DiOtherCITY

Co-funded by the Erasmus+ Programme of the European Union

Engaging Your Audience with Local Communities

The aim of this unit is to share the use of an innovative curriculum that combines engaging project-based learning with ways to encourage the participation of the communities identified.

www.diothercity.eu | #DiOtherCity

The #DiotherCity project is co-financed by the ERASMUS+ programme of the EU (June 2021 to May 2023).
Its content reflects the views of the authors, and the European Commission cannot be held responsible for any use which may be made of the information therein. (Project code: 2020-1-ES01-KA227-ADU-095512).

LES APPRIMEURS

arteria foundation

CEPS Projectes Socials
http://www.asceps.org

CITIZENS IN POWER

LogoPsyCom

MULAB

This unit talks about:

Co-funded by the
Erasmus+ Programme
of the European Union

1) The use of digital storytelling and gamification as engagement strategies.

2) A brief showcase of examples.

The #DiotherCity project is co-financed by the ERASMUS+ programme of the EU (June 2021 to May 2023).
Its content reflects the views of the authors, and the European Commission cannot be held responsible for any use which may be made of the information therein. (Project code: 2020-1-ES01-KA227-ADU-095512).

The use of digital storytelling and gamification as engagement strategies

Co-funded by the Erasmus+ Programme of the European Union

Digital storytelling is a form of narrative, often with the aim of entertainment, that reaches its audience via digital technology, media and social media.

Interaction is one of its key features.

Please note:

Not all the digital entertainment content you find online is interactive, though all of the most efficient contents aimed at public engagement have some form of interactive elements, which allow the public to have different levels of choice and control.

The #DiotherCity project is co-financed by the ERASMUS+ programme of the EU (June 2021 to May 2023).
Its content reflects the views of the authors, and the European Commission cannot be held responsible for any use which may be made of the information therein. (Project code: 2020-1-ES01-KA227-ADU-095512).

The use of digital storytelling and gamification as engagement strategies

Co-funded by the Erasmus+ Programme of the European Union

Interaction in digital storytelling is often achieved succesfully through gamification.

Correctly applying gamification to the digital environment of narrative entertainment certainly requires a bit more effort than focusing solely on narration, but the gain in terms of engagement is usually maximised.

This enhancement happens without interfering with the essence of what a story is: a narrative that shows characters in a series of events, following the action from a beginning to an end.

The #DiotherCity project is co-financed by the ERASMUS+ programme of the EU (June 2021 to May 2023).
Its content reflects the views of the authors, and the European Commission cannot be held responsible for any use which may be made of the information therein (Project code: 2020-1-ES01-KA227-ADU-095512).

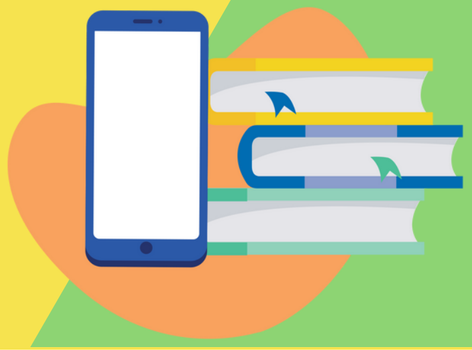
LES APPRIMEURS
arteria foundation
CEPS Projectes Socials
http://www.asceps.org
CITIZENS IN POWER
LogoPsyCom
MULAB

The use of digital storytelling and gamification as engagement strategies

Co-funded by the Erasmus+ Programme of the European Union

A story can be a work of fiction, as well as non-fiction or reports of true stories and topics, such as documentaries.

Sometimes a story is something that is make-believe, though this is not necessarily always the case. Digital storytelling can be an effective medium for educational, informative or commercial purposes, as well as for pure entertainment for the public.



The #DiotherCity project is co-financed by the ERASMUS+ programme of the EU (June 2021 to May 2023).
Its content reflects the views of the authors, and the European Commission cannot be held responsible for any use which may be made of the information therein. (Project code: 2020-1-ES01-KA227-ADU-095512).

The use of digital storytelling and gamification as engagement strategies

Co-funded by the Erasmus+ Programme of the European Union

Digital storytelling combined with gamification is used to provide a wide variety of entertainment experiences. This variety includes tools such as:

Online role-playing games involving from a few to thousands of players

Interactive cinema on full scale theatrical movie screens.

Virtual reality simulations

Action games on mobile devices

Artificial intelligence

The #DiotherCity project is co-financed by the ERASMUS+ programme of the EU (June 2021 to May 2023).
Its content reflects the views of the authors, and the European Commission cannot be held responsible for any use which may be made of the information theirin. (Project code: 2020-1-ES01-KA227-ADU-095512).

LES APPRIMEURS · arteria foundation · CEPS Projectes Socials http://www.asceps.org · CITIZENS IN POWER · LogoPsyCom · MULAB

The use of digital storytelling and gamification as engagement strategies

Co-funded by the Erasmus+ Programme of the European Union

These forms of entertainment may seem different from each other, though they can easily reveal strong similarities in the use of storytelling and/ or gamification strategies.

Within our purpose of creating a digital urban tour, we will look at games, in particular scavenger hunts, as tools for engagement, exploring the close link between games and digital storytelling.

The #DiotherCity project is co-financed by the ERASMUS+ programme of the EU (June 2021 to May 2023).
Its content reflects the views of the authors, and the European Commission cannot be held responsible for any use which may be made of the information theirin. (Project code: 2020-1-ES01-KA227-ADU-095512).

Showcasing some examples

Co-funded by the Erasmus+ Programme of the European Union

In this unit we went through a brief introduction on the use of digital storytelling and gamification as engagement strategies. Now, let's go see these aspects in practice.

In the resource "Digital Storytelling & Gamification in Practice", you will find some videos to compare and some questions that may help you to focus on relevant aspects while watching the materials.

After viewing the video material, continue with the next unit, in which we will go deeper into how digital storytelling and gamification work.

The #DiotherCity project is co-financed by the ERASMUS+ programme of the EU (June 2021 to May 2023).
Its content reflects the views of the authors, and the European Commission cannot be held responsible for any use which may be made of the information therein. (Project code: 2020-1-ES01-KA227-ADU-095512).