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発表資料
/ Presentation Materials

The 'media expremo' Project: New Horizons in Citizen Media Expression and Information Design

Shin Mizukoshi

"media expremo" Open Seminar, Film & Media Studies,
Department of Media, Cognition and Communication, University
of Copenhagen, Denmark, March 12, 2007.

The "media expremo" Project New Horizons in People Media Expression and Information Design



March 15, 2007
Aalborg University
Denmark



Takeshi Sunaga: Tama Art Univ.
Takuichi Nishimura: AIST
Koichi Hori: Univ. of Tokyo
Shin Mizukoshi: Univ. of Tokyo

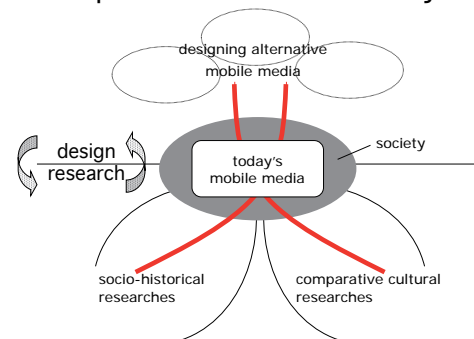
Achievement and Development of the MoDe (Mobiling & Designing) Project



Shin Mizukoshi ed. *Communal Keitai: Reweaving Mobile
Media Society*, Iwanami, March 28 2007

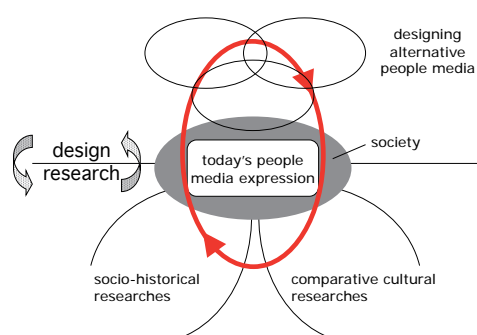
2

Perspective of the MoDe Project



3

Perspective of this New Project



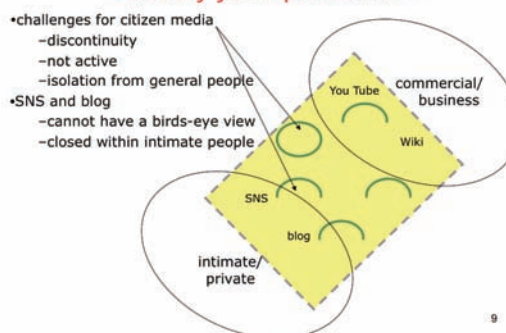
4

Overview of the presentation

- **Present situation**
 - Japan's media society
- **Vision**
 - From an information-saturated to an "expression-interweaving" society
- **Project**
 - The launching of media exprimo
- **Methodology and practice**
 - "Critical media practice" on public sphere
- **Results images from media exprimo**

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Present Situation Japan's Media Society - wealthy yet impoverished -



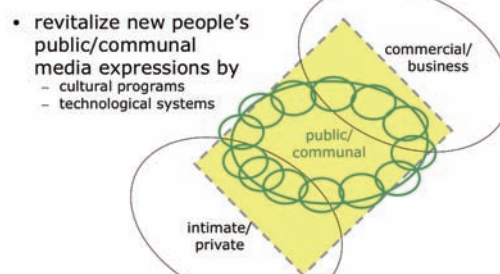
9

Present Situation Japan's Media Society - wealthy yet impoverished -

- A very wealthy "media society"
 - Largest public broadcasting system, NHK: annual income 35,000,000,000 DKK
 - 5 commercial broadcasting networks, with over 100 stations
 - Daily newspaper circulation, 530 millions
 - Mobile phone number, 100 millions/128 millions population
 - Internet penetration: 70%, mainly from mobile phones
 - No.1 SNS "mixi": 10 millions
- Highly organized and regimented "media system"
 - Techno-oriented development connects to modernization
 - Still keeping a domestic and exclusive market to global industries
 - Polarized to Tokyo, and other megalopolises
 - Strong hegemony by mass media conglomerates
- Tones of awared people started media expressions, information transmissions=generating their own contents

