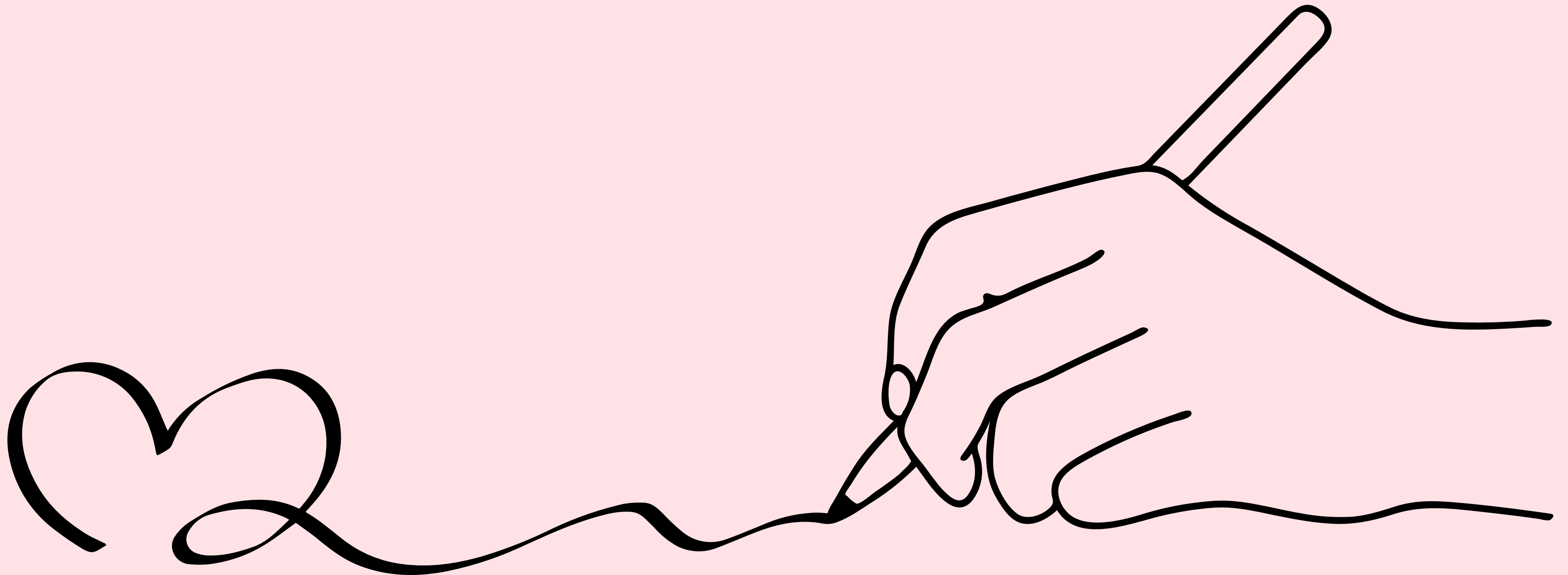


A Story About Storytelling

By Dr Sara Ratner

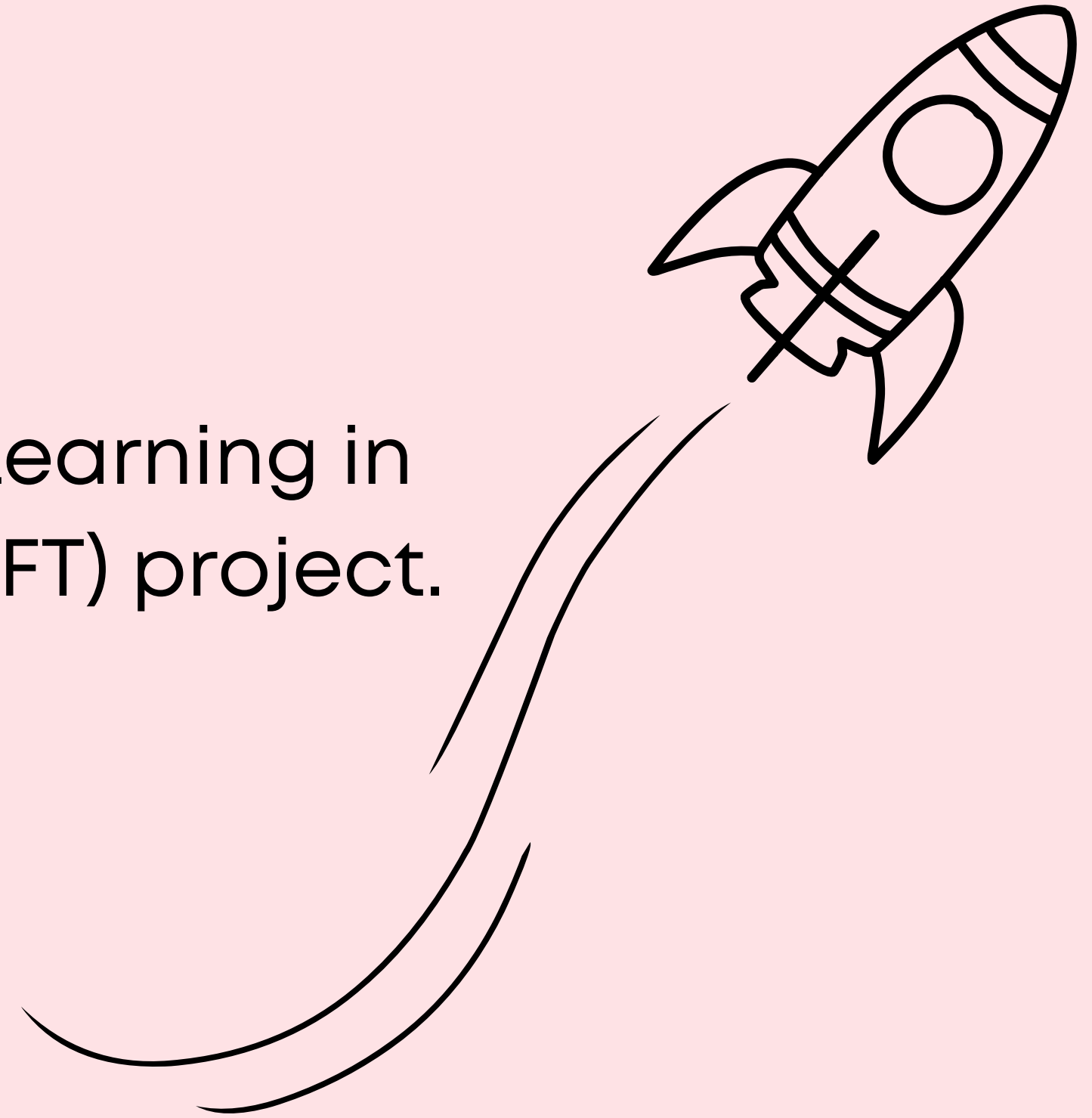
Once upon a time there was an aspiring researcher
who loved reading, writing and sharing stories.





Her love of reading and writing took her all the way to the University of Oxford.

Where she happily joined the Learning in Families through Technology (LiFT) project.



She was given a challenge.

“We want you to develop a library of e-books on a digital platform called Applaydu.”



At first, she did what researchers often do.

