

Reconsideration of Media Literacy with Mobile Media

June 7, 2005
Hong Kong City University

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overview of the presentation

1. encounter of media literacy with *Keitai*
2. “Ba” illuminated by *Keitai*
3. playing typical *Keitai* scenes
4. toward the fundamental layer of media literacy

Mr. Mizukoshi,
I don't understand anymore
what **this** is.

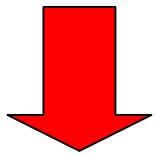
Mr. Tachikawa and Mr. Nakamura,
ex and present President and CEO
NTT DoCoMo, Japan
May, 2004

today's Japanese state of Keitai (携帯)

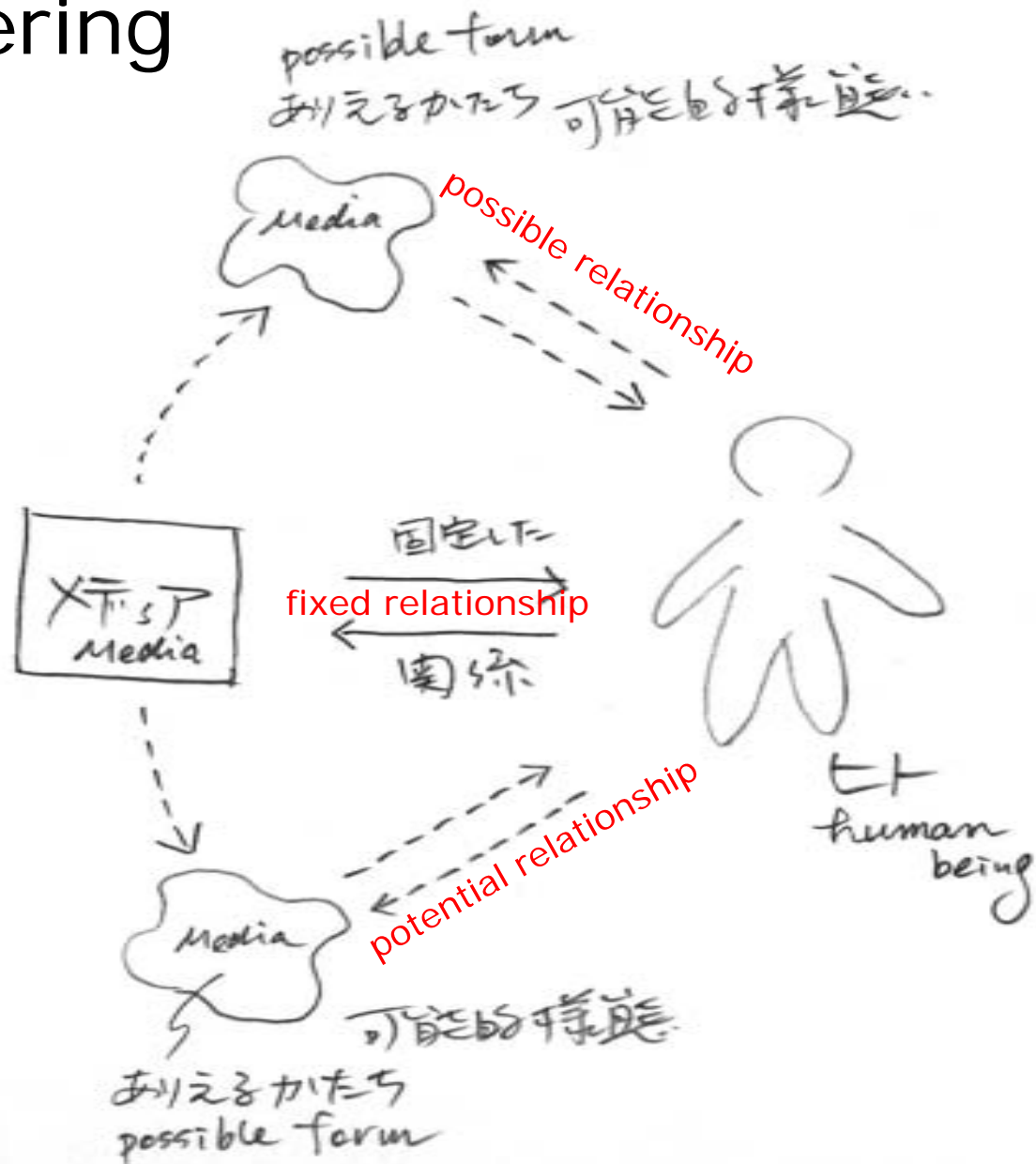
- mobile phone service contracts
 - 88 million / total population 125 million
 - rate = 70 %
 - 3G = 32 million
- rich growth in Internet services
 - 76 million (86%) are directly connected to the Internet
- preeminent e-mail activities
 - 40% use e-mail
 - mobile phone compensated for the late spread of PC-based Internet access
 - input methods with highly accumulated know-how with PC
 - Japanese culture weight on indirect communication
 - long tradition of literacy; keeping diaries and writing letters
- rapid development of visual communication
 - 48 million (60%) are with built-in camera models
- two contradictory, separate images
 - a miniature, high-performance business tool
 - a subversive type of media
- beyond the metaphor of telephone

ambiguous, wavering

- relationship between people and media
- social form of media



emergence of mediological imagination and new media literacy



genealogies of media literacy

- traditional media literacy
 - a skill necessary to enable young audience to critically interpret television
 - criticism of popular culture by mass media
 - cultural/political conservatism with “protectionism” of media literacy
- new concept of media literacy
 - activities for independent communication via media in an information society, and to the technologies and knowledge that support these activities

