

RESEARCH THEME

XL cycle – a.y. 2024/2025

Title of the doctoral research

Exploring Theoretical and Responsible Dimensions of Interactive Digital Narratives:
Towards New Dynamics and Models of Communication

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Abstract

In a setting marked by constant proliferation of digital and interactive media—spanning videos, games, images and memes, audio and texts—which tend to spread across media, consumer behaviours and expectations are rapidly evolving. This shift not only opens new forms of engagement but also challenges traditional paradigms of communication and narrative construction, paving the way for rethinking Interactive Digital Narrative (IDN) in terms of underpinning principles, relation to new technologies, and necessary ethical considerations. Situated at the intersection of various fields, and rooted in different epistemologies, the topic requires an in-depth and interdisciplinary investigation aimed at gaining a comprehensive and multi-layered understanding of contemporary practices and experimental approaches within and neighbouring IDNs, their dynamics and challenges. The current need is to generate robust evidence that will inform the development of novel theoretical frameworks and models, which thoroughly include the multiple dimensions required by the intrinsic complexity of the phenomenon, and hence include necessary reflections on ethical aspects, audience interaction and stakeholder engagement, the role of new technologies, and how the diverse narrative elements require a necessary change. This research strand builds upon the need to further enquire IDNs in light of the ongoing contextual changes. This research necessitates a qualitative approach that considers multiple analytical lenses to ensure a comprehensive and nuanced understanding of the subject matter.

Keywords

Interactive Digital Narrative, Audience Engagement, Narrativity