digital storytelling at QUT

Images from Finding a Voice, YIRN and Sharing Stories

A survey of digital storytelling projects and activities :

QUT Creative Industries Faculty 2004-2008

Prepared by Therese Nolan-Brown 10 May 2008
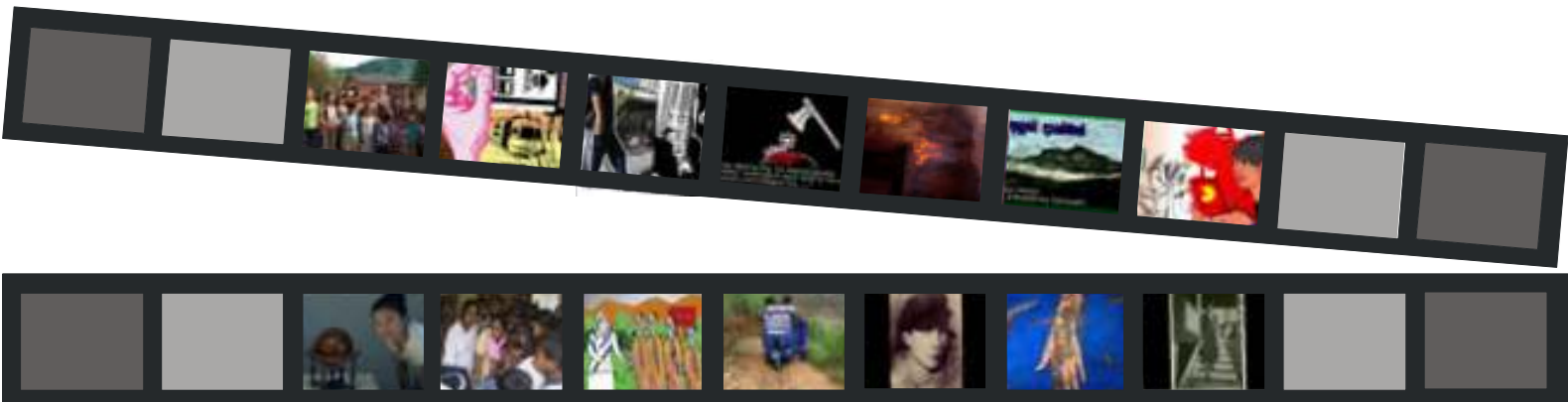
Purpose

This survey consolidates and documents projects, publications and media produced through digital storytelling activities at QUT since 2004, with a view to informing the strategic development of digital storytelling practices and programs at QUT.

The survey establishes a structure for ongoing documentation and archiving of QUT digital storytelling projects and will profile QUT activities and approaches nationally and internationally through the *digital storytelling at QUT* website.

Context

This survey will be launched on 16 May 2008 on the new *digital storytelling at QUT* website as part of the International Day of Sharing Life Stories.

The International Day for Sharing Life Stories is organised by the Museum of the Person International Network (Brazil, Portugal, USA and Canada) and the *Center for Digital storytelling (*USA).

The day provides an opportunity for organisations and practitioners around the world to celebrate the power of life stories and to share their digital storytelling projects.

As part of the day's program, QUT's Creative Industries Faculty is hosting an event to showcase its digital storytelling activities and to launch a focussed capacity building initiative, *digital storytelling at QUT,* which aims to support applied research and development of co-creative media in the faculty and beyond.

Digital storytelling - Form

Digital storytelling is a multimedia form used in a collaborative learning workshop to facilitate self authoring of a personal story. Participants create short autobiographical films that can be streamed on the World Wide Web, broadcast on television and downloaded to mp3 players. Stories can also be burned onto CDs and DVDs.

Digital storytelling - Practice

Digital storytelling is emerging as a powerful means of communication and cultural participation around the world. It brings together expert and non expert creative practitioners, who work together to create first person narratives for a wide and growing range of purposes, including self expression, literacy, community engagement and public communication. This form of co-creative media takes advantage of newly accessible technologies but is based in the ancient and universal tradition of storytelling.

The method is often used as part of efforts to promote community engagement, media literacy and self representation and has proved to be an effective way of connecting professional expertise with the rich and interesting stories that ordinary people have to tell.

Survey Overview

The CIF faculty has indentified digital storytelling as a unique practice which employs creative engagement processes to develop community capacity. The faculty has become a leading centre of digital storytelling research and practice internationally. Over the years different ways of working with and adaptations of the digital storytelling approach have emerged within the faculty and its associated research centres, including the ARC Centre of Excellence for Creative Industries & Innovation (www.cci.edu.au). This survey attempts to capture this range of digital storytelling practices.

History

Digital storytelling was initiated at QUT through the initiative of Distinguished Professor John Hartley. He brought well known UK based digital storytelling expert Daniel Meadows to the Faculty to run a train-the-trainers workshop in 2004. For more information about Daniel Meadows see www.bbc.co.uk/wales/capturewales/conference/danielmeadows.

The Meadows method of digital storytelling practice is influenced by the founders of the *Center for Digital Storytelling at* Berkeley, Joe Lambert and the late Dana Atchley. Daniel Meadows was inspired by Atchley and he adapted their approach to digital storytelling to work with BBC Wales. He launched 'Capture Wales,' which conducts community-based workshops in digital storytelling with ordinary people. Their stories are uploaded to the BBC website and some are broadcast on BBC Wales TV and radio (www.bbc.co.uk/wales/capturewales).

In April 2004 Daniel Meadows visited QUT to present his methodology. A group of researchers was trained in this form of digital Storytelling. These trainees went on to use this approach in a range of ways.

Eighteen months later, in November 2005, John Hartley and Jo Tacchi convened a follow up masterclass with Daniel Meadows, part funded by iCi (www.iCi.qut.edu.au) and the Australian Research Council (ARC). Hartley and Tacchi were interested in working with Meadows and a group of QUT researchers and key practitioners across CIF disciplines (performance innovation, theatre, acting, music, dance, film and TV, and so on) to explore how the 'BBC model' for digital storytelling might be extended. The week long masterclass also started to investigate the level of interest in, and potential for, applications for digital storytelling practices at QUT.
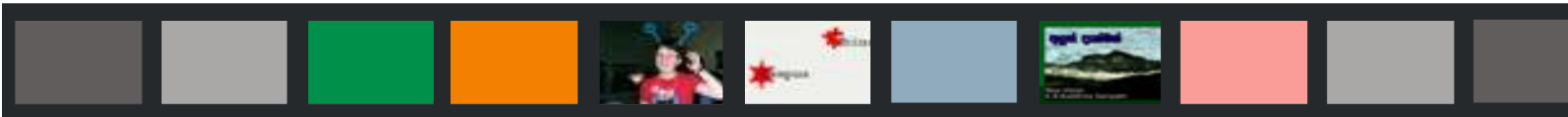
Research

Since 2005 Creative Industries Faculty researchers have adapted digital storytelling techniques for use in a variety of research contexts including heritage, youth welfare, health, and international development, in collaboration with a range of external partner organisations.

Digital storytelling initiatives at QUT have produced more than 300 digital stories presented on the World Wide Web, broadcast on community media, released on DVD or exhibited in various forms. In addition CIF researchers have produced numerous journal articles, conference papers and books reporting the outcomes of research projects utilising digital storytelling in research.

Story Circle, a survey of digital storytelling around the world, edited by John Hartley and Kelly McWilliam, will be published by Blackwell in 2008.
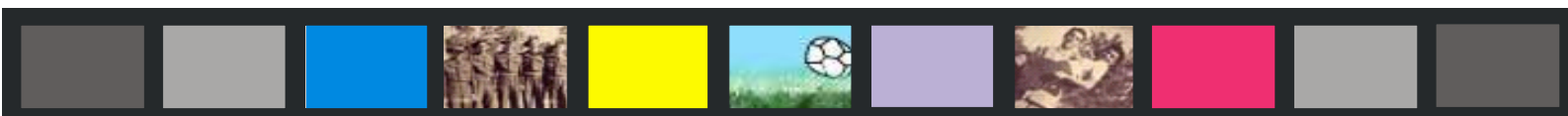
Teaching and Learning

As a result of research activity the Creative Industries faculty is now well positioned as a leading site for teaching and learning in digital storytelling. Faculty research activity in digital storytelling has generated interest in adapting the form for use in undergraduate and postgraduate Creative Industries curriculum and in service teaching, including short courses for external clients.

Other projects: external consultancies

In addition to research and teaching activities, digital storytelling has also been pivotal in a number of commercial research activities. QUT researchers Helen Klaebe and Jean Burgess have been engaged as independent consultants by several government bodies and cultural institutions in Queensland and elsewhere to incorporate digital storytelling into participatory engagement programs.
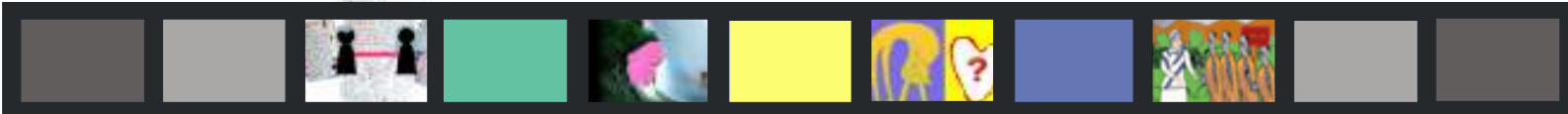
In 2007, the State Library of Queensland engaged Klaebe and Burgess to undertake a major strategic review of digital storytelling and oral history in the Heritage Collections area. Helen Klaebe's company **Creative Narrations Australia** has also been engaged by external commercial clients to undertake digital storytelling and oral history projects.

Scope of survey : digital storytelling at QUT

This survey briefly describes digital storytelling activities undertaken by Creative Industries research intensive and teaching staff in a range of contexts between April 2004 and April 2008 including :

Projects undertaken by QUT:
- Funded research and development projects
- Research consultancies
- Community engagement consultancies
- Teaching and learning: Undergraduate, Postgraduate and Service Teaching

 In addition this survey includes:
- A list of publications on digital storytelling by Creative Industries staff 2004-08.
- A list of digital stories produced and facilitated by CIF staff in the same period.

Information Sources

In compiling this survey the following information sources were consulted:
- Project websites, conference papers, journal articles, books and theses, written by key QUT researchers engaged in digital storytelling practices.
- Curriculum documents including unit outlines and evaluation data and reports.
- Key CIF staff including project leaders and facilitators.

As part of the survey the following information has been documented.
- Methodologies used in each project
- Working definitions of digital storytelling: project facilitators' and leaders' own definitions
- Practical approaches to undertaking projects and workshops
- Perspectives on forms of and applications for digital storytelling
- Evaluation and outcomes
- Copyright status of materials and stories
- Location and availability of stories
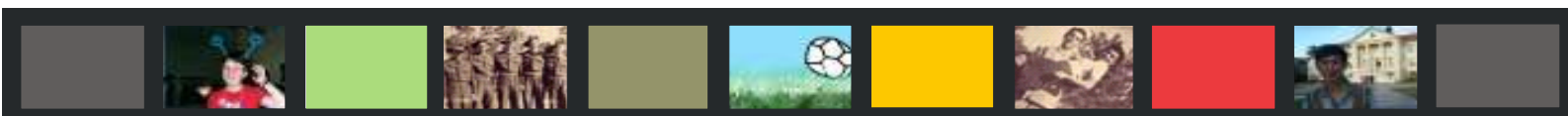
Metadata :

Each project is listed and documented using the following metadata elements.
Project Title
Project Website
Date/Timeframe
Key people
Location
Funding
Partners /Clients
Description
Aims + Objectives
Methodology
Approach (digital storytelling)
Form (digital storytelling)
Outcomes
List of digital stories produced
Copyright Status
Location of stories
Sources
Publications

This method provides a mechanism for:
- archiving the projects into the proposed digital storytelling repository/database
- transferring information into appropriate formats for promotional and marketing purposes

Digital stories produced at QUT 2004-2008

A full list of projects (by type) included in this survey follows:

Funded Research and Development

Masterclasses – Daniel Meadows and CIF staff - 2004 and 2005

The Youth Internet Radio Network (YIRN) - 2004-2006

Fanchong - 2005

Sharing Stories - 2004-2006

Finding a Voice - 2006-2009

New Literacy: New Audiences - 2005-2008

Research Consultancies

State Library of Queensland - Oral History and Digital Storytelling Review - 2007

