

DIGITAL STORYTELLING

HOW CAN ***SOCIAL ENTREPRENEURSHIP*** CONTRIBUTE TO THE ***EMPOWERMENT*** OF DISADVANTAGED COMMUNITIES THROUGH ***DIGITAL STORYTELLING***?

1-RESEARCH METHODS

- Abductive research strategy
- Purposive sampling of 12 semi-structured interviews with social entrepreneurship practitioners
- Aim: To provide insight into *drivers, activities, and barriers* of Digital Storytelling to provide practical recommendations to Social Entrepreneurship practitioners

2-FINDINGS

- **Drivers:** Awareness, changing perceptions & behaviors, connection, understanding oneself.
- **Activities:** *Success factors:* Relevancy, Structure, Sharing, Multimedia tools; *Storyteller's Role:* Contextual embeddedness, sharing & listening environments, cooperation, responsibility
- **Barriers:** Context, finances, technology, time, scale-up, performance measurement, content, ethics

3-RECOMMENDATIONS

- Create awareness of operations
- Understand the context
- Use a variety of multimedia tools
- Draw out relevancy of storytelling projects
- Create dialogues
- Produce positive narratives
- Be wise and responsible
- Create long-term impact

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