

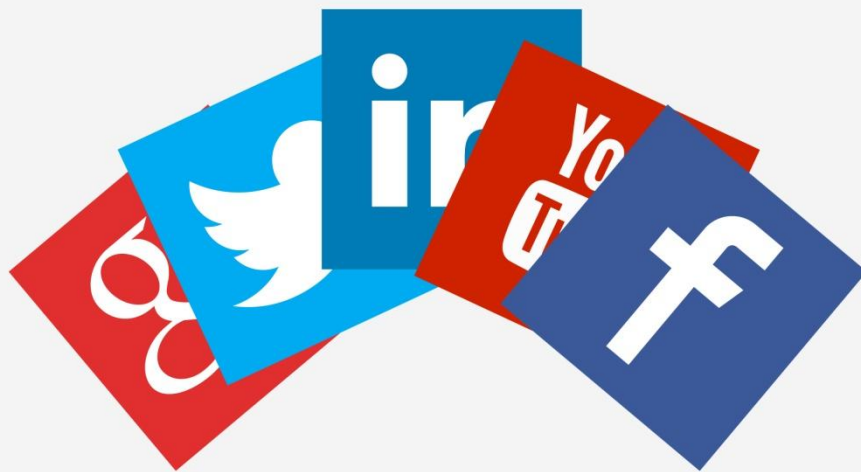
True Story: Using online tools to promote cultural diversity and understanding

Ira Papadopoulou

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Social media have the power to do more than just promote products & services. They also have the ability to connect with people globally on an emotional level



Humans of New York: A case study of Social Media and the use of “true stories”



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Brandon
Stanton
Born 1984
Creator of
HONY



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HONY is a popular blog/website that features portraits and interviews of a random assortment of people collected on the streets of New York. It combines photo books, text and social media to share work with the public.



<http://www.humansofnewyork.com/>



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15 Million Facebook Followers
536 Thousand Twitter Followers

-- Humans of New York Photo Book
Published in 2013 was no#1 on the
NY Times best seller list for 28 weeks



“Humans of New York” lets subjects speak for themselves. Brandon Stanton converses with them and he shares their thoughts & responses.



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“Lessons” from HONY:

-Power of photography & text to provide audience with a deeper understanding of universal truths.

-Inclusion of subject's voice & thoughts (and not just journalist / photographer).

-The power of “true stories” open up a conversation.



The Mott Hall Bridges Academy (MHBA), a middle school located in a neighborhood of New York City with high crime rates. One of the Academy's students, spoke highly of his principal in his HONY portrait's caption. The portrait went viral, prompting Stanton to begin a crowdfunding effort. His audience raised \$1.4 million. With this money, MHBA has created a scholarship fund for its graduates.





Humans of New York
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"I'm a retired school principal. More than anything else, I wanted my students to understand just how big the world is. Because I didn't want them judging the world by the ten block radius around their house."

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13,677 shares 2.8k comments

Fani Chiposi She has that principal look.
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Meredith Stewart Ashley Yeah, that "You can't bullshit me" look.
Like · Reply · 👍 283 · 16 November 2014 at 22:46
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Loraine de Sanctis One of the most valuable

Write a comment... 📷 😊



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"I grew up down the block, but I used to get bussed to school in a white area. There were always a lot of people in that neighborhood who would make us feel like we didn't belong. They would try to send a message that blacks aren't allowed. But the principal of the school was a Jewish man named Irving Rahinsky. And every morning, when we got off the bus, Mr. Rahinsky would be standing there at the curb, waiting for us. He would shake each one of our hands as we stepped off the bus, and he made us feel like we belonged. So now that I'm a teacher, I come in early every single morning, so that I can stand right here and make sure my students get a hug and a handshake when they arrive."

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Humans of New York Mr. Turner teaches at Mott Hall Bridges Academy

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More Examples:

<http://www.humansofnewyork.com/post/152225938386/i-was-born-in-venezuela-i-moved-here-two-years>



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- What kind of 'true stories' (personal incidents/emotions) do you think your students will be more interested in?
- Can you name a few ways that the use of HONY concept can open your school's environment to other schools' environments and even to facilitate communication among schools from different countries?
- Possible ways you could use "Humans Of New York" as a concept for the implementation of a cooperation project