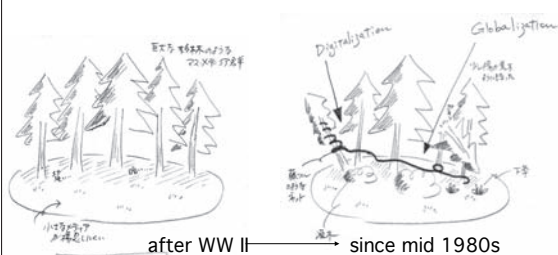
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vision From an information-saturated to an "expression-interweaving" society



10

Present Situation Japan's Media Society - wealthy yet impoverished -



7

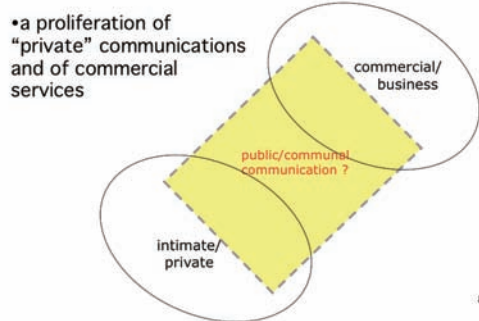
Project Launching of "media exprimo"

the research and development of digital information technology systems to support a new people-generated media expression environment, and cultural programs that foster media literacy and expression using these systems

- ① Develop technology systems to serve as a platform for an "expression-interweaving" society and supply the necessary information design.
- ② Develop cultural programs to support and sustain an "expression-interweaving" society and supply the necessary information design.
- ③ Design the forms and modes required for the functioning of an "expression-interweaving" society.

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Present Situation Japan's Media Society - wealthy yet impoverished -

