

Digital Stories/Video

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What is the process of Digital Storytelling?

Digital storytelling plays an important role in mass media. “Digital Storytelling (DST) is a method of delivering information to the audience. It combines narrative and digital media content infused with the multimedia elements. In order for the educators (i.e the designers) to create a compelling digital story, there are sets of processes introduced by experts. (Hussain, 2016)”

How could you tell that digital storytelling is effective?

You need to find a point of view. “The goal of digital storytelling is to allow a writer to experience the power of personal expression. Digital stories should be constructed from one's own experience and understanding. Using the first-person pronoun “I” rather than the more distant third-person point of view is essential. (Beverly, 2021)”

You have to ask a dramatic question. “A story that holds the attention of the audience has a dramatic question that is resolved by the end of the story. Story circle activities allow students begin to shape their stories into a text that rewards and surprises their audience. (Beverly, 2021)”

Make you give the emotional content. “The most effective digital stories evoke an emotion from the audience. We often see laughter, tears, and expressions of pleasure from the audience when digital stories are screened. An effective digital story works to pursue, discover, and communicate new understanding that is rooted in who we are as humans. (Beverly, 2021)”

Who is the intended audience?

The intended audience determines the idea of the target audience. “Your *target audience* is your intended audience. They are the group of readers that you want to read your document or

you expect will read your document. These are the people you are designing your document for. Your target audience should understand everything you write. (Hurley, 2020)”

What techniques do they use to attract the viewer's attention?

They need to manage it properly. “Before you jump into the first few scenes, you need to plan your video. What do you want the message to be? What’s the aim? The more specific you can be about the video’s goals before you start, the stronger your point will come across from the offset and the more likely your viewers are to stick with you. (Visual Message, 2016)”

They need to be considerate of other people. “When you’ve only got five seconds to impress, it’s tempting to go in all guns blazing to sell your company. But online viewers don’t respond well to messages that are too ‘markety’. So, be authentic and don’t make your video simply about increasing sales – your audience doesn’t want to be sold to, they want to be engaged. (Visual Message, 2021)”

They need to find the hooked. “Now that you’ve grabbed your viewers’ attention you need to keep them hooked. Present information in a logical way with a conversational script so viewers can easily understand your point. Then, think about the Reticular Activating System (RAS) factors we mentioned earlier, like using novelty by introducing something humorous or unknown throughout the video. (Visual Narrative, 2021)”

What do you think the goals were of the creator?

The development of goals provides you to organize your plans in digital storytelling. “Set goals for your planning process. These goals help to track your progress and provide a snapshot of the project from start to finish. Your goals can include items like finishing an outline or

finding a tool or resource. Simple goals will help keep this project manageable. (SAMHSA, 2016)”

How could a video or story contribute to an organization's social media campaign?

You need to be aware of your social media brand. “Your business can improve brand awareness through social media by posting your campaigns on a variety of platforms. You can also use specific hashtags and provide followers with incentives for sharing your content and tagging their friends. (Baker, 2018)”

You have to interact with your audience. “Connecting with your audience is important in all types of marketing. In a world with growing distractions and diminishing patience, effective marketing tactics are more important than ever. The good news is that social media has made it easier to connect with potential customers anywhere around the world. (Baker, 2018)”

You have to gain the social media traffic website. “Social media is a great way to boost website traffic. Simply putting your website in your profile bio helps guide users to your site where they can learn more about your company or a specific product. Customers have little patience and lose interest quickly. By including the URL in your bio, you will avoid any confusion and keep things simple for your potential customers. (Baker, 2018)”

If the video option is selected instead of creating a podcast, what would your plan be for creating a video or digital story this semester?

My plan will be is to develop content to find an idea. “The content needs to be relevant, your tone needs to be tailored to your audience, you need a good idea, and you need to execute in a way that users can easily consume, all while staying within budget. (McCandless, 2021)”

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