

Social Media – Participatory Culture

In a participatory culture, members have a social connection through collaborating, creating, and sharing with each other; in essence, the opportunity for peer-to-peer learning.

This viewpoint evokes the *Educational Social Media (Games) Designer* and the *Learner* communities.

Participatory Culture

“Participatory culture shifts the focus of literacy from one of individual expression to community involvement. The new literacies almost all involve social skills developed through collaboration and networking.”

White paper by Henry Jenkins, “Confronting the Challenges of Participatory Culture: Media Education for the 21st Century”, p.4

Participatory Culture

Some examples of these new skills Jenkins identifies are:

- **PLAY**

Problem solving through experimentation with one's surroundings

- **PERFORMANCE**

Improvising and discovering through adoption of alternative identities

- **SIMULATION**

Interpreting real world processes through construction of models

- **COLLECTIVE INTELLIGENCE**

Sharing knowledge with others to achieve a common goal

Participatory Culture

KISS

“Keep it Significant and Sharable” (Solis)

Social Media success:

Relevance + Resonance = Significance

➔ Sharing

Participatory Culture

The Educational Social Media (Games) Designer perspective

- Listen to learners to create social media games that are **relevant**, and therefore **resonate**, and become **significant**.
- Engage learners “in a meaningful way – and thereby **FUN – way**” (Social Media Expedition, bold and caps my own) while providing learners a means for **peer-to-peer LEARNING**.

Participatory Culture

The **Learner** perspective

- **Sharing** results when learners are engaged in social media games in a significant way.
- Today's learners want to play games that are **FUN**, they want to **LEARN**, express themselves creatively and **SHARE**.