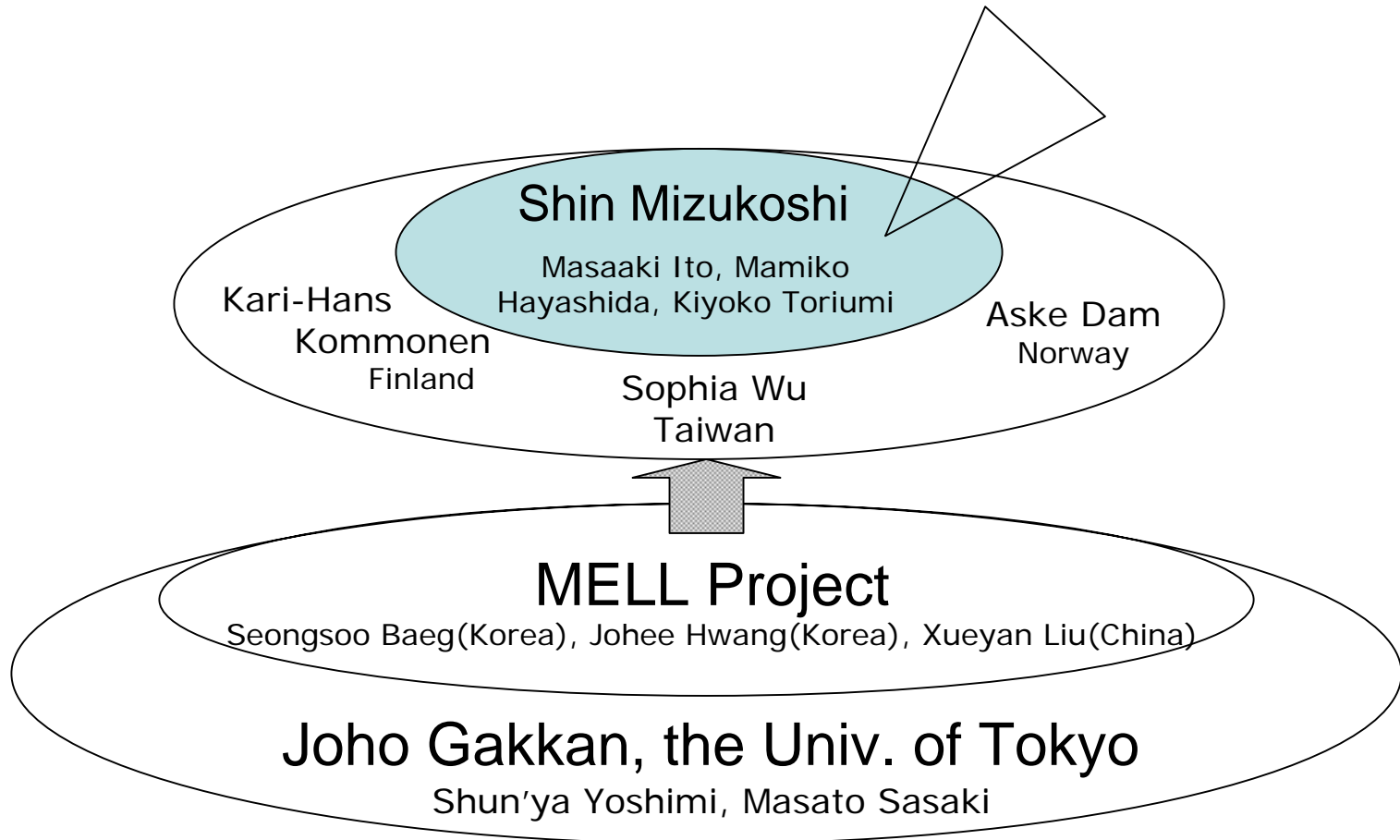
Formation of the MoDe Project

Design Activities Group

Toshihiro Anzai & Rieko Nakamura : Media Artists

Yuhei Yamauchi : iii, Information Education

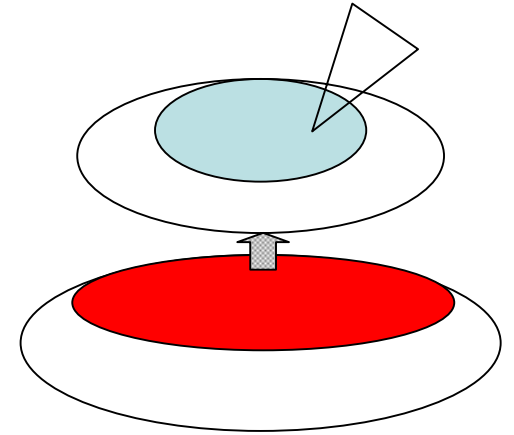
Takeshi Sunaga : Tama Art Univ., Information Design



