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# Digital Storytelling and Student Engagement in HARMONY: Impact, Achievements, and Lesson Learnt

**HARMONY Project: National Conference in Bangladesh**

1<sup>st</sup> - 3<sup>rd</sup> October 2023

Daffodil International University, Bangladesh

# Storytelling and Effective Learning

- Storytelling as an effective vehicle for influence
- Tool for connection and engagement
- Learning through storytelling
- Appealing to all sorts of learners
- Conveying learning that sticks
- Risk-free learning
- Inspiring motivation
- Source: <https://www.harvardbusiness.org/what-makes-storytelling-so-effective-for-learning/>



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# Digital Storytelling: From Stone Age to Silicon Age

- Traditional storytelling's storyteller-listener approach versus digital storytelling using computer-based tools
- Uses multimedia tools to bring narratives to life
- A short form of digital media production that allows everyday people to share aspects of their story
- A multimedia presentation combining a variety of digital elements within a narrative structure (a story)
- Empowers students to become confident communicators and creators of media and
- Helps students to gain essential 21st-century literacy skills.



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*“If people aren’t taught the language of sound and images, shouldn’t they be considered as illiterate as of they left college without being able to read and write?”*

*George Lucas, Director*

*“The technology can change, but storytelling remains the same. It’s just a digital world now instead of an analog world, but now the storytelling’s the same. You got different tools. That’s all.”*

*David Lynch, Director*



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# Future Work Skills 2020



Source: Institute for The Future



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# Student Engagement Definition

*“...refers to the degree of attention, curiosity, interest, optimism, and passion that students show when they are learning or being taught, which extends to the level of motivation they have to learn and progress in their education.”*

[The Glossary of Education Reform](#)



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# Student Engagement in a Nutshell

*“Nurtured and cultivated by educators, student engagement refers to the active and meaningful involvement of students in their own learning process and encompasses their motivation, interest, participation, and commitment to educational activities and experiences.”*



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# The 8 Cs of Student Engagement

We can engage the mastery drive through...

**Competition and Challenge**

We can engage the interpersonal drive through...

**Cooperation and Connections (to student's lives, feelings, and experiences)**

We can engage the understanding drive through...

**Curiosity and Controversy**

We can engage the self-expressive drive through...

**Choice and Creativity**

[The Eight Cs of Engagement: How Learning Styles and Instructional Design Increase Student Commitment to Learning](#)



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# Digital Storytelling in HARMONY

- **Bangladesh:** 30 digital stories; DIU (15), ULAB (15)
- **India:** 39 digital stories; UoH (16), NMIMS (14), VIT (9)
- **Vietnam:** 34 digital stories; QBU (19), UDN (15)
- **HARMONY YouTube Channel:** 104 uploaded videos, 106 subscribers, 8231 views
- **Tapri by Saanvi Sekhri (NMIMS):** over 3100 views
- **The Seed by Vankala Lasya Priya (UoH):** over 2300 views
- **Life beyond the River by Sakibul Alam (DIU):** 444 views
- **FRIENDS YouTube Channel as of December 2022:** 1436 videos uploaded, 1401 subscribers, 167 100 views



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# Student Boot Camp Objectives

- To build the 21 student participants' intercultural competence and to foster their intercultural communication skills
- To train and equip them with practical skills and knowledge that are necessary for their roles of FRIENDS Teahouses' co-managers and key contributors
- To empower them to act as leaders and co-creators of their HEIs' extracurricular agenda across campus
- To promote the EU's values of tolerance, inclusion, cultural diversity, multiculturalism.



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# Student Boot Camp in HARMONY

- **Participants:** 21 (3 per Asian HEI)
- **Host and training institution:** Varna University of Management, Bulgaria
- **Period:** 2<sup>nd</sup> July - 21<sup>st</sup> July 2023
- **Training modules:** Event Management (20 contact hours); Intercultural Competence and Communication (20 contact hours); Leadership (20 contact hours)
- **Practical assignment:** Delight in Diversity International and Intercultural Festival.



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# HARMONY Virtual Film Fest

- The largest project dissemination activity at international level
- Virtual activity streamed through HARMONY YouTube Channel
- Student Boot Camp participants reunion
- Erasmus+ Days 2023
- 3 categories: Best Visual Effects; Best Script; Best Short Film
- 15 video nominations received from 6 Asian HEIs
- 4 winning videos in the 3 categories
- 79 views on HARMONY YouTube Channel as of 30 October 2023.



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# Impact on Personal Level

- Improved knowledge of university managers, administrators, and faculty members across the 7 Asian HEIs about the benefits of IaH, digital storytelling, and student engagement
- Developed intercultural knowledge and sensitivity to cultural diversity of students across the 7 Asian HEIs who engaged with the HARMONY project
- Enhanced global outlook and employability of students across the 7 Asian HEIs who participated proactively at the digital storytelling competitions phase
- Developed student engagement, creativity capacities, and leadership skills of 21 students across 7 Asian HEIs trained at the Student Boot Camp.



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# Impact on Institutional Level

- Updated internationalisation strategies and approaches as a result of IaH concept's embedding through the IaH Action Plans and the established FRIENDS Teahouses.
- Established support systems and mechanisms for international students' inclusion
- Diversified extracurricular agendas across the 7 Asian HEIs through FRIENDS Teahouses' cultural activities
- Increased multicultural integration and campus diversity through FRIENDS Teahouses' social activities.



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**Thank you for your time and attention.**

**Questions?**

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