Moral Values and Character Formation in Early Childhood through Digital Storytelling

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Abstract

Family is the basic unit and most essential component of the community. Parents serve as the leader in honing their child's character and values, however, due to the restriction of a busy schedule, work arrangements, and different activities some parents neglect and insufficiently oversee the character formation of their child. As a product of the technological boom, digital storytelling shows positive feedback in instilling moral values and character in children. The study aims to determine moral values and character formed through the utilization of digital storytelling techniques. A phenomenological design applying non-participative observation and the semi-structured interview was done in the collection of data. Van Kaam Method of data analysis was applied in analyzing and determining codes an emerging theme. It was revealed that most of the participants aged from 6 to 7 years old, were female and their parents were employed. Meanwhile, after 2 successive seasons of digital storytelling, moral values and character formed observed were obedience, humility, religiosity friendliness, frugality, and honesty. Said characters and moral values were manifested by the participants by analyzing the report of observation of the parents. The results may be used in formulating school and community programs intended for character building and seminar for smart parenting.