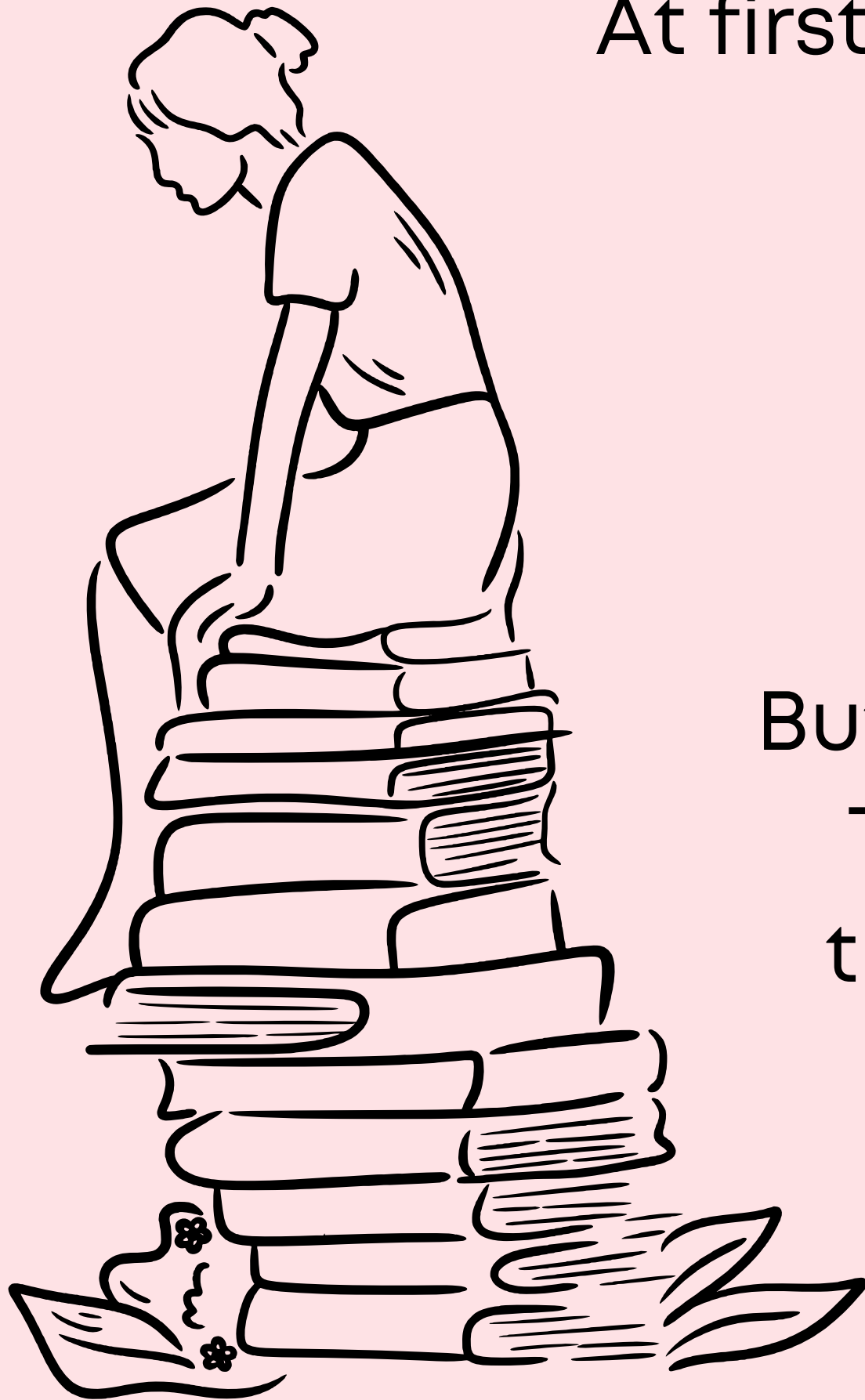
She read articles.

She wrote notes.

She built frameworks.

But something didn't quite sit right.

The more she studied stories ...
the less she was enjoying them.



So she decided to do something different.
She went back to the most loved stories from
her daughter's early years. Then her own.

She sat down with families.
With parents and children.
With apps and digital books.
And she watched.

What made a shared story magical?

