

Exploring the Use of Immersive Narratives for Social Awareness: Gender Equality

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ABSTRACT

This study examines how immersive storytelling influences perceptions of gender equality within a university setting, offering insights applicable to broader global contexts. A qualitative, participatory design methodology was employed, incorporating storytelling techniques and data collection through focus group discussions (FGDs) and thematic analysis. The study involved 20 participants aged 18 to 30, representing diverse gender identities and varying levels of prior engagement in gender activism. Findings indicate that while immersive narratives contribute to greater awareness of gender biases, they have limitations in addressing systemic inequalities, highlighting the need for multi-faceted approaches to social change. This study situates immersive storytelling within a transdisciplinary framework, proposing its role as a complementary tool in educational and activist strategies. It contributes to discussions on gender equity and aligns with the United Nations' Sustainable Development Goal 5 (Gender Equality). The research offers insights for policymakers, educators, and activists seeking to integrate immersive storytelling within broader strategies for critical engagement with gender discourse and advocacy.

Keywords: Equality; gender; immersion; social awareness; storytelling