Community Engagement Consultancies

Queensland Museum *Journeys of Understanding-*2007

Queensland Museum: *Queensland Backyards -*2007

Surestart: Weston-super-Mare, Somerset, UK. Workshop - 2006

Workshop as part of Flying Arts *Experience the Arts -*2007

North Lakes Pathways program - 2006

Gold Coast City Council - 2008.
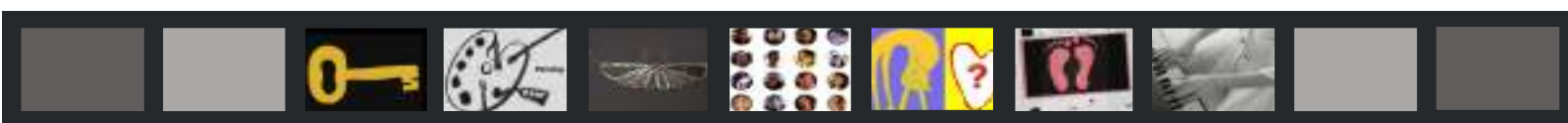
Teaching and Learning

KCP 403 Creative Industries Applied Research (2007 and 2008)

KWB 201 Creative Writing Digital Media 2007 (adapted from KCP 403 by Craig Bolland*)*

World Health Organisation Fellows Workshop. QUT Faculty of Health. 2007
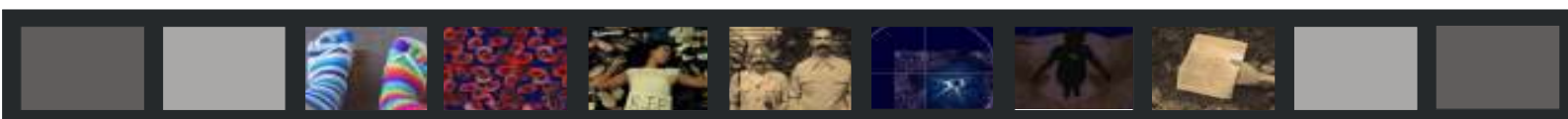
Funded Research and Development

Project   **Masterclass Daniel Meadows**

Date   November 1-8 2005

Key People   Convenors**:** John Hartley and Jo Tacchi

Location   QUT: CIF Creative Industries Precinct

Funding   Sponsored by iCi (www.iCi.qut.edu.au) and the Australian Research Council (ARC)

Description

Digital storytelling practice at QUT was introduced to QUT by Distinguished Professor John Hartley, who brought well known UK based digital storytelling expert Daniel Meadows to the Creative Industries Faculty in 2004 to conduct a train-the-trainers workshop.
www.bbc.co.uk/wales/capturewales/conference/danielmeadows

This was followed, 18 months later by a week long masterclass which brought together a team of active digital storytelling researchers with other key practitioners across CIF disciplines (Performance Innovation, Music , Drama, Film and TV, Dance and so on) to experiment and explore possible applications for digital storytelling practices at QUT and to extend the digital storytelling form.

Participants

Twenty five CIF staff including the Dean Professor Susan Street and representatives from:

- iCi ; Performance Studies; Film and TV; Media and Communication; Drama ; Communication Design; Music.

Aims

To explore applications for self-created media in contemporary society.

- To consider relevant questions as part of the exploration processes:

    o *Philosophical*: what is QUT aiming to achieve in the context of digital literacy and socio/cultural development?

    o *Pedagogical:* social elites and digital citizens?

    o *Poetics of the form:* self-expression or communication?
      Presentation of amateur contributions into broadcast quality rich content?

Methodology

Workshops:

Day1 and 2 focussed on the 'story circle' - devising stories and scripts to generate personal stories through teams of 2-3. Teams were mixed in terms of disciplinary backgrounds. Each team decided on a genre which was a deliberate break from the conventional personal story self expression approach. Genres chosen included drama, comedy, documentary, promotional, 'beautiful object', and so on.

These stories were produced by the teams, another break with the conventional approach to digital storytelling as practiced by the BBC and the Californian Centre whereby an individual creates the digital story, aided by the workshop trainers.

The masterclass was documented to facilitate the reporting of outputs for research and training.

Days 3-5: Content gathering
Days 6-7: Editing
Day   7: Screening of stories at iCi public lecture
Day   8: Debrief and reflections; documented with a view to producing research, training, writing, publication and creative outcomes.

Outcomes

16 Digital stories produced

Reflection by participants provided ideas for further development:

- digital storytelling research projects

- Identification of communities of interest

- Expressions of interest in participating in International events including : *In the First person* A conference organised and hosted by the Australian Centre for the Moving Image in 2006.

Development of broad aims for the future growth of digital storytelling practice through CIF

To prototype different narrative and technical forms
Explore issues of distribution
Survey existing genres of digital storytelling
Develop manuals and portals to build on process
Investigate digital storytelling as literacy; cultural utility; citizen consumer relationship
Investigate community-based participation
Deploy community-based media for development
Investigate how new media fits within the history of literacy

Location of Digital stories

Archive (external HD) 16 Stories held QUT CIF digital storytelling archive
DVD: 16 stories

Copyright Status

Permission required from QUT CIF staff to use their stories required was secured :

Sources :

Hartley, J, & Tacchi, J. (2005). Digital Storytelling: Where Next? A Reflective Creative Masterclass with Dr. Daniel Meadows.*Unpublished.*

Rennie,E, & Hartley,J.(2005) The story so far: digital storytelling narrative and the new literacy. *Unpublished*

Queensland University of Technology*,* (2008) *E prints*, *John Hartley record .*Retrieved 10 April 2008,from http://eprints.qut.edu.au/view/person/Hartley,_John.html

Meadows,D, (2008) Photobus .Retrieved 10 April 2008,from http://www.photobus.co.uk

Project	**Youth Internet Radio Network (YIRN)**
Project Website	http://cirac.qut.edu.au/yirn
Date + Timeframe:	January 2004 -2006
Key People	
Leaders:	Professor John Hartley (Chief Investigator)
	Professor Greg Hearn (Chief Investigator)
	Associate Professor, Jo Tacchi (Senior Research Associate)
Workshop trainers	Tanya Notley (Research Associate)
	Jo Tacchi
	Jean Burgess
	Mat Kesting
	Mark Falllu
Locations	
Urban/Suburban:	Ipswich; Carole Park; Zillmere; Brisbane City
Regional:	Townsville; Cairns; Cherbourg; Tairo
Remote:	Mount Isa; Napranum (Cape York Peninsula)
Funding	Australian Research Council Linkage Grant (ARC)
	Office of Youth Affairs
	Arts Queensland
	Brisbane City Council
	Qld Music Network

Schools and Community Organisations

In 2004 the Youth Internet Radio Network project established ten partnerships to facilitate and promote the project and workshops across Queensland.

Visible Ink Space, Fortitude Valley QLD 4006 www.visible-ink.org
Visible Ink Space, Zillmere QLD www.visible-ink.org
Elorac Place, Carole Park Community Centre-www.commit.org.au/eloracplace
Lead On-Ipswich www.leadon.com.au
Tiaro Shire Council -www.tiaro.qld.gov.au
Cherbourg State School- www.cherbourss.eq.edu.au
Turning Point Youth Services-Mount Isa
Graft 'n' Arts, Cairns www.cairns.qld.gov.au
Arts In Cities Project, LaLuna Youth Arts Townsville www.lalunanq.com
Cape York Digital Network (CYDN) Napranum Cape York www.cydn.com.au

Description

In January 2004 the Creative industries Research and Application Centre (CIRAC) at QUT established Youth Internet Radio Network (YIRN): A state-wide research and application project involving partnerships with urban, regional, and remote communities at ten sites across Queensland.

YIRN aimed to engage young people in the use of new media (ICTs) for creative expression. Workshops facilitated the creation of approximately 52 digital stories by between three and twelve young people in each place. The YIRN project website was designed as an open architecture platform for experimentation, dissemination and exploration of the potential of streaming technologies, to network young people across Queensland (Hearn *et al*. 2008 in press, chapter 8)

The digital stories were intended to populate the project website, and encourage young people to engage in similar forms of self-expression on the site, and comment on each other's stories. In practice, the website failed to take off due to technical issues, but the Digital stories and workshops were well received by those communities who took part, and some were exhibited on the QUT *smart train* 2005, and used to produce a YIRN DVD.

Process/Activities

YIRN involved two main activities:

- Facilitation of 'content creation' training workshops for participating young people

- Development of a website to host creative content and act as a communication platform for young people (Sticky.net.au)

Two rounds of workshops provided training in:

- Digital storytelling: story writing, script creation, photography, audio, video and image editing; Participants created short personal stories about their lives and interests.

- Radio and Music production (working with *Speak Out*, a youth training organisation)

52 digital stories were made by young people in the 4-5 day workshops. Screenings were held in local communities attended by family and friends

Aims:

- connect young people across Queensland through the use of new media technologies
- facilitate training in creative uses of new media technologies
- provide interactive distribution platform for their creative content
- Investigate how new media interactive technologies can combine with training, enterprise development and creative expression to establish a network of users across diverse geographical and social contexts and create new cultural forms and economic outcomes.
- YIRN planned to engage participants in an on line website to present creative content and facilitate interaction and communications between young participants (Tacchi et al)

Objectives

- To establish a network of young content providers across urban, regional and remote and indigenous locations in Queensland.
- To research how young people interact as both producers and consumers of new media content
- To identify and model how different communicative ecologies in the network influence and learn from each other
- To understand how culture and creativity can be a 'seedbed' for innovation and enterprise development
- To gauge the appropriateness of policies around infrastructure, broadband, youth policies, cultural policies, knowledge economy initiatives and employment and training
- To identify opportunities for youth enterprise development in their local communities
- To provide training to young people in new media content development and explore how young people might creatively engage with new media technologies (Hearn *et al.* 2008 in press, chapter 8)

(Youth Internet Radio Network website) http://cirac.qut.edu.au/yirn/about/index.html

Methodology

YIRN intended to use a combination of ethnography and action research (ethnography to guide the research and action research to link the findings back into the projects ongoing development). This methodology had been developed specifically for community media research by members of the YIRN research team (Tacchi, Slater and Hearn 2003), and was later further developed through the Finding a Voice project led by Associate Professor Jo Tacchi. In practice, the research team took an 'ethnographic approach', using content creation workshops as the main data gathering activities.

Working Definition

Digital stories as applied to the YIRN project conformed very closely to the 'BBC model' as taught by Daniel Meadows. They were presented at workshops as "short, two to five minute personal multimedia films put together with 2-30 photographs and a script voiced by the creator typically in the first person". Participants did not need to have previous experience in content creation.

Approach:

Project Leaders and Workshop Facilitators

YIRN researchers were trained in the Daniel Meadows 'BBC model'. Digital storytelling training was facilitated through community workshops designed to engage and develop communities and encourage expressions of 'personal voice'.

Outcomes: *participants*

- **Participants learned new creative skills**

Some of this skills acquisition led to further opportunities. One young participant in Townsville was appointed as her school photographer following her story about her love of photography. Two young people in Brisbane were engaged by the City Council to make digital stories about a local festival as an innovative method of reporting. Some young people went on to train other young people in digital storytelling .

- **Digital stories published in the Project website**   www.sticky.net.au (12 months)

Sticky was an online space for young people throughout Queensland to share their ideas and creative content. Beyond a social networking site, Sticky was intended to provided young people with the chance to learn skills of relevance to new employment needs, as well as an interactive distribution platform for their creative content. Sticky did not become an active and effective website, due to largely technical problems.

- **Exhibited as part of QUT Smart train 2005**
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- **Featured in the DVD of YIRN Digital stories .**

Outcomes: *researchers*

Knowledge production: digital stories considered as 'cultural texts' produced through the social practice of workshops (Hearn *et al.* 2008 in press, chapter 8).

Stories revealed community issues and dominant local themes and aspirations.