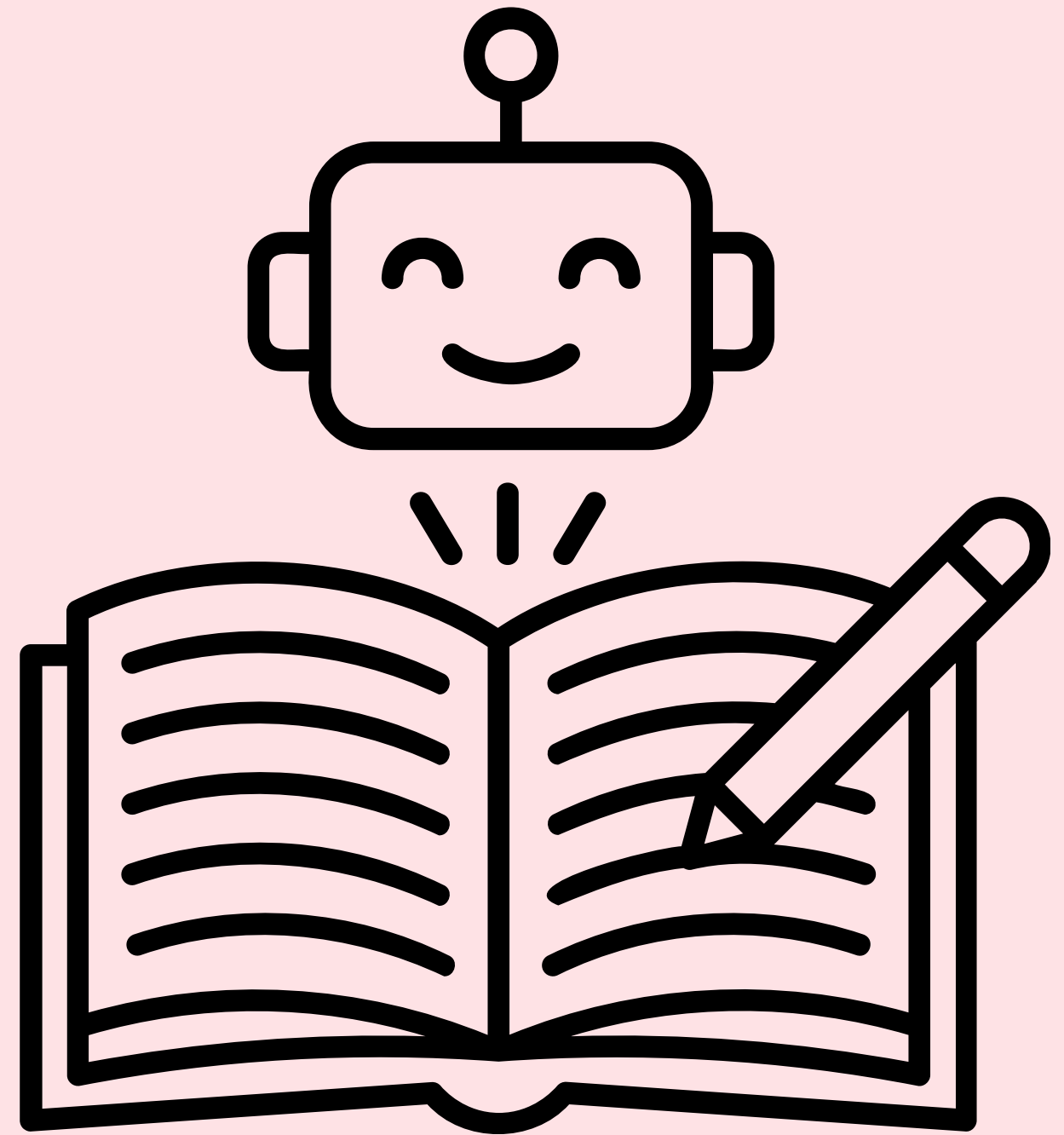


Then the question came...

What if AI wrote the stories?

And she wondered...

What would it take to train an AI to generate a story for young readers?



The answer...

