



DIGITISATION: ECONOMIC AND SOCIAL IMPACTS IN RURAL AREAS

# Digital Storytelling

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# What is Digital Storytelling?

- Developed as means of engaging community members in artistic practice, later used in higher education and research
- Practice of using multimedia tools to bring stories to life
- Can include digital elements of audio (voice, music, sounds), video and images (photos, illustrations, maps etc.)
- These elements are combined to produce a digital (video-based) output typically between 2-5 minutes long
- Shared to diverse audiences on various platforms (social media platforms, websites etc.)
- Practiced in many settings including in teaching, research, the Arts, community engagement etc.



# Why digital stories?



- Creative approach that engages researchers and participants
- Allow individuals to share stories from their own perspectives
- Digital stories are compelling and accessible
- To reach a broader audience
- Can be used to share:
  - Ideas and concepts
  - Background to the research
  - Research findings
  - To make an argument



# Digital Storytelling tools



- Created using digital tools including hardware (phone, tablet, PC) and software (apps)
- Software/apps include WeVideo, InShot, iMovie, Final Cut etc..
- You may already have access to software or apps that you prefer to use, or you may wish to try out one of these suggestions





# The stages of creating a digital story

1. Develop  
idea/proposal

2. Research/explore

3. Write the script

4. Storyboard (plan)

5. Gather materials  
(audio, video, images  
etc.)

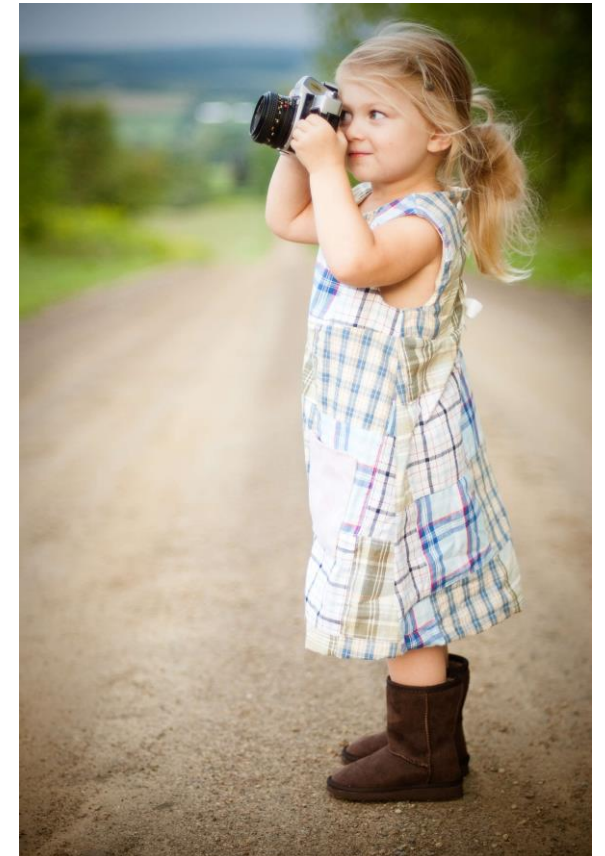
6. Put it all together

7. Share

8. Feedback

# Gathering materials

- The building blocks of a digital story are multimedia and can include:
  - Images
  - Audio
  - Video
  - Graphics
  - Text etc.
- Stakeholders/research participants can help you to gather materials
  - Before the workshop (their own photos and video taken in the past or deliberately gathered for this exercise)
- Gather materials yourself (e.g. photos taken in your research locality, or found online)
- Use free online resources e.g. Pixabay (images), Uppbeat (music) – use royalty free materials!



# Example – from the H2020 AgriLink project



[Impartial Advice - AgriLink Digital Story \(wevideo.com\)](https://wevideo.com)



## How to make a Digital Story:

[https://www.youtube.com/watch?v=LVKe05IIR\\_A](https://www.youtube.com/watch?v=LVKe05IIR_A)





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