

## Immersive Storytelling for Social Change: A Case Study on Raising Gender Equality Awareness

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### ABSTRACT

This study explores the impact of immersive storytelling on young adults' social awareness, with a particular focus on gender equality. The research objectives center on understanding how site-specific, participatory experiences can shape perceptions of social justice issues. A comprehensive literature review identified gaps in the intersection of storytelling, technology, and immersive experiences. The research employs a qualitative methodology, incorporating focus group discussions (FGDs) and thematic analysis to capture participants' emotional and cognitive responses. Sampling was purposive, targeting young adults with diverse backgrounds to ensure varied perspectives. The core medium of this research is an immersive, site-specific installation that facilitates direct engagement with participants. The thematic analysis revealed key insights into how immersive storytelling fosters empathy and understanding of gender equality issues. Participants reported increased sensitivity to social justice themes, particularly concerning gender roles and biases, highlighting the transformative power of embodied experiences. Despite limitations such as a constrained timeframe and technological resources, the study offers practical implications for educational programs, advocacy campaigns, and future research promoting social justice through immersive media. By positioning immersive storytelling at the intersection of arts, humanities, and social sciences, this research contributes to innovative methodologies in the social sciences. It offers a framework for integrating social awareness in transdisciplinary contexts. The findings underscore the capacity of immersive narratives to foster deeper connections with pressing societal issues, particularly in raising awareness about gender equality.

**Keywords:** Narratives, immersion, social awareness, participatory design, social innovation