Development of the online platform- network- for YIRN (sticky.net.au) hosted for 12 months

Sticky enabled content sharing distribution and collaborations

Follow up creative workshops conducted by Tanya Notley

Outcomes: communities

- Development of community capacity in workshop locations
- Young people introduced to multimedia production
- New skills developed
- Development of contacts and networks with other locations
- Provided training opportunities to youth who might otherwise not have access to ICT training – particularly creative uses of ICT
- Identified alternative employment opportunities for some young people
- Participants' creative skills recognised by a local community.
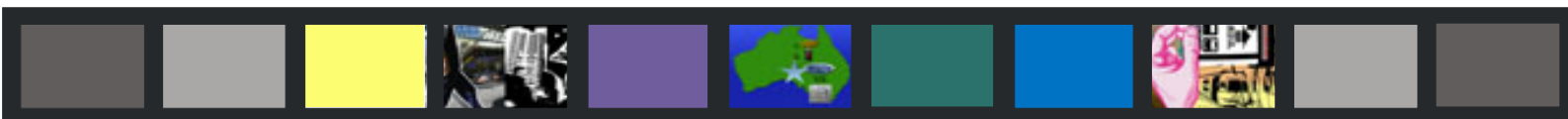
Digital stories produced

52 stories in total were produced and presented on the Sticky website (www.sticky.net.au) for 12 months (2005-6)

Selected stories are included in a DVD compilation produced by Tanya Notley in 2005.

Location of digital stories

Archive (external HD) of 52 Stories held QUT CIF digital storytelling archive
 * see page 45 for list of YIRN stories

Copyright Status

Permission to use the following 7 stories on DVD compilation was secured by the authors:

Sara Davis
Richard lee
Daisy Whyte
Thala Wallis
Ben Malone
Cameron Kennedy
Latifah Simpson

Sources

Hearn, G., Tacchi, J., Foth, M., & Lennie, J. (2008, in press). Action Research and New Media: Concepts, Methods and Cases. Cresskill, NJ: Hampton Press.
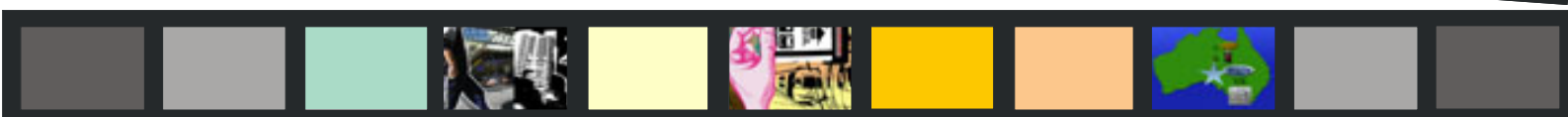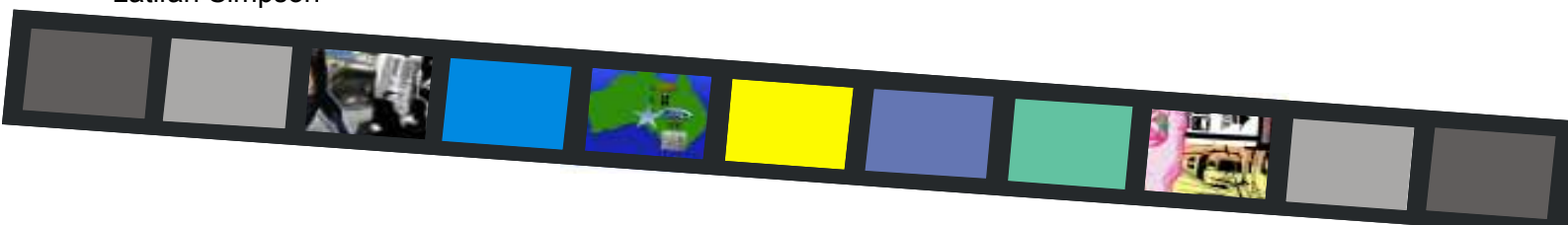
Harrold, L. (2005).QUT Community Engagement Case Studies: Appendix from 'An Engagement Strategy for the Queensland University of Technology. Retrieved 20 April 2008 from http://ww.challengingboundaries.qut.edu.au

QUT Creative Industries Research and Applications Centre, 2005.*Youth Internet Radio Network Project*, Retreived10 April 2008, from http://cirac.qut.edu.au/yirn/publications /index.html

QUT Creative Industries, 2007,*Digital Storytelling*, Fact Sheet, retrieved April 2008, http://dev.creativeindustries.qut.edu.au/research/documents/grants/digital%20storytelling.pdf

- Consultation with Associate Professor Jo Tacchi
- Consultation with Tanya Notley

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- Notley,T. (2005) Digital storytelling: Participant Manual Queensland University of Technology. *Unpublished*

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- Tacchi, J. (2004). Researching Creative Applications of New Information and Communication Technologies. International Journal of Cultural Studies, 7(1), 91-103.
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- Lennie, J., & Hearn, G. (2003, Sep 21-24). The potential of PAR and participatory evaluation for increasing the sustainability and success of community development initiatives using new communication technologies. Paper presented at the 6th Conference of Action Learning, Action Research & Process Management (ALARPM) and the 10th Congress of Participatory Action Research (PAR), Pretoria, South Africa.
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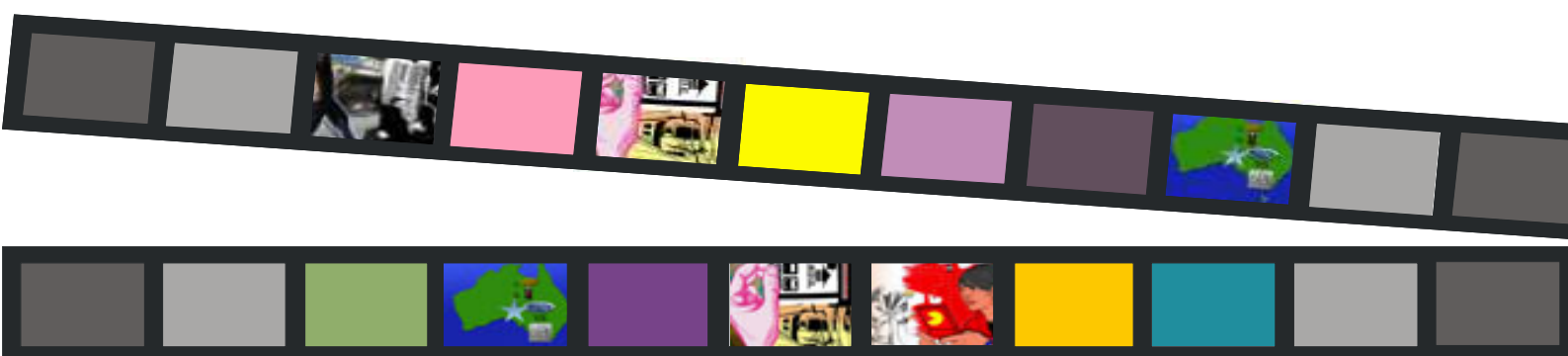
Project   **FANCHONG**

Project Website

http://www.qut.edu.au/commun/combusgov/projects/

http://staff.ci.qut.edu.au/~montgoma/index.html

Date   2005

Key People

Lucy Montgomery (QUT PhD Student)

Graeme Smith (ANU – Fanchong liaison)

Professor John Hartley

Chris Sarra (Principal, Cherbourg SS)

Marcus Foth (web development)

Locations :

Cherbourg, Queensland and Fanchong, Anhui Province, China

Partners

Queensland University of Technology and the Australian National University

Description

Built on the success of "Strong and Smart" project with Cherbourg State School in Queensland in 2003, the Fanchong project linked Cherbourg with Fanchong School in Anhui Province, China. The objective was to facilitate cultural exchange and multicultural understanding, sharing stories photos and common experiences. Digital stories were hosted for one year through the www.sticky.net.au website.

Cherbourg students participated in the Youth Internet Radio Network workshop and created digital stories. Some of these were translated into Mandarin and screened at Fanchong School in rural China. Lacking the equipment to make digital stories, the Fanchong students sent letters and photos to their Cherbourg counterparts, who reciprocated with gifts of sports equipment to Fanchong. This was a unique experiment in inter-cultural communication, where children in a rural setting could interact, and where Aboriginal children could learn about the circumstances of schooling in a developing region.

The project was initiated by Lucy Montgomery, who identified Fanchong School as a community of interest during a research field trip to China (undertaken as part of her PhD project at QUT) in 2004.

Locations

Cherbourg is an Indigenous community, a three-hour drive north-west of Brisbane, which began as an Aboriginal mission.

While education provides a rare chance for many children in rural China to escape a lifetime of poverty, the Fanchong School is desperately under resourced.

These two schools are worlds apart in terms of culture, language and geography, but share common aims to overcome problems associated with marginalisation and geographic isolation.

Funding
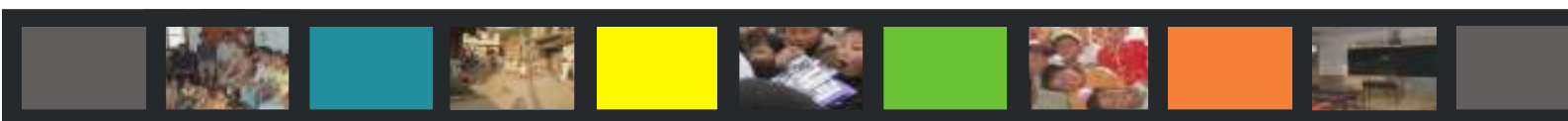
Aim

To help rural schools in Fanchong and Cherbourg learn more about each other.

Methodology

Digital stories produced by Cherbourg State School year 7 children as part of the YIRN project were translated into Chinese (using voice-over and subtitles) and screened at Fanchong. In turn their stories were carried back to Cherbourg in the form of letters, artwork and photographs, 'narrated' by Lucy.

Outcomes

The project achieved its purpose of introducing the two groups of students to each other's lives.

Efforts were made to involve other schools in a scaled-up version of this imaginative pilot, possibly leading to an ARC International Linkage application, but to date this has not occurred.

Sources

QUT Creative Industries (2004) *Fanchong Project. Retrieved 3 April 2008,from* http://staff.ci.qut.edu.au/~montgoma/index.html

Publications

http://eprints.qut.edu.au/view/person/Montgomery,_Lucy.html
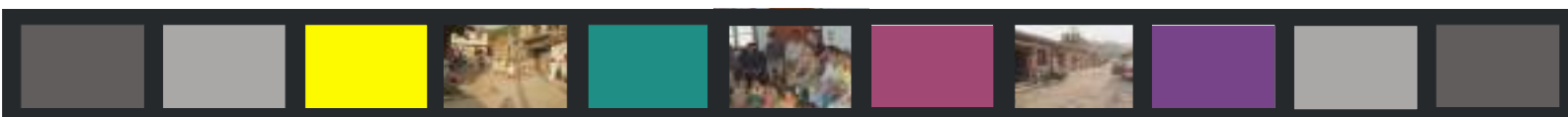
Project Title

Finding a Voice: Making technological change socially effective and culturally empowering

Project Website   www.findingavoice.org

Date /Timeframe

2006 - 2009

Key People

Associate Professor Jo Tacchi
Jerry Watkins
Dr Andrew Skuse
Dr Emma Baulch
Dr Kirsty Martin
Dr Joann Fildes
Kiran MS
Ben Grubb
Professor Stuart Cunningham
Professor Hitendra Pillay

Locations

Sri Lanka :
Kothmale Community Multimedia Centre (CMC)

Nepal :
Aguauli Community Library
Jhuwani Community Library
Radio Lumbini CMC and Buddhanagar telecentre
CLC Madhawiliya

Tansen CMC
Madanpokhara CMC

India
Akshaya Centres
Ankuram TV
Gender Resource Centre Seelampur
Hevalvaani Samudayik Radio
Mandaakini Ki Awaaz smudayik

Indonesia
Partnerships for e-Prosperity for the Poor
Pabelan telecentre
Muneng telecentre
Lapulu telecentr

Partners

Queensland University of Technology
University of Adelaide
Swinburne University
UNESCO
UNDP

Funding

The Australian Research Council Linkage grant
UNESCO
UNDP Indonesia

Description

Finding a Voice is a collaborative research project between Queensland University of Technology,

University of Adelaide, Swinburne University, UNESCO and UNDP.

Finding a Voice worked with a network of 15 local media and ICT initiatives ranging from telecentres to community radio stations, including community libraries, community multimedia centres and community television. The goal was to increase understanding of how ICT can be both effective and empowering in each local context. To identify effective ways of articulating information and communication networks (both social and technological) that empowers poor people to communicate their 'voices' within and beyond marginalised communities. Thus, *Finding a Voice* had two main activities and outcomes:

1. Ethnographic Action Research (EAR) - a research and development methodology for improving the effectiveness of community-based media and ICT centres (see Chapter 2).

