What is Digital Storytelling?

“Digital storytelling is one of the innovative pedagogical approaches that can engage students in deep and meaningful learning” (Smeda, Dakich & Sharda, 2014).
Why Digital Storytelling?

"Digital storytelling has been used in many disciplines as a tool for deeper learning, thus supporting the higher order thinking skills that top Bloom's hierarchy" (Barrett, 2006).

What was the greatest educational experience of your life?

Skill Developing

"...students were encouraged to think more deeply about the meaning of the topic or story and personalize their experience and also clarify what they knew about the topic before and during the process of developing and communicating their stories" (Sadik, 2008).
Communication
Digital storytelling is **audience-driven**
Because of the necessity to help your audience understand your story through various media" (Warfield, 2016).

Critical Thinking
"...critical thinking is a compilation of many aspects of learning: acquiring information, developing skills, being engaged emotionally, and making meaning" (Fried, 2013).

Permanent Learning
"There is shared evidence in the literature that digital storytelling practices not only increase motivation and academic achievement but also contribute to permanent learning” (Aклаş & Yurt, 2017).
How to effectively utilize Digital Storytelling

Tech Check
On your mobile device or laptop, please type in the browser this URL:
PollEv.com/CMRStech

Describe in one word, what you noticed when watching the example stories?
What makes a story?

And

But

Therefore

How could your institution, or program, use story?

Choose Your Purpose

Student Reflection/Development
Recruitment
External Marketing
Strategic Communication
Who would your audience be for each purpose you have discussed?
Digital Storytelling Tools

How will you develop the stories?

Student-Driven Storytelling

Digital Storytelling Process

1. Plan
2. Research/Explore
3. Create
4. Collect/Assemble Audio
5. Publish/Share
Utilizing digital storytelling effectively at your institution

Where to Start?

Create an Online Resource
One online resource can help serve for training your students in steps 1-7.
Build a Social Media Campaign
One online resource can help serve for training your students in steps 1-7.

Recruit and Market

Show Scholars' Development
Goal Setting and Timeline

In a group, articulate your goals and timeline.

Questions?

References

Thank You

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