


Effective, Affective, Reflective:

A Reflective Model for Digital Storytelling Facilitation

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Pilgrim Projects/Patient Voices Smith College, Northampton, USA 27th September 2015



The first question: What?

Digital stories are short videos consisting of still images, music, voice-over (usually) and video (sometimes); the stories are told by real people about real experiences.

Digital stories are a *distillation* – they move us from the narrative to the *essential story*.

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The essential characteristics

Digital stories are:

- brief: a good digital story is a short digital story
- simple: low-technology using a few carefully chosen images, voice-over and/or music and simple titling
- personal: revealing something important about the storyteller
- respectful of others' feelings and experiences
- created in a spirit of collaboration and partnership.

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What makes a good story?

Good stories:

- have a purpose
- are descriptive
- are interesting, captivating, and something the listener can relate to
- are coherent
- make a point
- inspire listeners to think and to take action or change behaviour.

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Digital stories are...

'Creative treatment of actuality.'

John Grierson

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The laboratory of meaning

'The [story] is a laboratory where students construct meaning from their accumulated experience.'

(Paulson and Paulson, 1991)

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Storytelling as reflection



'Stories are products of reflection, but we do not usually hold onto them long enough to make them objects of reflection in their own right.'

(Schön, 1988)

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Empowering people



As facilitators, we wanted to help people make stories that:

- conveyed their story well
- engaged the viewer
- made the viewer think about their own practice.

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Ways to guide, ways to 'good'



- List characteristics
- Aristotle
- Seven elements
- Seven steps
- Four Cs
- Story arc models

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Friends, Romans, countrymen...



Good stories are:

- Effective
- Affective
- Reflective

Sumner, 2008

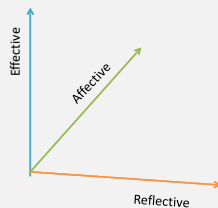


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A dimensionality of storytelling



Sumner, 2009

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Lloyds Bank, 2013


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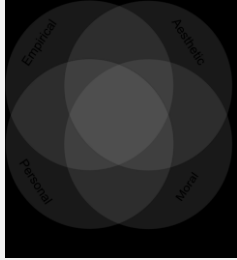

Facilitation and 'knowing'

How to help move stories along an (EAR) axis?
 Needed a way of 'knowing' facilitation



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Carper's ways of knowing





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Why develop ways of knowing?

The aim of Carper's theory was to:

- Formally express nursing knowledge
- Provide a professional and discipline identity
- Convey to others what nursing contributes to healthcare
- Create expert and effective nursing practice.




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Knowing and knowledge

In this model:

- Knowing refers to the way of perceiving and understanding self and the world
- Knowledge refers to knowing that is expressed in a form that can be shared and communicated to others




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DS facilitation and knowing?

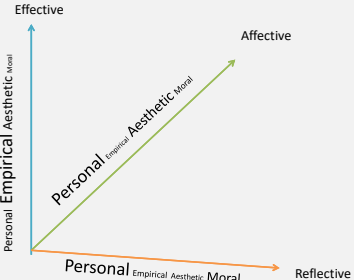
So, we could adapt Carper's theory to:

- Formally express DS facilitation knowledge
- Provide a professional and discipline identity
- Convey to others what facilitation contributes to storytelling
- Create expert and effective DS facilitation practice.




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A dimensionality of storytelling



Sumner, 2009



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Family ties

Gill, 2014

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So....

...was that story:

- Effectively told?
- Did it *Affect* you?
- Were you prompted to *Reflect* on your own experience/practice?

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A different story

For sale
Baby shoes
Never worn

Ernest Hemingway

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So....

...was that story:

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effective
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