Goals

- To Serve the Community

- Raise Community Awareness of Cybersecurity Issues

Problems/ Issues

- Finding an effective way to train different population groups about cybersecurity risks

- Examples include internet usage or other means of communication

- Current educational methods have a low impact

Why Digital Storytelling?

- It is Personal
- It is Meaningful
- Person to Person Communication
- Low Barriers between Speaker and Listener
- Higher Retention of Information

63%
of people can recall based on stories

5%
of people can recall based on statistics

Source : https://mannerofspeaking.org/2009/10/13/making-it-stick-tell-stories/

What is Digital Storytelling?

- "At its core, Digital Storytelling is participating in a collaborative and individual process to share a story"

- "Telling your own story with your own authentic voice from your own experience with the help of a digital platform with the purpose of connecting to others"

- "Follows a specific process to fully connect your authentic voice to others "

- "A multimedia production told from the heart"

Informed by…

STORYCENTER
LISTEN DEEPLY. TELL STORIES

Common Elements in Successful Digital Stories

- Relatable and endearing characters
- Despicable villains
- An intriguing plot
- Surprising twists and turns
- A dramatic climax
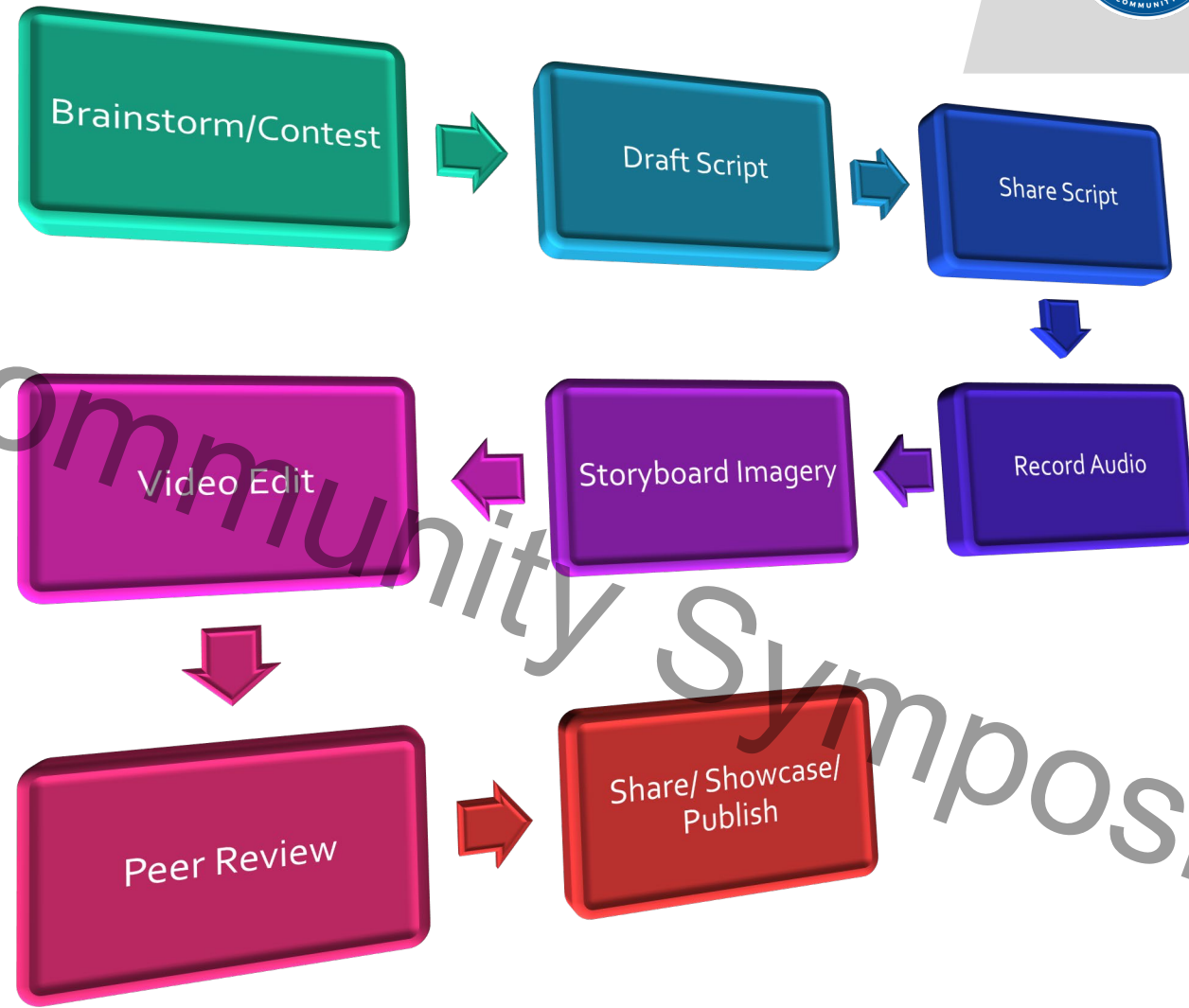- A satisfying conclusion