2. Participatory local content creation - a variety of content creation activities and a transferable set of principles and processes.

Twelve local researchers were embedded in the 15 community initiatives. The idea was to build the capacity of these centres by giving them the skills to conduct ongoing action research that will help them become more effective. At the same time, we were encouraging experimentation in participatory content creation across the sites. The embedded researchers both fed into and reported and reflected on these content creation processes.

A series of workshops around content creation, including digital storytelling, were held.

We introduced digital storytelling through training of trainers workshops, initially following quite closely the method taught to us by Daniel Meadows, adapted from the model of the *Centre for Digital Storytelling.* Digital storytelling was adapted throughout the project, and according to the needs of the specific sites which each developed their own participatory content creation strategies. Some centres used digital storytelling extensively and with the participation of a range of people from their local communities. Across the project partner sites a range of digital stories have been produced in a variety of languages and dialects covering a number of themes. These themes include poverty, water, health gender, education, and substance abuse. Distribution varied according to available resources and distribution channels. For example, in Tansen in Nepal the local cable TV network airs a weekly community produced programme which often features digital stories.

History

The use of digital storytelling in *Finding a Voice* was influenced by two earlier research projects. 'Putting ICT into the Hands of the Poor' was a UNESCO funded research project that explored the potential of community-based ICT initiatives for poverty reduction (Slater & Tacchi 2004). The research clearly indicated great potential for looking beyond the standard development view of the Internet as an information delivery channel, and computer training as the learning of basic office packages. There was a clear opportunity to explore creative engagement with these technologies through the creation of local content. The idea of experimenting with digital storytelling was reinforced through the experiences of using this approach for the Youth Internet Radio network project, as discussed above. Digital storytelling had been used in YIRN to good effect and we wanted to see how it might be adapted for a non Western context.

This combined with UNESCO's interest and support in community-based media and local content creation and UNESCO's keen interest in supporting the use of new digital technologies and distribution channels alongside and in combination with more traditional media and technologies. These interests combined to make *Finding a Voice* happen, and inspired the choice of digital storytelling as one of the initial mechanisms for local content creation.

Aims

- To investigate how ICT could be employed in each local context to empower poor people to communicate their 'voices' within and beyond marginalised communities.

- To investigate opportunities for and constraints against local content creation for the development and communication of ideas, information and perspectives appropriate to those communities.

Methodology

Ethnographic Action Research: www.ear.findingavoice.org

Ethnographic Action Research (EAR) was first developed in 2002, and has since been continuously refined through application in media initiatives in Asia. It is similar to Participatory Action Research (PAR), with three key distinctions: it was developed specifically for use in communication and ICT for development; it is ongoing; and, it uses the idea of communicative ecologies.

Essentially, the EAR methodology combines participatory techniques and an ethnographic approach in an action research framework. The action research framework is important because this is intended to link the research back in to the initiative through the development and planning of new activities. In practice, this has often proved to be the most difficult and challenging step for the local EAR researchers (see Tacchi & Kiran 2008). The 'ethnographic' in ethnographic action research refers not simply to the kinds of methods that are promoted through this approach, such as participant observation, but also to the embedded and sustained, long term engagement of the researcher in the site of study. A principle underlying ethnographic research is immersion on the field.

Participatory content creation was defined in *Finding A Voice* as:

"*content created after extensive discussions conversations and decision making with the target community ; where community group members take on content creation responsibilities according to their capabilities and interests.*"

Watkins & Nair 2008

We found that "a strategic team-based approach may provide a more sustainable approach for communities and organisations wishing to establish a local creative engagement initiative"(Watkins and Nair 2008)

Please refer to *Participatory Content Creation for Development: Principles and Practices* for more information http://www.findingavoice.org/publications.

Methods: techniques

Participant observation
Field notes
Interviews
Participatory techniques
Workshops

Approach

Participatory (locally produced) content creation.

Creative engagement with digital technologies: the use of technologies as tools for creative expression and communication of local voices rather than the acquisition of skills in using office software.

Utilising communicative ecologies: matching communication resources (available media tools/technologies) with activities chosen by local people; facilitating the use of appropriate media e.g. radio or Internet for specific social networks.

Organisational structures and resources available in each site determined each approach. Experimentation took place across all across sites according to context and specific tools and mechanisms relevant to each place. Each used different technologies and approaches: radio production; literacy; gender equity; education.

Participants created their own digital stories through a range of activities including in many cases training workshops in media centres. In some centres a team based microdocumentary approach was used as this was more appropriate.

Form

A diverse range of forms, content and themes were produced according to local contexts.
Content included but was not limited to: human rights issues, children's welfare, social roles, property rights, domestic violence, health, caste, discrimination, gender roles, aspirations, local histories, enterprises, crafts, and so on.

Forms : photographic, documentary ;use of drawings

Outcomes :

Ethnographic Action Research (EAR) (www.ear.findingavoice.org), the further development of a research and project development methodology for improving the effectiveness of community-based media and ICT centres.

Participatory local content creation:
- a variety of content creation activities
- a transferable set of principles and processes for participatory content creation (see Watkins and Tacchi 2008)

Added value to outcomes of existing programs within local centres.

Raised UNESCO awareness of the need for greater understanding of participatory communication.

The production of an ongoing website developed and administered by Ben Grubb.

Inclusion of *Finding a Voice* stories and profile in the Blip TV site

Digital storytelling was used to propagate creative engagement in underserved communities.

Stories Produced:

Buddhikote - **India - 2006** (creative commons license)

Sandeep - English.avi
Raju Jardhari - English Subtitled.avi
Raju - English Subtitled.avi
Rajesh Singh - English Subtitled.avi
Rajesh Aryal - Nepali - English Subtitled.avi
Pawan Prakash - Nepali - English Subtitled.avi
Dorji Tshewang - Bhutanese - English Subtitled.avi
Deepak Koirala - Nepali - English Subtitled.avi
Buddhika Sampath Darshana - New Vision - Sinhala - English Subtitled.avi
Atanu - English Subtitled.avi
Alamgir Kabir - Bangladeshi - English Subtitled.avi
Ajith Wasantha Epa - Sinhala - Subtitled.avi

Kothmale - Sri Lanka - 2007 - creative commons

Sunil Shantha - Sri Lanka - Sinhala - 2007.wmv
Malaicharal - Sri Lanka - Tamil - 2007.wmv
pera vimasuma - Sri Lanka - Sinhala - 2007.wmv
Pavitheran - thanneer - Sri Lanka - Tamil.wmv
computer training for estate student - Priyanka Sriyapali - Sri Lanka - Sinhala - 2007.wmv
Taruna jawaya perata ganimu - Niroshini - Sri Lanka - Sinhala - 2007.wmv

Nepal – 2007

Narayan 1.avi
BEL KUMARI KO KATHA.avi
candle making - Nepal - Nepali.wmv
Who Presejerv Conjervation.avi
Jangi Chaudhary - Jitya Parva.avi
Busy season and farmer 3.avi
my occupation and I.avi
Adarsha abhiyan2 Dhurba.avi
Purna Prasad Rimal - Illustrative Task.avi

Byrraju Foundation - India – 2007

My Daughter - India - English Subtitled.wmv

Narratives for the Future – UNESCO DVD –from the Finding a Voice project - South Asia - 2007 creative commons

our voice our community by rajindar negi.mp4
Tears of joy by nimal premasiri - audio problem.mp4
collective action for environmental sustainability by chintaka udayakumara.mp4

Is this real education by birendra bahadur sunar.mp4
facing floods by atanu roy.mp4
winning challenges by sunil shantha - Sri Lanka - Sinhala with English Subtitles.mp4
in violation by alamgir kabir.mp4
radio browses internet by damodar.mp4
tansen burning by rajesh kumar aryal.mp4
in search of a democratic voice by asiri dhananjaya - Sri Lanka - Sinhala with English Subtitled.mp4
our responsibility by sanjeela karki.mp4
palpas dhaka by chunnu pandey - Nepal - Nepali with English Subtitle.mp4
be satisfied by binita shrestha.mp4

uwaraeliya - Sri Lanka - 2006 - creative commons

Shanshi - Tamil.avi
Niroshan - Sinhala.avi
Ayesha - Sinhala.avi
Rasantha - Sinhala.avi
Vani - Tamil.avi
Asiri Abeykoon - Sinhala.avi

Kothmale - Sri Lanka - 2006 - creative commons

Sunil - Sinhala - English Subtitled.wmv
Thumbs.db
Nishantha - Sinhala - English Subtitled.wmv
Sujee - Sinhala - English Subtitled.wmv
Kumara - Sinhala - English Subtitled.wmv
Gunathissa - Sinhala - English Subtitled.wmv
Chandrika - Sinhala - English Subtitled.wmv
Nilanthi - Sinhala - English Subtitled.wmv
Nayana DIGITAL STORYTELLING   Subtitel.wmv

Nepal – 2006
Binita wmv

Seelampur - India - 2007 - creative commons

Poonam Devi ki jeans factory.wmv
saima-final.wmv
mother & the priests of kalighat.wmv
fozia-final.wmv
sayera-final.wmv
sumaiyya-final.wmv
farzana-final.wmv

sapney-juvenile jail.wmv
sajida-final.wmv
Funny monkeys.wmv
rekha-final.wmv
monika-final.wmv
sashi-final.wmv

huma-final.wmv
monika-final.wmv
rekha-final.wmv
sapney-juvenile jail.wmv
sashi-final.wmv

sumaiyya-final.wmv
Poonam Devi ki jeans factory.wmv
Farzana_Final.wmv
mother & the priests of kalighat.wmv
saima-final.wmv
Funny Monkey.wmv
huma-final.wmv
fozia-final.wmv
sayera-final.wmv
sajida-final.wmv

Outputs and resources

www.findingavoice.org

This is the *Finding a Voice* website. It provides online access to research outputs, along with some of the content produced through the project and details of the project collaborators. This site will be updated with news and new resources as they become available.

The following outputs are published by UNESCO and will be available online as indicated very soon:

Finding a Voice: Themes and Discussions
The main research findings written for practitioners and policy makers, published in 2008. Available from http://findingavoice.org/en/publications

Participatory Content Creation for Development: Principles and Practices
If you would like to know more about participatory content creation in Finding a Voice, this book was published in 2008. Available from http://findingavoice.org/en/publications

Ethnographic Action Research Handbook
Published in 2007 by UNESCO (CD ROM) and available from http://ear.findingavoice.org

Poverty and Digital Inclusion: preliminary findings of the Finding a Voice project
Preliminary research findings published in 2007.

Narratives for the Future: Digital stories about the Millennium Development Goals

This DVD was produced following an initial content creation workshop in India in early 2006. It contains a selection of digital stories produced at, or as a result of the workshop.

Forging Innovations: CMCs in Nepal

A short book about community multimedia centres in Nepal published in 2007. You can download this from the *Finding a Voice* website.

Local Information Networks: Social and Technological Considerations

This study was carried out in 2005 in collaboration with local EAR researchers and this report was published in 2006. It presents three case studies of communication initiatives in India and Nepal.

Copyright Status

Many of the stories produced are licensed with Creative Commons.

Location of digital stories

Copies of digital stories listed in this survey are held in CIF: digital storytelling at QUT.

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Interview: Ben Grubb : PhD Student and *Finding a Voice* researcher and workshop facilitator.