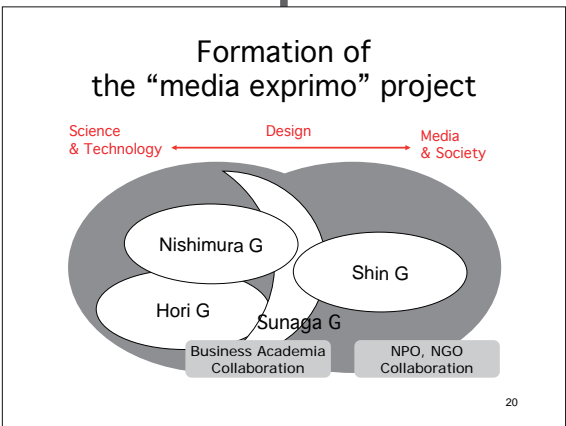
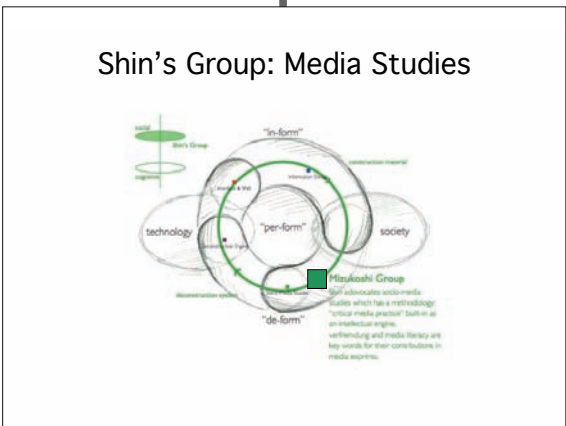
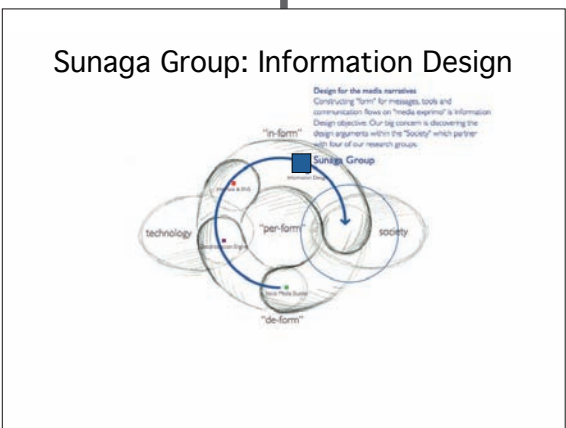
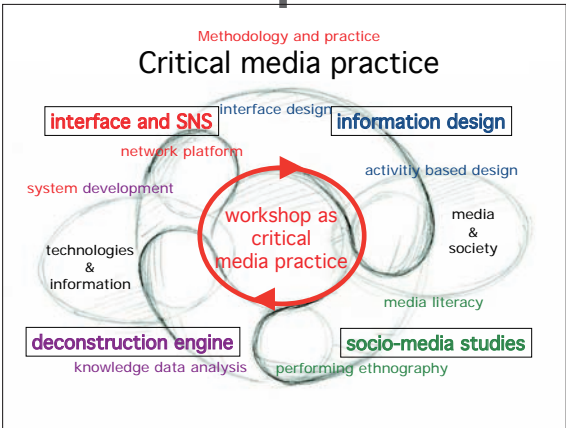
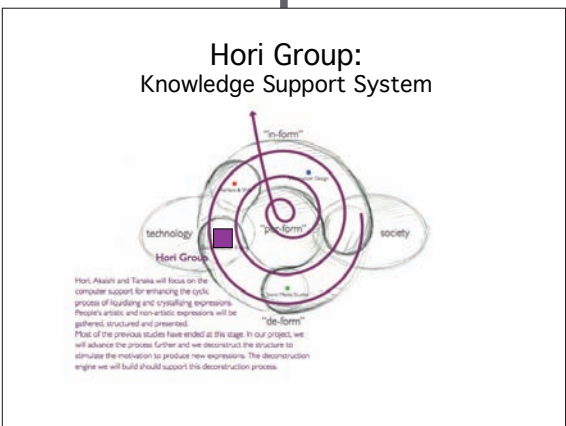
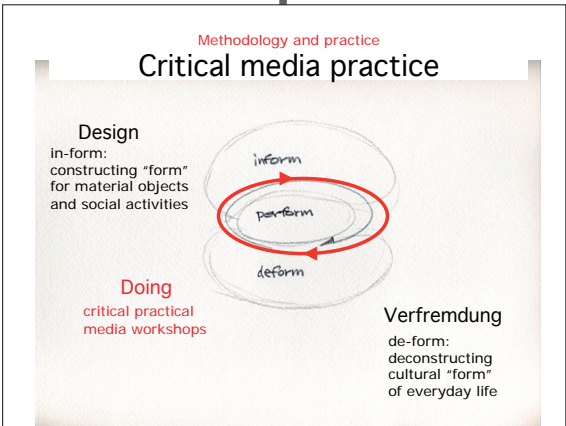
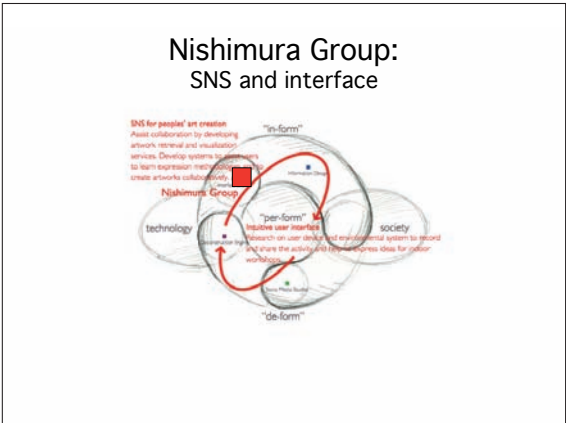
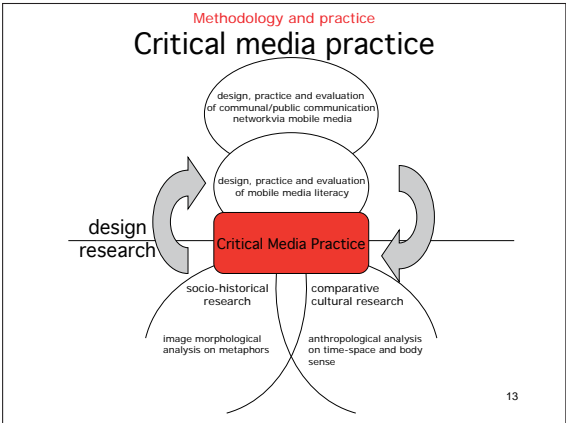


