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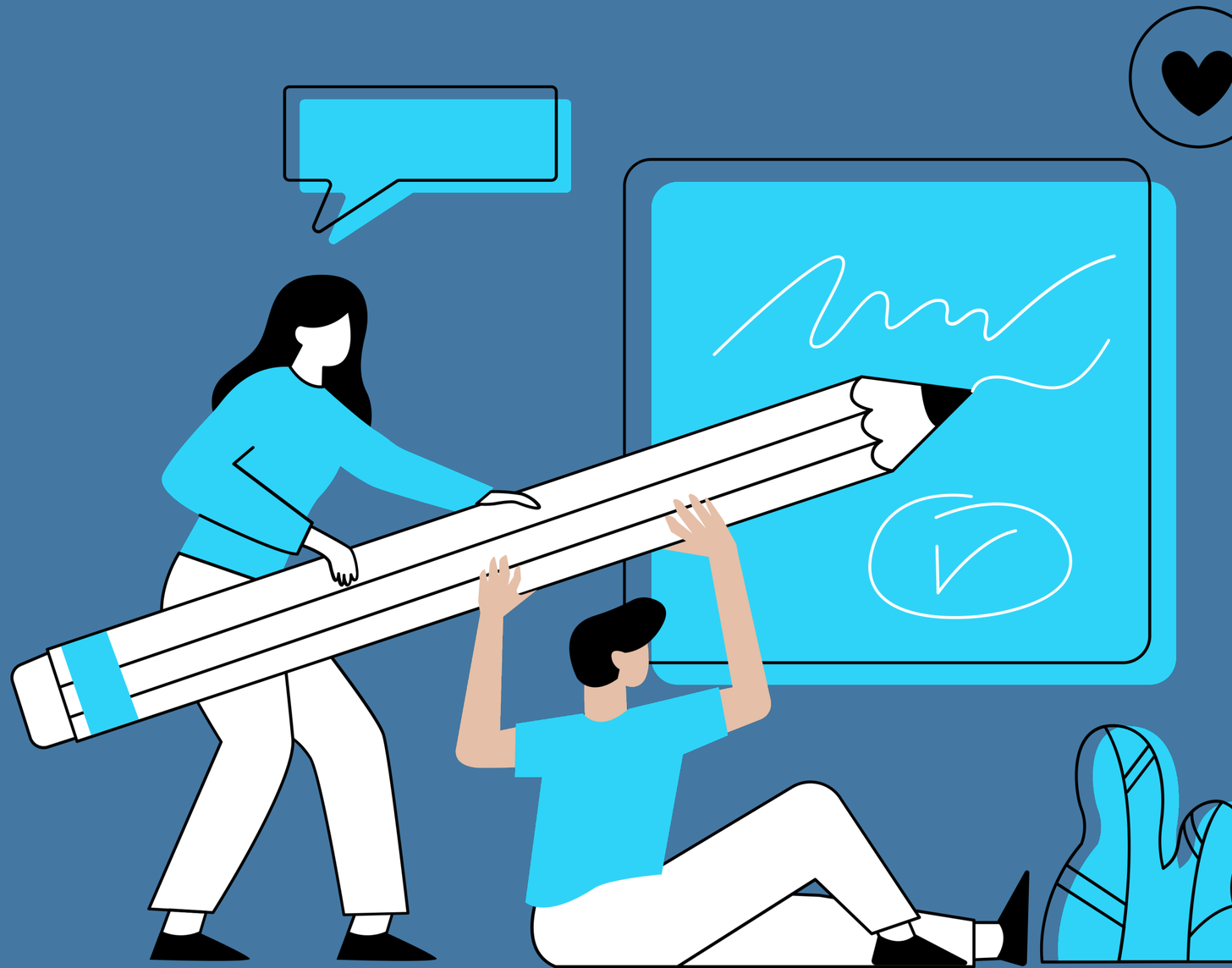
Module n. 3

Digital Storytelling and sustainability



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G.A. n. 2021-1-ES01-KA220-HED-000031128

Unit n. 3

Digital Storytelling and sustainability

- What is digital storytelling
- How to use digital storytelling in HE?
- How to organize digital storytelling activities
- Using Digital Storytelling as a motivational lever to change people’s actions in the world
- Sustainability Lifestyle
- Capability in influencing behaviour change
- Tools for digital storytelling

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Digital storytelling

«Digital Storytelling is the modern expression of the ancient art of storytelling by using digital media to create media-rich
stories to tell, to share, and to preserve»

It involves using digital tools such as images, videos, audio recordings, graphics, and interactive elements to tell a story in a compelling and engaging manner.