As a Narrative Arc

- Organize the components of story in a way where they flow to create drama, relief, and transformation

Risk Awareness Education Framework Using Digital Storytelling Continued

- Contests to Gather Stories
  - Real stories that resonate with target population
  - Also publicizes the problem

- Participants
  - People that targeted population can identify with

- Digital Storytelling (DST) Format
  - How information is presented
  - Red flags/warning signs taught
  - Audio/Video Production

- Herd immunity emerges as viewers tell friends the stories
  - Red flags/warning signs repeated

Montgomery College Cybersecurity Risk Awareness Contest

MC Cybersecurity Risk Awareness Contest

Help to Protect Our community from Internet Risks and Threats by Sharing Your Online Experiences!

We want to hear your story! MC Science, Engineering and Technology department, in conjunction with the Digital Storytelling Internship, would like you to share your experiences with internet scams and other tech-related incidents. Help others avoid getting hurt on the internet!

Have you experienced an online prank gone bad; tried to help a friend and it didn't work out; bought something and it turned out to be fake; experienced online robbery; or been scammed online? Everyone trips up sometime. Please share your personal story to teach others about common tech pitfalls. Complete the form below!

Details:

The competition is open from 2/26/24 - 3/18/24.

Multiple submissions are allowed.

Prizes will be awarded.

Award Ceremony date will be announced after competition ends.

Form to Fill out: **Entry Form** ⤢

For any questions, contact: cybersecuritylab@montgomerycollege.e...

Sponsored by the Science, Engineering and Technology department an...

MC CYBERSECURITY RISK AWARENESS CONTEST
2/26-3/18

We want to hear your story! MC Science, Engineering and Technology department, in conjunction with the Digital Storytelling Internship, would like you to share your experiences with internet scams and other tech-related incidents. Help others avoid getting hurt on the internet! Have you experienced an online prank gone bad; tried to help a friend and it didn't work out; bought something and it turned out to be fake; experienced online robbery; or been scammed online?

