

Digital Storytelling

for Social Impact

Dr. Lisa Dush

Department of Writing, Rhetoric, and Discourse

November 12, 2015

Slides online: <http://www.lisadush.com/digital-storytelling-social-impact/>



(AKA)

I want **you**...

to partner with me in a
Provost's Collaborative
Research Fellowship

... with **digital storytelling** in its
core methodology

***digital story:* a short, personal video. The story blends voice with personal images, and it is typically composed in a facilitated group workshop, using inexpensive hardware and software.**



Joan's story



1. Facilitated Scriptwriting



2. Story Circle



3. Self-Produced Media



4. Screenings/Showings

As a faculty member in Writing, Rhetoric, and Discourse (WRD), I'm interested in questions like...

- How do stories and counterstories *mediate thought and experience*?
- What are the *best/most ethical* story production practices?
- How can rhetoricians teach community members to *better create and circulate persuasive arguments using stories*?

4 Ways That Academics Have Used Digital Storytelling...

1. Counternarrative Research and Dissemination

Example: [Hear Our Stories](#) | UMass Amherst + WGBY/StoryCenter



Aim: Discover and articulate new narratives about Puerto Rican teen parents in Holyoke, MA

Collaborating Disciplines: Community Health Education, Anthropology, Public Relations, Public Policy

Methods: Participant observation of digital storytelling process & showings; analysis of stories; interviews; historical research

2. Professional Socialization Research

Example: [Reality Shock in New Nurses](#) | University of Nottingham + Patient Voices



Aim: Use storytelling workshops to help new nurses reflect on their transition from school to work; make and evaluate new curriculum around nurses' stories

Collaborating Disciplines: Nursing, Education, Counselling

Methods: Textual analysis of new nurses' stories; content analysis of focus groups with nurse-storytellers; design of curriculum for nursing students; analysis of post-curriculum questionnaires given to nursing students

3. Civic/Mapping Initiatives

Example: [Mapping Our Voices for Equity](#) | University of Missouri + Creative Narrations



Aim: Explore data and stories together using an online mapping tool; connect changemakers to meaningful data and stories

Collaborating Campus-Based Orgs: Institute for People, Place and Possibility; Center for Applied Research and Environmental Systems; Community Initiatives

