

## Case Study

# Digital Literacy Videos

Microlearning modules on a crucial topic

TechChange partnered with DAI and USAID to create a [series of video-based microlearning tools](#) to illustrate the **USAID Digital Literacy Primer**, including key definitions, relevant approaches, associated risks and resources for planning and implementation.



## About the Client

The **United States Agency for International Development** is the world's premier international development agency and a catalytic actor driving development results. Their Digital Strategy is the Agency-wide vision for development and humanitarian assistance in the world's rapidly evolving digital landscape.

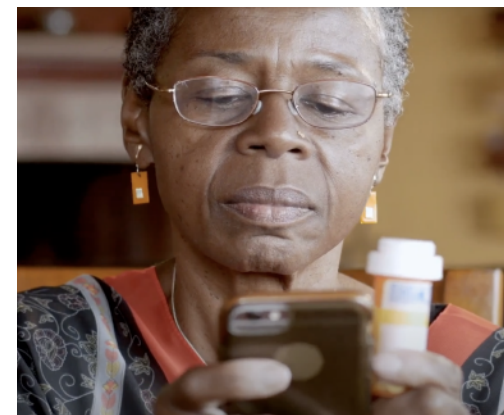


**Development Alternatives Incorporated (DAI)** helps USAID to implement the strategy via the Digital Frontiers funding mechanism. **TechChange partnered with USAID and DAI to write, produce, and create this video-based microlearning series.**



## Defining the Solution

USAID's Digital Strategy holds that all programming that includes digital technology—regardless of sector or geography—must include considerations around digital literacy to ensure that users can meaningfully, responsibly, and safely participate in their digital ecosystem. The Agency's [Digital Literacy Primer](#) defines digital literacy in development, providing a shared language and outline of key components on this critical topic. USAID and implementing partner DAI wanted to produce a series of micro learning tools to bring the Primer to life and ensure **USAID personnel, partner country staff, and partners** understand the concepts in the Primer, particularly the **practical considerations of digital literacy in USAID programming.**



TechChange set out to develop a series of short videos to illustrate the concept of digital literacy, including key risks that come with programming, and relevant resources for activity planning and implementation.

## Services Used

*Ideation Workshop*


*Script Development and Storyboarding*


*In-studio Recording*

*Video Production*


*Supplemental Materials Development*

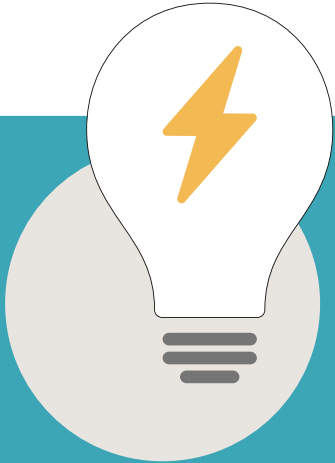
## Key Stats

 **Four video-based microlearning modules** produced and refined through iteration

 **One internal pilot** with Digital Development leadership

 **Four in-studio video interviews** recorded

 **Nine supplemental training materials and worksheets** created



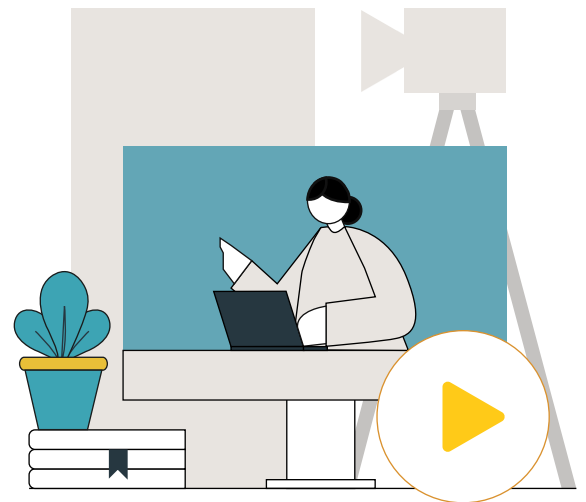
TechChange was an instrumental partner to DAI and USAID in the development of the Digital Literacy training videos. Their team helped to create innovative content and compelling storylines to keep audiences engaged and informed. We look forward to more opportunities for future collaboration.”

**Priya Sethi, DAI**

## TechChange’s Role: Educational Storytellers and Video Production

One of the main contributors to the digital divide is low digital literacy, so it’s essential that development practitioners understand the concept, and associated challenges, so that programming can successfully equip people to use and benefit from digital technologies. Micro-learning tools provide busy practitioners with crucial information in digestible bites. TechChange specializes in **educational storytelling to illustrate complex and high-stakes topics** in a way that is engaging and beautiful, and easily understood by diverse audiences.

To begin, TechChange worked with USAID, DAI, and specialized **subject matter experts** via an **Ideation Workshop** to identify the learning objectives. Our team crafted **scripts** and developed carefully plotted **storyboards** to illustrate the concepts and bring the stories to life, working hand-in-hand with key stakeholders throughout the entire process to ensure adherence to Agency goals and objectives. Our top-notch **video production** team filmed multiple interviews in our full-service **Washington D.C. studio** as well as **on-site at USAID**. This interview footage was interwoven with b-roll footage, **custom graphics**, and dozens of TechChange’s signature **animations** to create the video-based learning series.



## What Was Created

TechChange produced four video-based microlearning modules on Digital Literacy, each approximately five minutes long in order to capture the attention span of today's learner. The videos may be viewed on their own as a stand-alone learning tool, or as a part of a comprehensive series, including:



**Defining Digital Literacy.** This video introduces the concept of Digital Literacy, relevant frameworks, and how USAID defines it.



**Approaches to Digital Literacy.** This video introduces the DigComp framework and covers the differences between foundational and tactical approaches to Digital Literacy in USAID programming.



**Managing Risk.** This video covers key risks in digital literacy programming such as exclusion, harm, and cybersecurity issues, and shares mitigation approaches for each.



**Digital Literacy in USAID Programming.** This video covers the important questions to consider when integrating Digital Literacy work into USAID programming and resources for activity design and implementation.

Each module features a USAID or partner expert, key definitions, and practical examples. Working with subject matter experts, TechChange also created a comprehensive set of supplemental materials, including one-pagers, worksheets, and training aids.

## A Dynamic Training Aid

The Digital Literacy video-based microlearning series embodies the benefits of the medium: video has a plurality of uses, and is customizable and modular for different audiences and platforms. DAI and USAID will use these videos in a number of ways, including: sharing on **YouTube** for the development community and anyone interested in the topic and posting as SCORM modules on USAID's internal learning management system (**USAID University**) as a training course for mission and headquarters staff. The videos and the connected training resources will also be used for a training program for Mission staff desiring a deep dive on the topic and its application to their work in-country.

## Results

While still early in its implementation, the Digital Literacy video-based learning series has enabled two key results: 1) The series has helped USAID to enshrine digital literacy approaches and resources in a succinct, visually-compelling, easily-digestible format that is highly shareable; 2) The modules set USAID up for success in the rapid onboarding and upskilling of both Mission and HQ staff in this critical area of USAID's Digital Strategy.



For more information, contact us at: [info@techchange.org](mailto:info@techchange.org)