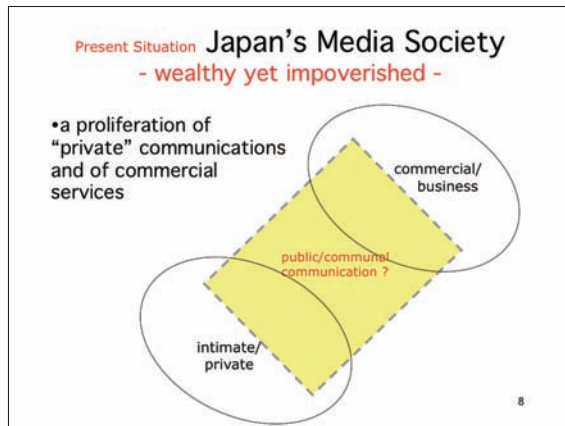
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Project Formation of "media exprimo"

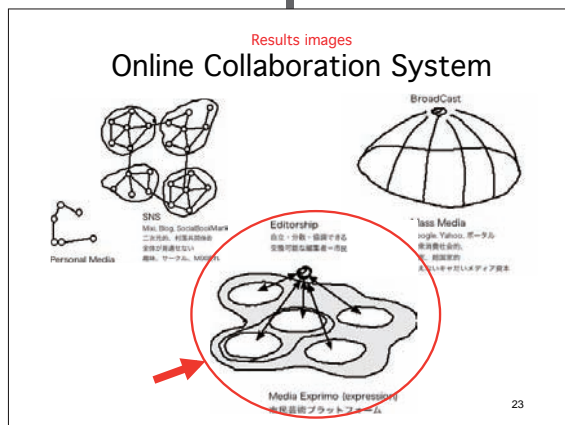
- Research Director: Takeshi Sunaga, Information Design
 - Tama Art University (tamabi)
- Group leaders of Sunaga team
 - Takeshi Sunaga : as same as above
 - Takuichi Nishimura: Real World Oriented Interaction and Computer Supported Collaborative Work
 - Information Technology Research Institute, National Institute of Advanced Industrial Science and Technology (AIST)
 - Koichi Hori: Artificial Intelligence and Knowledge Support System
 - Research Center for Advanced Science and Technology (RCAT), The Univ. of Tokyo
 - Shin Mizukoshi: Socio-Media Studies and Media Literacy
 - Interfaculty Initiative in Information Studies (i3), The Univ. of Tokyo

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- Result images**
- ① Online collaboration system using “the deconstruction engine”
 - ② Expressive tools with intuitive interfaces
 - ③ Cultural programs to foster media expression and literacy
 - ④ Systematization of trans-disciplinary knowledge on citizen's media expression and information design
- All should be developed **in the way of participative design** with people in everyday practice.
- 22



Designing a web site "mellnomoto.com" to organically develop media literacy communities

Masako Miyata
Yuko Tsuchiya

Ubiquitous Media: Asian Transformations, Theory, Culture &
Society 25th Anniversary Conference (UMAT), the University of
Tokyo, July 2007.

Designing a web site "mellnomoto.com" to organically develop media literacy communities



Ubiquitous Media : Asian Transformations, 2007

Yuko Tsuchiya
Keio University
Masako Miyata
Tokyo National University of Fine Arts and Music

01

2. Concept of mellnomoto.com



Backgrounds to design concepts:
(1) Achievements of MELL project (<http://mell.jp/>)
5 years activities from 2001.4 to 2006.3

• NAB project

NAB: The National Association of
commercial Broadcasters in Japan



Promoted Collaborative Media Literacy Workshops

- Broadcasters/ Senders and Viewers/ Receivers
- Made programs together
- Planned new broadcast systems together



⇒ Produce more hybrid collaboration

Designing a web site "mellnomoto.com" to organically develop media literacy communities / Yuko TSUCHIYA, Masako MIYATA
Ubiquitous Media : Asian Transformations, 2007

05

1. About mellnomoto.com



- Mellnomoto.com (<http://mellnomoto.com/>)

"Seeds" for media literacy and people's expressions

- digital archive
- dissemination

Mellnomoto.com is produced by Shin Mizukoshi Laboratory, in the Interfaculty Initiative in Information Studies, the University of Tokyo. This site was designed by a grant from Hosono Bunka Foundation in the 2006 academic year, and is now managed "Media Exprimio".

"Media Exprimio" is a contract research of CREST (Core Research for Evolutional Science and Technology), Japan Science and Technology Agency (JST) for five and half year from October 2006. This is one of the research teams of "Foundation of Technology Supporting the Creation of Digital Media Contents" set by JST in 2004. The formal title of "media exprimo" is "Platform Design for Emerging 'People's Art'".



