

The Digital Intervention Project



Purpose

- 1. Describe a course assignment that students report they enjoy.**
- 2. Discuss theoretical frameworks.**
- 3. Share instructions and lesson plan.**
- 4. Show examples of student work.**

Ready or Not

Ready or not, here they come.

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Definition

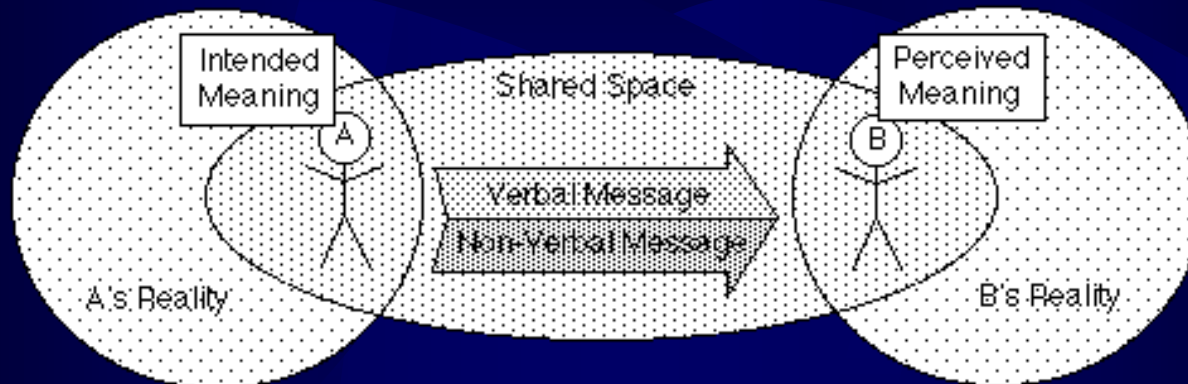
The Digital Intervention Project is student-constructed video commercial, mini-movie or website designed to alter an unhealthy behavior among fellow learners.

Peer Education

- 1. Peers can be effective role models for promoting healthy behavior.**
- 2. Peers create and reinforce social norms.**
- 3. Results for peers include enhanced self-efficacy, and new opportunities for social and communication skills.**

Process vs. Product

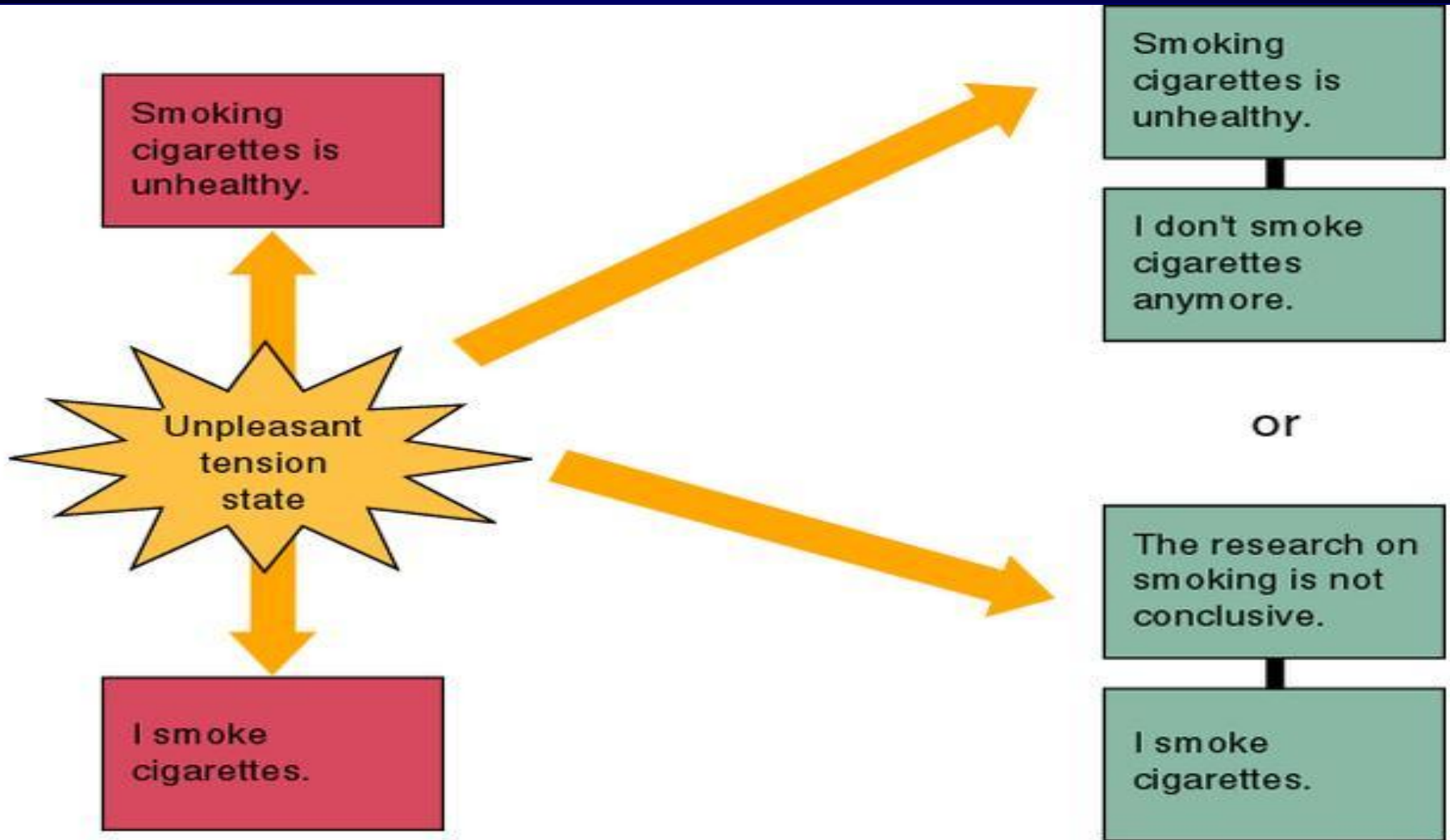
Overall effects of the DIP tend to be greater for the sender (A) than the receiver (B).



Cognitive Dissonance Theory

- **When people behave contradictory to their beliefs, they experience cognitive tension or dissonance.**
- **According to Festinger (1957) humans are motivated to reduce dissonance by changing one's behavior, attitude or by seeking more information.**

Classic Example



Social expectations combined with public review of final product

- Assigned to groups of 4-5
- Final project graded by peers using rubric



Instructor procedures

- **Working as a Facilitator ... not an Instructor**
- **Students submit annual updates:**
 1. **individual roles and responsibilities**
 2. **the script**
 3. **timeline for the shoot**
 4. **other**

Special emphasis for today's First Year Student

- **No nudity**
- **No profanity**
- **No stereotypes**
- **Nothing illegal (use of stage props only)**