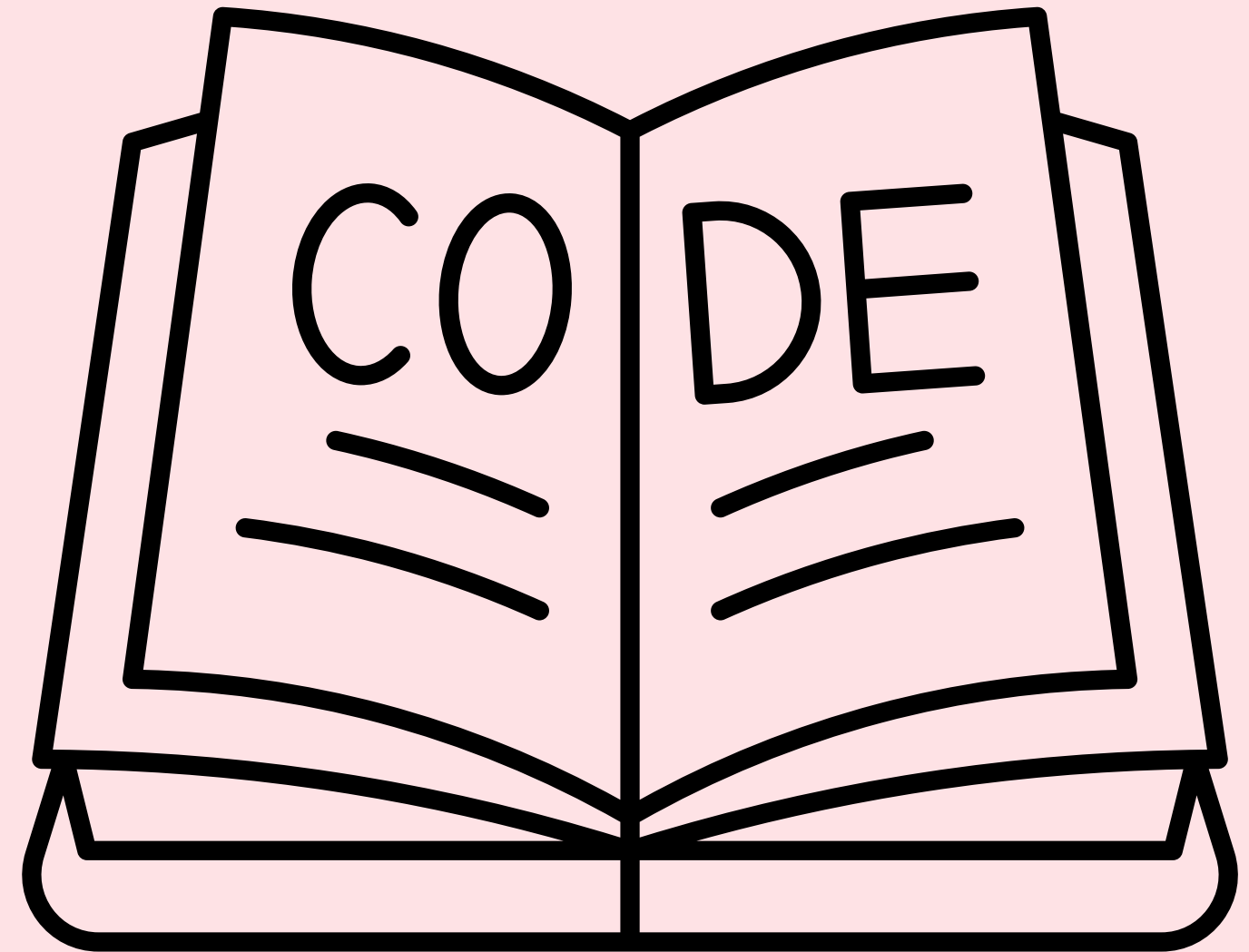
Thousands of lines of code.

Hundreds of iterations.

Humans in the loop at every step.

Ethical frameworks as a guide.

A determined researcher with a team of technical experts.





Keeping humans in the loop at every stage made all the difference. From reviewing parent prompts, quality assurance of the stories or collaborating to define word complexity in multiple languages, the team was essential in this work.