core members of the MoDe Project

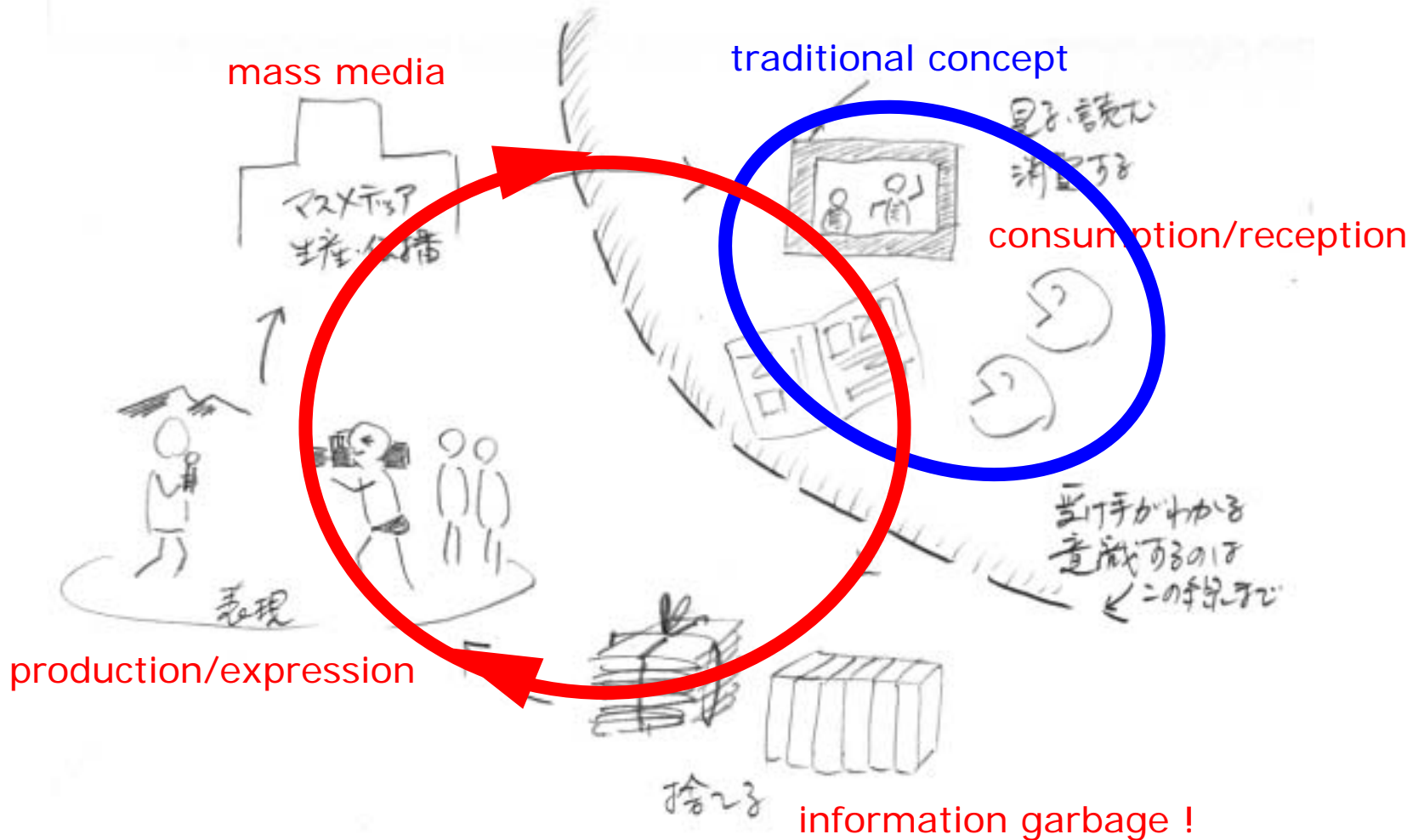


The MELL Project

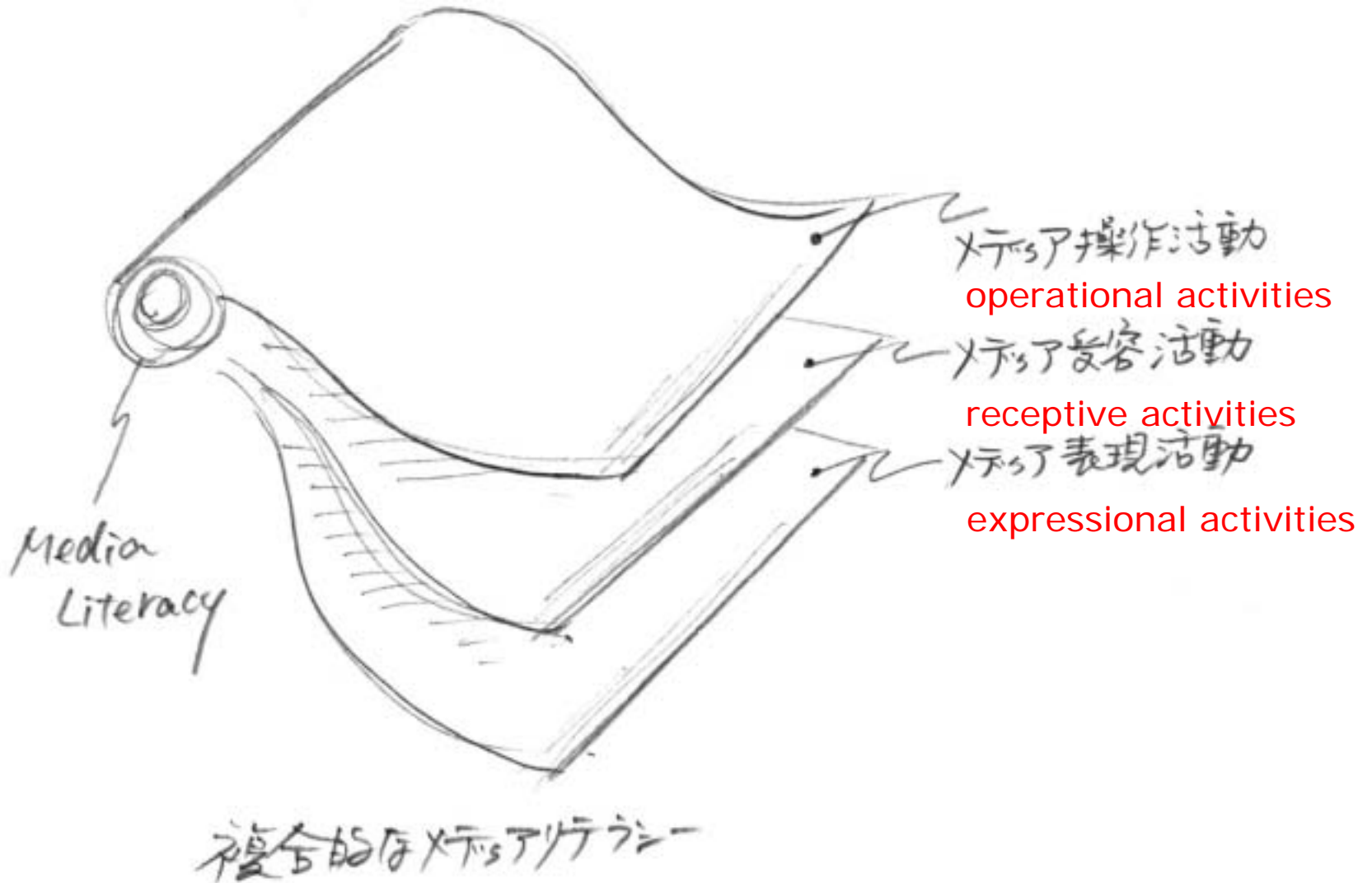


- practical research for Media Expression, Learning and Literacy=MELL Project <<http://mell.jp>>
- a loosely knit, networked research project intended to conduct practical research into expression and learning via the media, and research into media literacy.
- one of research projects of the interfaculty initiative in information studies, the University of Tokyo