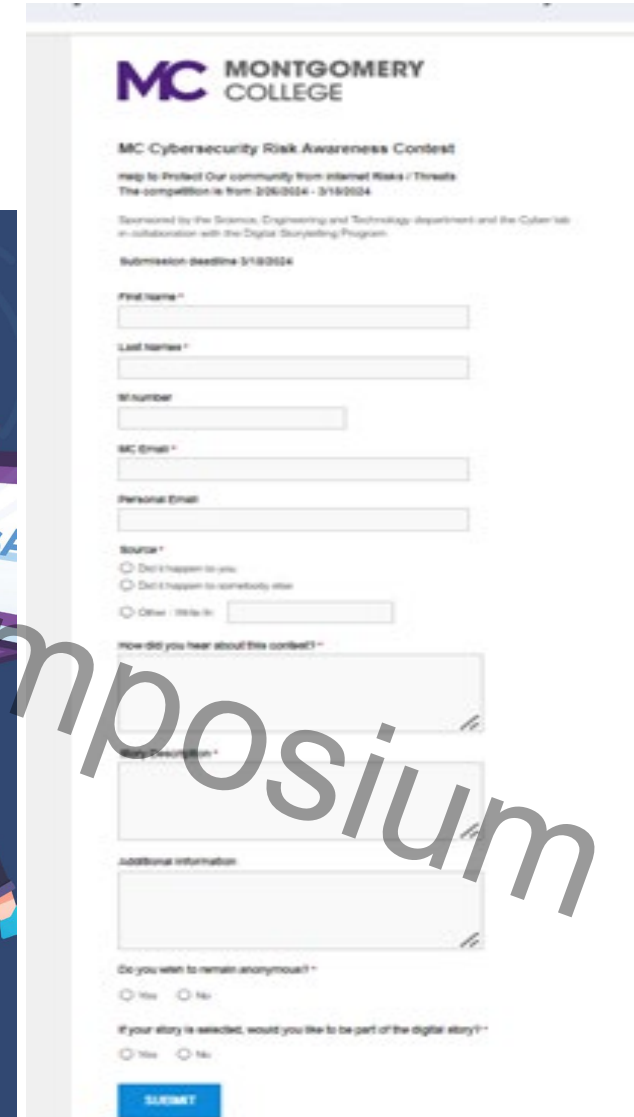**PRIZES WILL BE AWARDED!!!!**

HOW TO ENTER:
HTTPS://WWW.MONTGOMERYCOLLEGE
.EDU/SPECIAL-PROGRAMS/PAUL-PECK-
HUMANITIES-INSTITUTE/DIGITAL-
STORYTELLING-AT-MC.HTML

ENTRY FORM:
HTTPS://SURVEY.ALCH
EMER.COM/S3/7726957
/ENTRY-FORM

Questions? Contact:
Cybersecuritylab@montgomerycollege.edu

Sample Story

Credited to Mary,
Montgomery College
Cybersecurity Student

"This incident happened to me about a year ago. I did not possess a job so I had an account on LinkedIn and was actively searching for one. One day, I got a job offer from a company that was hiring on LinkedIn. I was thrilled! I asked for more information and the representative was happy to give it to me. I read the job details and thought "Oh, this sounds pretty good and something that I might be able to do." However, something made me stop and think that maybe it would be better to tell a family member about it and see what they thought of it. So, I did and then invited them to read the job description themselves, which they did. Once they had finished reading it, they turned to me and said "This is a telemarketer job that doesn't pay an hourly wage but on commission. You would be one of those people who call houses and try to sell them things." I sat there and tried to process how this job I thought was one thing was something entirely different. "That's not what I thought it was. I read it and it came across as something entirely different." I was blown away. The company had made the job sound like I would be answering phone calls and questions from people calling to buy the product, not trying to sell it to others by calling houses. I was pretty sad and frustrated that I had almost been ready to accept the offer and consequently got stuck in a job that I didn't want. So, if you are a hardworking and well-meaning college student like me, just trying to get a decent job please always let a family member or an experienced friend look over any job offerings or opportunities that you receive. They might just be able to save you from making a mistake that could impact your life drastically."

Future Plans

- Follow up with groups that have seen the produced stories

- Further contests to generate new stories

- Surveys to see which stories / types of stories / speakers resonated best

- Collect quantitative data

Team

- Alla Webb
- Helio Zwi
- Norman Singer
- Digital Storytelling Internship Program

https://www.montgomerycollege.edu/special-programs/paul-peck-humanities-institute/digital-storytelling-at-mc.html

- Contact Us

cybersecuritylab@montgomerycollege.edu

Resources

- Rick Wash, "The Power of Digital Storytelling in Cybersecurity Training", Wall Street Journal, Nov 25, 2023

- Chip Heath, Made to Stick: Why Some Ideas Survive and Others Die, Random House, January 2, 2007

- Eric Larson, "The Neuroscience of Data Storytelling", eImpact, January 9, 2018

- Lea Pica, "The Vital Role of the Narrative Arc in Business Data Storytelling", Story Driven Data, September 21, 2022

- Jermy Hsu, "The Secrets of Storytelling: Why We Love a Good Yarn", Scientific American, August 1, 2008

- Example of Digital Storytelling
Let's be unproductive - Aayusha Kunwar –YouTube
https://www.youtube.com/watch?v=PupVB6WS3xM&t=2s

- Digital Storytelling at Montgomery College
https://www.montgomerycollege.edu/special-programs/paul-peck-humanities-institute/digital-storytelling-at-mc.html

- Montgomery College Cybersecurity Awareness Contest
https://www.montgomerycollege.edu/academics/programs/cybersecurity/news-events.html