

Background

In the contemporary world, gender inequality constitutes a multifaceted threat to public welfare, characterized by the existence of extreme economic disparity, inequitable education access, and rampant gender-based violence (United Nations, 2022). The COVID-19 pandemic has heightened these disparities, harming women and girls in contexts across the world. Amidst prevalent social injustices, nongovernmental and nonprofit organizations operate as key advocates for gender equality.

A review of recent literature demonstrates that storytelling is a powerful weapon in organizational advocacy efforts. Often, this advocacy occurs through the dissemination of carefully crafted, compelling narratives, helping frame social issues through a humanized lens (Mitchel & Clark, 2020). Through the composition of stories that resonate with audiences, these organizations help to raise public awareness, promote audience empathy, mobilize grassroots support, and garner financial contributions. Organizations' implementation of advocacy-oriented storytelling is instrumental in spurring collective action toward an equitable, just world.

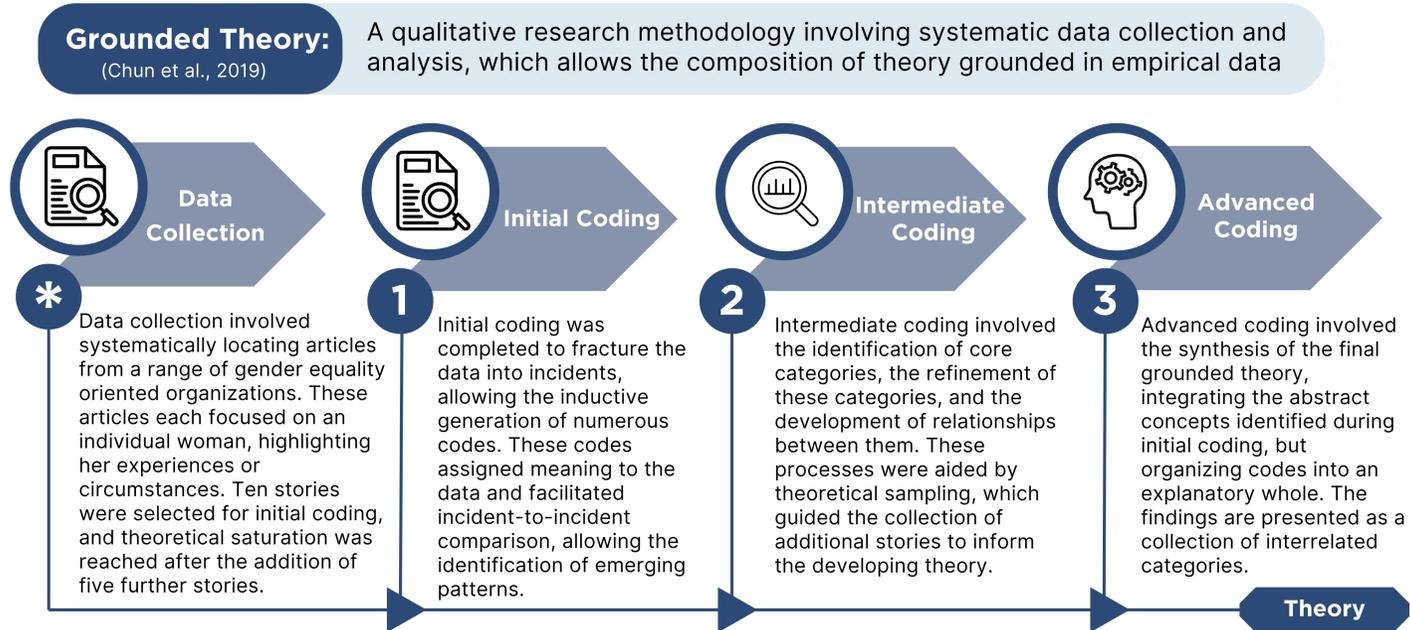
Introduction & Research Question

Often, gender equality-oriented organizations publish women's stories as illustrations of hope, courage, or injustice, aiding their communication of focal issues to the public. While the efficacy of storytelling in their advocacy efforts is widely recognized, the specific techniques employed by these organizations are underexplored. This thesis aims to address this gap in scholarship, investigating the following:

