Story at Scale is a year-long collaboration of researchers, data scientists, artists, advocates, and organizers to develop and test a new cultural strategy to advance gender justice. Using big data and a collaborative, creative process, Story at Scale delivers audience research and a narrative foundation to guide artists and campaigners in telling stories that reflect the world we seek: a joy-filled life in a gender-just future. Story at Scale's tools are designed for practical use by those working on issues ranging from reproductive justice to sex- and gender-based violence to LGBTQ+ rights and more. Learn more at storyatscale.org.

Website — Please explore all the research and tools!
Storyatscale.org includes sections on the audience research, the story platform and pillars, the test videos, in-depth reports, and additional resources. You can take a quiz to find out what audience group you're in here. And you can listen to snappy playlists, like Expanding Visions of Gender in Popular Music, while you're exploring.

ALSO, once you've looked through things: there's a creative brief sample and other DIY tools here for media makers and storytellers who want to take the Story at Scale tools and run with them. An artist's guide is going to be added soon.

Reports — For those who want a deeper dive!
Six in-depth reports can be found at https://www.storyatscale.org/reports. If you only read one, please read the Executive Summary … but we hope you'll be tempted by all of them.

Story at Scale: Narrative Research To Advance Gender Justice (Executive Summary)
by Riki Conrey and Liz Manne
An overview of the year-long narrative research project to advance gender justice.
Estimated reading time: 25 – 30 minutes

Our Gender Perspectives (Audience Research)
by Riki Conrey
Describes our new audience research using big data to find out how people experience gender in their everyday lives and how people fit into six new audience profiles.
Estimated reading time: 18 – 22 minutes

Welcome Home: Co-creating a Gender-Just World (A Story Platform for the Movement)
by Kirk Cheyfitz and Amber J. Phillips
Explains the methodology that engaged 77 movement leaders, artists, and campaigners to develop the story platform — or core narrative — to advance gender justice.
Estimated reading time: 52 – 65 minutes

Building a Creative Strategy (Video Testing)
by Riki Conrey
Lays out the video production and testing process and findings, with recommendations for future learning.
Estimated reading time: 23 – 28 minutes

Expanding Visions of Gender in Popular Culture (A Cultural Audit)
by Erin Potts
Examines and analyzes film, TV, music, brands, and other pop culture products for positive visions of the future of gender.
Estimated reading time: 33 – 41 minutes

What Are We Up Against? An Intersectional Examination of Stereotypes Associated With Gender (A Research Review)
by Janay Cody, Rachel D. Godsil, and Alexis McGill Johnson,
published in association with Perception Institute
Explains key concepts, such as how narrative functions in the human brain, and synthesizes recent social science literature about gender.
Estimated reading time: 35 – 43 minutes