Digital storytelling is not merely an important tool for teaching school subjects such as maths, history or science, it also helps improve visual skills, technology use skills, and develop identity and empathy through narrative (Hibbin, 2016).

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5 types of Digital Storytelling

(Garrety, 2008)

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- Traditional digital storytelling
- Digital stories of learning
- Digital stories of project-based learning
- Digital stories of social justice and culture
- Digital stories of personal reflection

7 elements to make a good story (Joe Lambert)

1. Point of view. Stories should be personal and authentic.
2. Dramatic Question. Telling something that is worth it.
3. Emotional Content. An emotionally valid content to be engaging.
4. The Gift of Your Voice. Your voice is an important element, many students only want to use images and music, but the effect is not the same.
5. The power of the soundtrack. It anticipates what will happen.
6. Economy. Every ingredient (voice, music, image / photo) must be used just enough to give them a chance to interact with each other. People usually don't realize that things to say can be said with few images, little text and little music. Let the implicit speak, the metaphors.
7. Rhythm. Rhythm is the secret of storytelling together with vitality.

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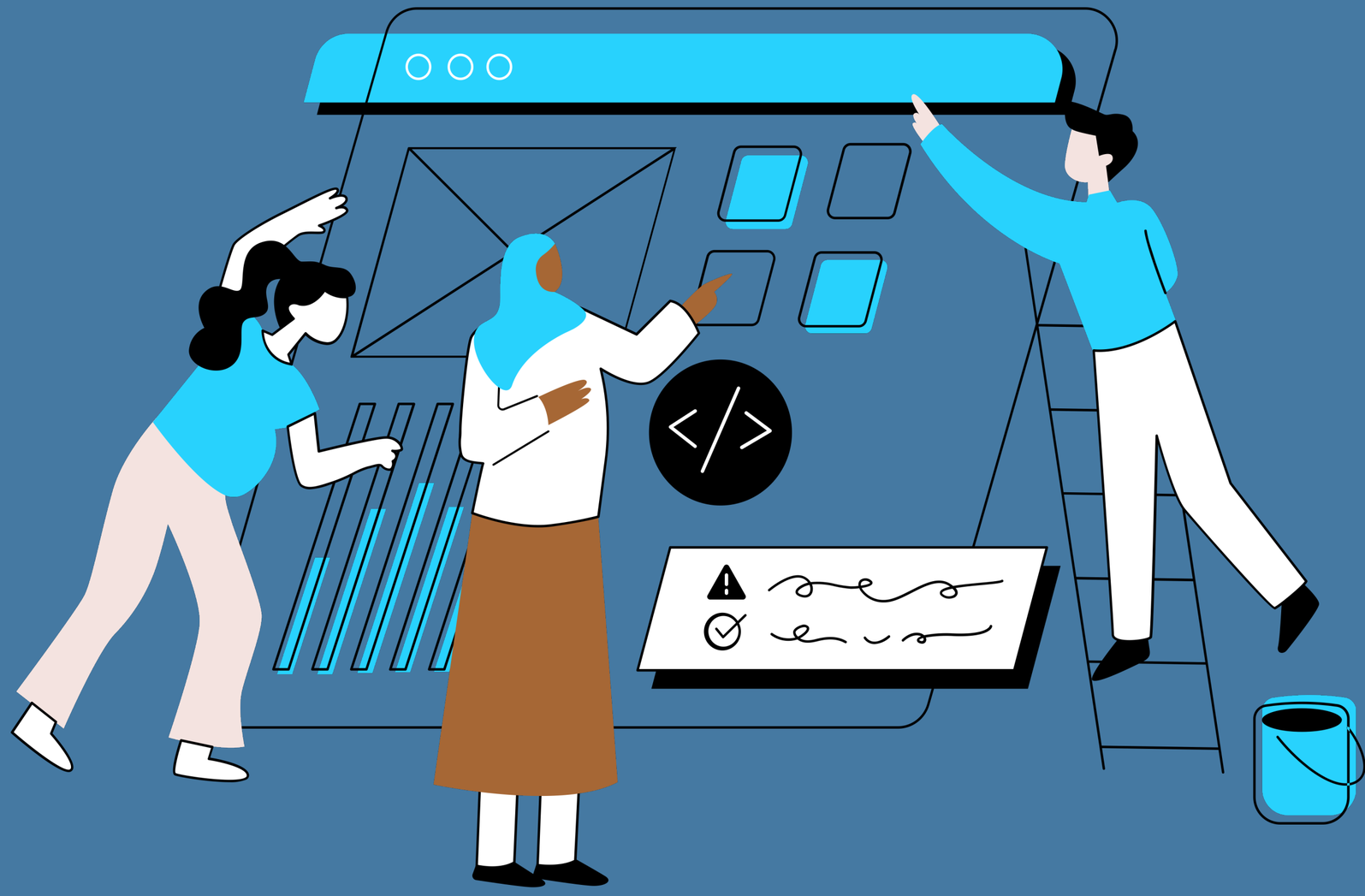
How to use Digital Storytelling in the university context?