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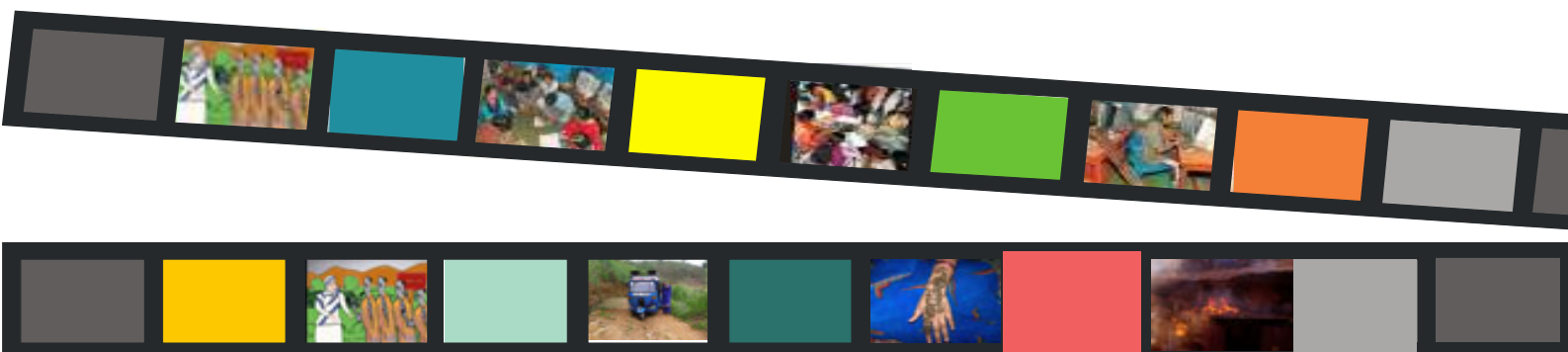
Project

Sharing stories: A Social History of Kelvin Grove Urban Village

Project Website   http://www.kgurbanvillage.com.au/sharing/

Date /Timeframe   2004-2006

Key People

Project Leaders   Professor Philip Neilson and Dr Helen Klaebe

Workshop   Dr.Helen Klaebe
Trainers   Dr.Jean Burgess
                     Tanya Notley
                     Mat Kesting,
                     Fiona Crawford
                     Bryan Crawford

Location

Kelvin Grove Urban Village: QUT Creative Industries Precinct, Kelvin Grove,Brisbane .

Funding: Queensland Government Department of Housing

Partners

KGUV Sharing Stories History Project resulted from a partnership between QUT and the Queensland Government Department of Housing

Description

Sharing Stories participatory public history project was part of a strategy to build a sense of community identity and inclusiveness in the Kelvin Grove Urban Village (KGUV) development.

The KGUV development brought together residential, educational, retail, recreational and cultural sectors. The partners devised a multilevel public history research program, aiming to capture the social heritage of Kelvin Grove and make this history accessible to the local and wider community alike (Klaebe 2006).

- Phase one (2004-2006) focussed on remembering the physical location of KGUV
- Phase two (2007-2009) engaged the local community and new residents of the new urban village community

The broader Sharing Stories public history research project produced:

- a160 page published hard cover book that included details of the sites history from first settlement 1825-2006
- public historically-based artworks
- an oral history collection
- a photographic collection of over 2,000 images
- 10 non-fiction stories
- 18 digital stories
- a dedicated website

Digital storytelling and semi-structured qualitative oral history interviews were the principal methodologies used for enabling direct public participation in the project.

Two workshops were held (2004 and 2006) with participants from a wide range of ages backgrounds and technical proficiencies that were facilitated by specialist trainers from the Creative Industries Faculty at QUT.

Teams worked together to produce digital stories related to the history of the Kelvin Grove Urban Village area. The digital stories produced in the workshops were launched at two public screenings (2004, 2006) and were subsequently made available on the KGUV *Sharing Stories* website (www.kgurbanvillage.com.au/sharing).

History

KGUV Kelvin Grove Urban Village site is part of a16-hectare joint redevelopment between the Queensland University of Technology and the Queensland Government's Department of Housing. This area was originally a small part the inner-city working class suburb of Kelvin Grove that was occupied by military and educational institutions for nearly one hundred years.

The project focussed on the social history of Kelvin Grove from an early settlement, a Military barracks and a cluster of educational institutions housed in the vicinity until the 1990s; concluding with stories from urban planners and developers engaged on the redevelopment project.

Aims

The aim of the research was to implement a multi-art form approach to storytelling in a public history project that could adequately document the sites history, as well as co-creatively engage community members.

Traditional and new media storytelling applications were employed to construct a personal sense of place, identity and history for current and future KGUV communities to access.

Research Question:

What are the problems and potentials of using oral history and digital storytelling techniques in a multi art form public history project? The question incorporated:

- processes of the writer/producer's artistic/editorial selectivity and assembly of material manuscript and digital stories
- related ethical issues in regard to acknowledging the participants as authors/creators of their digital stories

Methodology

Workshops

Facilitation of action research cycles.

During the workshops, the participants (with the assistance of facilitators): developed their personal memories and stories into scripts; recorded voiceovers; used Adobe Photoshop and Adobe Premiere to produce a personal digital story of broadcast quality.

The digital stories are made to a formula of around two minutes, 250 words, and a 10-12 photographs. (www.kgurbanvillage.com.au/sharing/)
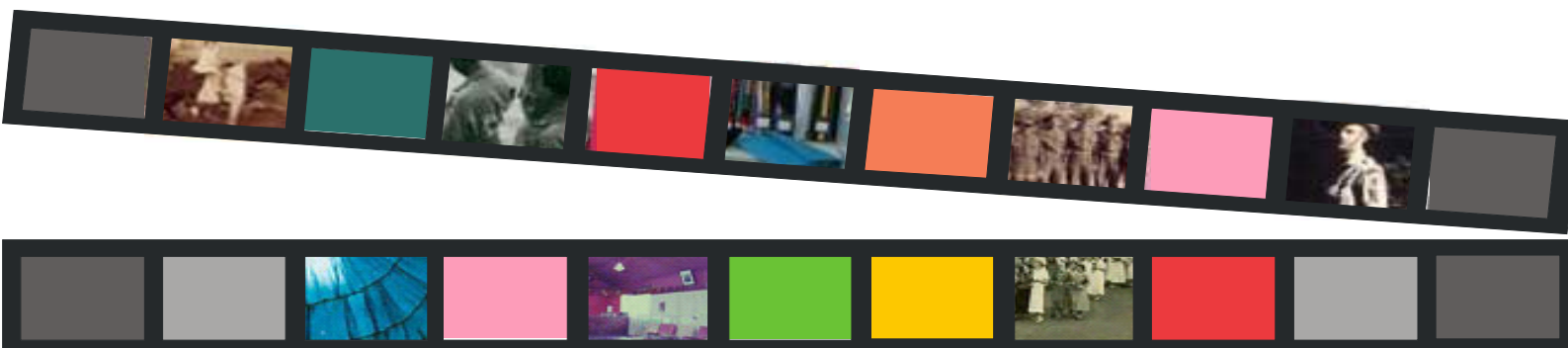
Form

Digital storytelling techniques were applied to Sharing Stories public history documentation as:

- an alternative method to written narrative based historical discourse
- a complimentary approach to oral history and video history technique.

Approach

Appropriate digital storytelling technique applied in 'Sharing Stories'

The technique adopted by *KGUV Sharing Stories* was informed by both the Daniel Meadows and the Joe Lambert (Centre for Digital Storytelling) techniques but adapted to suit the participants.

Stories were produced through a process of facilitation. The emphasis was on encouraging participants to tell their stories rather than on the technical production of a digital story (Klaebe 2006).

Methods of story creation were chosen by individual participants. There were two main groups:

- participants chose to make their own stories through learning to use using digital media technologies
- others recorded (audio) their stories as oral histories . Facilitators then created the digital stories through editing together, images and the participants voice over

Flexibility

The quality of content and attention to community engagement process was considered more important than strict adherence to the technical elements and standard digital storytelling methods. As a result, the collection is a diverse range of stories and styles using two main methods.

Outcomes

- **18 digital stories presented on Kelvin Grove Urban Village Website**

Teresa Mircovich: Igor and Teresa Mircovich arrived in Australia from a WWII refugee camp.

Nigel Stevens joined the National Service in 1951 and was stationed at the Kelvin Grove Barracks.

Ann Staples lived on Victoria Park Road for 63 years.

Stephen Pincus is the QUT Project Director for the Kelvin Grove Urban Village.

John Duncan has been associated with Kelvin Grove's military history since 1953.

Ailsa Skippen has a long association with Kelvin Grove.

Norma Mills has had ties to Kelvin Grove and its surrounding areas since 1936.

Penny Somerville is the Department of Housing's Principal Project Officer for Kelvin Grove
Urban Village.

Judith Cox: Kelvin Grove has featured prominently in Judith Cox's life.

Rex Kirkham joined the National Service at Kelvin Grove in 1951

Caitlyn Palmer-Bright completed Year 12 at Kelvin Grove State College.

Helen Klaebe: the Historian for the Kelvin Grove Urban Village Sharing Stories project.

Graham Jenkinson served during World War II.

Qiongli (Leila) Wu Leila: a student from China, with a passion for all of nature's beauty.

Peter Newland joined the Army Reserve, 9 RQR, Kelvin Grove, as a Private in 1960.

Minna Brennan taught at the Kelvin Grove Infant School during World War II.

Robert Hardingham: a former staff member at the Kelvin Grove Teachers' College QUT .

Phillip Neilsen: QUT Lecturer and Co Leader, Sharing Stories.

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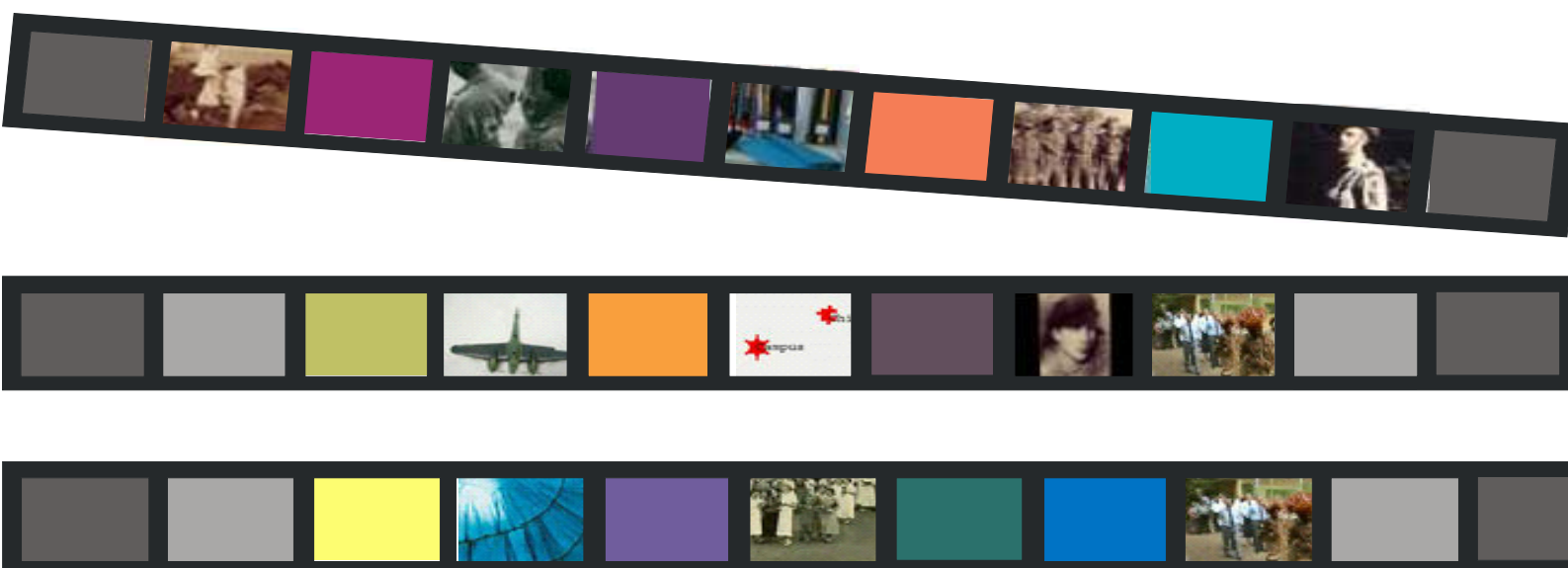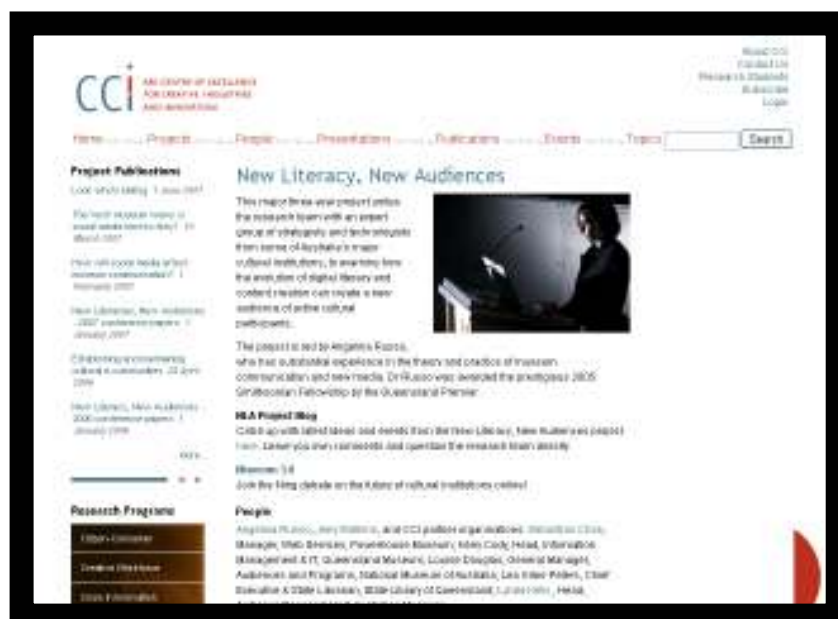
Project	**New Literacy, New Audiences 2005 -2008**

Project Website   http://www.cci.edu.au/projects/new-literacy-new-audiences

Date   2005-2008

Key people :

Project Leader 1st year: Professor John Hartley; thereafter Dr Angelina Russo
Senior Research Associate: Jerry Watkins
Postdoctoral Fellow (1st year) Dr Kelly McWilliam

Locations

Brisbane
Sydney
Melbourne
Canberra

Funding

Australian Research Council (Linkage project) won by CIs Prof. John Hartley & Dr Angelina Russo, relinquished into the ARC Centre of Excellence for Creative Industries and Innovation (Citizen-Consumer program), in partnership with the Australian Centre for the Moving Image, Australian Museum, National Museum of Australia, Powerhouse Museum, Queensland Museum, State Library of Queensland.