And they had so much fun!



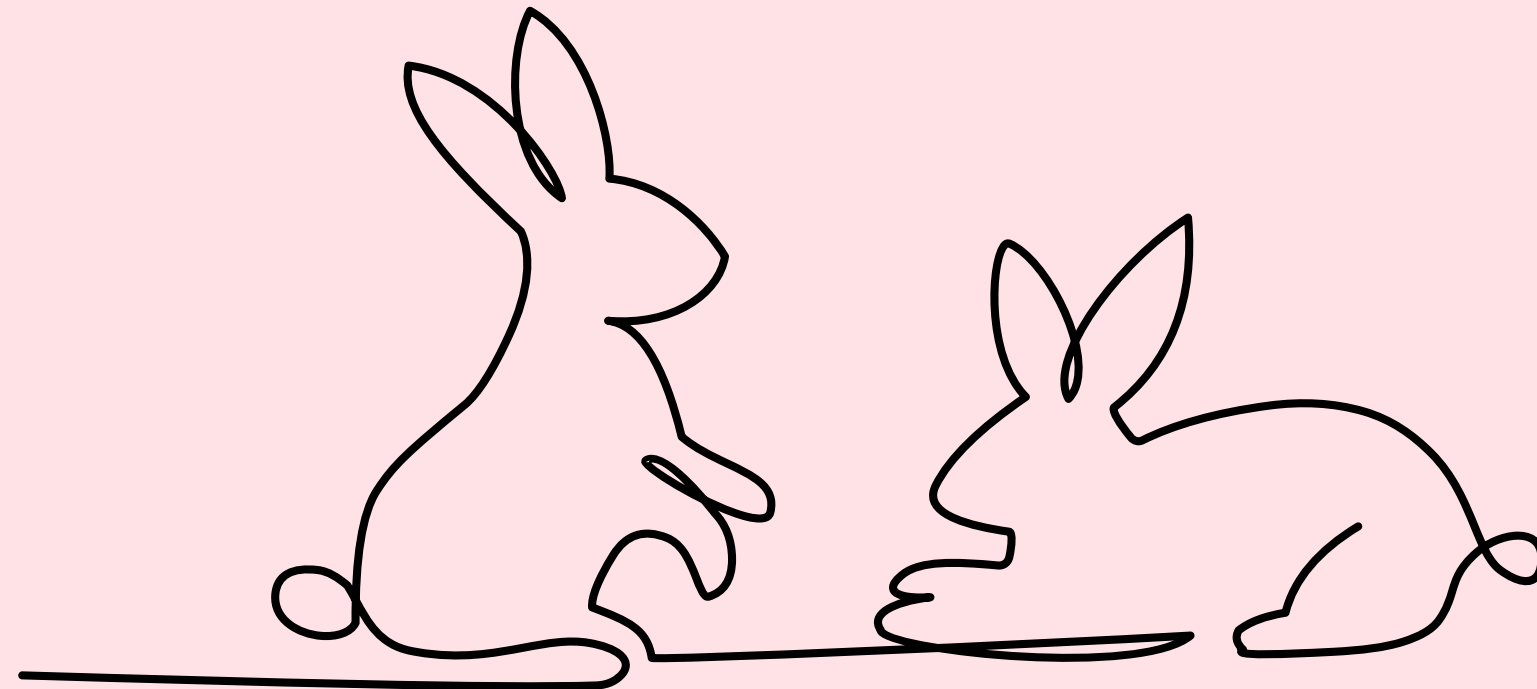
And at the heart of it all was the family.
Bringing joyful moments of shared reading.

