KCB206 – NEW MEDIA: INTERNET SELF AND BEYOND TUTORIAL 3

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• Preliminary Blog Feedback
• 5-Minute Reviews
• Recapping Spreadability
• Activity & Discussion: Your Content
• Activity & Discussion: NameGenWeb
• Case Study Topic
• Reminders & Questions
BLOG FEEDBACK

• Some early feedback:
  – Generally very good!
  – We are checking Monday AM: 12 / 45 Missing – Remember Late Assessment Policy
  – 500 words (+/- 10%)
  – Some are missing tags: please go back and edit – add your name, student number, or other unique identifier.
    • Tags may not work from within dashboard, but will from the blog itself
TUMBLR BASICS

Always double-check you are posting to the right blog

Add tags Including your ID!

Hyperlinks - Embed images - Embed videos
TUMBLR BASICS: LINKS

• Highlight the word(s) in your text that you want to connect your hyperlink to.
• Select the Link icon from the toolbar.
• Copy and past the link to the website you want to refer to.
• Add a reference to the link in your reference list at the bottom of the post.
• Once you have published your post, check that your hyperlinks work and link to the correct page!
TUMBLR BASICS: IMAGES

• Save image on desktop
• Click the camera icon in the Tumblr toolbar
• Open image to embed.
• To reference images reproduced as an illustration that are not critically discussed in your writing:
  • **In-text:**
    List the following on separate lines underneath the image:
    – Caption (either taken from the original source or your own description)
    – Creator/Owner of the image
    – Details of the source
  • **Reference List**
    – No reference included in reference list.
TUMBLR BASICS: VIDEOS

• Open the YouTube video you want to embed into your Tumblr post. Click the "Share" button below the video and click the "Embed" button below the video link.

• Change the embedding settings. You can choose a height and width from the defaults, or specify your own; when you enter one size the other will be chosen to keep the video in proportion. The minimum width is 200 pixels.

• Copy the embed code.

• Open a new text post in Tumblr and click the "HTML" button on the formatting toolbar. This will open the HTML editor in a pop-up window.

• Paste the embed code into the HTML editor and click "Update." The video will show up in your rich text editor. Click "Create Post" to finish the post.
TUMBLR BASICS: VIDEOS

• Use Firefox or Chrome as your browser for Tumblr to work correctly!

• Preview your post before you publish,

• Check again after you publish:
  – Is the formatting right?
  – Do the hyperlinks work?
  – Have I added tags, including my name?
LIVE DEMO?
AN EXAMPLE BLOG (THERESA)

The affordances of living in a mediapolis
[KCB206 sample blog post]

Deuze suggests that we live in a mediapolis: “a comprehensively mediated public space where media underpin and overarch the experiences and expressions of everyday life” (2011, 137). New media provide technological affordances that extend and transform our relations, understandings and actions and offer new ways for us to govern our daily lives. For example, Skype enables me to stay in touch with my friends and family overseas. It allows me to see and speak to them without paying for expensive international calls. Rock (n.d.) reports that hospitals in the U.S. are now offering or considering specialised programs for military families to allow soldiers to partake live in the birth of their children via Skype birthing rooms. This exemplifies how embedded technologies have become in day-to-day practices and how they are appropriated in sometimes “unexpected and emergent ways” (Baym 2010, 44).
Soldier witnesses son’s Colorado birth from Afghanistan
Debra Melani
Image sourced from:
In this episode of the Ellen Degeneres Show, Ellen checks the Facebook pages of her audience before the show and exposes some of their most embarrassing photos live on TV.

Like the googling activity we did in our tutorial, Ellen’s exposure exemplifies how we can become unaware of the invisible audiences we make ourselves visible to when using sites like Facebook (boyd 2011). While boyd and Hargittai’s (2010) study on the Facebook use of young adults suggests that “far from being nonchalant and unconcerned about privacy matters, the majority of young adult users of Facebook are engaged with managing their privacy settings on the site at least to some extent”, I believe that it can be easy to forget that one’s mediated public audiences “could consist of all people across all space and time” (boyd 2008, 126). Although I regulate my privacy settings and consciously added all of my Facebook friends at some point, I am not always aware of each and every one of them when I post pictures or status updates.
References:


Tags:
• Username
• Keywords describing post
5 MINUTE REVIEWS

• 4 per week, 5 minutes each

• Discussion at end of reviews

• Feedback in 2 weeks.
REVIEWING SPREADABILITY

Media content:

- Shared by audiences for their own purposes = social worth
- Appropriated, interpreted and imbued with new meaning.
- Also increases economic value of what is shared.
- Made possible by technical affordances and cultural contexts.
- Associated with legal, economic, political practices.
REVIEWING SPREADABILITY

Jenkins et al. (2013)
• “an emerging hybrid model of circulation, where a mix of top-down and bottom-up forces determine how material is shared across and among cultures in far more participatory (and messier) ways.” (Jenkins et al. 2013, 1)