Partners

ARC Centre of Excellence for Creative Industries and Innovation
Australian Centre for the Moving Image,
Australian Museum, National Museum of Australia,
Powerhouse Museum,
Queensland Museum,
State Library of Queensland.

Description

This major three-year project, based at the Australian Research Council (ARC) Centre of Excellence for Creative Industries and Innovation used co-creative media workshops, including digital storytelling, to investigate the ways in which Australian cultural institutions can use social media to increase participation.

Aims

To survey digital storytelling internationally and to investigate possibilities for digital storytelling content.

The overall objective is to investigate how digital storytelling content can be networked and refined to form a low/no-cost content network for Australia that involves community co-creation. Research was both narrative/design-focused and theoretical.

For industry partners: refine existing community outreach projects through innovating and modernising museum content.

Investigate possibilities of a content network that would take digital-storytelling-style media out of the museum environment through broadcast and web distribution.

Outcomes (May 2008)

New Literacy, New Audiences Conference 2006

Creating Value: Between Commerce and Commons 25 - 27 June 2008, Brisbane

Edited book with results of international survey: John Hartley and Kelly McWilliam (in press) *Story Circle: Digital Storytelling around the World* (Oxford, Blackwell).

Museums Australia Futures Forum -Canberra on 19 – 21 May 2008

http://museum30.ning.com/group/engagingwithsocialmediainmuseums/forum/topic/show?id=2017588:Topic:3123

World Internet Project (WIP) Conference 2008: 8-10July 2008

Open Access and Research Conference 2008 :24 - 25 September, Brisbane QLD

NLA Project Blog **:** Latest ideas and events from the New Literacy, New Audiences project.
http://nlablog.wordpress.com/

Source

http://www.cci.edu.au/projects/new-literacy-new-audiences

Publications :

http://eprints.qut.edu.au/view/person/Russo,_Angelina.html

http://eprints.qut.edu.au/view/person/Hartley,_John.html

http://eprints.qut.edu.au/view/person/McWilliam,_Kelly.html

Hartley, J. (2008) 'Problems of expertise and scalability in self-made media.' In K. Lundby (ed.) *Digital Storytelling, Mediatized Stories: Self-representations in New Media*. New York: Peter Lang.

Hartley, J. & K.y McWilliam (2008) 'Computational power meets human contact.' In J. Hartley & K. McWilliam (eds) *Story Circle: Digital storytelling Around the World*. Oxford: Blackwell.

Hartley, J (2008) 'TV stories – From the 'Bardic function' to the 'Eisteddfod function.' In Hartley, J. and K. McWilliam (eds) *Story Circle: Digital storytelling Around the World*. Oxford: Blackwell.

Hartley, J. (2008) 'Uses of YouTube, Digital literacy and the growth of knowledge.' In J. Burgess & J. Green, *YouTube: Online video and the politics of participatory culture*. Cambridge: Polity Press.

McWilliam, K. (2008) "The Global Diffusion of a Community Media Practice: Charting Digital storytelling Online." *Story Circle: Digital storytelling around the World*. Eds. John Hartley and Kelly McWilliam. Oxford: Blackwell (in press).

McWilliam, K. (2008) "Australian Digital storytelling as a 'Discursively-Ordered Domain." *Digital Storytelling, Mediatized Stories: Self-Representations in New Media*. Ed. Knut Lundby. New York: Peter Lang, 2008.

New Literacy, New Audiences - 2006 conference papers:

Burgess J. 'Remediating Vernacular Creativity: Digital Story Telling, First Person' International Digital storytelling Conference, Melbourne, February 2006.

Russo, A. 'Creating and maintaining communities of interest in the museum'. Museums Australia Conference, Brisbane, May 2006.

Russo, A. and Watkins, J. 'New Literacy, New Audiences'. Museums Australia Conference, Brisbane, May 2006.

Watkins, J. and Chan, S. 'New Literacy, New Audiences', presentation to Australian Museum, May 2006.

Russo, A. 'Users and Use. Identifying the Needs of Users', Collections Council Australia Digital Collections Summit, Adelaide, August 2006.

Watkins, J. and Russo, A., 'Museum broadcasting', presentation to National Museum of Australia, August 2006.

Russo, A., Watkins, J., Kelly, L. and Chan, S. 'Engaging with social media in museums' NODEM (Nordic Digital Excellence in Museums) Oslo, Norway, December 2006.

McWilliam K. 'Digital stories : On a (Computer) Screen Near You', presentation to Telling Stories: Cinema, History and Experience, XIIIth Biennial Conference of the Film and History Association, Melbourne, November 2006.

New Literacy, New Audiences - 2007 & 2008 conference papers

McWilliam, K. (2007) Digital storytelling in Australia: From A(CMI) to (tallstoree)z. International Communication Association 'Digital storytelling' pre-conference, San Francisco, USA.

Watkins, J., (2007) 'Social Media, Participatory Design and Cultural Engagement'. OzCHI Conference, Adelaide, November 2007.

Watkins, J. and Russo, A., (2007) 'Participatory Design and Co-creativity in Cultural Institutions'. Museums Australia Conference, Canberra, May 2007. http://www.museumsaustralia.org.au/

Watkins, J. and Russo, A., (2007) 'Cultural Institutions, Co-creativity and Communities of Interest', in Schuler, D. (ed.), Online Communities and Social Computing, HCII 2007, LNCS 4564, pp. 212–221.

Russo, A., Mah, M., Marshall, T. and Payson. C., (2007) 'The effect of social media on design education: from product to process'. ConnectED, International Conference on Design Education. Sydney, July 2007 ISBN 978-0-646-48147-0

Russo, A. and Flemons, P., 'Planning Social Media', Queensland Museum workshop, Brisbane, 10 October 2007.

Russo, A., Watkins, J. and Chan, S. 'Planning Social Media', Museums & Galleries Queensland workshop, Gold Coast, 15 September 2007.

Russo, A., 'Social Media and the Museum', EVA Conference workshop (Electronic Information, the Visual Arts & Beyond), University College London, July 2007.

Watkins, J. (chair), Web 2.0 strategy meeting, Australian Museum, Sydney, 26 June 2007.

Russo, A., 'Cultural Institutions and Digital Literacy'. Higher and Community Education Research Group presentation, University of Edinburgh, Edinburgh, May 2007.

Russo, A.,'Video, Education, and Open Content: Best Practices', Columbia University presentation, New York, May 2007.

Watkins, J., DCITA Cultural Sector Technical Capability Forum, Canberra, 24 May 2007.

Watkins, J., 'Designing for Engagement', Museums Australia Conference presentation, Canberra, May 2007.

Russo, A., 'Digital Cultural Communication: how social media can create active cultural audiences in museums'. Chair, panel presentation, American Association of Museums Conference 2007, Chicago, 15 May 2007.

Russo, A., Watkins, J. and Chan, S. 'Planning Social Media', Cooper-Hewitt National Design Museum workshop, Smithsonian Institution, New York, 19 April 2007.

Russo, A., Watkins, J. and Chan, S. 'Planning Social Media', Museums and the Web Conference 2007 workshop, San Francisco, 12 April 2007.

Russo, A., co-creative strategy meeting, Australian Museum, Sydney, 2 March 2007.

http://www.cci.edu.au/publications/the-next-museum-wave-social-media-here-stay

Hartley, J. (2008) Expertise and Scale in digital storytelling. International Communication Association, Montreal, Canada.
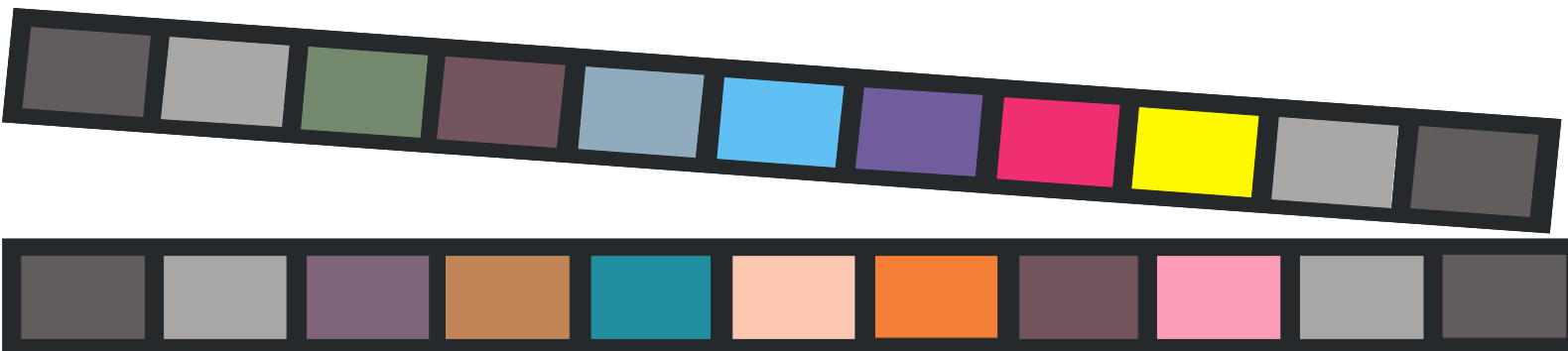
RESEARCH CONSULTANCIES

Project Title   **Oral History and Digital storytelling Review**

Date   **2007**

Description

In 2007, the State Library of Queensland engaged Dr.Helen Klaebe and Dr.Jean Burgess to undertake a major strategic review of digital storytelling and oral history in the Heritage Collections area.

Key People:

Authors Dr. Helen Klaebe and Dr.Jean Burgess

Research team

Dr. Helen Klaebe
Dr Jean Burgess
Lesley Jenkins
Francis Good

Outcomes

Seventy Four page report: State Library of Queensland   http://www.slq.qld.gov.au

Copyright Status

Permission from State Library of Queensland required.

COMMUNITY ENGAGEMENT CONSULTANCIES

QUT researchers have been engaged as independent consultants, by several government bodies and cultural institutions in Queensland, to incorporate digital storytelling into participatory engagement programs.

Helen Klaebe's company **Creative Narrations Australia** has also been engaged by external commercial clients to undertake digital storytelling and oral history projects as part of public history and community engagement projects for museums, local government programs and commercial urban developments.

Project

Queensland Museum:
Journey of Understanding: Communicating refugee experiences

Project Website http://www.qm.qld.gov.au/education/resources/jou/index.asp

Date   2007

Key People

Dr.Helen Klaebe and Dr.Jean Burgess

Description

A private consultancy undertaken by Creative Narrations Australia for Queensland Museum to produce digital stories for the *Journey of Understanding* education program.