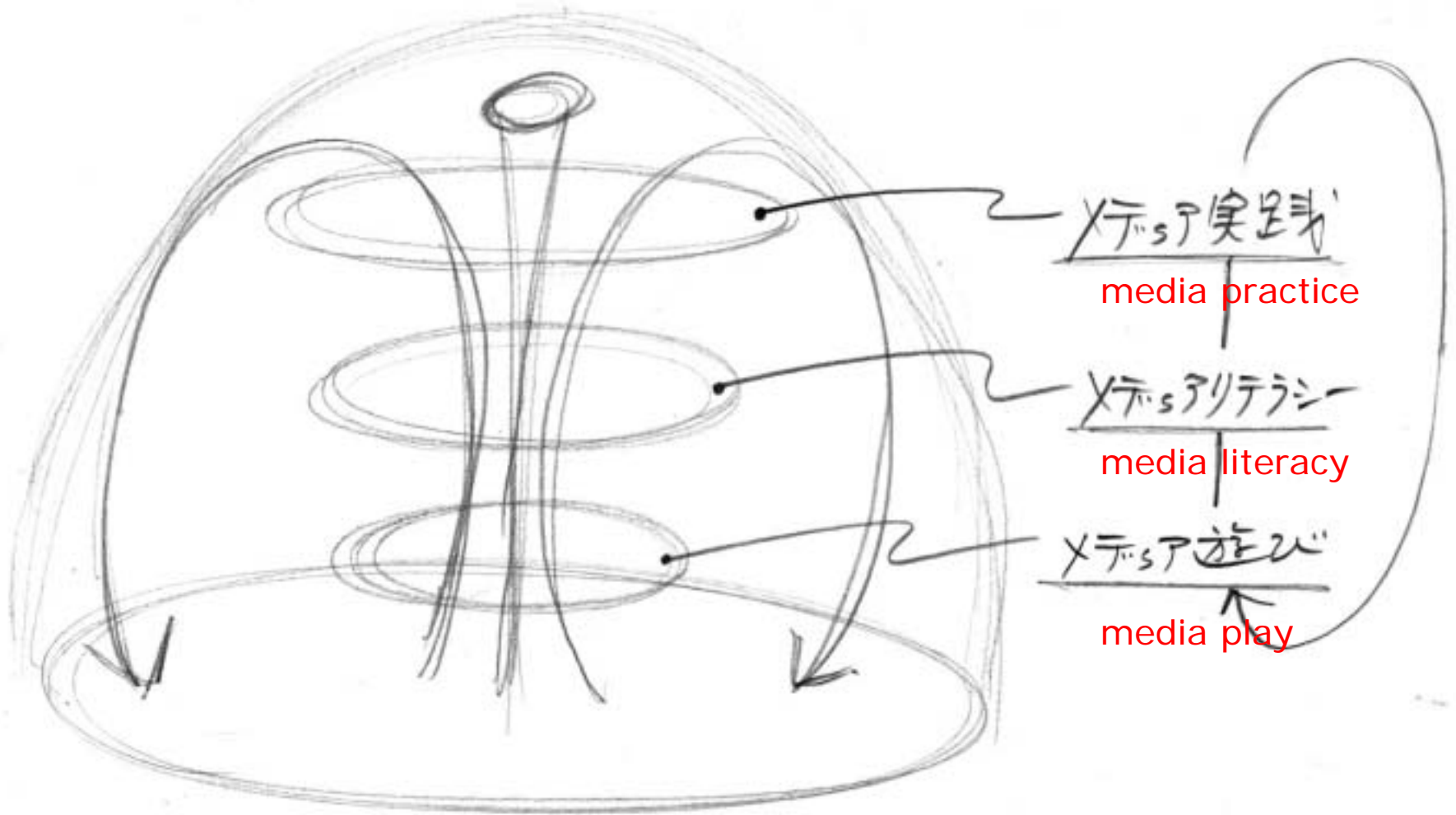
new concept of media literacy



media literacy as an amalgam of communication activities



media literacy in communication strata



new dimensions of keitai literacy

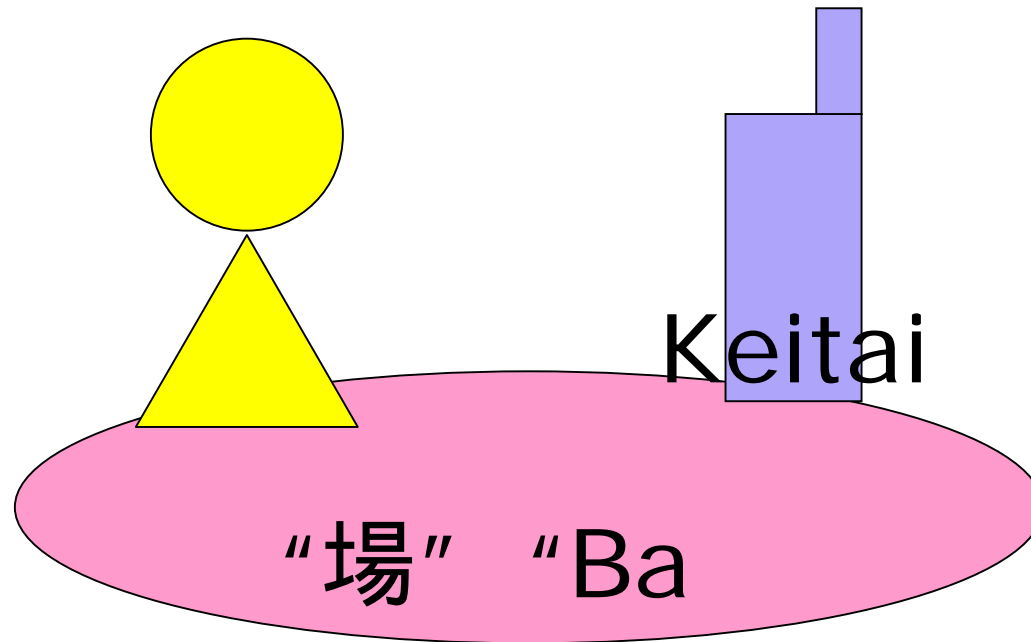
- only focused on the mass media !
 - mass media literacy: sender vs. receiver
 - an absolute ruler and the general public
 - keitai literacy: an automobile and the road
- fundamental aspects of media literacy
 - *keitai*, the human body, and the locations in which they interact

