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.

If you think today's college students are tech-savvy, wait until you meet tomorrow's.

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Definition

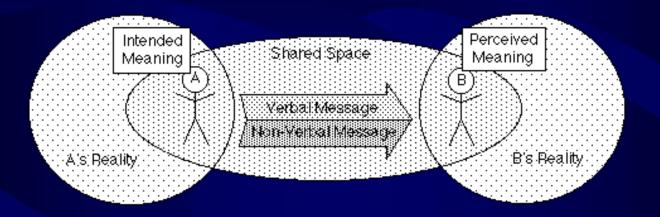
The Digital Intervention Project is student-constructed video commercial, mini-movie or website designed to alter an unhealthy behavior among fellow learners.

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

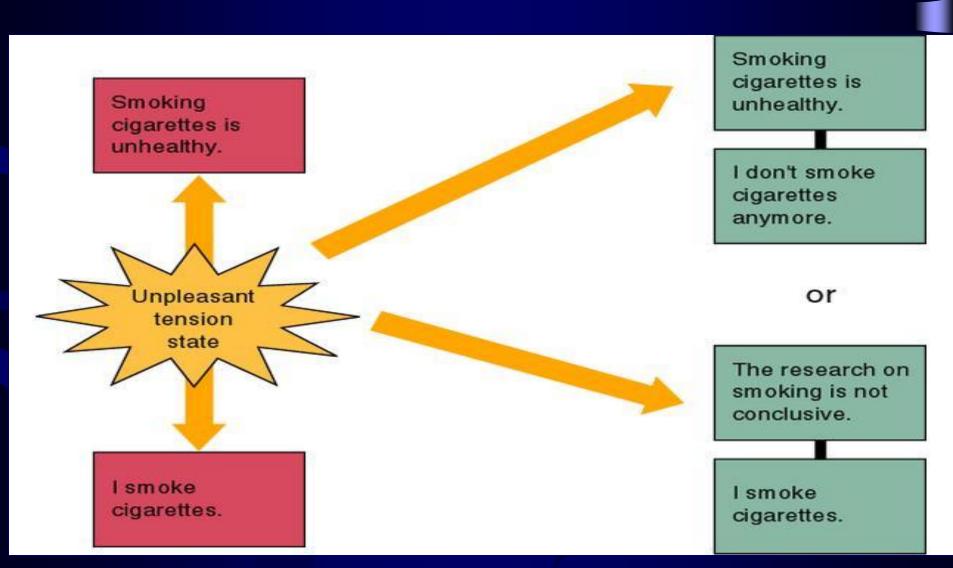
Overall effects of the DIP tend to be greater for the sender (A) than the receiver (B).



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



Rubric

Strategy	Message tailored to a specific audience:	
	□ Yes	□ No
	1 point	0 points
	Easy to see, understand and follow:	
Delivery	□ Yes	□ No
	1 point	0 points
	Original, imaginative and memorable:	
Creativity	□ Yes	\square No
	1 point	0 points
Informative	Presents ideas for solving problem:	
	□ Yes	\square No
	1 point	0 points
	Raises awareness about a wellness issue:	
Effective	☐ Strongly Agree	☐ Somewhat Disagree
	3 points	1 point
	☐ Somewhat Agree 2 points	☐ Strongly disagree 0 points
Influence	Presentation likely to have a positive influence	
	on my attitudes or behavior:	
	☐ Strongly Agree	
	3 points	1 point
	☐ Somewhat Agree 2 points	☐ Strongly Disagree0 points
	2 points	o points

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)