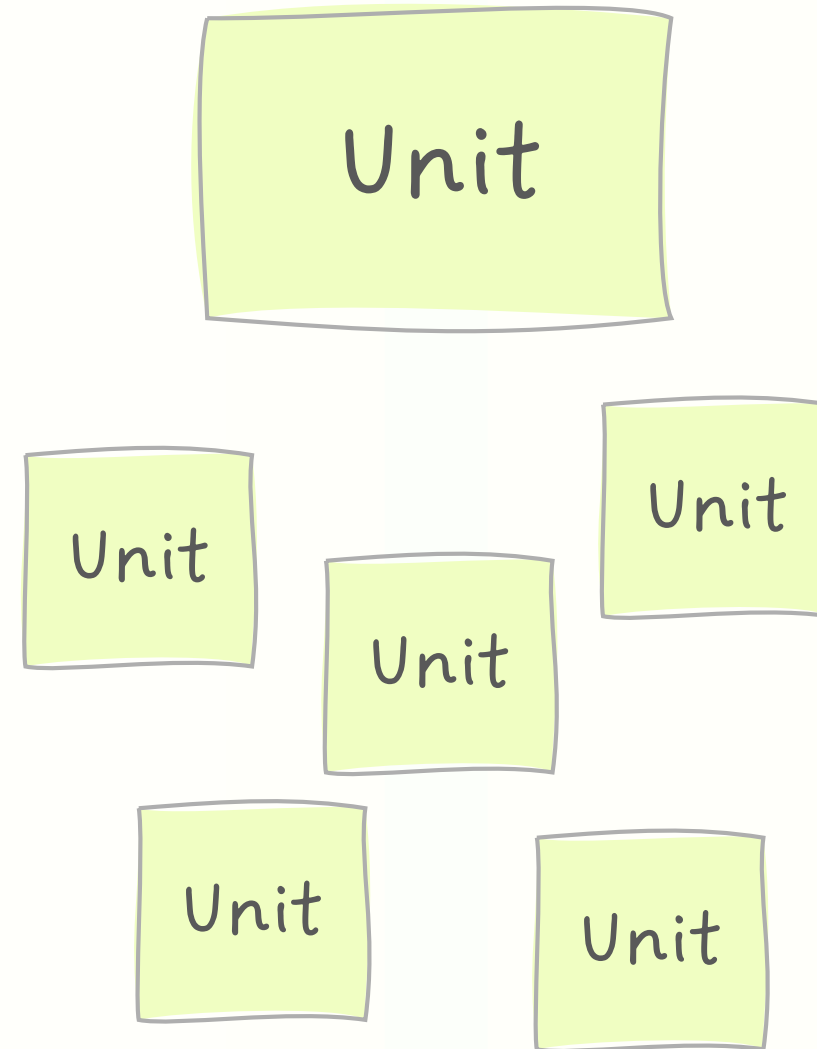
A single unit is linked back to multiple thematic groupings.

There is no placement “within” a tag.



