

Youth Digital Co-Creators

Measuring social impact in Scotland

Alicja Pawluczuk

The purpose of this study is to examine social impact evaluation strategies of youth-led digital storytelling initiatives in Scotland and to design an open-source Digital Storytelling & Social Impact Evaluation Toolkit, which will aid project leaders to capture and evaluate their social change initiatives.

Project Aims

- Provide **an outline of the current social impact evaluation strategies** of youth-led cultural digital projects in Scotland;
- Create **Social Impact Toolkit** which will provide academics, policy makers, youth workers and young people with a practical set of tools to monitor and evaluate their projects

Methodology

- **Participatory Action Research (PAR)**
Youth Digital Co-creation workshop will be organised and assest in the 2nd year of research (16 - 25 yrs in Scotland)
- **Ethnographic Observation**
Ethnographic study will take place during some parts of the digital workshop
- **Participatory Impact Pathways Analysis**
Participatory Social Impact framework will be tested during youth digital workshop

Contribution

- This research aims **to extend an existing body of knowledge** of qualitative and participatory research methods (Bergold and Thomas 2012).
- **This new approach may reveal yet unknown links between** youth digital engagement and social development, consequently enhancing future project's planning, design and evaluation.
- The outcomes of the study will provide **new insights into the social impact of participatory digital youth projects.**
- **Digital Co-creation Impact Evaluation toolkit** will provide youth professionals with a new strategy for capturing and measuring their work.

Key Themes

Digital Culture Co-Creation

- **Digital Culture Co-creation** is a process, which aims the reduce the distance between people and culture, as well as heritage professionals and users. This collaborative practice is described to enhance social cohesion and promote "equal partnership" (RICHES 2015, p.3)

Youth Digital Participation

- **Digital Youth Participation** is defined as "people's ability to gain access to digital technology, and understand how to use it creatively" (Scottish Government Social Research, 2012)

Social Impact Evaluation

- **Social Impact Evaluation** aims to help individuals and communities, as well as government and private-sector organizations, understand and better anticipate the possible social consequences for human populations and communities of planned and unplanned social change resulting from proposed policies, plans, programmes and projects (Burdge 2012).



Alicja Pawluczuk
a.pawluczuk@napier.ac.uk
www.phdadventures.com
@alicjapawluczuk

Edinburgh Napier
UNIVERSITY