

Abstract

CREATIVE PROJECT: UDecide: An Interactive Transmedia Story for Sexual Health and Wellness

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This study presents research that provides a critical overview of the ways to utilize emerging technologies and immersive storytelling to engage college students with sexual health and wellness education. The evidence suggests that intertwining education, technology, and storytelling can work to eliminate the stigma around sexual health and encourage students to think more deeply about their sexual health and relationship choices. *UDecide: The Interactive Transmedia Story* transforms the traditional classroom into an interactive podcast, character social media accounts, and an augmented reality (AR) experience that educates college students on sexual health and wellness topics.

Keywords: Transmedia, sexual health, wellness, multimedia, education, interactive, digital storytelling, podcast, social media, augmented reality, college, usability