Designing a web site "mellnomoto.com" to organically develop media literacy communities / Yuko TSUCHIYA, Masako MIYATA
Ubiquitous Media : Asian Transformations, 2007

02

2. Concept of mellnomoto.com



Backgrounds to design concepts:
(2) Current problems of media literacy practices in Japan

- (a) regional and dispersive activities
- (b) more events but less continuous and daily activities
- (c) less opportunities for cross-hauling among communities

⇒ Connect communities

Designing a web site "mellnomoto.com" to organically develop media literacy communities / Yuko TSUCHIYA, Masako MIYATA
Ubiquitous Media : Asian Transformations, 2007

06

2. Concept of mellnomoto.com



- To facilitate the sharing of individual results and experiences
- To use online and digital features for autonomously and organically development of activities

⇒ Referring to individual findings and experiences as "seeds"

⇒ Making them available to the public on WWW

Designing a web site "mellnomoto.com" to organically develop media literacy communities / Yuko TSUCHIYA, Masako MIYATA
Ubiquitous Media : Asian Transformations, 2007

03

2. Concept of mellnomoto.com



Backgrounds to design concepts:
(3) Study of Web communication design

Create circulative actual activities by using Web and digital technology

⇒ Devise new ways of digital archives

Designing a web site "mellnomoto.com" to organically develop media literacy communities / Yuko TSUCHIYA, Masako MIYATA
Ubiquitous Media : Asian Transformations, 2007

07

2. Concept of mellnomoto.com



Backgrounds to design concepts:

(1) 5 year activities of MELL project
MELL: Media Expression, Learning and Literacy
(<http://mell.jp/>)

(2) Current problems of media literacy practices in Japan

(3) Study of Web communication design

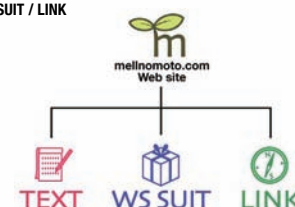
Designing a web site "mellnomoto.com" to organically develop media literacy communities / Yuko TSUCHIYA, Masako MIYATA
Ubiquitous Media : Asian Transformations, 2007

04

3. Content of mellnomoto.com



- Three types of seeds
 - Findings and experiences as "seeds"
 - Available to the public on WWW
- TEXT / WS (Work Shop) SUIT / LINK



Designing a web site "mellnomoto.com" to organically develop media literacy communities / Yuko TSUCHIYA, Masako MIYATA
Ubiquitous Media : Asian Transformations, 2007

08

3. Content of mellnomoto.com

- TEXT for reading and knowing
 - Activity reports, essays, and research papers
 - Sharing reference cases and media literacy theories



Designing a web site "mellnomoto.com" to organically develop media literacy community / Taku TSUCHIDA, Masako MIYATA
Ubiquitous Media : Asian Transformations, 2007

4. Further development

- Exploring new ways to share seeds
- Enriching seeds



Designing a web site "mellnomoto.com" to organically develop media literacy community / Taku TSUCHIDA, Masako MIYATA
Ubiquitous Media : Asian Transformations, 2007

3. Content of mellnomoto.com

- WS SUIT for trying and performing
 - Downloadable workshop tools made by digital materials
 - Progress charts and accessory parts that facilitate the reproduction of workshop experiences



Designing a web site "mellnomoto.com" to organically develop media literacy community / Taku TSUCHIDA, Masako MIYATA
Ubiquitous Media : Asian Transformations, 2007



Thank you!

Designing a web site "mellnomoto.com" to organically develop media literacy community / Taku TSUCHIDA, Masako MIYATA
Ubiquitous Media : Asian Transformations, 2007

3. Content of mellnomoto.com

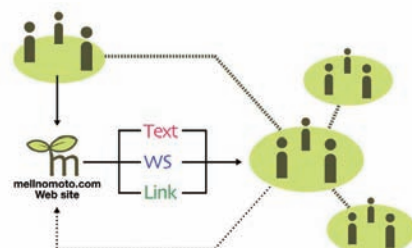
- LINK for searching and connecting
 - Information related to people, institutions, books, and documents
 - Network function by introducing activities



Designing a web site "mellnomoto.com" to organically develop media literacy community / Taku TSUCHIDA, Masako MIYATA
Ubiquitous Media : Asian Transformations, 2007

3. Content of mellnomoto.com

- Network will be autonomously and organically produced.