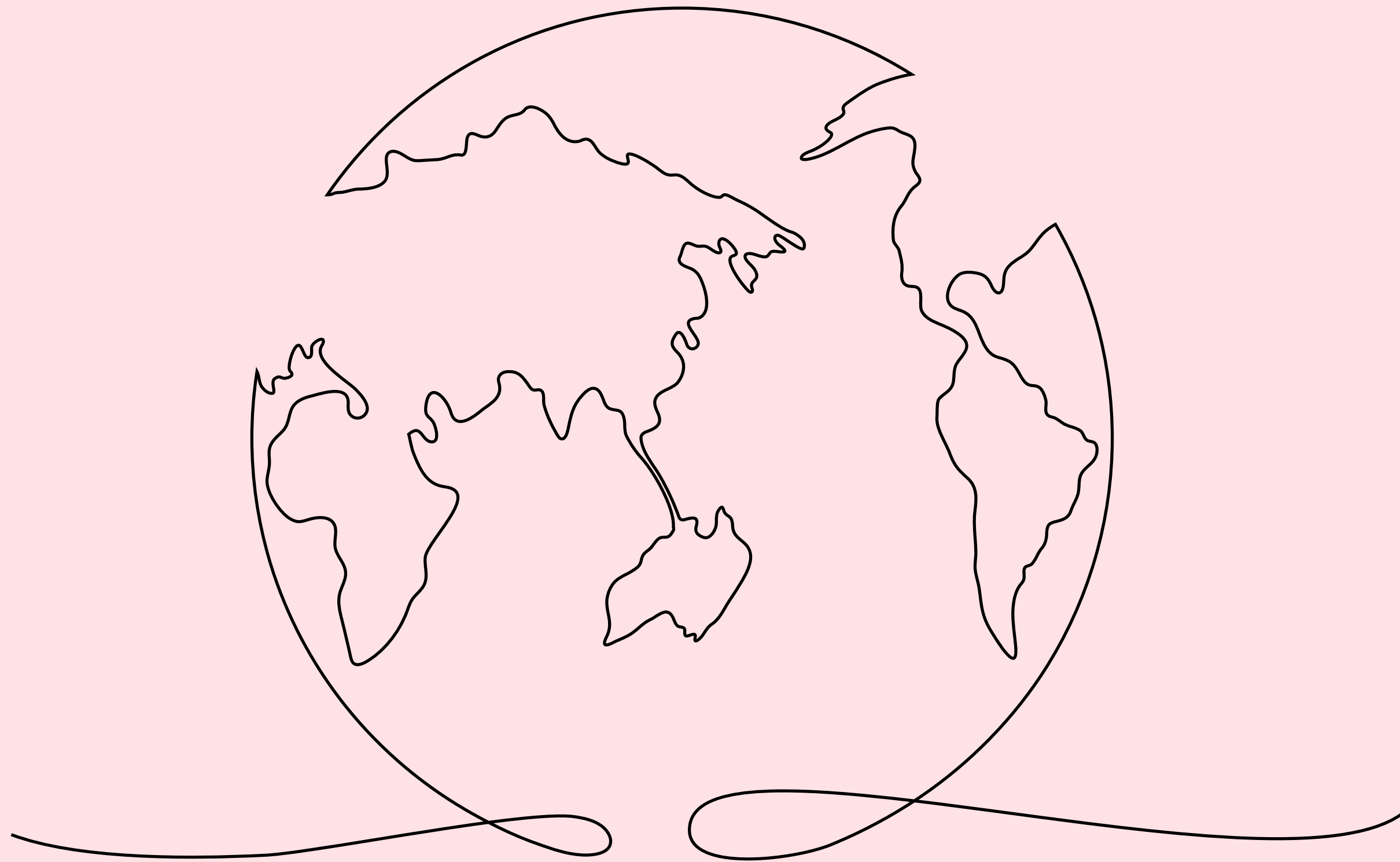
The challenges were many but she never gave up...

Gender neutral stories

Human or animal characters

Ever tried to train an AI model to tell a joke?





The stories were destined to be enjoyed by millions of children around the world in more than eighteen different languages.



In the end, 6.5 million families enjoyed the stories so much they won awards for best educational content and best digital experience.



As this chapter comes to an end...

