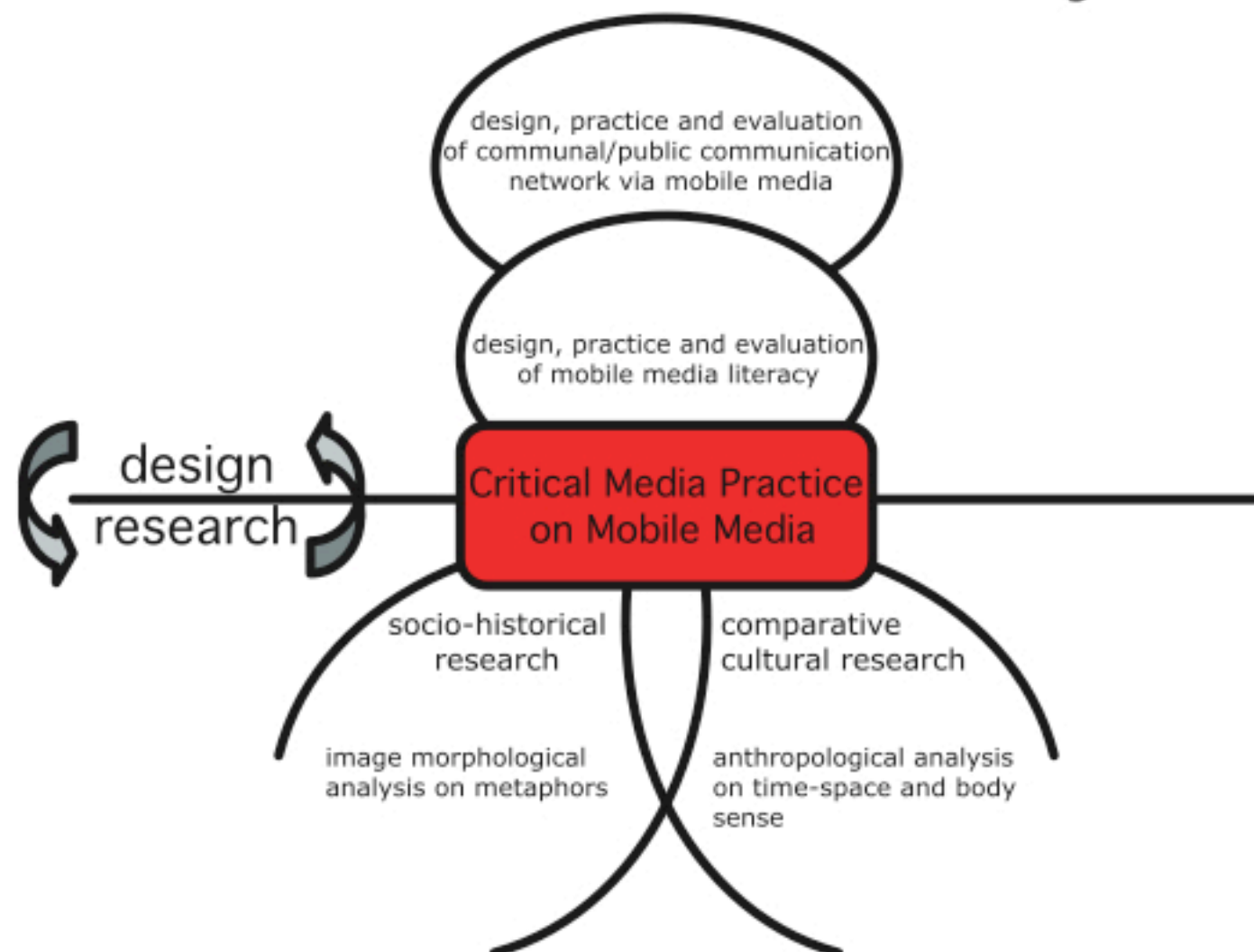


MoDe Project

Communal Keitai : Reweaving Mobile Media Society

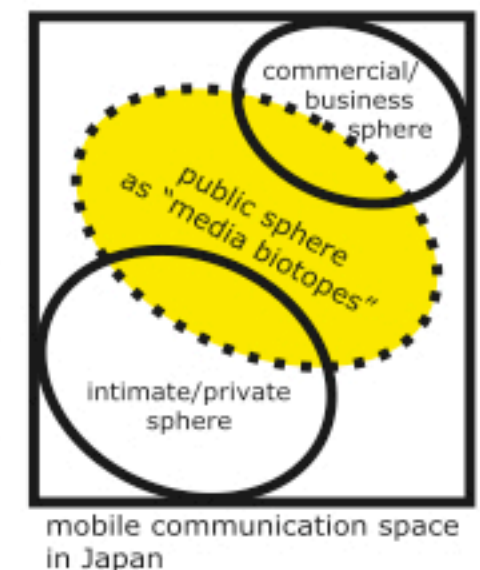
Structure of the MoDe Project



The Mobiling & Designing Project (MoDe Project for short) is an experiment in a new type of media research linking analytical humanities and social scientific research to creative experimental research in fields such as media literacy, information design, and media art. This coordinated project also includes efforts to nurture public media literacy on mobile media, as well as the development and implementation of practical programs (educational materials, curricula, workshop, etc.) in order to reinvigorate public communication.