Practice for mobile-media literacy “Typical Keitai scenes” in Helsinki and Tokyo

“An attempt to perform typical scenes
with Keitai like a short play”



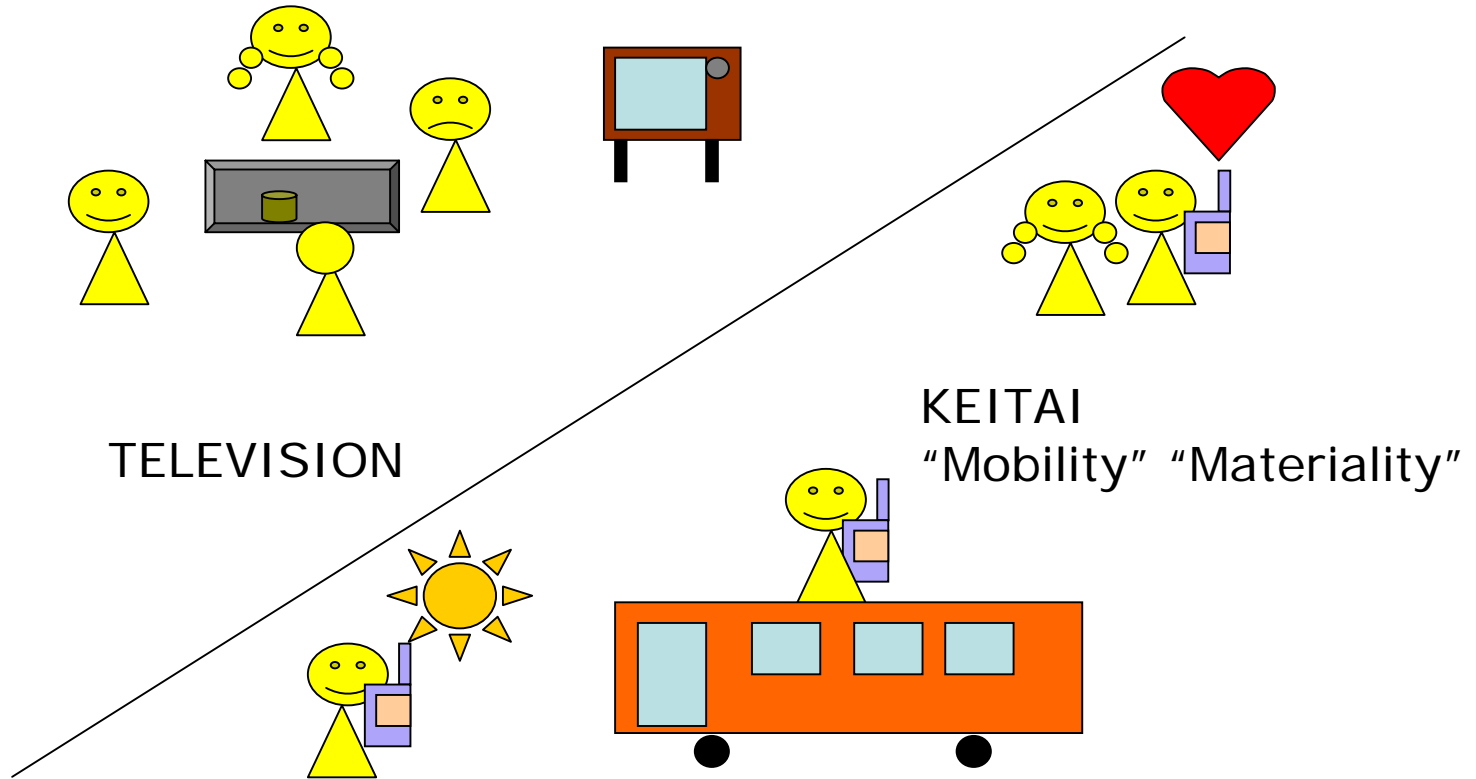
What does surface
through the practice?



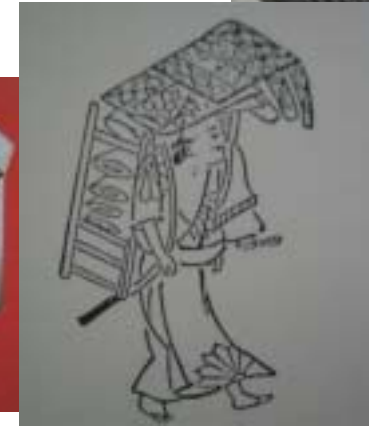
“場” “Ba”

=Place, field, spot, atmosphere, situation, time, act,
scene, mood, occasion, room, seat, ground, point....

Keitai provide with new types of "Ba"



