Critical Perspectives in Learning, Spreadability and Transmedia: New Reflexive Storytelling

Digital Humanities @ OU Day
February 1, 2016
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Learning, Spreadability and Transmedia

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Learning.
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Media Literacy
Learning.

This is a plea for Media Literacy
Learning.

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“We do not read or watch enough quality material.”
Learning.

This is a plea for Media Literacy

“I am mostly concerned about how easily we fall into line into the frame, the narrative around social issues.”
Learning.

This is a plea for Media Literacy

“Stories are placed within tropes that influence the way we receive and interpret information without the effort of analysis on our own.”
Critical Perspective.
Critical Perspective.

reflexive
Critical Perspective.

PAY AS MUCH ATTENTION TO FORM AS CONTENT
Critical Perspective.

HOW WE SPEAK DESERVES AS MUCH ATTENTION AS WHAT WE SAY
The digital fosters the convergence of all sorts of media into the flow of the constant digital present.

What are the words we use to understand the way this flow works?
What are the words we use to understand the way this flow works?
What are the words we use to understand the way this flow works?
Piracy = Sticky
What are the words we use to understand the way this flow works?
Spreadable

What are the words we use to understand the way this flow works?
Ways of Seeing
John Berger
1973

Digital Storytelling Workshop
Getting Here From There

Digital Storytelling Workshop
en-able vs. dis-able...
en-able vs. dis-able...

• Stickiness

• attracts audience attention

• centralizes the audiences present in particular locations to generate revenue

• Disables creative input
Introduction: dis-able...

• Stickiness
• Capitalizes on the easiest ways companies have found to conduct business online
• rather than the ways audiences want to and do experience material
• Privileges putting content in one place of making audiences come to it so they can be counted
• Centralized experiences
• Roach motel
**en-able vs. dis-able…**

- **Spreadability**

- Spread ability refers to the potential both technical and cultural audiences to share content for their own purposes sometimes with the permission of rights holders sometimes against their wishes. (Jenkins, Ford and Green, p. 3)
En-able = Spreadable

• First, consider the relationship between circulation and distribution
• Distribution is industry controlled
• The spreadable media model emphasizes a hybrid circulation relationship
• More participatory and messier
En-able = Spreadable