



# **HerStory is Our Story**

## **The Value of the Personal Narrative in Participant Engagement**

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Conference

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NSF Grant Number:



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# Introductions

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## About You

- Name
- Organization/institution
- Role vs. title
- Years in field
- Research interests
- Advice to younger self regarding industry

## About Us



# Overview

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## Learning Objectives

- Gain new knowledge about media and technology tools that enhance programming efforts
- Learn about measurement tools for designing meaningful curriculum that meets audience expectations and for monitoring project impact
- Experience the power of storytelling as a tool for advocacy

## Rules of Engagement

- Reflect
- Ask
- Share

# Digital Narratives

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## Overview

- Combining the art of telling stories with a variety of digital multimedia
- Not a new concept
- Center for Digital Storytelling

The Seven Elements of Digital Storytelling

1. Point of View
2. A Dramatic Question
3. Emotional Content
4. The Gift of your Voice
5. The Power of the Soundtrack
6. Economy
7. Pacing

STORYCENTER

LISTEN DEEPLY... TELL STORIES

# Digital Narratives

## Overview

- **Digital Storytelling as an Effective Instructional Tool for Teachers**
  - Use of anticipatory sets at the beginning of a lesson to help engage students in the learning process (Burmark, 2004; Ormrod, 2004)
  - bridge between existing knowledge and new material (Ausbel, 1978)
- **Digital Storytelling as an Effective Learning Tool for Students**
  - use of multimedia in teaching helps students retain new information as well as aids in the comprehension of difficult material (Hibbing and Rankin-Erikson, 2003) and (Boster, Meyer, Toberto, & Inge 2002)



# Digital Narratives

## Overview

- **Digital Storytelling as an Effective Tool for Advocacy**
  - DS has been used to empower marginalized populations and engage them in community-based initiatives (Stack, Magill, McDonagh, 2004; Wang, 1999, Wilson, 2006)
  - University of Colorado DS Research Findings:
    - The value of learning and using innovative participatory methods to build cultural responsiveness and a greater awareness of other cultures, ethnicities, and age groups
    - Benefits of community outreach and taking steps to specifically involve diverse voices
- **Research being Conducted to Demonstrate the Impact of Digital Storytelling**
  - University of Houston's Laboratory for Innovative Technology in Education (LITE)
  - Helen C. Barrett, The REFLECT Initiative



# Digital Narratives

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## Activity

### 1. Pair up

### 2. Story prompts

1. What single experience most shaped who you are? Describe the experience in a single, vivid scene.
2. How has your identity changed over the course of your life? Write a scene from your teenage years that epitomizes the type of person you were, and then write a scene from recent life that shows how you've changed.
3. Tell the story of a location. Possibly one that is very close to your heart that you already know well, or a new one that inspires your curiosity. Pay particular attention to your own connection to the location, however small or large that connection may be.
4. Tell the story of an important long-term goal you have accomplished.

### 3. Assign a storyteller and a listener

4. **Storyteller: develop and tell your story (3-5 minutes). Try to include the elements of storytelling**
5. **Listener: provide feedback (1-2 minutes)**
6. **Reverse roles and repeat step 4 & 5**

# Story Options

1. What single experience most shaped who you are? Describe the experience in a single, vivid scene.
2. How has your identity changed over the course of your life? Write a scene from your teenage years that epitomizes the type of person you were, and then write a scene from recent life that shows how you've changed.
3. Tell the story of a location. Possibly one that is very close to your heart that you already know well, or a new one that inspires your curiosity. Pay particular attention to your own connection to the location, however small or large that connection may be.
4. Tell the story of an important long-term goal you have accomplished.



# Digital Narratives

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- **Content**

- A research study to leverage the power of storytelling as a tool for education, community, mobilization, and advocacy
- A compilation of digital stories featuring conference speakers and participants.

- **Intended Use**

- Institutional memory
- Advocacy
- Marketing

- **Process**

- Pre-production
  - Assembling the team
  - Researching the subjects
  - Developing Questions
  - Planning logistics
- Filming
- Post-production
  - Transcription
  - Coding
  - Storyline

[2016 Conference](#)

[2017 Conference](#)



# Digital Narratives

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Digital storytelling is an **assets based** pedagogy where students can bring their **own cultural knowledge and experience** to the fore, including their **skills and comfort with technology**, to transform their thinking and empower themselves. The multiple creative languages of digital storytelling – writing, voice, image, and sound – encourage historically marginalized subjects, especially younger generations, to inscribe emerging **social and cultural identities** and **challenge unified cultural discourses** in a new and exciting way. As a hybrid form, digital storytelling mirrors and enables the conceptual work of constructing new understandings of identity and places of belonging. (Benmayor, 2008)

# Strategy Session

## Objectives

- Specific takeaways
- Relationship building
- Commitments
- Activators



# Strategy Session

## Delphi Method

- **Structured group communication = useful results**
- **Used to conduct studies that focus on goal setting, policy, future events, and technological innovation (Hsu and Sandford, 2007)**
- **Used in a range of fields include mental health, vulnerability analysis, and economics (Ferri et al., 2005; Kienberger, et al, 2009; Landeta, 2006).**
- **Four distinct phases adapted for the conference (Linstone and Turoff, 1975)**
  - Phase 1: Exploration of the issue under discussion. During this phase, each respondent contributes information s/he feels is pertinent to the issue.
  - Phase 2: Reaching an understanding of how the group views the issues (i.e., where the respondents agree or disagree on the how to scale pilot projects)
  - Phase 3: Exploring the underlying reasons for the differences of opinion and evaluating them. If there is significant disagreement in Phase 2, then that disagreement is examined in this phase.
  - Phase 4: Analyzing and evaluating all previously gathered information to generate conclusions and emergent themes

# Strategy Session

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## Delphi Method – Pre Evaluation

- One of the pre-survey questions asked participants to describe what they expected to get out of the conference.
  - Many of the pre-survey respondents mentioned attending the conference to obtain more information on entrepreneurship and STEM opportunities.
  - A number of participants stated that they wanted to learn new things related to entrepreneurship, challenges in entrepreneurship, and ways to get involved
- The conference pre-survey responses indicated that 57% were already involved in a program or initiative that helps to increase the number of women of color in STEM Entrepreneurship. Of those participants, 71% indicated that they would be willing to share information about or establish a collaboration on that program.
- Many pre-survey respondents (40%) stated they were attending the conference to network and to hear from other, more experienced women of color—their stories and perspectives.

# Strategy Session

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## Delphi Method – Guiding Conversation

- **What/So What/Now What**
- **Describe current state of STEM in your organization or institution.**
- **Why do these challenges need to be addressed?**
- **How can our institutions address these challenges? How can we, as a collaborative, engage in partner initiatives? How can we, as individuals, contribute?**

# Strategy Session

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## Delphi Method – Post Evaluation

- **Most useful aspect of the conference: Strategy session and the collaboration networking that occurred during that session.**
- **From my perspective, the program is strategically planned to benefit a wide scope of people.**
- **In one evaluation question—whether participants increase their knowledge of entrepreneurship and STEM opportunities—the majority of participant feedback (72%) from both the post survey and in the videotaped interviews showed that they did learn more about entrepreneurship and STEM opportunities.**
- **Another evaluation question was whether conference participants increased their ability to collaborate and network with other participants, and the post-survey responses and conference interviews showed that the majority (70%) found this to be the most useful conference outcomes.**

# SWOT Analysis

From the view of PI's and Project Coordinator

	Strengths	Weaknesses	Opportunities	Threats
Digital Narratives				
Strategy Session				



# Thank You

## Contact Us

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