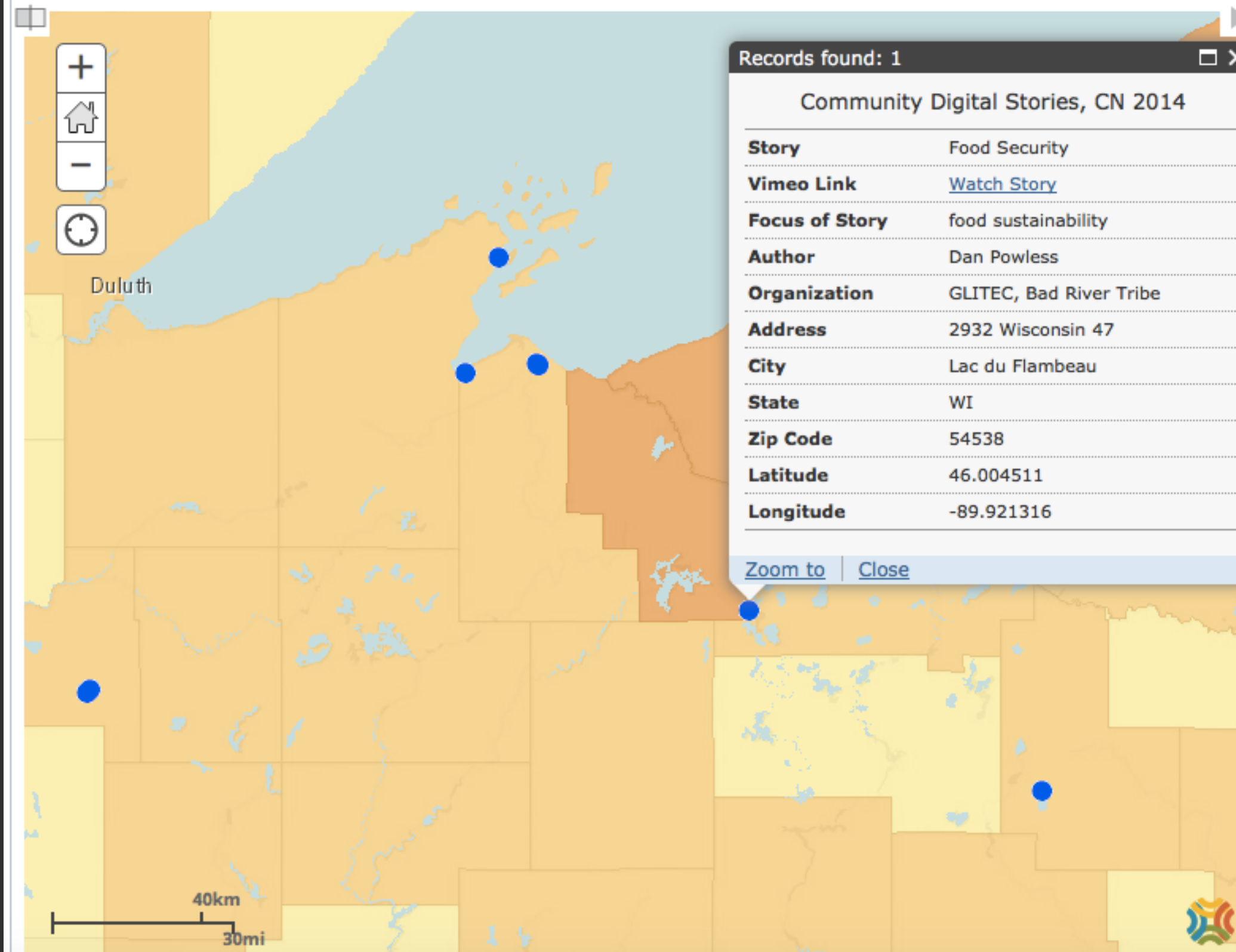
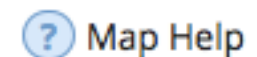
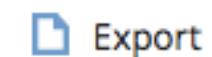
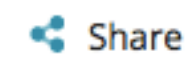
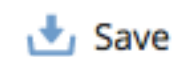
Methods: Use online tool to combine community stories with public data



Add Data

Map Gallery

Tools



Enter a location


Map Layers
☐ [Info](#) [Remove](#)
Mental Health Treatment Facilities, SAMHSA Nov. 2014
☒ [Label](#) [Info](#) [Remove](#)
Community Digital Stories, CN 2014

Transparency: 0%

☒ [Label](#) [Info](#) [Remove](#)
Food Insecure Population, Percent by County, Feeding America 2013
☒ Over 18.0%

☐ 15.1 - 18.0%

☐ 12.1 - 15.0%

☐ Under 12.1%

Data Geog: County ▾

Data Types: Percent ▾

Transparency: 30%

Reference Maps
☐ Highways

Tools

4. Dialogue Projects

Example: [The Guestbook Project](#) | Boston College



Aim: Encourage young people from conflicted zones to share stories; explore the question: How do you make the enemy the guest?

Collaborating Disciplines: Philosophy, Religion, Multimedia Art

Methods: Story production workshops; story contests; interdisciplinary seminars

How can digital storytelling and digital stories be used in academic projects?

- Stories can be *data*.
- Stories can *alter public or specialist discourse*.
- Digital stories and digital storytelling methodologies can be *givebacks* to research sites.
- Digital storytelling can be a *transformative methodology* for academic researchers.

Have a project in mind?
Let's talk!

ldush@depaul.edu