These digital stories aim to communicate personal experiences of fleeing a homeland, settling in Australia and adapting to a new culture.

Approach

Stories were produced one-on-one with participants at the QM and in their homes.
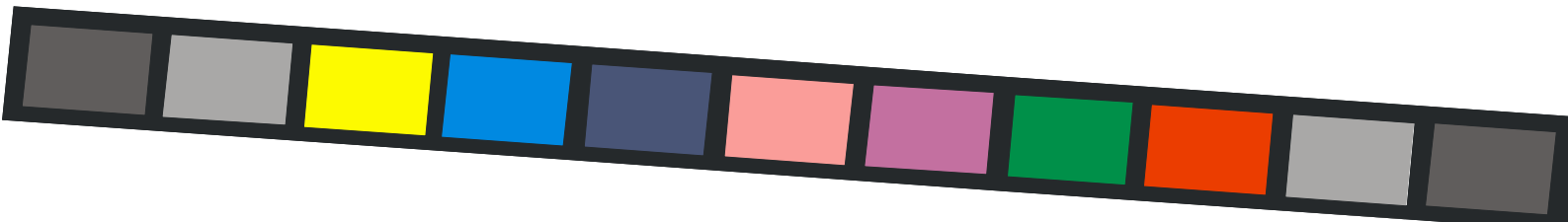Stories were created and edited by Project facilitators in consultation with participants.

Outcomes

Three digital stories are presented on Queensland Museum's website

http://www.qm.qld.gov.au/education/resources/jou/index.asp

Copyright Status

These stories cannot be publicly screened or viewed at QUT without fully acknowledging QM. Helen Klaebe and Jean Burgess have QUT ethical clearance and permission to use the works in their research.

Project:

Qld Museum : *Wild Backyards*

Project Website http://www.qm.qld.gov.au/education/resources/wild/index.html

Date   2007

Key People   Dr.Helen Klaebe and Dr.Jean Burgess

Location   Brisbane and Regional Queensland

Funding   Queensland Museum

Description

A private consultancy undertaken by *Creative Narrations Australia* for Queensland Museum, to produce digital stories with rural Queenslanders using new media technologies.

Wild Backyards is an exploration of the biodiverisity of regional Queensland communities, through stories about backyards in Innisfail, Roma and Brisbane. This education program was designed for middle school science curriculum areas.

Approach

 2 digital stories were produced remotely:

- scripting, storyboarding, image capture and selection were undertaken by email
- voiceovers were recorded over the telephone.

One story was produced done at the participants' home in Brisbane.

Outcomes ; digital stories

http://www.qm.qld.gov.au/education/resources/wild/index.html

Location of digital stories

http://www.qm.qld.gov.au/education/resources/wild/index.html

Copyright Status

These stories cannot be publicly screened or viewed at QUT without fully acknowledging Queensland Museum. Helen Klaebe and Jean Burgess have QUT ethical clearance and permission to use the works in their research.

Project

Workshop: Surestart Weston-Super-Mare, Somerset, UK.

Project Website

http://www.n-somerset.gov.uk/Education/Early+years/Childrens+Centres/surestart.htm

Date   January 2006

Key People   Tanya Notley, Jean Burgess and Jo Tacchi

Location   *Surestart,* Weston-super-Mare, Somerset, UK.

Description

Workshop at *Surestart.*
This organisation provides a Government funded program for children aged 0 to four years and their families.The program offers services and resources to improve the health, opportunities to learn and social and emotional development of children.

Approach

A hands-on conventional digital storytelling workshop held in a classroom lab over five days.Ten participants,all parents of (at-risk) children under 4.The workshop was designed to build computer literacy skills and social capital. The stories were repurposed as part of a communication strategy and were screened at a *Surestart* conference in 2006.

Location of Digital stories

Jean Burgess's hard drive

Copyright status

No formal permissions were negotiated with individual participants.

Project

Workshop: Flying Arts *Experience the Arts* Week

Date   2007

Key People

Jean Burgess and Christina Spurgeon

Location   Brisbane

Funding   Flying Arts Inc.

Description

Week-long winter school for high school students from around the state, particularly regional and remote Queensland. Conducted on a no–fee basis as outside work.

Approach

A one day hands-on 'standard' collaborative digital storytelling workshop in which eighteen participants were actively involved in all creative and technical aspects of production.

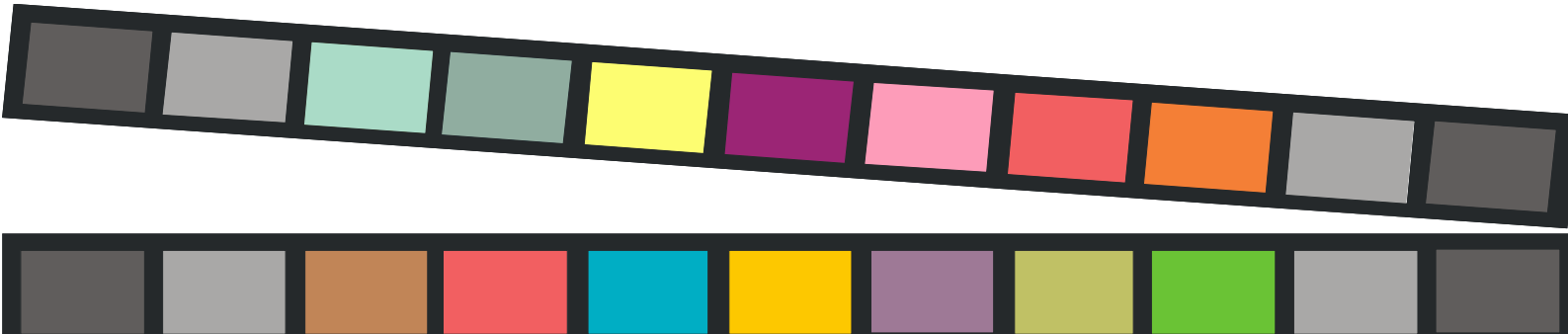**Outcomes**

18 digital stories

Screening of completed stories.

Stories published on the *Experience the Arts* DVD

Location of Digital stories

Flying Arts DVD

Copyright status

No formal permissions have been obtained to perform or publish the work. Analysis/discussion of the process is covered by Jean Burgess's ethical clearance for PhD

Project   **North Lakes Pathways Program**

Date   2006

Key People   Dr.Helen Klaebe and Dr.Jean Burgess

Location   North Lakes residential development (Pine Rivers, Queensland)

Funding   Hornery Institute.

Description

A private consultancy undertaken by *Creative Narrations Australia* for the Hornery Institute, as part of a DVD project about the Pathways library/learning centre at the North Lakes residential development. The stories were personal, based around the biographies of the participants and ways in which participants used their new computer skills to find employment.

Approach:

One-day workshop: storyboarding, scripting, voiceover and photo scanning with participants.

- stories were created with participants individually or in groups
- facilitators composited and edited stories in consultation with participants

Outcomes

Collection of ten digital stories

Copyright Status

These stories cannot be publicly screened or viewed at QUT. Helen Klaebe and Jean Burgess have QUT ethical clearance and permission to use the works in their research.
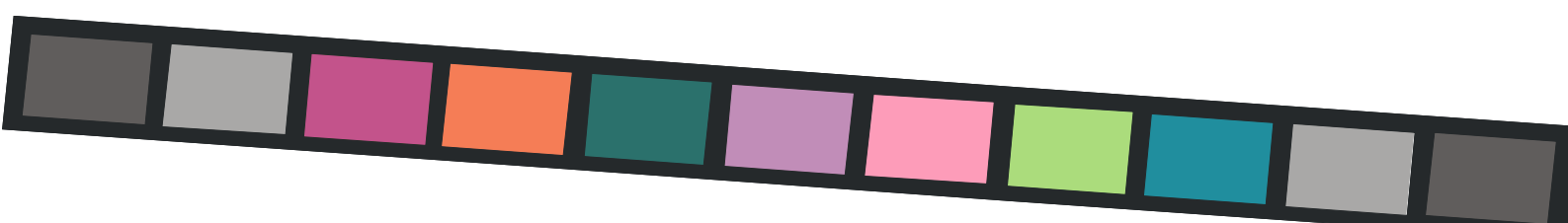
Project **Gold Coast City Council *Highway Heritage* project**

Date   2008

Key People

Dr.Helen Klaebe and Dr.Jean Burgess

Location

Gold Coast, Queensland

Funding

Gold Coast City Council

Description

A private consultancy undertaken by Creative Narrations Australia for Cold Coast City Council (GCCC) to produce digital stories for the ***Highway Heritage*** project — capturing the history of the Gold Coast motel strip of the Pacific Highway.

Approach

Gold Coast City Council oral historian Lesley Jenkins, *Highway Heritage* interviewed participants and prepared scripts initially. Eight digital stories were then produced in a one-on-one process with participants in their homes Stories were created and edited by project facilitators in consultation with participants

Outcomes

Eight stories produced for an exhibition launched in May 2008

http://www.goldcoast.qld.gov.au/t_standard2.aspx?pid=6556.

Copyright Status

These stories cannot be publicly screened or viewed at QUT without fully acknowledging Lesley Jenkins and the GCCC Heritage unit. The stories can only be screened from the GCCC website. Helen Klaebe and Jean Burgess have QUT ethical clearance and permission to use the works in their research.

TEACHING AND LEARNING
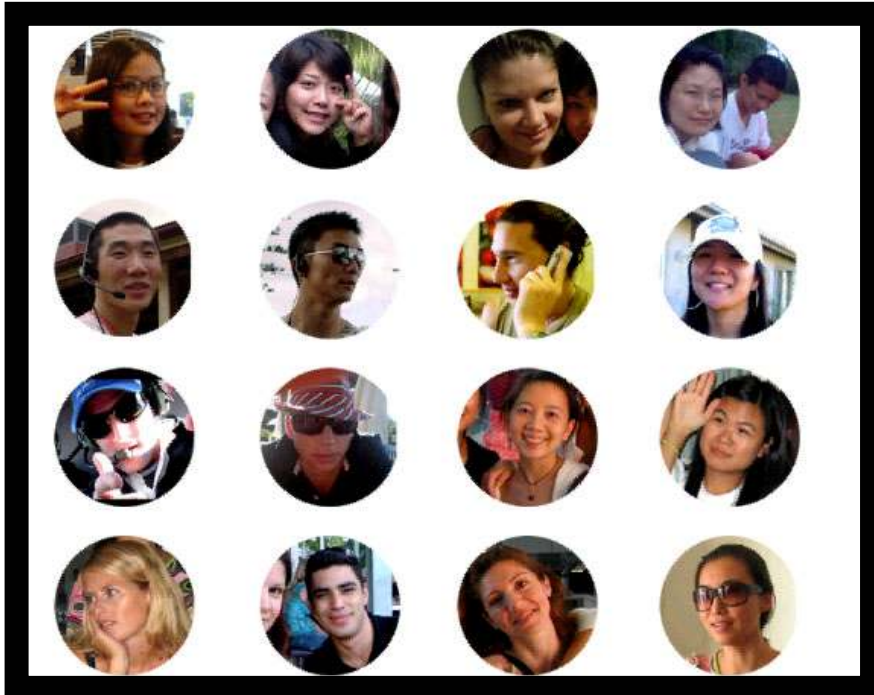
Unit **KCP403 CREATIVE INDUSTRIES APPLIED RESEARCH**

Date **2007 and 2008**

Key People

Unit Coordinator: Dr Christina Spurgeon, CIF research-intensive staff Jean Burgess and Helen Klaebe

Description

In Semester1, 2007 CIF research-intensive staff and Media and Communication teaching staff collaborated in developing and piloting a digital storytelling curriculum for postgraduate coursework students. The applied research postgraduate coursework unit was used as the platform for this collaboration at the teaching/research nexus. Following the success for the pilot in 2007 the curriculum was run again in KCP403 in 2008.