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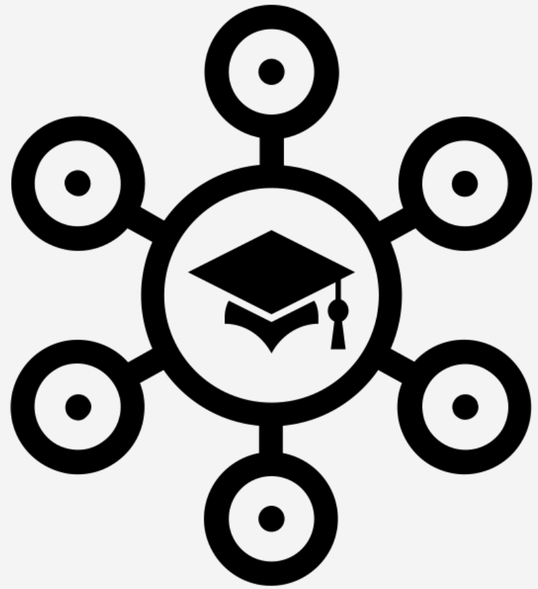
1.Presentations and Reports
2. Reflective Journals and Portfolios
3. Collaborative Projects
4. Language Learning
5. Cultural and Historical Narratives
6. Digital Literacy Skills
7. Social Issues and Advocacy
8. Virtual Field Trips



How to incorporate Digital Storytelling into University Curricula? #1

Digital storytelling in the university context can effectively engage students, foster creativity, and enhance learning experiences

Define Learning Objectives

Select Appropriate Tools

Provide Guidance and Instruction

Choose Topics or Themes

How to incorporate Digital Storytelling into University Curricula? #2

Digital storytelling in the university context can effectively engage students, foster creativity, and enhance learning experiences

Story Development

Collect or Create Media Element

Scriptwriting and Storyboarding

Media Integration

How to incorporate Digital Storytelling into University Curricula? #3

Digital storytelling in the university context can effectively engage students, foster creativity, and enhance learning experiences

Review and Feedback

Showcase and Evaluation

Reflect and Learn

Why is it important to incorporate Digital Storytelling into the university curriculum?

