

Title: **Telling stories through Web 2.0**

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Abstract:

Session Learning Outcomes

By the end of this session, delegates will be able to:

- Understand how a story based metaphor can aid the approach to module design and delivery
- Decide which types of content and activity can suit which story elements
- Select appropriate Web 2.0 technologies to facilitate the telling and sharing of stories and story elements
- Implement Web 2.0 technologies and a story based metaphor to improve the student experience
- Be effective in their use of Web 2.0 technologies to facilitate collaborative learning

Session Outline

Throughout history stories have been used as a tool for imparting knowledge. In this session we will examine module design and delivery using a story based metaphor where academics and students are 'characters' and the module is the 'story'. In this context the academics and students will exchange knowledge and experiences through Web 2.0 technology to progress the story to its finale; assessment. The method not only enables better exchange of knowledge within the programme but also facilitates the exchange between the module, workplace and professional networks. This story based approach has been applied to the design of modules for three Master's programmes at Kingston University.

The development of a module in Change Management for Kingston University's MSc in Information Management and Knowledge Sharing will be used to demonstrate the approach. Participants will be shown the selection process used to choose the right Web 2.0 technologies for the delivery of the module. Benefits and applications for each tool/technology will be demonstrated. They will then use the approach and selection process to interactively design a module based on a pre-defined brief. Selections and decisions in the module design activity will be facilitated via Turning Point electronic voting technology.

Session Activities and Approximate Timings

Introduction to the story based approach - Designing the Change Management Module. This is a presentation that introduces the story telling metaphor and how it is applied – 10 minutes

Selecting Web 2.0 tools and technologies to drive the story. This is an interactive presentation where participants will be introduced to the tool types used to deliver a story based module and be asked to make personal choices and decisions about their effectiveness (having seen the application of tools in the first presentation) – 10 minutes

Designing a story based module. This is an interactive presentation where participants will be given a brief for a module and then asked to select tools and make design decisions based on the information in the brief. This will result in a module redesign where modern web 2.0 technologies are used to deliver a story based experience – 15 minutes

Discussion. This will be a general discussion where questions and issues arising from the activities are discussed with a view to understanding the metaphor, it's application and building consensus between the participants – 10 minutes

References

Blocher, M & Roberts, G with Chih-Hsiung Tu (2008). Constructs for Web 2.0 learning environment: theatrical metaphor. *Educational Media International*, 45(4), p.253-269.

Brown, S. (2010). From VLE's to learning webs: the implications of Web 2.0 for learning and teaching. *Interactive learning Environments*, 18(1), p1-10.

Moteleb, A & Durrant, A. (2009) Using Web 2.0 Technology in Work Based Learning. *Proceedings of the European conference on e-learning*, p391-399.