"Ba" is illuminated by Keitai

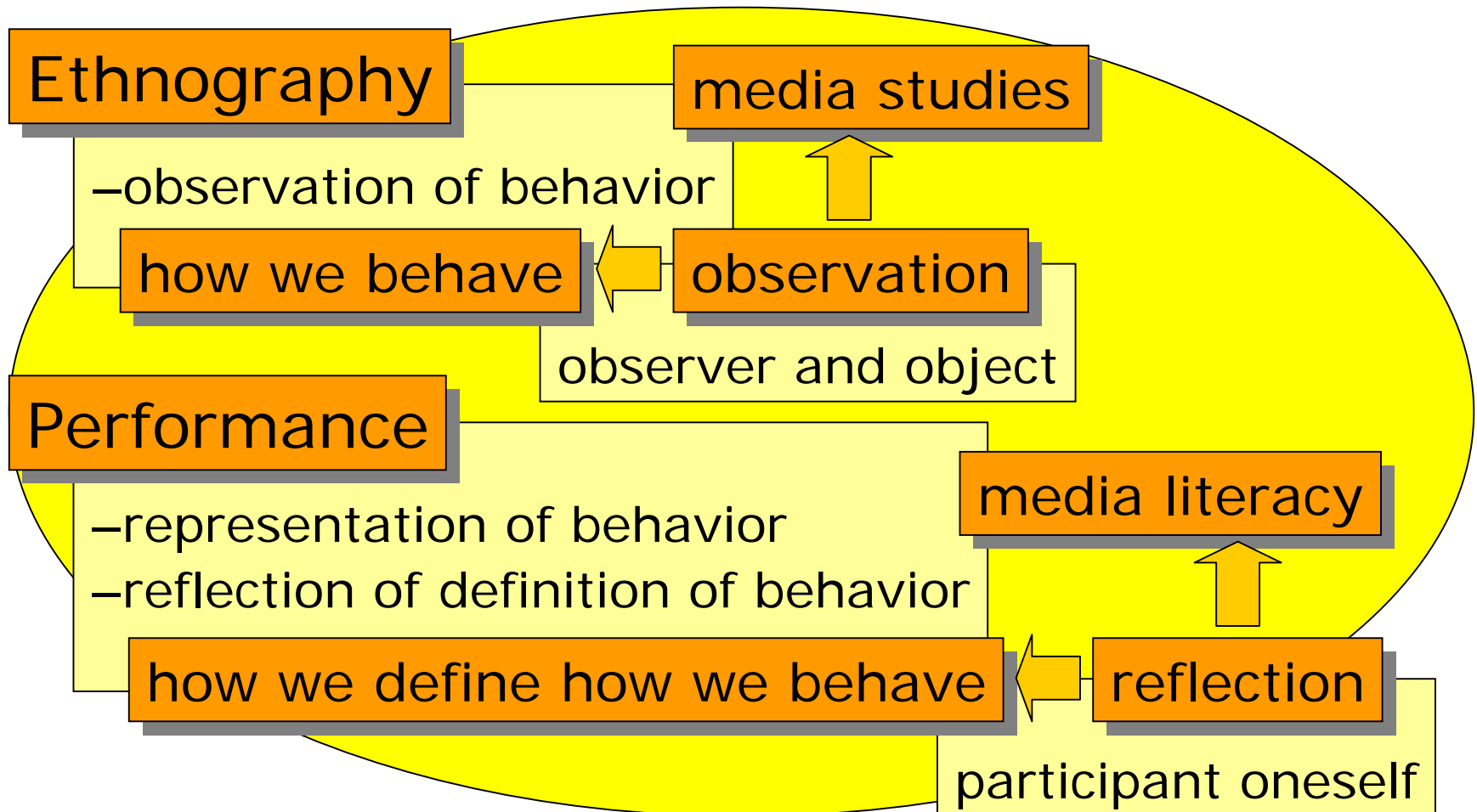


Methodology, consideration, and evaluation of the program

- Methodology
 - Performing ethnography
- Consideration
 - Structure of “ba”
 - Factors of scenes
 - Place
 - Situation
 - Space
 - Action
- Evaluation



Performing ethnography (based on Turner)



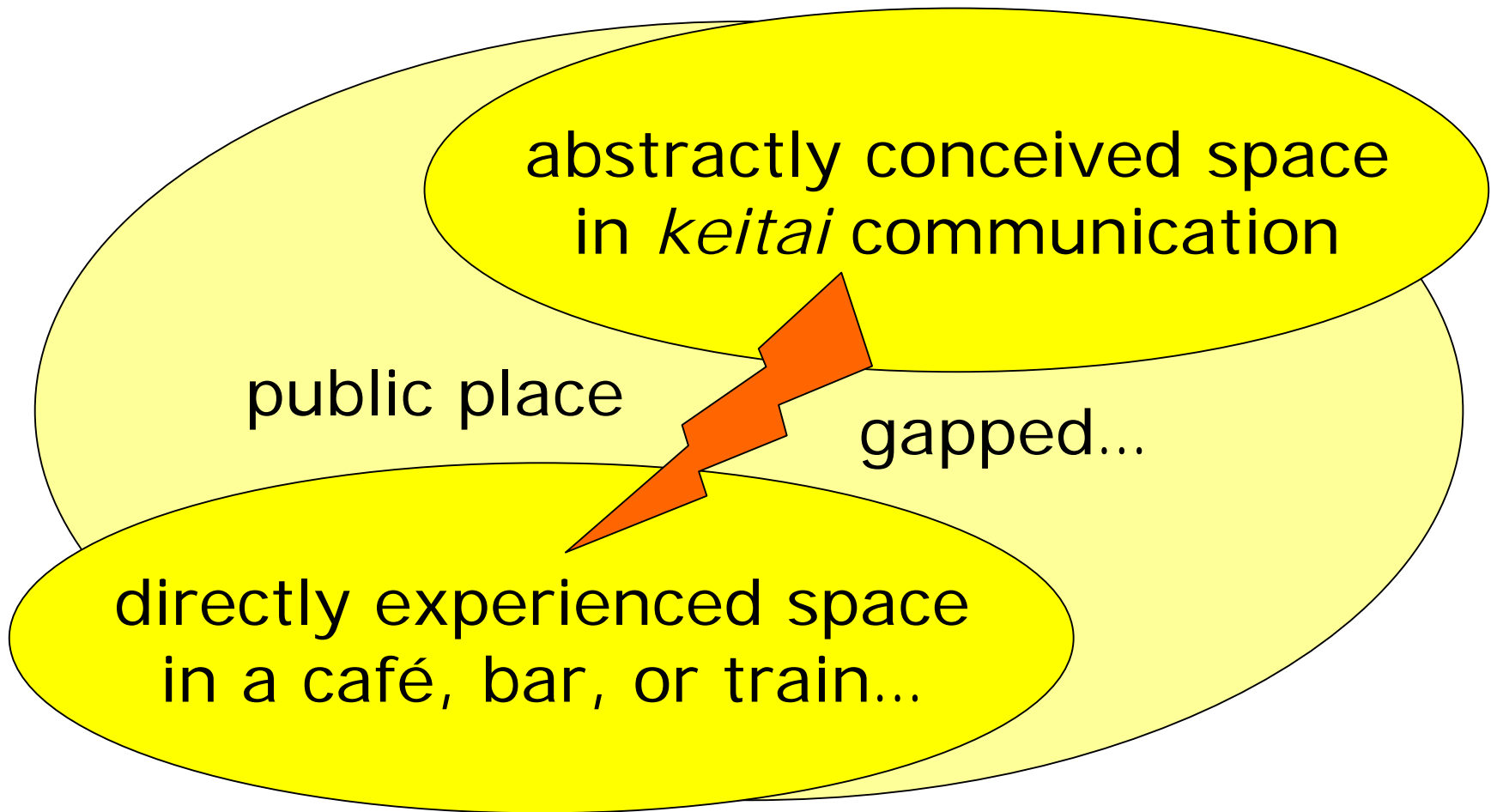
What places are represented?

