

## Quick Start Guide

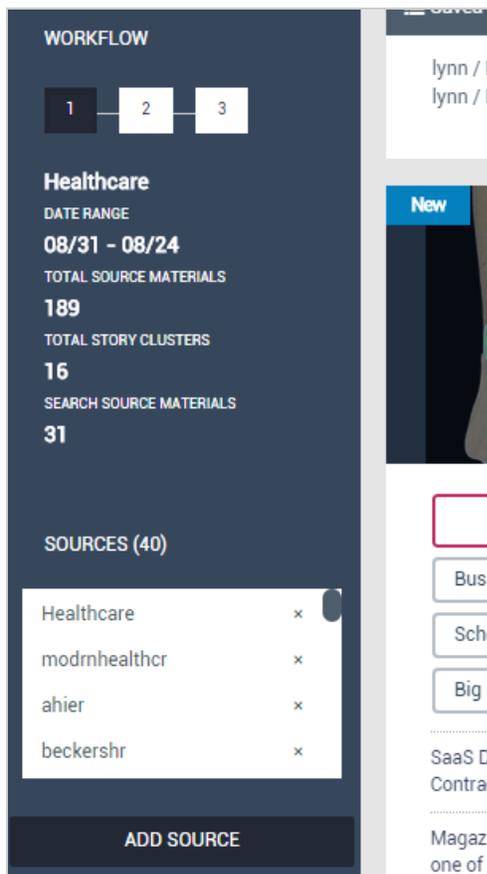
This Quick Start Guide will help you start exploring, creating, and sharing new story ideas using Oz.

**Step 1:** Select a Dataset from the dashboard.

Each Dataset aggregates materials from its designated sources (Influencers via Twitter, Reddit, Quora), and it automatically checks those sources every day for new posts and articles to pull into your Dataset.

**Step 2:** Browse Story Clusters.

The Dataset opens with a view of all your Story Clusters.



The left column contains details about the Dataset you selected including:

- Workflow indicator
- Dataset name
- Date range of included Source Materials
- Total number of Source Materials included in all Story Clusters
- Number of displayed Story Clusters
- A mini source editor for the set

If you click Load More at the bottom of the page, the number of Story Clusters and Source Materials will increase to reflect the additional items now displayed.

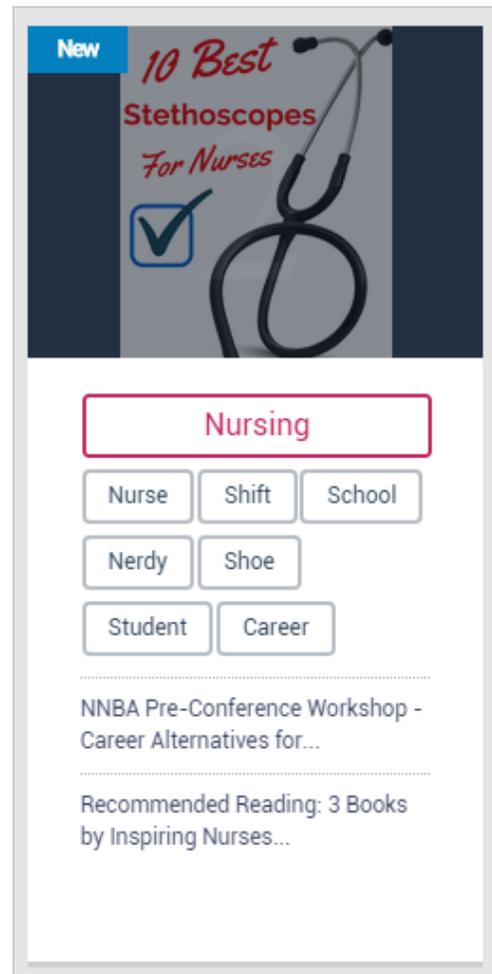


Each Story Cluster is represented by a front panel which displays an image, a group of words or “Cluster Theme,” that represents topics or themes contained in the cluster, and two headlines from articles you’ll find within the cluster.

The Oz platform has analyzed all the Dataset's Source Materials to detect themes, and has grouped articles together. This will help you both identify what's currently happening in the blogosphere and also identify connections between seemingly disparate topics.

The clusters are based on common words or themes, and these words are displayed on each Cluster to give you an idea of what content is inside. Our topic modeling algorithm selects one main topic word to represent the main theme amongst the articles, and several sub-themes. Learn more about [Topic Modeling here](#).

Click a cluster that seems compelling- something that is interesting, new, or trending.