Creativity

Engagament

Collaboration

Digital literacy

Communication

Learning

Multimodal learning

Connects

CAREFUL PEDAGOGICAL PLANNING OF THE ACTIVITIES

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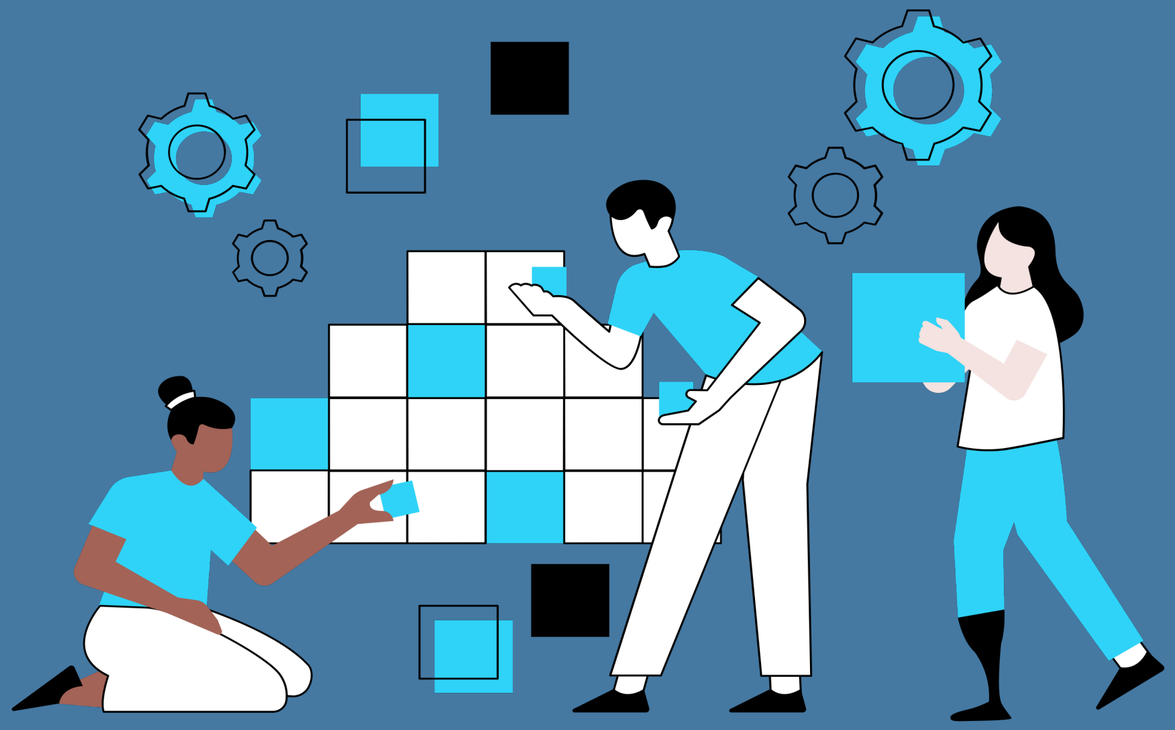
STORYTELLING AS A MOTIVATIONAL LEVER FOR BEHAVIOURAL CHANGE



Digital storytelling has the potential to go beyond passive consumption and become a catalyst for action and change. By employing compelling narratives, authentic voices, and strategic calls to action, digital storytelling can motivate individuals to actively participate, contribute, and make a positive difference in the world

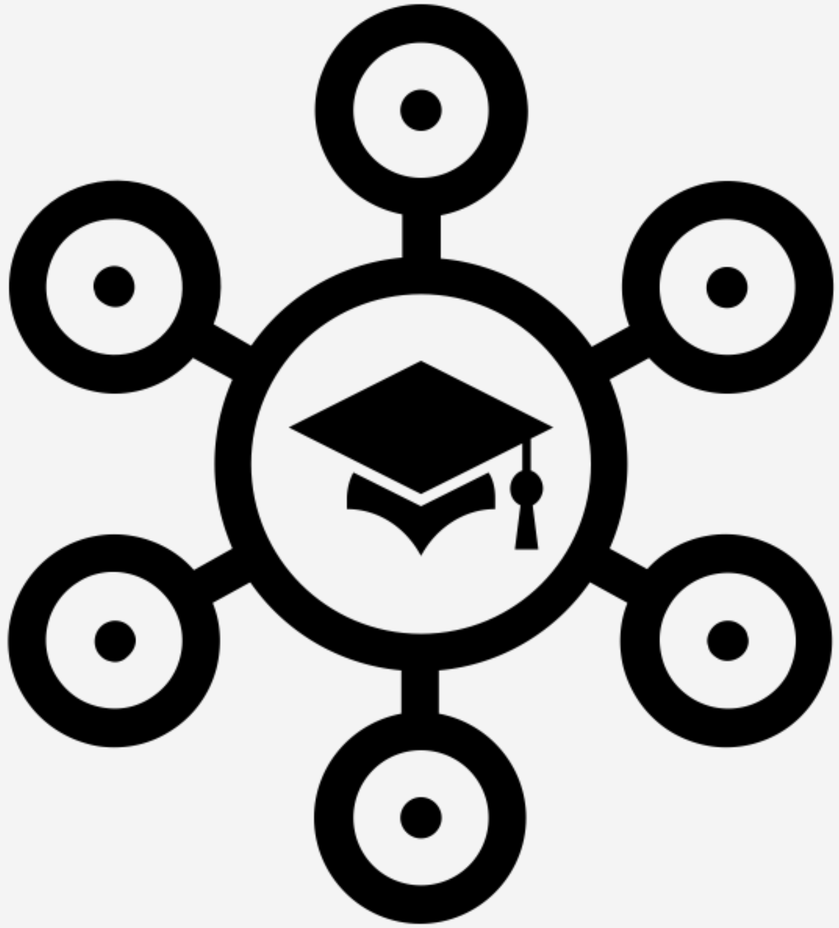
Sustainable lifestyle

“patterns of action and consumption, used by people to affiliate and differentiate themselves from others, which: meet basic needs, provide a better quality of life, minimise the use of natural resources and emissions of waste and pollutants over the lifecycle, and do not jeopardise the needs of future generations”