-Public place

Place	Tokyo	Helsinki	Total
In a café or bar	4	1	5
On a train	3	1	4
At school or work	2	1	3
On the street	1	1	2
At home	1	0	1
At a store	0	1	1
Number of scenes	10	5	15

What situations are represented?

–Behavior in public place



abstractly conceived space
in *keitai* communication

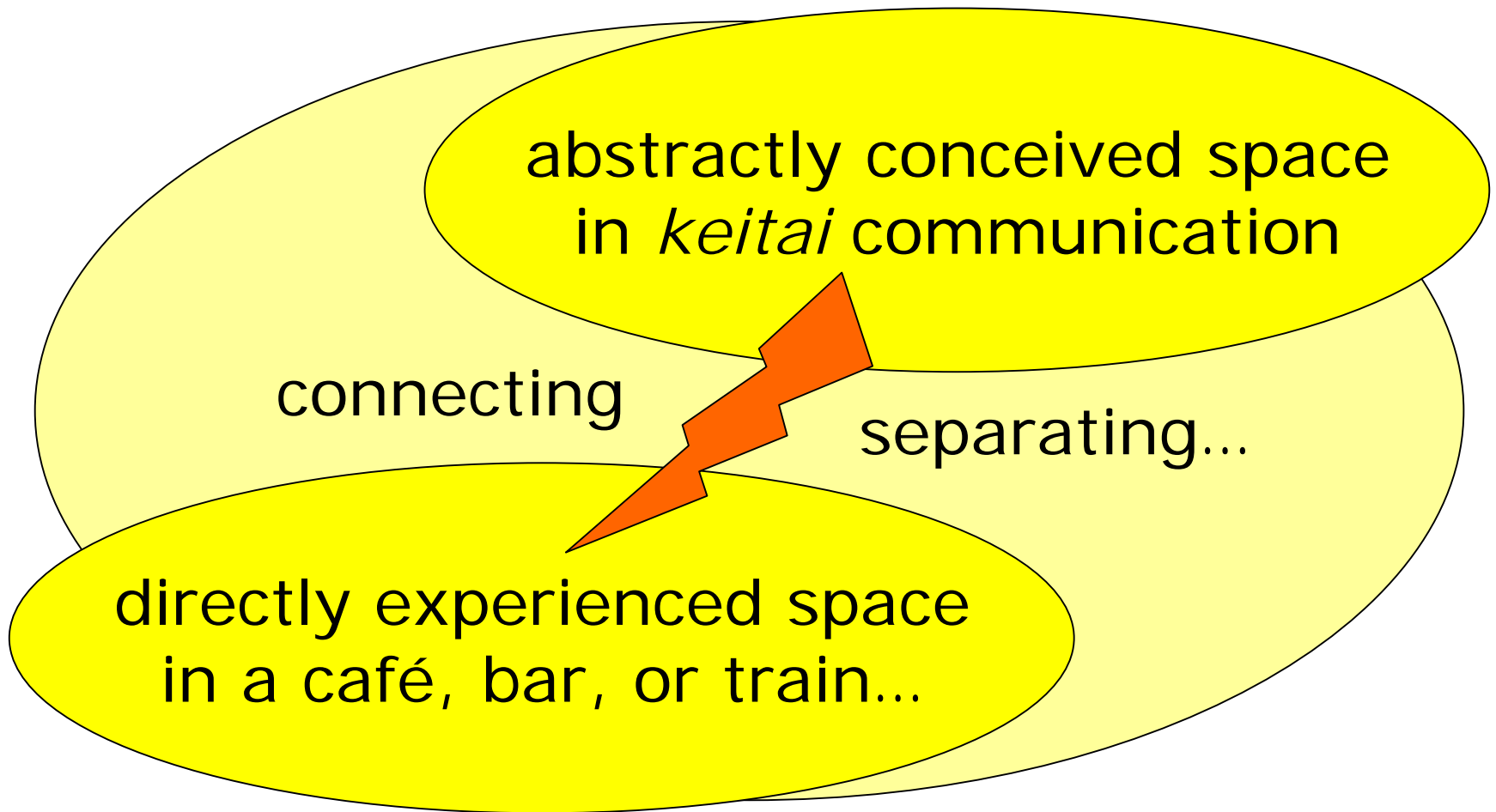
public place

gapped...

directly experienced space
in a café, bar, or train...

How are two types of space represented?