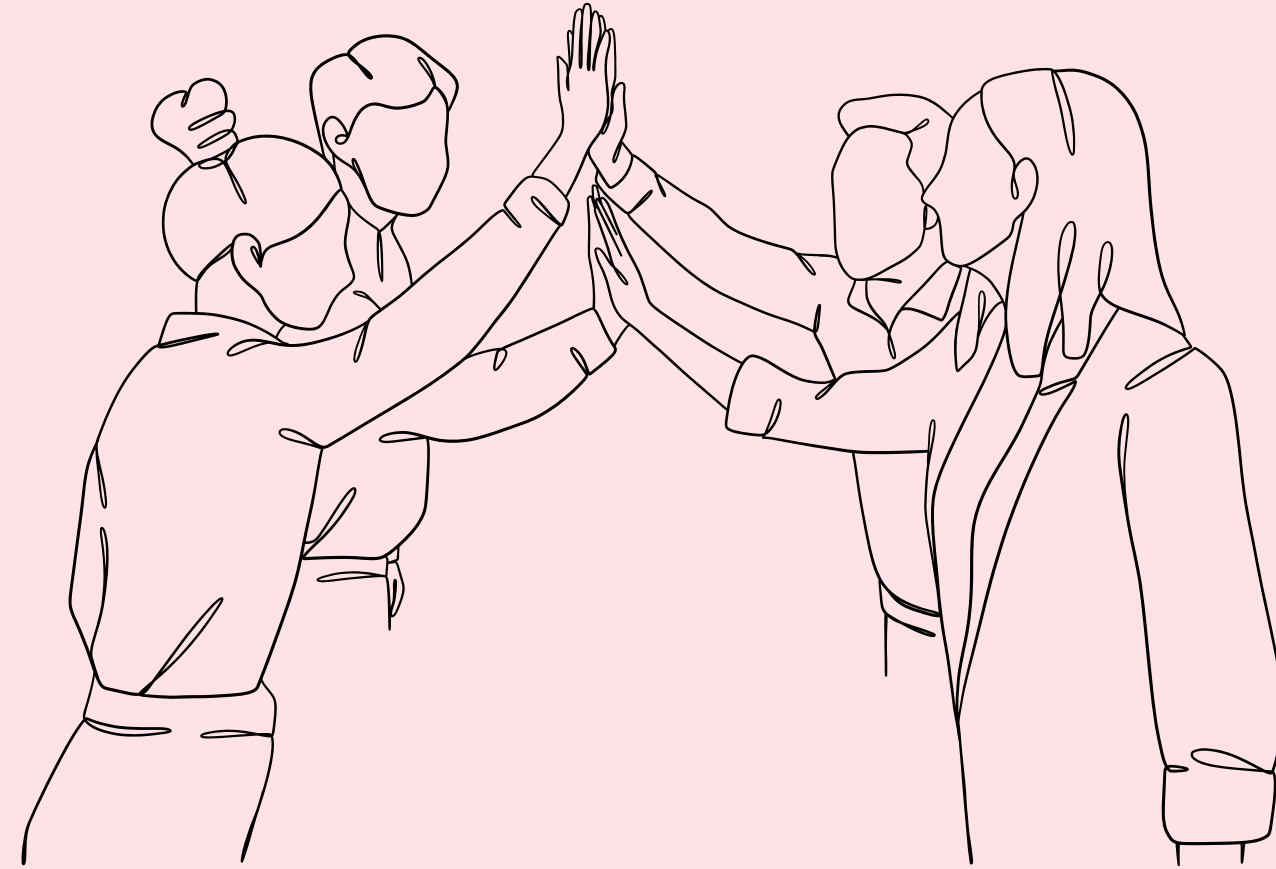
The girl who loves stories feels very proud.

40,000+ stories in 18 languages

6.5 million story sessions enjoyed

6 Global Awards

3 research papers and counting...



Above all though, she is grateful for an amazing team and the incredible opportunity to play with stories every single day.



Want to play?



LET'S



STOR



by **APPPLAYDU**