Factors that determine behaviour intervention

Michie et al (2011) divide factors that determine behaviour intervention into three components:

- Motivation includes all brain processes that lead individuals to perform behaviour; there are habitual processes, emotional responding, and analytical decision making.
- Capability refers to knowledge and skills that facilitate individuals to involve in the selected activities and in the ways that contribute to sustainable development
- Opportunity is defined as external factors that affect individuals behaviour, they can be both supporting and inhibiting.



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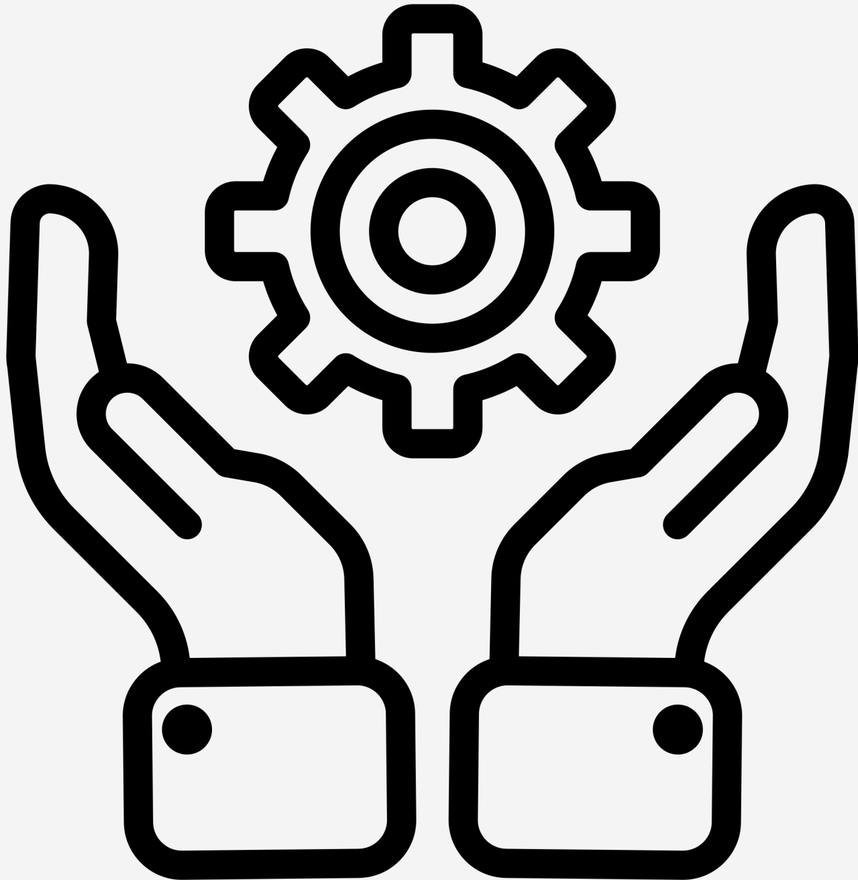
Education for sustainable development (ESD) means more than teaching sustainability in school or university; it includes all educational activities and all levels (UNESCO, 2012).

- Psychomotor domain
- Cognitive domain
- Affective domain

Bloom taxonomy (1956)