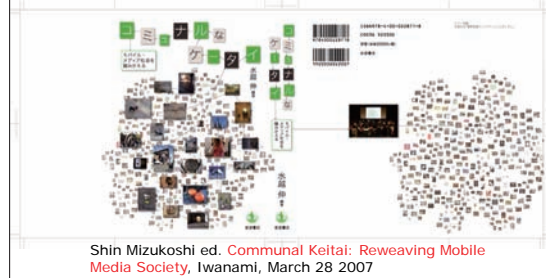
Designing a web site "mellnomoto.com" to organically develop media literacy community / Taku TSUCHIDA, Masako MIYATA
Ubiquitous Media : Asian Transformations, 2007

Communal Keitai, Reweaving the Mobile Media Society: a Trial of the MoDe Project

Shin Mizukoshi

Pocket Film Festival in Japan by Tokyo National University of Fine Arts and Music and Forum des images of Paris, Yokohama Campus of Tokyo National University of Fine Arts and Music.
December 7, 2007.

Achievement and Development of the MoDe (Mobiling & Designing) Project



2

現状と特質（１）

- ・ 日本人の **3割がケータイのみで** ネット接続
 - 情報格差と表裏一体
- ・ 日本の高度技術と閉鎖的な技術・市場構造：キャリア中心主義とSIMロック
 - **ケータイ中古市場のない国**
- ・ **静かなモバイル**：多用されるメール、使われない通話機能
 - 世界一ケータイ使用にうるさい国

3

現状と特質（２）

- ・ 拡大する極私圏と商業圏、**縮減するコミュニティでパブリックな可能性**
 - iモードと私的なおしゃべりのあいだ
- ・ アマチュア、マニア、オタクが育たない日本のケータイ文化
 - 無線マニア、パソコンオタク、**ケータイは？**

4

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

Mr. Tachikawa and Mr. Nakamura,
former and present president and CEO
NTT DoCoMo, Japan
May, 2004

5

I can't follow the rapid transformation of **this**, anymore.

Mr. Alexander Graham Bell,
inventor of telephone
1877

6



- wires covering a city
- Broadway, NY
- 1899

10

phonetic recorder by electricity



- Alexander Graham Bell
- Boston, USA
- 1876

7

studio of telephone Budapest, 1901

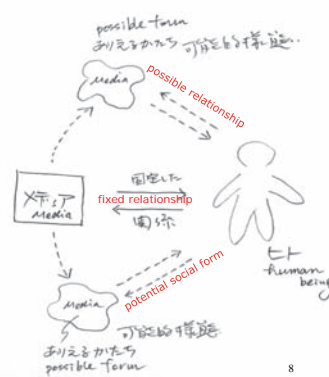


11

Ambiguous, Wavering

- relationship between people and media
- social form of media

↓
emergence of mediological imagination and new media literacy



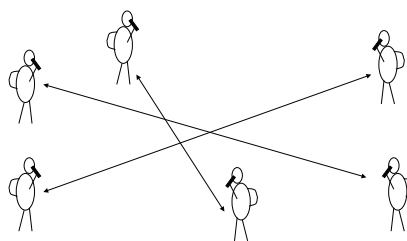
8

a medium for community news New Ark, 1912



12

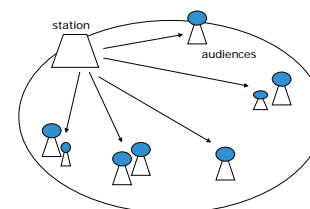
telecommunication medium ?



