



Digital Storytelling & Gamification in Practice

In the unit "Engaging Your Audience with Local Communities", we went through a brief introduction to digital storytelling and gamification as engagement strategies.

Now let's dive into some practical examples. Have a look at the videos through the links below and compare them on your own. Afterward, you will find some questions that may help you to focus on relevant aspects while watching the materials.

Gamification, people moving around looking for Pokemon

1



If you have issues opening the link, copy and paste the following URL to your browser:
https://www.youtube.com/watch?v=gN6YvwAQNE4&ab_channel=BrandonTan91



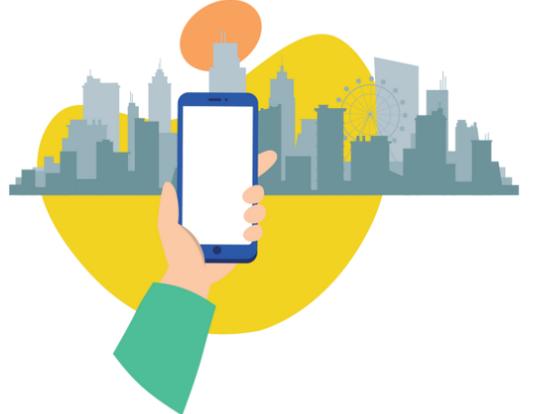
Discover the Real DC, a campaign highlighting the non-political side of Washington, D.C

2

If you have issues opening the link, copy and paste the following URL to your browser:
<https://www.youtube.com/watch?v=qLzszasXBjI&t=54s>

Netherlands old town walkabout- Youtube slideshow video

3



If you have issues opening the link, copy and paste the following URL to your browser:
https://www.youtube.com/watch?v=RhIKdpxYVdA&ab_channel=DonDrews



Kusadasi Old Town Walkabout- Kuşadası Kalıcı Streets Youtube vlog

4

If you have issues opening the link, copy and paste the following URL to your browser:
https://www.youtube.com/watch?v=1G4JFP-2NNw&ab_channel=KusadasiLife

Switzerland is only fun if you are rich Tiktok

5



If you have issues opening the link, copy and paste the following URL to your browser:
https://www.tiktok.com/login?redirect_url=https%3A%2F%2Fwww.tiktok.com%2F%40howtoswitzerland%2Fvideo%2F7056515140249718021%3Fis_from_webapp%3D&lang=en&enter_method=mandatory

Eindhoven city tour Tiktok

6

If you have issues opening the link, copy and paste the following URL to your browser:
https://www.tiktok.com/login?redirect_url=https%3A%2F%2Fwww.tiktok.com%2F%40veerle_schakeraad%2Fvideo%2F7042326756568599814%3Fis_from_webapp%3D1%26sender_device%3Dpc%26web_id7004454614977037829&lang=en&enter_method=mandatory



In your opinion...

- What are the common aspects of these videos?
- What are their strengths?
- What kinds of stories are they telling?
- Who or what is telling the stories?
- What are the recognisable narrative styles?
- Do they have different styles of narration?
- Do they use the same format?
- What are the digital tools used?
- ...

A little challenge!

Find at least one online piece of content

that shows similarities with each example and at least one that shows different styles of storytelling or gamification formats.