

Transmedia Navigation

Confronting the Challenges of Participatory Culture: Media Education for 21st Century

https://www.macfound.org/media/article_pdfs/JENKINS_WHITE_PAPER.PDF

Jenkins, H., Clinton, K., Purushotma, R., Robison, A. J. & Weigel, M. (2006).

Confronting the challenges of participatory culture: Media education for the 21st century. Chicago: The MacArthur Foundation. Retrieved from

http://www.digitalllearning.macfound.org/atf/cf/%7B7E45C7E0-A3E0-4B89-AC9C-E807E1B0AE4E%7D/JENKINS_WHITE_PAPER.PDF

The new skills include:

Play — the capacity to experiment with one's surroundings as a form of problem-solving

Performance — the ability to adopt alternative identities for the purpose of improvisation and discovery

Simulation — the ability to interpret and construct dynamic models of real-world processes

Appropriation — the ability to meaningfully sample and remix media content
Multitasking — the ability to scan one's environment and shift focus as needed to salient details.

Distributed Cognition — the ability to interact meaningfully with tools that expand mental capacities

Collective Intelligence — the ability to pool knowledge and compare notes with others toward a common goal

Judgment — the ability to evaluate the reliability and credibility of different information sources

Transmedia Navigation — the ability to follow the flow of stories and information across multiple modalities

Networking — the ability to search for, synthesize, and disseminate information

Negotiation — the ability to travel across diverse communities, discerning and respecting multiple perspectives, and grasping and following alternative norms.

Quick Transmedia Navigation Exercise.....

Beginning of Class

Ask your students, “**Where do get your news?**” on a regular day

Write up on a whiteboard or a chalk board.

Have a whole pile of sticky notes ready.

Have students get up and write where they get their news.

They should use a new sticky note for each source.

Go through the sticky notes in front of the class and discuss if students are only using one of these sources or multiple sources.

Introduce Students to ...

Digital Skills for Participatory Culture	Follow the Story
Judgment	Evaluate the reliability and credibility of different information sources
Transmedia Navigation	Follow the flow of stories and information across multiple modalities
Networking	Search for, synthesize, and disseminate information
Negotiation	Travel across diverse communities, discerning and respecting multiple perspectives, and grasping and following alternative norms.

Sample News Question: What USDA page gives information by state on facility inspections on animal welfare?

Follow the Story	Question: What USDA page gives information by state on facility inspections on animal welfare?
Judgment	Evaluate the reliability and credibility of different information sources

Transmedia Navigation	Follow the flow of stories and information across multiple modalities
Networking	Search for, synthesize, and disseminate information
Negotiation	Travel across diverse communities, discerning and respecting multiple perspectives, and grasping and following alternative norms.

Using their mobile devices, laptops or if you are in a room with computers, divide students into groups and give them 5 minutes.

Large Group Discussion: What did people find?

Where did you go first?

Would you have gone somewhere different if it wasn't in a classroom?

Further sample assignment for homework

<https://drive.google.com/open?id=0B15QZE8diqhbVk56dW5UTUdGYVk>