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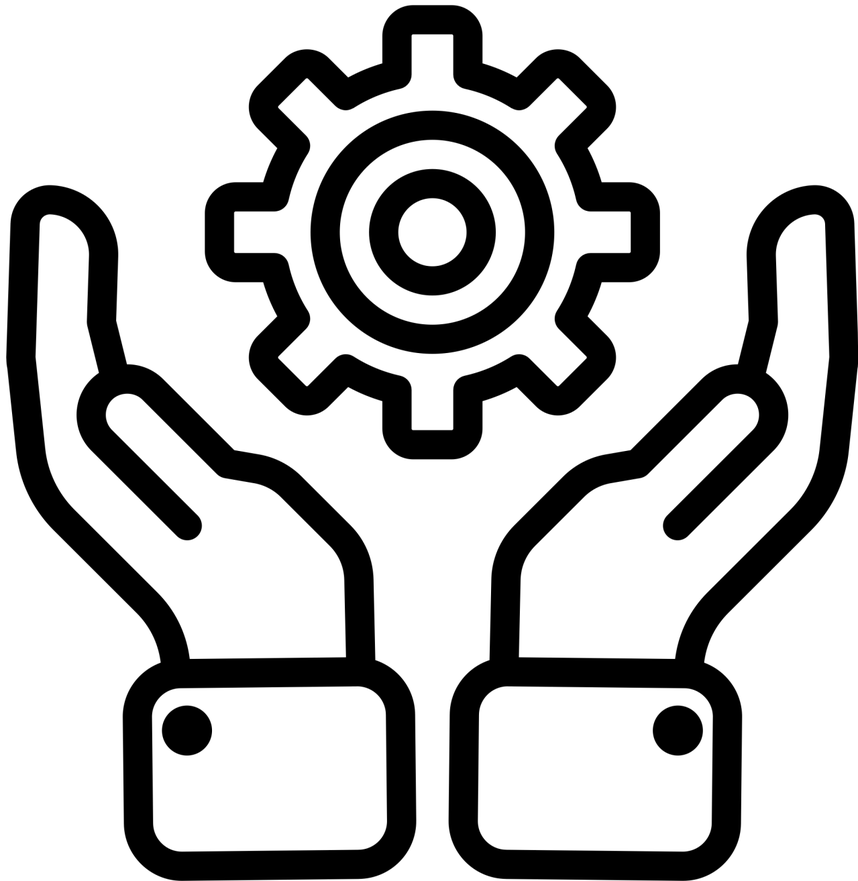
IMPORTANCE OF PERSONALISED APPROACHES

IMPORTANCE OF A PERSUASIVE STRATEGY



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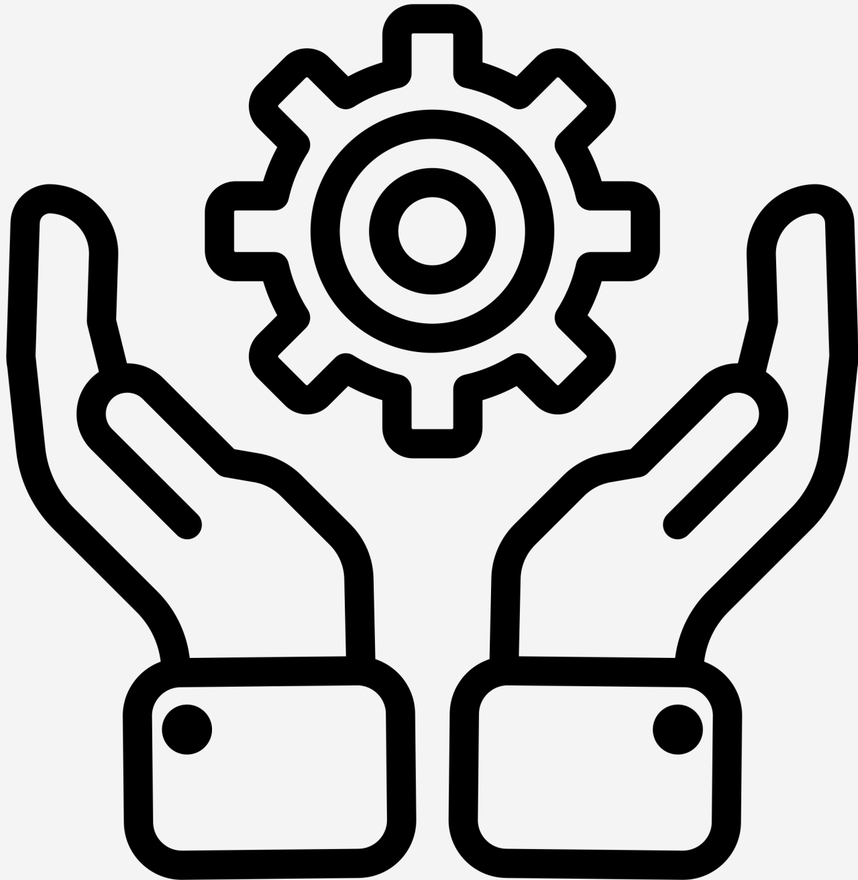
TOOLS

Prezi
Soundtrap
Canva
Animoto
Storybird
WeVideo
iMovie
Adobe Spark
Microsoft power point
Twine



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Thank you for your attention!

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