Read over the prompts on the orange paper. After reading, discuss the questions on the half sheet with those at your table.

Add your email to the google form on the computer in the back to receive supporting resources post conference.
The Power of Narrative

ASTC 2017 - San Jose, California
October 22, 2017
Amy Wiggin

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Thinkery
Which of these demonstrates the use of Narrative?

What is something you wonder about narrative?

How does narrative come up in your work or how do you hope to use narrative?
What is Narrative?

- A person
- with a purpose
- or
- in a setting
Dorothy Bennett
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Why Narrative?

- Deepen engagement
- Removes blank page
- Grows empathy
- Gives user a reason
Why use Narrative in Learning?

- A cognitive tool for learning and sense-making
- Stories to stimulate an empathic response
- A vehicle for motivating creative thinking and problem solving (Bruner, 2002; Egan, 2012; Rossiter, 1992)
What is Narrative

- Series of events that tells an open-ended story you can add to or participate in
- Setting or situation
- Point of view (first or third person)
- Small contextual details
- Character or characters
Design Lab
Happy City vs Batteries & Bulbs
NSF AISL-Narrative in Museum Engineering Design Activities

- What counts as narrative?
- How does it impact willingness to engage in engineering?
- Does it invoke empathy?
- How does it impact ideation and iteration?
Where to integrate narrative into activities?

- Setting
- Subject position
- Problem frame
- Materials
- Facilitation
- Testing stations
- Sharing of finished products
Valerie Knight-Williams

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Exploring the impact of narrative on viewers and game players

**Amazon Adventure**: To what extent does the film’s use of historical re-enactment transport and engage viewers and enhance their interest in and understanding of the film’s history and biology content?

**Code SciGirls**: To what extent and how do the narrative formats of the online media affect girls’ interest, beliefs, and behavioral intent towards coding and code-related careers?

**I Got This and Monster Heart Medic**: What is the influence of narrative and gameplay engagement on players’ health knowledge and personal relevance?
The more we can find the human stories about science – the drama of a human’s quest and overcoming obstacles to unravel the mysteries of the world around us – the more we will stay connected to the joys of science and curiosity. The emotional connection to the human quest unlocks greater understanding and appreciation of science.

Wendy MacKeigan,  
Producer and Writer  
Amazon Adventure, SK Films
Henry Bates, his early life, and his world is introduced. He travels to South America to collect butterflies and other species.

Bates experiences numerous crises in data collection but his poor health eventually leads to his return to England, without reaching his goal.

Resolution plays out as upon his return, Bates discovers of the butterfly samples that he had sent from South America, those that he needs to prove that one species can change to another species.
Setup introduces the protagonist Izzie who has a problem similar to that of the associated television program. Issie experiences software problems that the player needs to debug. Resolution plays out as player uses coding skills to solve Izzie’s problem.
PlayPads apps, Lawrence Hall of Science
Setup introduces the protagonist characters (Emily or Ragnar); describes their health symptoms and interactions with family and other characters.

Characters experience health crises that result in doctor’s diagnosis and explanation of health issue.

Resolution plays out as protagonist’s health management plan.

*I Got This* – game about type 2 diabetes

*Monster Heart Medic* – game about cardiovascular health
Question Categories

• Demographics/Background
• Knowledge
• Personal Relevance
• Game play engagement
• Narrative engagement
  • What liked and didn’t like about story
  • Rating for story appeal
  • Ratings for story involvement
  • Ratings for character involvement
Story involvement

**Cognitive engagement**
- As I moved through the story, I wanted to discover what was wrong with Emily/Ragnar. [story setup]
- The facts about diabetes/cardiovascular problems were interesting to learn. [story confrontation]
- I wanted to find out what Emily/Ragnar could do about her diabetes/his high blood pressure. [story resolution]

**Affective engagement**
- The mystery about Emily’s/Ragnar’s symptoms pulled me into the story. [story setup]
- I was happy that the doctor figured out Emily’s/Ragnar’s problem. [story confrontation]
- I cared about seeing Emily’s/Ragnar’s life get better at the story’s end. [story resolution]
Character involvement

Character appeal · I liked Emily/Ragnar.

Character similarity · I felt like Emily/Ragnar and I had things in common.
· The characters in the app are like people I might meet in my neighborhood.

Identification · While interacting with the story, I could feel Emily’s/Ragnar’s emotions.
· [empathy] I understood Emily’s/Ragnar’s need to find an answer to her/his health problems. [cognitive]
· [motivational] While interacting with the app, I wanted Emily/Ragnar to reach her/his goal of a healthy life.
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Hands on examples of framing narrative by adding...

EMPATHY - DOROTHY

STORIES - SARABETH

GAMES AND APPS - VAL

CONFLICT - AMY

PURPOSE - ALYSON

SETTING - ANIKA
CLOSING REFLECTION

- What is one thing that surprised you?
- What main take away do you have?
- What questions do you still have?
Thank you

Place your email on the list to receive supporting resources post conference.