

## **Studies on the Teaching Pedagogy and Effectiveness for the Multi-Channel Storytelling for Social Media, Cinema, Game, and Streaming Platform: Case Studies of Squid Game**

**Authors :** Chan Ka Lok Sobel

**Abstract :** The rapid evolution of digital media platforms has given rise to new forms of narrative engagement, particularly through multi-channel storytelling. This research focuses on exploring the teaching pedagogy and effectiveness of multi-channel storytelling for social media, cinema, games, and streaming platforms. The study employs case studies of the popular series "Squid Game" to investigate the diverse pedagogical approaches and strategies used in teaching multi-channel storytelling. Through qualitative research methods, including interviews, surveys, and content analysis, the research assesses the effectiveness of these approaches in terms of student engagement, knowledge acquisition, critical thinking skills, and the development of digital literacy. The findings contribute to understanding best practices for incorporating multi-channel storytelling into educational contexts and enhancing learning outcomes in the digital media landscape.

**Keywords :** digital literacy, game-based learning, artificial intelligence, animation production, educational technology

**Conference Title :** ICAIC 2024 : International Conference on Artificial Intelligence in Communication

**Conference Location :** London, United Kingdom

**Conference Dates :** July 29-30, 2024