

Exploring the Use of Immersive Narratives for Social Awareness: Gender Equality

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Abstract

This research examined how immersive storytelling affects young adults' social awareness, more specifically regarding the gender equality subject. Through an extensive literature review, this study identified gaps in storytelling, technology, and immersion, providing a foundation for subsequent chapters. The methodology described the qualitative approach, participatory design methods, and storytelling techniques for data collection and analysis. An immersive site-specific installation with focus group and thematic analysis revealed patterns and wide-ranging insights into participants' experiences, shedding light on their understanding and awareness of gender equality issues. The expected contributions were positioning immersive narratives in transdisciplinary contexts and the development of a framework to be implemented in future projects aimed at social awareness through social innovation. The discussion chapter situated the research within the existing literature, critically examined emotions awakened and how the set goals of the project were met. The study had a restrained timeframe and technological resources to be completed, leaving room for even more exploration in the future. The findings highlighted the transformative potential of immersive storytelling, demonstrating its ability to increase participants' apprehension and sensitivity to gender equality topics.

Keywords: equality, immersion, gender, social awareness, storytelling