Supporting

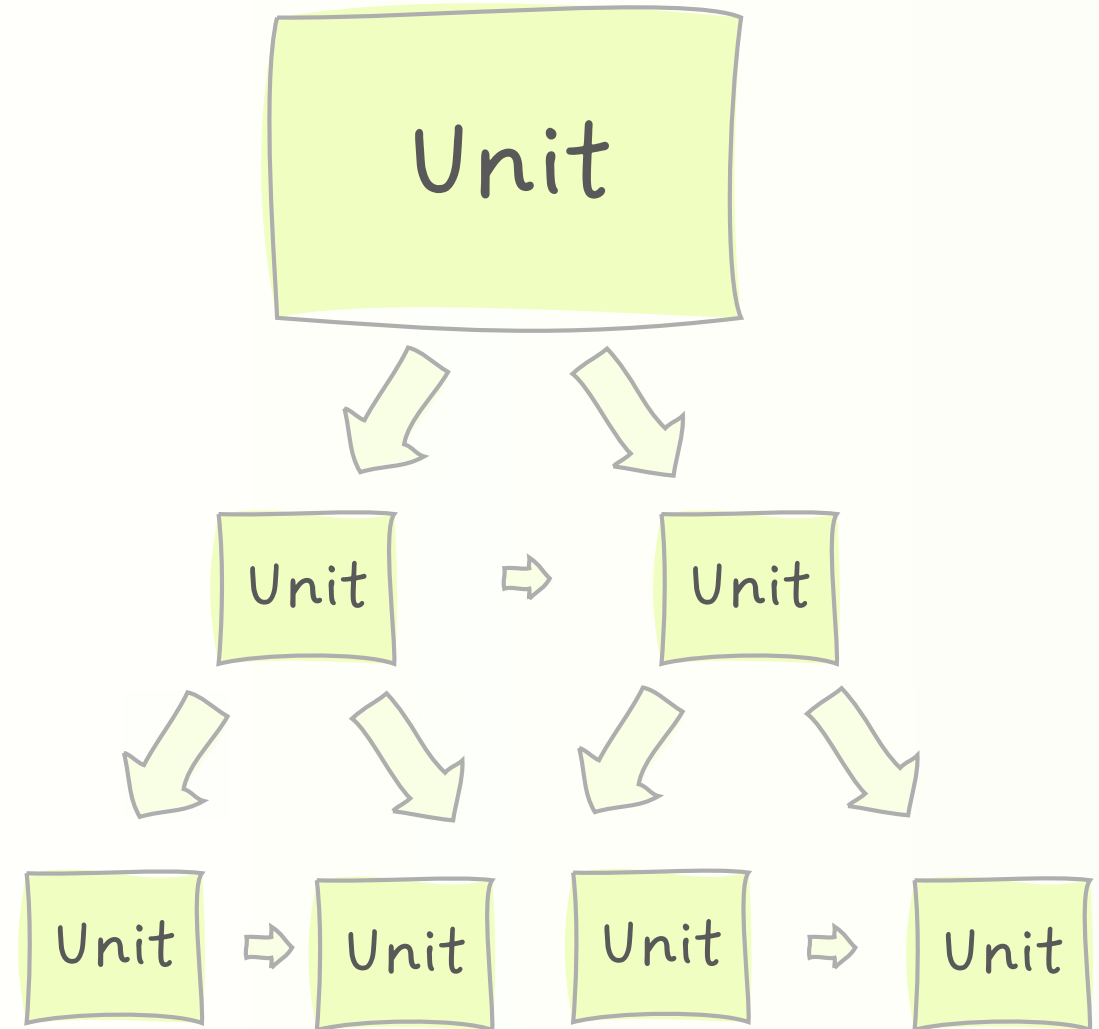
Multiple “sub-units” are provided as reinforcements or proofs of a larger, “parental” unit.



Hierarchical

A “root” unit has one or more children, each of which can have zero or more children, and so on.

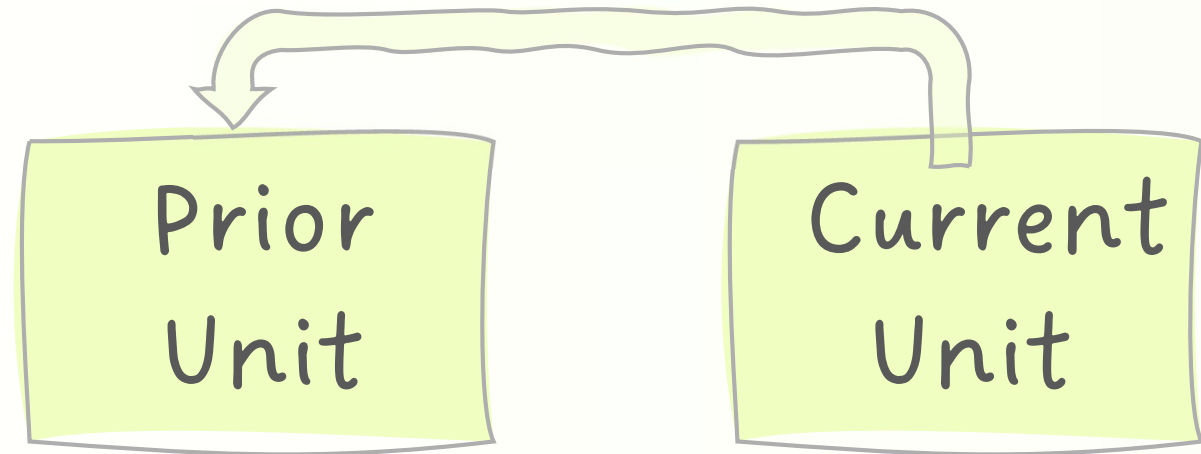
Each child has a sequential, placed relationship to its siblings.



Referral

A unit incidentally refers to a prior unit.

The prior unit is not required for understanding, just additional context.



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