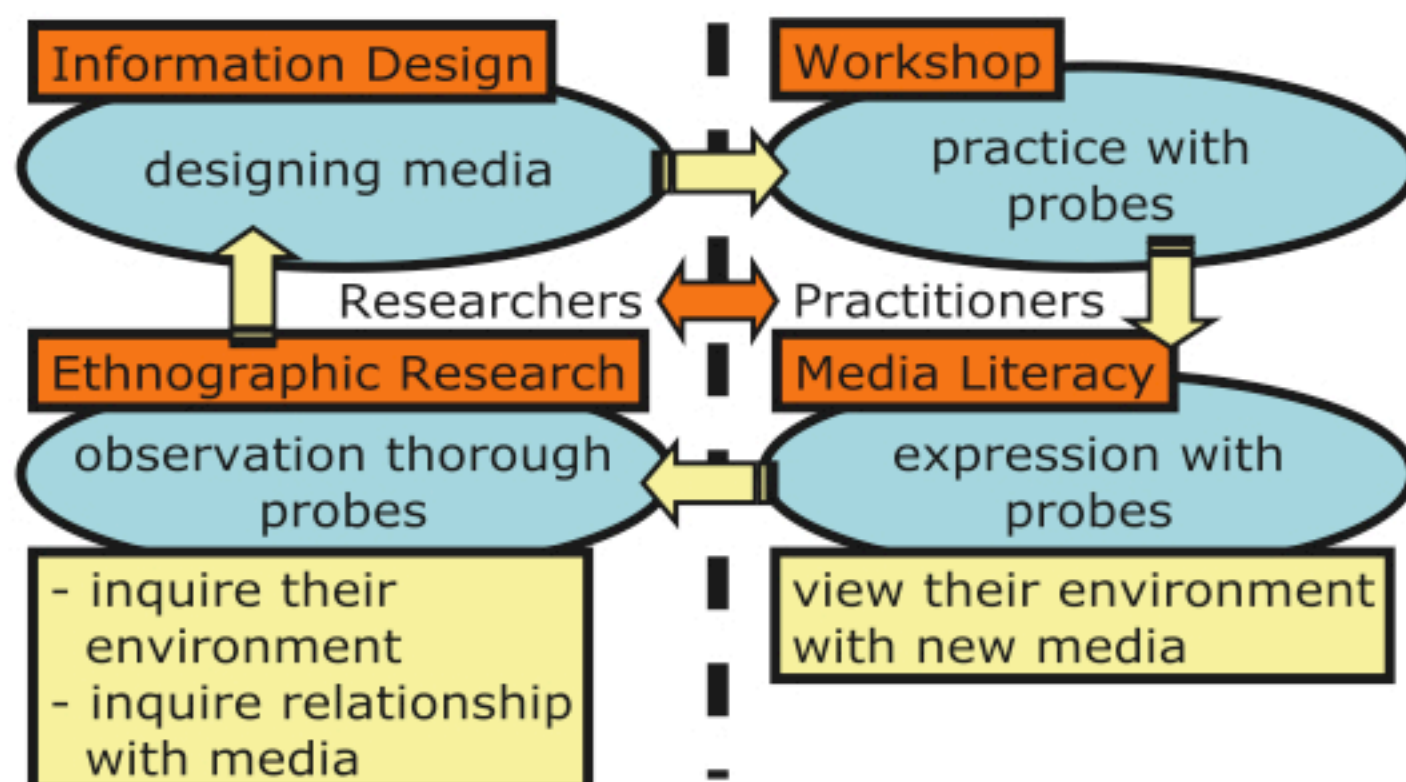
Major Issues in Japan's Mobile Communication Space

- polarization with two spheres
- numerous "intimate/ private" communications and various "commercial" internet services
- little space for "public" communication; journalism, public media expression, welfare, education, regional information, art, and play
- fixed media forms constrained by and dependent on the intimate/private and business/commercial spheres
- require the development of a balance of the communication activities; expand the public sphere



Media Probe

Methodology for Critical Media Practice



Inspired by the concept in the discipline of product design, called "cultural probe", we developed our own framework of methodology, called "media probe", a method that combines such activities as information design, workshop program, media literacy program, and ethnographic research. This is a framework of a whole activity in a collaboration of researchers and practitioners.

We start from the step of designing media. We experimentally design a new way of media communication, based on the critical view to the current mode of media.

Then, the newly designed media are given in the users' environments on a specific program. The users are provoked to express something with these media.

After a period of time, we gather the traces of the users' activities left in these media.

Then, we can redesign the media, based on the information from the probes, and start the next cycle of "media probing". The circulation can be continued, and the media can be redesigned into their better form.



NOW ON SALE !

Shin Mizukoshi ed. (2007)

Communal Keitai:

Reweaving Mobile Media Society,
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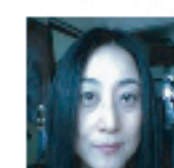
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