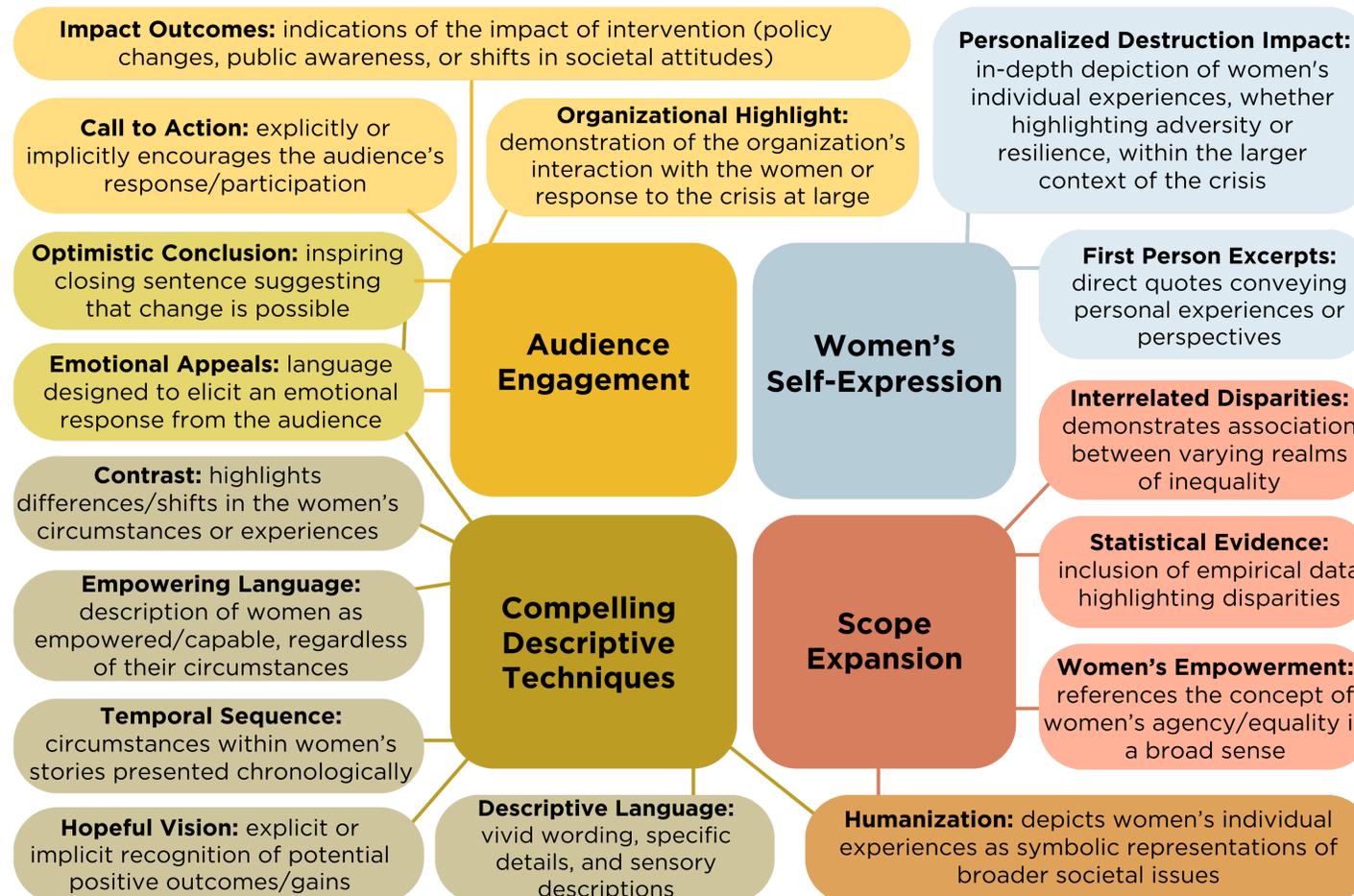
Research Question:

How do organizations employ women's individual stories to represent broader instances of gender inequality, and what patterns emerge in the storytelling strategies used to convey these inequities across differing contexts?

Methods



Results



Conclusion

The systematic implementation of GT resulted in the identification of four interrelated categories:

- **Audience Engagement:** stories included features promoting audience interaction
- **Women's Self Expression:** stories provided a platform for women to voice their experiences, perspectives, and emotions
- **Scope Expansion:** stories expanded the scope of the discussion beyond individual experiences to encompass broader spheres of gender inequality
- **Compelling Descriptive Techniques:** stories employed vivid descriptions to captivate the audience's attention

These findings illustrate the unique storytelling strategies that women-focused organizations utilize in their advocacy efforts. In a world where women face pervasive, systemic injustices, strategically crafted stories serve as powerful tools for change.

Future Work

1. How does advocacy-oriented storytelling impact alternate avenues of public welfare?
2. What are the long-term effects of narrative activism on public attitudes, policy outcomes, or social norms related to gender equality?
3. Are there ethical considerations for garnering social support for public welfare issues through narratives?

References

Chun T., Birks M, Francis K. (2019). Grounded theory research: A design framework for novice researchers. *SAGE Open Medicine* 7. <https://doi.org/10.1177/2050312118822927>

Mitchell S., & Clark M. (2021). Telling a different story: How nonprofit organizations reveal strategic purpose through storytelling. *Psychology & Marketing* 38(1), 142–158. <https://doi.org/10.1002/mar.21429>

United Nations. (2022). *The progress on the sustainable development goals: The gender snapshot 2022*. <https://unstats.un.org/sdgs/gender-snapshot/2022/>

Additional References Detailed in Thesis