**Transmedia Storytelling Episode 1 Test**

Watch “Inanimate Alice” Episode 1 again, analyze, take your time and answer the following questions. You need headphones for this exercise. Submit.

1. Notice that the music begins on the third screen. Why do you think it appears here? Turn your volume off and look at the third screen closely - what effect does the music have on the general tone of this screen? Does it lend a sense of urgency which otherwise is not there?

2. On the sixth screen the arrows which allow the reader to proceed appear on the road. Why do you think they are placed here and not close to the text as in previous screens?

3. Screen seven is in stark contrast to the preceding scene in terms of sound. This node is almost silent. What sounds do you hear? What do you think that noise is? What might it suggest about Alice’s home at the base?

4. Screen eight enables the reader to proceed to the next part of the story relatively quickly. If the reader waits, a painting evolves on the left-hand side of the screen. What do you see emerge? Do you notice a difference in the colors used for each layer of the painting that appears?

5. Midway through the narrative the reader and Alice must take photographs of all the wild flowers they can see. When you read the story for the first time, did you know you had to take the pictures or did you think it was only for Alice? How many flowers did you see? Was Alice’s mom driving too quickly for you to take photographs of all four flowers? Did the music help you concentrate?

6. When Alice writes her list of things she’d rather be doing, does she sound like an eight year old? What else (hint, look at the font) helps us think she is only eight?

7. Examine the final two screens of the story. How do the various modes help you understand that this is the end of the story (even if the words do not say: “the end”)? (hint: listen to the sound, notice the jeep driving off the screen, see the darkening sky)

Follow Up:

Critical Thinking: Give an example from Episode 1 that demonstrates Alice’s comfort with technology. What other examples can you find to support this view? What message do you think the creators are trying to convey?

Summarizing: What, according to the story, are some of the benefits of technology? How does the story persuade readers that this is the case?

Extending: Certain critics of hypertext suggest that the reader becomes disoriented resulting in an unintelligible narrative. Do you find yourself displaced when reading Episode 1 of Inanimate Alice? How do you think the creators attempt to guide the readers through the evolving narrative? Do you have your own suggestions for making the path through the narrative clearer? Explain your answers.

Evaluating: Episode 1 of Inanimate Alice makes use of a variety of modes such as sound, image, text as well as demanding reader participation. In what way are these modes related? If you had to choose a single mode that adds the most to the story, which would it be? Explain your answer.

Student Reading Reflection

Now you have finished reading “Episode 1: China,” Inanimate Alice. Write

a short blog (or journal) entry to think about your reading experience. Be

sure to answer the following:

**What I did**

(Explain how you read the story – did your eyes scan each screen from left to

right? How did you feel about the sound, images, and words that would appear

all at the same time on certain screens?)

**What I enjoyed**

(Write about what you liked most about Episode 1)

**What I found difficult**

(Write about the most difficult part of reading Episode 1)

**What really worked**

(What was the best bit about the story and why)

**Next time...**

(What will you do when it comes to reading Episode 2? How will you prepare? What tips might you share with other readers for their first digital story reading experience?)