-Actions for mediating them



Actions when using voice-calling functions

Action	Tokyo	Helsinki	Total
Facing sideways	5	0	5
Facing counterparts	2	2	4
Distancing from others	2	1	3
Facing down	1	0	1
Covering mouth	1	0	1
Crossing legs	1	0	1
Number of actors	7	3	10

Actions when using text-messaging functions

Action	Tokyo	Helsinki	Total
Facing down	8	5	13
Crossing legs	2	4	6
Facing sideways	4	0	4
Distancing from others	2	0	2
Facing backward	1	0	1
Number of actors	9	5	14

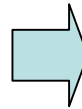
Actions when using camera functions

Action	Tokyo	Helsinki	Total
Facing toward the object	8	1	9
Facing upward to photograph themselves	6	0	6
Number of actors	10	1	11

Symbolic meaning of actions

-Separating space

- Facing sideways
- Distancing from others
 - Creating personal space separated from public
- Crossing legs
 - Sign of a personal engagement in public



Symbolic meaning of actions

-Sharing space

- Facing upward to photograph themselves
 - Creating common space shared with friends



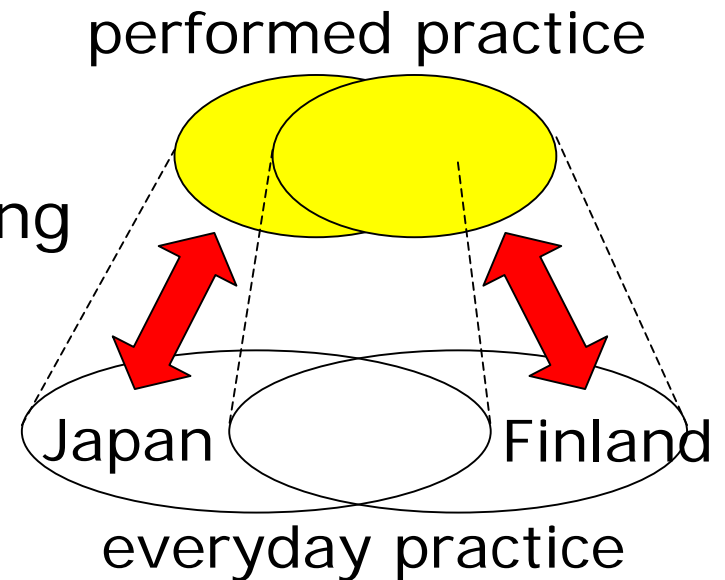
Cross-cultural understanding (though samples are few...)

- More various and delicate ways for adjusting space in Tokyo
 - Facing sideways
 - Facing upward
 - Facing backward
 - Covering mouth...
- Difference in relationship between:
 - Personal and public
 - Individual and collective...
- Globalization and localization of mobile communication cultures

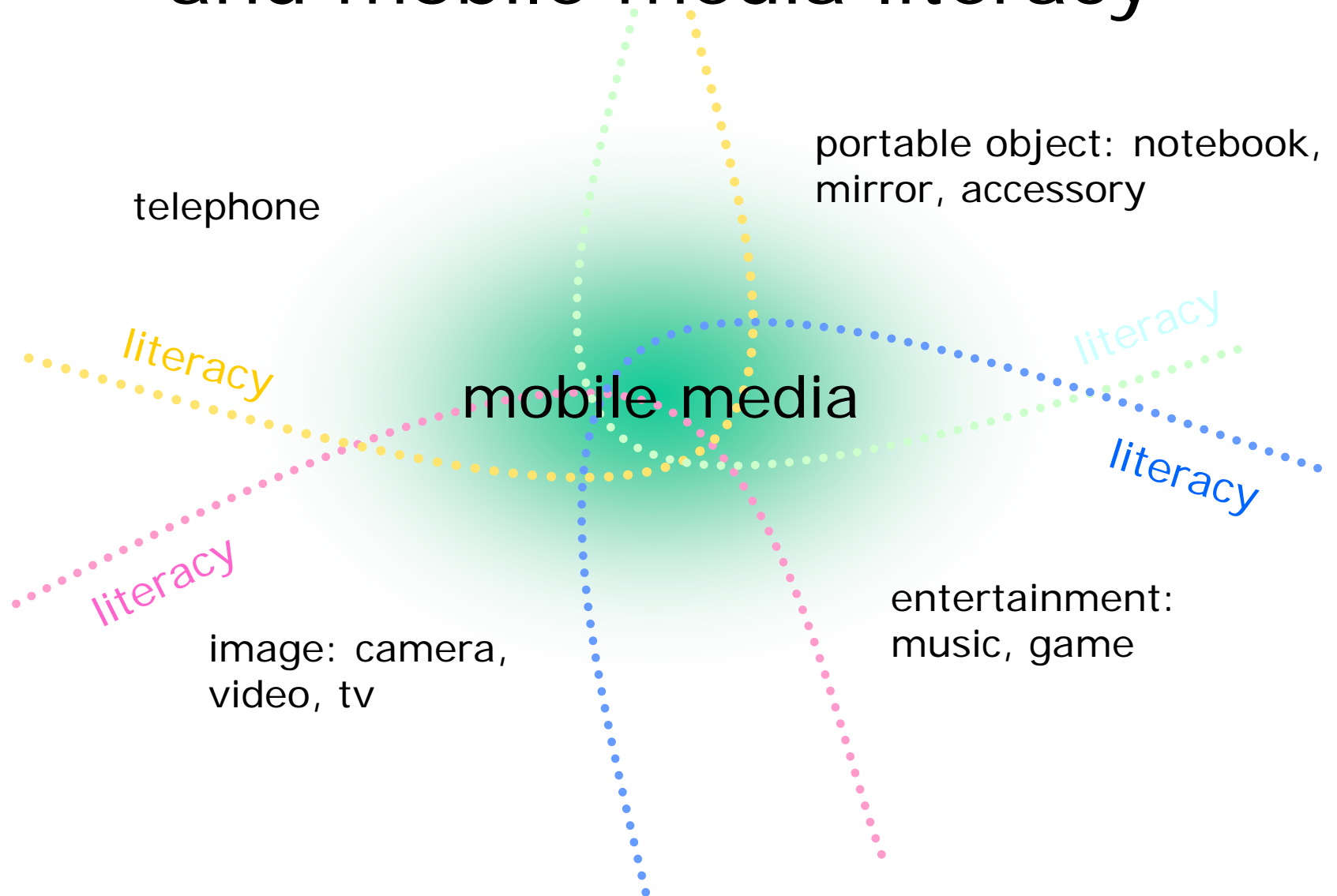
Evaluation

-Challenges and possibilities

- Challenges
 - Insufficient number of samples
 - Insufficient activity of reflection
- Possibilities
 - Performative awareness
 - Cross-cultural understanding
 - Circulated learning
 - Mobile media literacy program



Conversion of mode and mobile media literacy



Toward the fundamental layer of media literacy