*A Story Cluster*

**Step 3:** Deep dive into a Story Cluster.

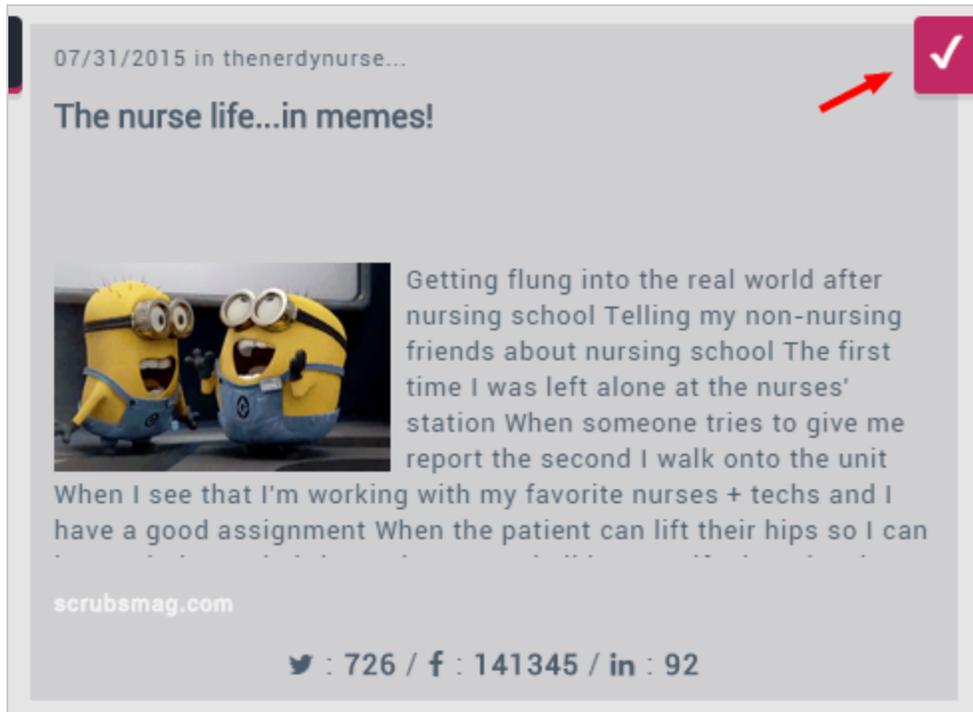
When you double-click on a selected Story Cluster, you will come across approximately 20 articles, videos, images, Reddit or Quora posts-- we call these Source Materials. These results are limited to articles pulled from your original Dataset's sources. We'll cover how to add articles from beyond your Dataset in Step 4.

Scan the articles and start thinking about an idea for your own story. Look for common and related themes. You might have to click through and scan or read a full article for these to become apparent--but believe us, they are there--our algorithms detect subtle themes or topics buried deep in the text.

Look for something that jumps out at you, or find things that are similar to what is most popular or shared and find a way to approach it from a different angle.

You can tell if an article is already popular on social media by looking at the stats for Twitter, Facebook and LinkedIn at the bottom of the article summary.

Click the headline to view the article in its entirety on the original source site, it'll open in a new tab where you can read it and then navigate back to Oz. If the article is appropriate to the idea you're brewing, you can add it by clicking on the pink checkmark.



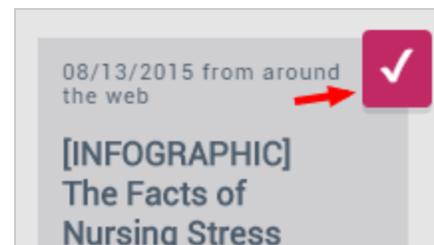
#### **Step 4:** Build up your Story Idea.

Now that you have selected a few articles to use as the building blocks of your story, you can start to add in additional layers of research. You need to cast a wide net and look for connections or patterns, then you can dig deeper.

Here's an example to walk you through the story building process:

You have clicked on a Story Cluster called Nursing, and now you're perusing the articles it has surfaced.

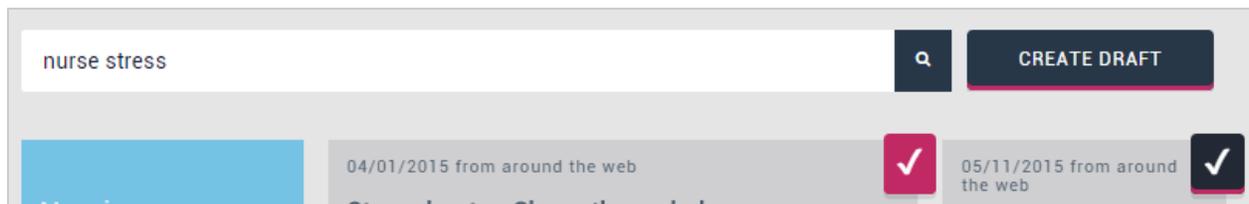
You notice a handful of articles mentioning unprecedented levels of stress on the job, a few that mention problems with management of hospital staff, and even a couple nursing blogs reporting nurse-on-nurse online bullying. This is interesting. Could those be two factors contributing to the high-levels of stress that nurses are experiencing? Is it because management is doing a bad job scheduling staff, leading to overwork, and even infighting among employees? You decide this is a compelling angle and worth checking out.