Aims:

Gauge level of interest in digital storytelling practice
Support collaboration between faculty research and teaching staff in the transfer of digital storytelling expertise into a marketable new media education service
Investigate service teaching potential of practice
Identify options and resource requirements for embedding digital storytelling into postgraduate coursework
Consider development and delivery of digital storytelling continuing professional education units
Provide a vehicle for the provision of digital storytelling expertise within the faculty to support delivery of professional new media education services.
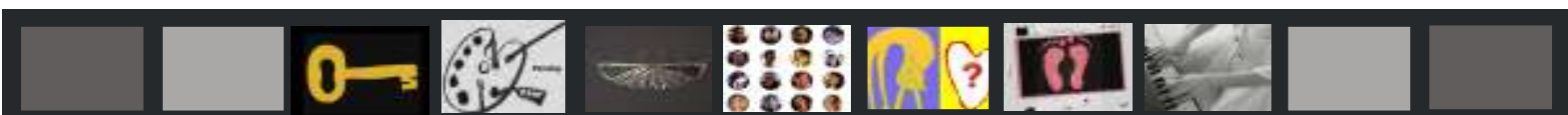
Outcomes

Students:
Expressed high levels of satisfaction with the coursework
Demonstrated ability to produce digital stories through use of multimedia technology.
Demonstrated ability (through completion of assessment tasks) to conceptualise applications for adapting digital storytelling practice diverse range of new contexts.

The digital stories produced by the students add value to the CIF through providing:

- a resource for professional staff development (understanding the international student experience)
- a marketing tool.

Evidence of potential external demand for digital storytelling education and training services delivered as:

- One off workshops
- Component of larger externally funded research and consultancy packages

Evidence of potential for delivery of services in a range of sectors :
- secondary education
- history, media and health communication
- community and at-risk groups
- urban and community development

Production of eleven digital stories in 2007

'Kiki' by Mimi Tsai - tsai.wmv
'Ten Years' by Mei-Ling Chen - chen1.wmv
'It's All About Me' by Liz Skitch - skitch.wmv
'Third Time Lucky' by Rebecca Marson - marson.wmv
'Thankyou My Families' by Emily Huang - huang.wmv
'Sailing Boat' by Rola Mizian - mizian.wmv
'Everlasting Moment' by Wenwei xue.wmv
'Missing Friends' by Marrianne Hoie - hoie.wmv
'The Distance between Us' by Yeonsun Park - park.avi
'The Meaning of Life' by Amanda Mitchell - mitchell.wmv
'I Have Partied with 1 Million People' by Zon - chen2.wmv
'It's a Miracle' – by Christina Spurgoen - spurgeon.wmv

Production of ten Digital Stories in 2008
Stories being completed at the time this report was finalised were:
'Inequality' by Aija Brzozovskis
'Little Treasure' by Francis Hsiao
'My Daughter Jiamu' by Henry Si Ling
'Lost' by Kavita Srinivasan
'Life is One Indivisible Whole' by Linda Watterson
'Aquidneck Island Arithmetic' by Melissa Breen
'On the Road' by Samantha Marks
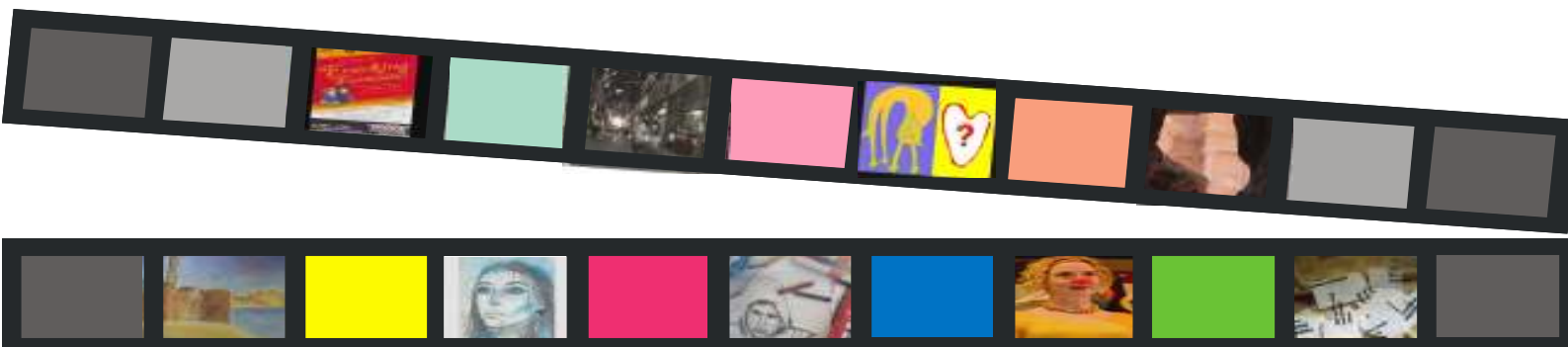'Vishnu Turns Vegetarian' by Vijay Anand PS
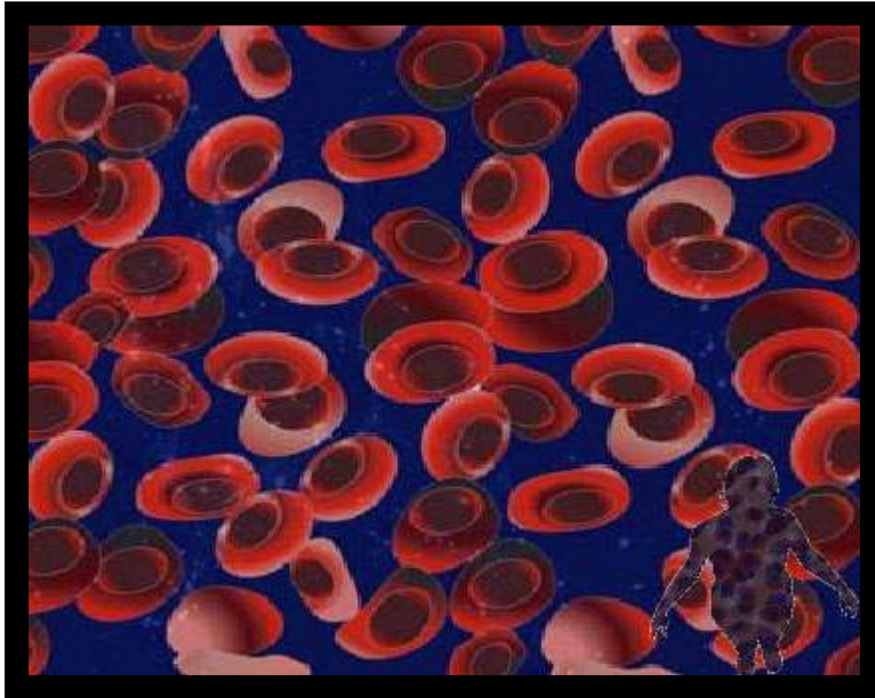'table Tennis Presentation in Beijing Olympics' by Lu Hong

Location of digital stories

QUT CIF: digital storytelling archive

Copyright Status

Creative Commons –Attribution –Non commercial –No Derivative Works

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Unit : **KWB201 CREATIVE WRITING: DIGITAL MEDIA**.

Date 2006 and 2007

Key People

KWB201 Unit Co-ordinator: Craig Bolland

Description

The unit offers advanced techniques in writing, editing and publishing, including development of advanced narrative techniques in an on-line environment

KWB201 Coordinator Craig Boland adapted digital storytelling as a teaching and learning method for use in this 2007 creative writing program. In 2007 this unit produced eight digital stories.

Information about the processes, methods and outcomes of using digital storytelling as a teaching and learning method for this unit is currently not available.
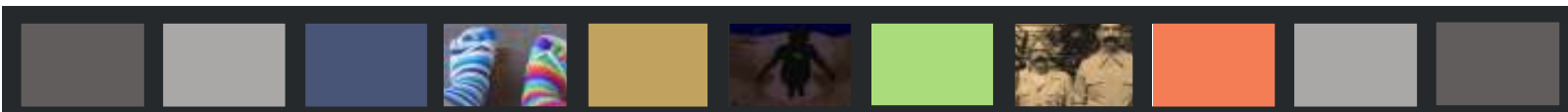
Aims

Provide opportunity to develop different writing techniques and styles through a closely guided series of writing exercises and theoretical analyses;

Develop skills to create an online writing portfolio.

Develop writers' awareness of stylistic and technical devices used in creating prose fiction as well as the possibilities of new media writing and publishing.

Approach

Classes comprise lectures, tutorials, peer workshops, online self-directed learning, and practical laboratory sessions.

Outcomes

Zorica Bjedov - No Fly is Good Fly.wmv
Quinn Seaton.wmv
Andy Lie.wmv
Natalie Grant.wmv
Merina Jetnikoff.swf
Jiron Tan.wmv
Renata Ficek.wmv
Eeh Wah Yeong.wmv

Location of digital stories

QUT CIF: digital storytelling archive

Copyright Status

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Service Teaching

## WORKSHOP: WORLD HEALTH ORGANISATION FELLOWS. QUT FACULTY OF HEALTH.

Date   2007

Key People   Dr Christina Spurgeon (QUT CIF), Dr Elizabeth Parker (QUT School of Public Health)

Description

In semester 1 2007 Dr Elizabeth Parker from QUT's School of Public Health approached the CIF Media and Communication Discipline for assistance with providing a multimedia reporting solution for a group of four medical general practitioners from rural hospitals in Thailand who were undertaking postgraduate studies as recipients of World Health Organisation Fellowships at QUT. To this end, Dr Christina Spurgeon embedded an additional digital storytelling workshop in the postgraduate coursework unit, KCP403 Creative Industries Applied Research. Facilitated by Christina Spurgeon on a fee for service teaching basis, an alternative final assessment option was developed for CIF postgraduate students enrolled in this unit. This option, which involved the use of participant observation research techniques in evaluation, was taken up by two students.

Workshops ran for 4 weeks as an extension of KCP 403. The Who fellows each produced a digital story in English and Thai to communicate with sponsors and communities.
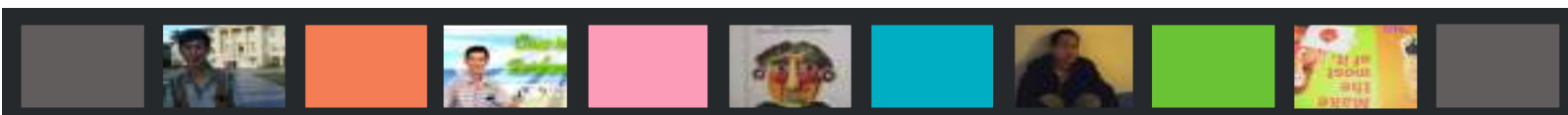
Outcomes :

Participant feedback provided suggestions for potential digital storytelling applications in medical education programs and health communication strategies.

Digital stories: WHO fellows: 4 stories: English and Thai versions

'Once in Brisbane' by Dr Trakulkajornsak Boonchai - boonchaithai.wmv and boonchaieng.wmv
'My Studying Abroad' by Dr Namphol Danpipat - nampholeng.wmv and nampholthai.wmv
'Good memories of Australia' by Dr Paiboon Thanakiatsakul - paibooneng.wmv and paiboonthai.wmv
'What is My Answer?' Dr Somchai Punamaswiwat - somchaieng.wmv and somchaithai.wmv
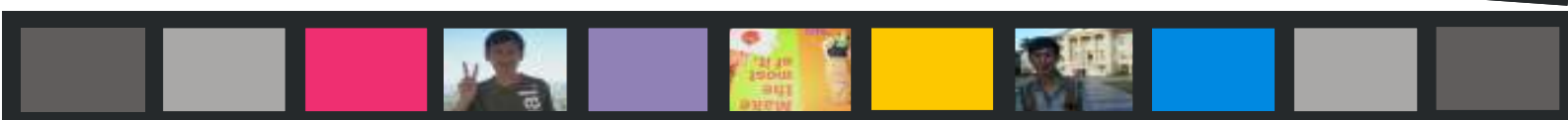

Location of digital stories

QUT CIF: digital storytelling archive

Copyright Status

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Survey Sources

- McWilliam,K.(2008) *Digital storytelling : History, Contexts and Uses*, Powerpoint presentation,KCP403.QUTCreative Industries, Brisbane .

- Spurgeon,C.(2007) *Digital storytelling : Reports on the pilot digital storytelling curriculm: KCP 403* Creative Industries Faculty.

- QUT Creative Industries, 2007,*Digital Storytelling*, Fact Sheet, retrieved April 2008, http://dev.creativeindustries.qut.edu.au/research/documents/grants/digital%20storytelling.pdf

- Consultation   Dr.Jean Burgess

- Consultation   Dr. Helen Klaebe

- Consultation Dr. Kelly McWilliam