

## Storytelling Resources

The following resources are provided because they may be of interest. C<sup>2</sup> Technologies does not guarantee the accuracy of these resources or endorse or take responsibility for the content therein.

### Blogs and Articles

- Assets eLearning Blog, by Bryan Jones: Free Images and a Great Storytelling Technique for eLearning  
<http://blog.elearningart.com/free-images-and-a-great-storytelling-technique-for-elearning/>
- eLearning Magazine Article, by Shelley A. Gable: Storytelling in eLearning: The Why and How  
<http://elearnmag.acm.org/featured.cfm?aid=2038641>
- Making Change Blog, by Cathy Moore
  - Feedback in Scenarios: Let Them Think!  
<http://blog.cathy-moore.com/2013/01/feedback-in-scenarios-let-them-think/>
  - How to Create a Memorable Mini-Scenario  
<http://blog.cathy-moore.com/2011/10/how-to-create-a-memorable-mini-scenario/>
  - Scenarios: The Good, the Bad, and the Preachy  
<http://blog.cathy-moore.com/2011/02/scenarios-the-good-the-bad-and-the-preachy>
  - Scenarios: What Are They Good For?  
<http://blog.cathy-moore.com/2012/05/scenarios-what-are-they-good-for/>
  - Why You Want to Use Scenarios in Your eLearning  
<http://blog.cathy-moore.com/2009/11/why-you-want-to-use-scenarios-in-your-elearning/>
- The eLearning Coach Blog, by Connie Malamed:
  - 5 Ways to Use Graphics in eLearning Scenarios  
<http://theelearningcoach.com/media/graphics/graphics-for-elearning-scenarios/>
  - Alternatives to 'Correct' and 'Incorrect'  
[http://theelearningcoach.com/elearning\\_design/alternative-feedback/](http://theelearningcoach.com/elearning_design/alternative-feedback/)
  - Podcast: How to Write Compelling Stories, with Lisa Cron  
<http://theelearningcoach.com/podcasts/write-compelling-stories/>
  - Podcast: Why You Need Scenario-based eLearning, with Ruth Colvin Clark  
<http://theelearningcoach.com/podcasts/scenario-based-elearning/>
  - Why You Need to Use Storytelling for Learning  
<http://theelearningcoach.com/elearning2-0/why-you-need-to-use-storytelling-for-learning/>
- The Rapid E-Learning Blog, by Tom Kuhlman
  - 3 Ways to Make Your E-Learning Course Look Like a Comic Book  
<http://www.articulate.com/rapid-elearning/3-ways-to-make-your-e-learning-course-look-like-a-comic-book/>
  - 7 Tips for Better E-Learning Scenarios  
<http://www.articulate.com/rapid-elearning/7-tips-for-better-e-learning-scenarios/>
  - An Easy Way to Build Branched Scenarios for E-Learning  
<http://www.articulate.com/rapid-elearning/an-easy-way-to-build-branched-scenarios-for-e-learning/>
  - Build Branched E-Learning Scenarios in Three Simple Steps (Challenge-Choice-Consequence)  
<http://www.articulate.com/rapid-elearning/build-branched-e-learning-scenarios-in-three-simple-steps/>
- Wired.com Interview with Andrew DeVigal, by Pete Brook: Smart Readers Are Too Distracted to Dig Smart Content  
<http://www.wired.com/rawfile/2013/04/raw-meet-andrew-devigal/>

## Books

- Allen, Michael. (2003). *Michael Allen's Guide to Elearning*. Hoboken, NJ: John Wiley & Sons.
- Brown, J.S., Denning, S., Groh, K. & Prusak, L. (2005). *Storytelling in Organizations. Why Storytelling Is Transforming 21st Century Organizations and Management*. Burlington, MA: Elsevier Butterworth-Heinemann.
- Clark, Ruth Colvin and Mayer, Richard. (2008). *e-Learning and the Science of Instruction: Proven Guidelines for Consumers and Designers of Multimedia Learning*. San Francisco: Pfeiffer.
- Clark, Ruth Colvin. (2010). *Evidence-based Training Methods: A Guide for Training Professionals*. American Society for Training and Development.
- Clark, Ruth Colvin. (2013). *Scenario-based eLearning: Evidence-Based Guidelines for Online Workforce Learning*. San Francisco: Pfeiffer.
- Dirksen, Julie. (2012). *Design for How People Learn*. Berkeley, CA: New Riders.
- Duarte, Nancy. (2010). *Resonate: Present Visual Stories that Transform Audiences*. Hoboken, NJ: John Wiley & Sons.
- Moore, Robin. (2001). *The Natural-Born Writer: How to Rekindle Your Imagination and Tell the Stories Within You*. Louisville, CO: Sounds True.
- Simmons, Annette. (2006). *The Story Factor: Inspiration, Influence, and Persuasion Through the Art of Storytelling* (2<sup>nd</sup> rev. ed.). New York: Basic Books.
- Simmons, Annette. (2007). *Whoever Tells the Best Story Wins: How to Use Your Own Stories to Communicate with Power*. New York: AMACOM.

## Research

- Harp, Shannon F. and Mayer, Richard E. (1997) The Role of Interest in Learning from Scientific Text and Illustrations: On the Distinction Between Emotional Interest and Cognitive Interest. *Journal of Educational Psychology*, Vol. 89, No. 1, 92–102.  
[http://visuallearningresearch.wiki.educ.msu.edu/file/view/Harp+%6+Mayer+\(1997\).pdf](http://visuallearningresearch.wiki.educ.msu.edu/file/view/Harp+%6+Mayer+(1997).pdf)
- Hendel-Giller, Ronni, Hollenbach, Cindy, Marshall, David, Oughton, Kathy, Pickthorn, Tamra, Schilling, Mark, and Versiglia, Giulietta. (2010). *The Maritz Institute White Paper: Neuroscience of Learning: A New Paradigm for Corporate Education*. The Maritz Institute.
- Thalheimer, Will. (2009). *Using Linguistically, Culturally, and Situationally Appropriate Scenarios to Support Real-World Remembering*.  
<http://www.work-learning.com/catalog/.html>

## Other Resources

- 50+ Web 2.0 Ways to Tell a Story  
<http://50ways.wikispaces.com/>
- Elements of Fiction, Bedford/St. Martin's virtual Interactive Fiction Tutorial  
<http://bcs.bedfordstmartins.com/virtualit/fiction/elements.asp>
- Open Directory: Storytelling  
[http://www.dmoz.org/Arts/Performing\\_Arts/Storytelling/](http://www.dmoz.org/Arts/Performing_Arts/Storytelling/)
- Open Thinking Wiki (Archive) Digital Storytelling Resources Compiled by Dr. Alec Couros  
<http://couros.wikispaces.com/digitalstorytelling>
- Using Narrative Structures to Inspire and Improve Writing for Digital Media Assignments  
<http://narrativestructures.wisc.edu/>
- 7 Lessons from Mamet  
<http://thestorydepartment.com/7-lessons-from-mamet/>