You place checkmarks on all the relevant articles to add them to your story draft, and you prepare to dig deeper.

Now that you have found the nugget of inspiration, you need to start looking for more materials to round your Story Idea out. You want to find more details, alternate perspectives, statistics, or other data to flesh out your burgeoning idea with a unique and informative perspective. You want to test your hypothesis.

You enter the words “nurse stress” into the search field and click the button. This search goes wider than all the datasets and sources and displays here and pulls from the entire web.



Now you see a lot more articles specific to the stress of nurses. You look at a couple articles and click their checkmarks to add them to your Story Idea.

You want to dig into this a little deeper, because not only do you want to tell the story about nurse stress, but also highlight how some are dealing with it. So you add “management” to the search field and click the button.

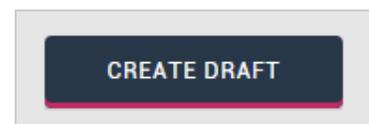


Again, you are presented with more articles that you can add to your Story Idea.

You continue this until you have enough articles to provide the foundation for a story.

**Step 5:** Open the Story Idea Editor.

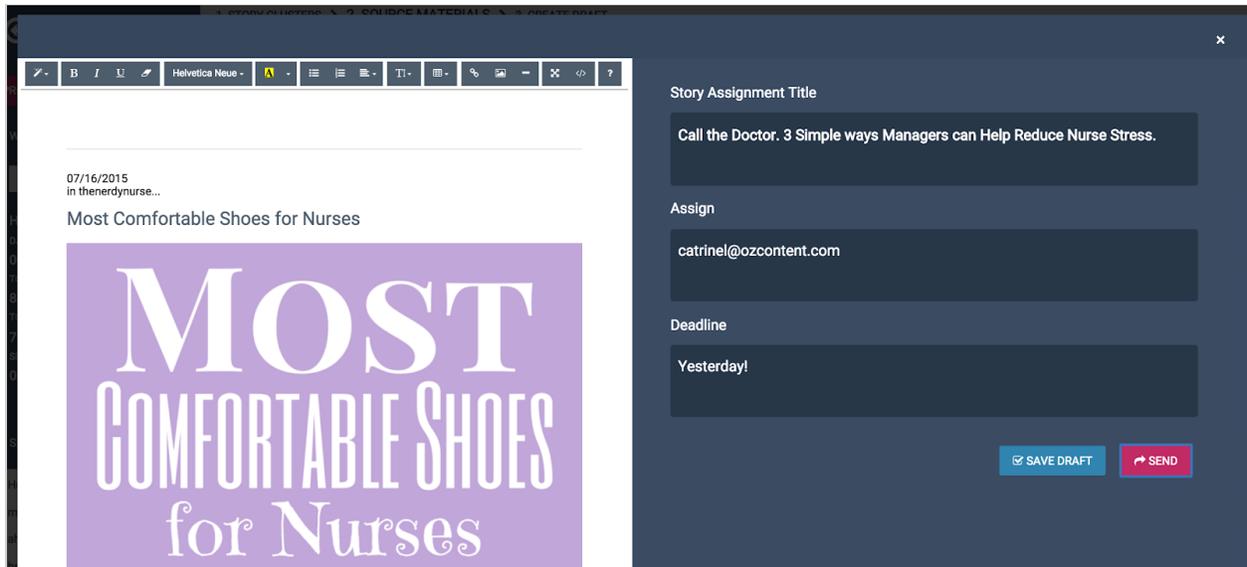
Click Create Draft to open the Story Idea Editor with the articles summarized together as editable text.



**Step 6:** Organize notes in the Story Idea Editor.

In the Story Idea Editor, clippings from all the articles you saved are displayed here in the text editor. How you use this tool is really up to you and your team’s preferences and workflow. You could write notes at the top of the editor, or inline with the articles. You can emphasize certain themes, flesh out paragraphs, draft a summary, or even start developing your story. If you are assigning this Story Idea to someone else, you can write them notes giving them some

direction, highlighting information to include, or places where more research is needed. Alternatively, you could just leave the text as-is, saving the Story Idea as reference material for later.



Give the Story Idea a title, making sure it is meaningful and informative enough to convey the subject and angle at a glance.

### **Step 7:** Save or Send.

When you've finished the Story Idea you can save it or send it to someone else.

Click Save Draft to add it to the Idea List on your Dashboard view. You can access this idea and come back to develop it later, adding more materials, additional thoughts, and eventually an outline.



If you're assigning this Story Idea to someone else, click Send. This action will also save the Story Idea to the Idea List on your Dashboard.

