

Digital Narratives, Entertainment and Community Building  
Half-day workshop  
by  
Vivian Hsueh Hua Chen  
Nanyang Technological University

Storytelling has always evolved alongside the media of its creation and experience. With new media constantly being developed or utilized in new ways, narratives and narrative experiences are becoming increasingly dynamic. Digital narratives are being accessed and told by media users all over the world. For example, social media platforms and affordances, such as Instagram's recently launched "stories" format, have provided users the ability to express personal stories. YouTube likewise serves as a platform not only for the telling of personal stories via vlogs, but also independently created content with entertaining narratives that are capable of generating high audience engagement. In addition, entertainment media such as video games have changed the way that stories are experienced by giving players agency over subjective instances of the game. It is becoming increasingly clear that users are navigating digital platforms and seeking out new ways to become storytellers, while finding new stories to participate in. The constantly (re)created digital narratives open up the opportunity for the convergence between personal and mass communication as they are rapidly transmitted to wide range of audiences. This workshop attempts to bring together scholars and students, as well as industry professionals to discuss the ways digital narratives are being created and experienced in various digital media platforms. Specifically, it will address how these digital narratives enable entertainment, the convergence between interpersonal and mass communication, and community building.