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Glendon Digital Media Lab

- AIF cat 1, 2017-2018
- Support experiential education and digital literacy
- glendon.yorku.ca/digital-media-lab/
- Social media: @glmedialab
Digital storytelling: a tool to increase student engagement
The challenges of engaging students in their learning

• Engaging with the course material
• Lack of enthusiasm about "writing another essay"
• The difficulty of increasing student study time
Digital media: a tool to increase student engagement

- Narrative pedagogy
- Digital storytelling: a pedagogical tool
  - Simple & creative process
  - Storytelling, designed to be engaging
    - The audience
      - Outside the classroom
      - On multiple digital platforms
  - Citizenship engagement
Adding to traditional learning outcomes

- Based on research
- Has a thesis
- Demonstrates arguments

A digital media project can be supported by:
- an essay
- a bibliography
- or a script
- or a reflection

Digital storytelling encourages critical thinking, creativity and engagement
Digital literacy

• An essential competency
  • Find information
  • Manage information
  • Create messages
  • Share messages

«How can students genuinely contribute to 21st century discourse if they only know how to consume - but not produce across media?

Students should be able to produce what they consume.»

(Aria F. Chernik)

Source: https://sites.duke.edu/lamptwp/2014/09/28/why-i-teach-digital-literacy/
Visual literacy

• Visuality
• Embedding imagery and narrative

"Visuality has an important yet under-developed and under-theorized role to play in the relationship between learning, knowledge production, and the transmission in the university.

Tools like digital storytelling present one way to explore this dynamic by "embedding imagery and narrative" (Fletcher & Cambre)

Ethics & copyrights

• ‘Generic protocol: course related research involving human participants’ - one protocol for all students

• Learning objectives:
  • Understanding copyright
    • Images
    • Music & sounds
  • Digital citizenship
Experiential learning: examples of projects

- Videos
- Podcasts
- Social media posts (e.g.: Twitter)
- Website (blog or other)

Source: https://teachingcommons.yorku.ca/resources/experiential-education/
Technological literacy

• Tools:
  • Hardware
  • Software

Ressources
• glendon.yorku.ca/digital-media-lab/
• YouTube
• Lynda.com
How to assess these projects?

- With a reflection or
- Assess:
  - the research
  - the arguments - the thesis or the hook
  - Language
  - Duration/economy (the story is told with the right amount of detail throughout. It does not seem too long or too short)

- Assess audience engagement and creativity:
  - dramatic question (story arc)
  - sound quality/voice (consistency, conversational style)/pacing
  - Visual elements
  - Music
  - Awareness of audience (tone, vocabulary, audio, images fit the target audience)
  - Emotional content (Serious issues that come alive in a personal or powerful way and connects the story to the audience)
Source: Helen C. Barrett, «Researching and Evaluating Digital Storytelling as as Deep Learning Tool»
How can you integrate digital media and digital storytelling in your courses?

• What challenges do you face?
Ressources

- Glendon Digital Media lab website
  - Check out our digital storytelling ressources:
    - 10 videos workshop series on video creation and DST
    - Coming soon tips for podcasting
    - A bibliography
    - Additional textual and video ressources
    - And more to come

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