CONCEPTUAL MODEL OF DIGITAL STORYTELLING (DST)

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Abstrak

Penceritaan digital (DST) merupakan evolusi kepada penceritaan tradisional, dengan memperkuatkan lagi kesan penceritaan melalui teknologi terkini. Bagi seseorang pencerita digital untuk menghasilkan sebuah cerita digital, terdapat pelbagai elemen yang perlu diikuti. Walau bagaimanapun, elemen yang dicadangkan oleh berbilang pakar adalah berbeza; ada yang berulang dan ada yang tidak memenuhi keperluan interaktiviti. Oleh itu, matlamat utama kajian ini adalah untuk mengenal pasti persamaan elemen daripada pakar yang berlainan bagi mengelakkan sebarang pertindihan elemen. Dengan berbuat demikian, kajian ini dapat mengenal pasti elemen teras DST dan dipersembahkan dalam bentuk model konseptual. Bagi mencapai matlamat utama kajian ini, empat sub-objektif dibentuk; (1) mengenal pasti elemen teras penceritaan digital yang mewakili DST jenis interaktif dan tidak interaktif, (2) membina satu model konseptual elemen teras DST yang telah dikenalpasti, (3) menilai model konseptual yang dicadangkan oleh pakar DST dan pengguna potensi. Empat fasa metodologi telah disusuli: (1) kerja asas, (2) induksi, (3) lelaran, dan (4) rumusan. Model konseptual telah ditinjau oleh lima pakar antarabangsa dan dinilai oleh 62 pengguna potensi. Penilaian kualiti yang dilakukan terhadap model tersebut merangkumi konstruk: Persepsi Kemudahfahaman, Persepsi Kebergunaan, Kepuasan Pengguna, dan Persepsi Kualiti Semantik. Dapatan penilaian menunjukkan bahawa responden beranggapan model konseptual tersebut berkualiti (skor purata 4.936 daripada skala 7.000). Ujian-T juga menunjukkan tiada perbezaan pendapat yang signifikan antara kumpulan yang berpengalaman membangunkan DST dengan yang tidak berpengalaman. Ini menunjukkan bahawa model konseptual yang terdiri daripada elemen teras DST, iaitu sumbangan utama kajian ini, mampu membimbing pencerita digital dalam membangunkan cerita digital.

Kata Kunci: Penceritaan digital, Model Konseptual, Persepsi Kemudahfahaman, Persepsi Kebergunaan, Kepuasan pengguna, Persepsi Kuantiti Semantik

Abstract

Digital storytelling (DST) is an evolution of the age-old traditional storytelling, by augmenting the power of storytelling via the latest technology. In order for a digital storyteller to construct a digital story, there are sets of guided elements to be followed. However, these experts-proposed elements vary; while some are repetitive others do not cater for interactivity. Therefore, the main aim of this study is to identify the commonality of the diverse elements used by the different experts to eliminate their redundancy. By doing so, this study can identify the DST core elements and present them in the form of a conceptual model. In achieving the main aim, three sub-objectives were constructed; (1) to identify the core elements of digital storytelling that represent interactive and non-interactive forms, (2) to construct a conceptual model of the identified DST core elements, (3) to evaluate the proposed conceptual model by DST experts and potential users. In ensuring that the study is guided and focused, four phases of methodology were followed through: (1) groundwork, (2) induction, (3) iteration, and (4) conclusion. Eventually, the conceptual model was reviewed by five international experts and evaluated by 62 potential users. The evaluation on the quality of the model encompassed the following constructs: Perceived Ease of Understanding, Perceived Usefulness, User Satisfaction, and Perceived Semantic Quality. The findings indicated that the respondents perceived the conceptual model as having quality (mean score of 4.936 over a scale of 7.000). T-Test also revealed that there is no significant difference between the perception of those with experience in developing DST and those without experience. This suggests that the conceptual model consisting of the DST core elements, which is the main contribution of the study, could guide digital storytellers in developing digital story.

Keywords: Digital storytelling, Conceptual Model, Perceived Ease of Understanding, Perceived Usefulness, User satisfaction, Perceived Semantic Quality

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CHAPTER TWO

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List of Abbreviations

CDS	Center for Digital Storytelling
CLT	Cognitive Load Theory
CTML	Cognitive Theory of Multimedia Learning
DST	Digital Storytelling
ITM	Iterative Triangulation Methodology
PEOU	Perceived Ease of Understanding
PSQ	Perceived Semantic Quality
PU	Perceived Usefulness
SMS	Short Message Service
US	User Satisfaction

CHAPTER ONE
INTRODUCTION

1.1 Background of Study

Story is an important element in human's life. It is learning and teaching tool used to communicate, stir emotions, engage and entertain people to read to the end. According to Dudley (1997), storytelling is the art of storytellers to achieve the aforementioned purposes. Stories are told, heard, and responded to in order to convey and absorb messages or ideas (Grisham, 2006). For generations, stories are utilized as a tool to pass down knowledge and wisdom from parents to children. It started a long time ago informally as pictures on stone walls and has much evolved throughout history (Behmer, 2005).

In this modern day, stories have gone through a major makeover. Moreover, with the intervention of new technology and the appearance of multimedia with its rich media elements such as audio, video, animation, and graphic, stories have diversified from its traditional root without leaving its genuine purpose which is to educate and convey messages. Amalgamated with technology, storytelling has taken a new form with deeper impact in communicating ideas and knowledge sharing. The popular term coined for it is digital storytelling (DST), which has been affected by the technology fast pace evolution (Banaszewski, 2005; Lambert, 2006; Ohler, 2008; Robin, 2008). Long before the birth of technology, traditional storytelling is expressed in its most basic forms, which is oral, or written. However, the introduction of multimedia has changed the perspective of storytelling in a new way. DST combines the art of traditional storytelling with multimedia elements such as

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