

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

Henry Jenkins

Presented by Han Su

“As someone famous once said, ‘I would have written it shorter, but I didn't have enough time.’”

Cited from Henry Jenkins' about me page

Goal of this report:

- ❖ Advocate for more opportunities to participate and to develop the cultural competencies and social skills needed for full involvement in online communities.
- ❖ The new skills include: **Play, Performance, Simulation, Appropriation, Multitasking, Distributed Cognition, Collective Intelligence, Judgment, Transmedia Navigation, Networking, Negotiation.**

Forms of participatory culture:

- memberships, formal and informal, in online communities centered around various forms of media—**Affiliations**
- producing new creative forms, such as digital sampling, skinning and modding, fan videomaking—**Expressions**
- working together in teams, formal and informal, to complete tasks and develop new knowledge—**Collaborative Problem-solving**
- Shaping the flow of media—**Circulations**

Success stories of content producers in the internet era

- ✿ Richardson(14-year-old girl who ran for president of Alphaville), Lawver(education website), RossO(Firefox), and Meeter(Film maker)
- ✿ They developed much of the skill and knowledge through their participation in the informal learning communities of fans and gamers, not at school!

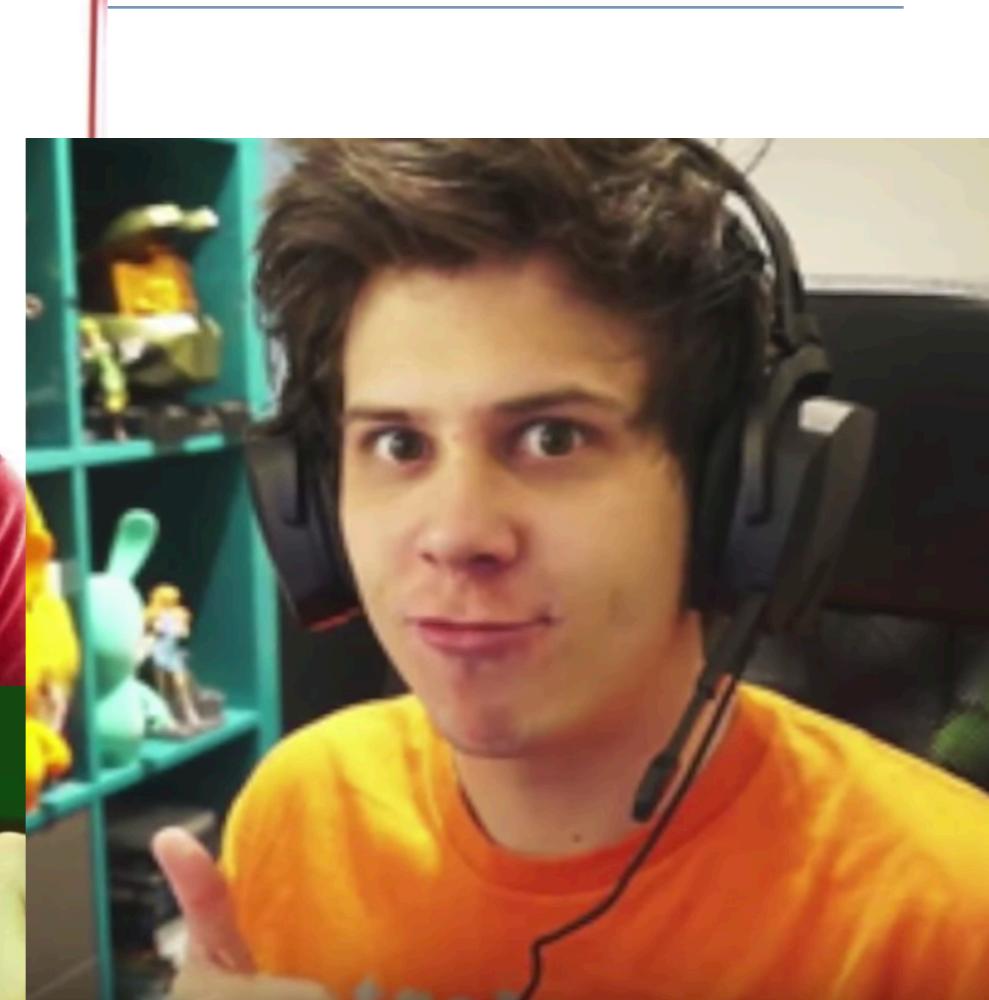
Participatory Culture

- ❖ low barriers and strong support for creating and sharing
- ❖ members feel some degree of social connection
- ❖ Not every member must contribute, but all must believe they are free to contribute when ready and that what they contribute will be appropriately valued.

Affinity spaces and grassroots creativity

- ✿ “A new generation of media-makers and viewers are emerging which could lead to a sea change in how media is made and consumed...The media landscape will be **reshaped** by the **bottom-up energy** of media created by **amateurs** and hobbyists as a matter of course.”
- ✿ Do you agree? Did you create any media content during the weekend?

5 of the 10 most subscribed YouTube channels are gammers



Example: TikTok 1million+ views collections



Example: Chef who blocked the internet



We need to teach media literacy!

Simply passing out technology is not enough

- ✿ Closing the digital divide will depend less on technology and more on providing the skills and content that is most beneficial.
- ✿ There's a gap in participation, and transparency issues(children take things at face value), as well as ethics challenges.
- ✿ Make sure every child has the ability and accessibility of media participation.

Core social skills and cultural competencies

- ❖ Play, Performance, Simulation, Appropriation, Multitasking, Distributed Cognition, Collective Intelligence, Judgment, Transmedia Navigation, Networking, Networking.

What should we teach?

- ❖ Aural, visual, and digital literacy: the ability to understand the power of images and sounds, to recognize and use that power, to manipulate and transform digital media, to distribute them pervasively, and to easily adapt them to new forms.
- ❖ Social skills developed through collaboration and networking.
- ❖ Research skills, critical thinking, and technical skills.

Game

- ❖ Fact: While at MIT, Jenkins was one of the principal investigators for **The Education Arcade**, a consortium of educators and business leaders working to promote the educational use of computer and video games.
- ❖ “Projective identity”: the fusion that occurs between game players and their avatars, as a mirror to reflect on his or her own values and choices
- ❖ Game play as a mode of problem-solving that involves modeling the world and acting on those models.

Question:

- ✿ What's the **most impressive game** you have played in the sense of learning and participation? (For me it is Red Alert, I learnt that Libya has lots of vehicles).
- ✿ Do you remember anything **media-related in your school** (college, high school, or here at CMS) that helped you to better participate in public, community and economic life? (In my city, all the classrooms in public school are equipped with a computer and projector)
- ✿ To what degree do you think the **media** world has developed in the **direction** as Henry Jenkins **expected** in his article?

Challenge Ahead

- ❖ Ensuring that all children, in and beyond the US, can benefit from the expanding media landscape.