• the potential – both technical and cultural – for audiences to share content for their own purposes, sometimes with the permission of rights holders, sometimes against their wishes” (Jenkins et al. 2013, p. 3).
ACTIVITY: SPREADABILITY

• Choose one social media platform you have used in the past month.
• Look at the last 5-10 status updates/tweets/photos/videos you shared or that others shared with you.
• Reflect on why you shared/received this content
• Think about:
  – Self-formation
  – Promotion (of self or product)
  – Social connections
  – New meaning you gave to the content
• Share and discuss
ACTIVITY: NAMEGENDEV

- App on Facebook
- Oxford Internet Institute
- No longer updated but still usable
- Allows you to capture, download, and visualise your network of Facebook friends.
- Shows clusters and relations
- On Facebook, search: NameGenWeb
- For more complex visualisations and things you can do select ‘Download data’
See: https://www.youtube.com/watch?v=ZDRU0-Tlebw
MINE: GAME STUDIES & DANES
MINE: AUSSIES & BRITS
NAMEGENDEV: DISCUSSION

• Spreadability – who you reach through your networks

• Networked publics

• Privacy: what Facebook knows about you…
SOME FURTHER NOTES...

For your blogs, reviews, case studies:

- Example: The First Kiss video, its outing as fake and emerging parodies such as this and this
- Pew Research Internet Project – 2013 report on online video sharing, watching, generating (some stats)
- Article and visualisation on viral marketing: sharing and advertising as a by-product.
- Article: Social Networks like Facebook can spread moods
- Interview with Henry Jenkins on ‘Spreadable Media': How Web 2.0 went wrong, why 'viral' sucks, and the UGC problem
- Try out the NameGenWeb app and report on your experiences
CASE STUDY GROUPWORK

• Finalise your topic

• E-Mail by end of tutorial, or by end of week (at very latest).

• I will confirm that topics are OK before next weeks tuto
CASE STUDY REMINDERS

• Small-scale research study of the use of new media in everyday life.
• Demonstrate how new media and social practices intertwine, how they have changed one another and how the concepts and theories you encounter in readings and lectures apply to your own experiences.
• Tailor to your own interests and skills.
A WORD ON ETHICS

There is **no formal ethics clearance** for this project.

NO interviews or surveys
NO interaction with research subjects

Observe and report
Use publicly available resources (internet, published research studies etc.)

DO NOT publish the results: academically, online or otherwise.

AVOID busy environments, research with sensitive issues and research involving children.

What is ethics clearance?

A formal process where a panel of experts assesses whether research has the possibility to harm participants; Any research that directly involves living beings has to go through this process.
## ASSESSMENTS -- THREE

Case Study presentation (40%) – Group assignment

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Marks</th>
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<tbody>
<tr>
<td>Content and knowledge of topic material (originality and relevance of</td>
<td>15</td>
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<tr>
<td>case study; ability to connect to theoretical concepts from lectures</td>
<td></td>
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<td>and readings; quality of research and use of resources)</td>
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<tr>
<td>Evidence of group work</td>
<td>15</td>
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<tr>
<td>Engagement with class audience including ability to generate discussion</td>
<td>5</td>
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<tr>
<td>and answer questions</td>
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<tr>
<td>Presentation style (timing, delivery and creativity of presentation</td>
<td>5</td>
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<tr>
<td>and referencing)</td>
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</tr>
<tr>
<td>TOTAL</td>
<td>40</td>
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Detailed marking criteria sheet available on BB.
CASE STUDY IDEAS & EXAMPLES

• Social media companies - what can the emergence of such companies tell us about the professional use of social media?
• How does a particular TV Show or Channel use new media to present / promote themselves? Compare similarities and differences.
• Citizen journalism
• Apps and their effects on social practices.
• How do YouTubers become successful?
• ... (see Study Guide for more details)
WEEKLY TO-DOs

Blog post #2 due Sun, March 23, 11.59pm

- Reflect on Week 3 readings, lectures, tutes
- Comments from this week
- E-Mail Case Study topic

Week 3 Required Readings:

Rosen, Jay. 2006. “The People Formerly Known as the Audience.”
WEEKLY TO-DOs

Readings for next week:


PULSE SURVEY

Pulse Survey - how’s it going?

Complete the **Pulse survey** early in your unit to give your direct, confidential feedback on how your units are going - what’s working and what could be improved. It’s fast and simple, just 3 questions and a comment sent directly to your email inbox.

**Pulse survey questions**

Scale items (Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree):

- This unit is providing me with good learning opportunities.
- I am taking advantage of opportunities to learn in this unit.
- I am satisfied with this unit so far.

**Open-ended question:**

- Please provide any further feedback you may have about this unit.

**When to look for your invitation email**

Pulse survey invitation emails will be sent directly to your student email inbox, usually at the beginning of Week 4 of Semester 1 and 2. For all other teaching periods (e.g. Summer), the survey will usually be sent on the first Monday occurring 20% of the way through the teaching period.

**Your feedback is confidential**

The feedback that you give is confidential. Teachers and other faculty staff receive no student identifying information with the survey results.
Questions?