- without automatic switching system

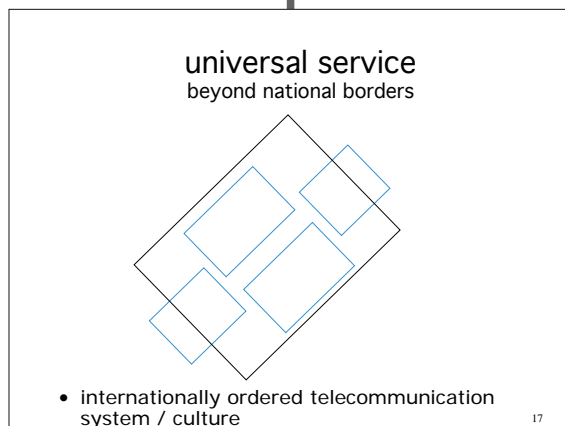
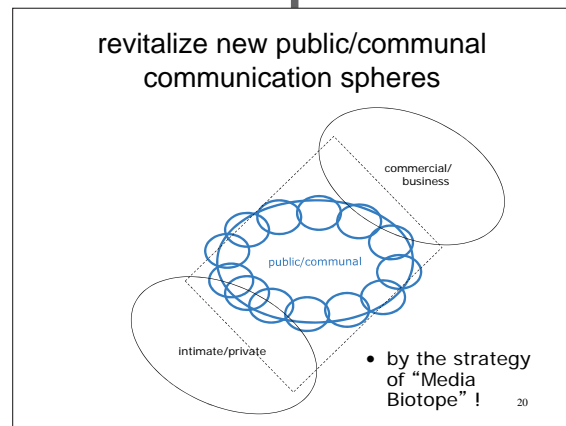
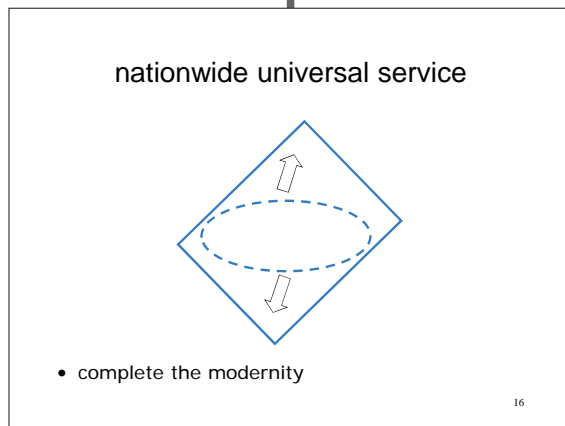
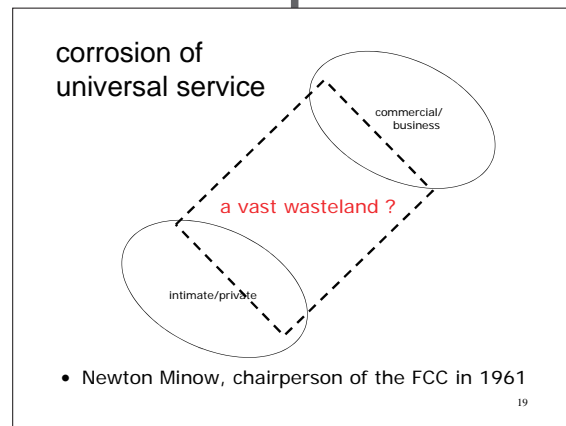
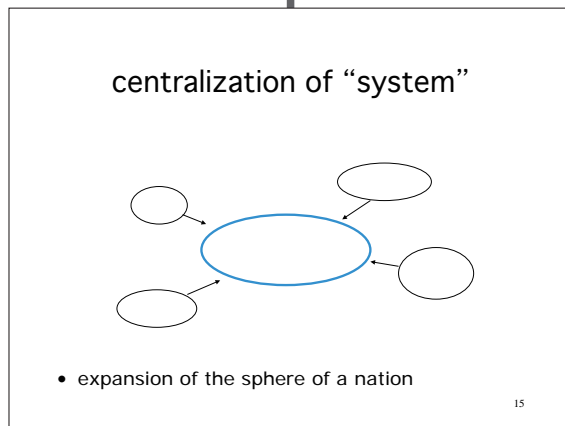
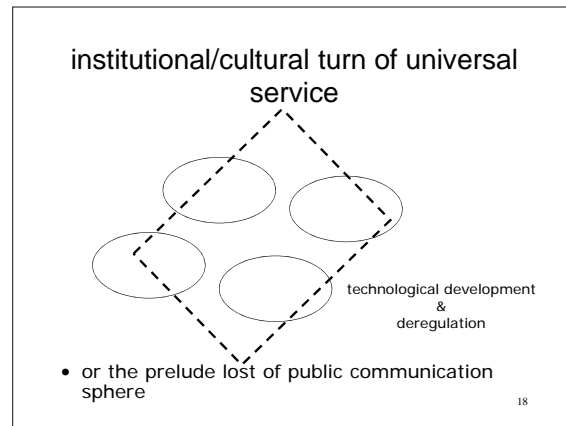
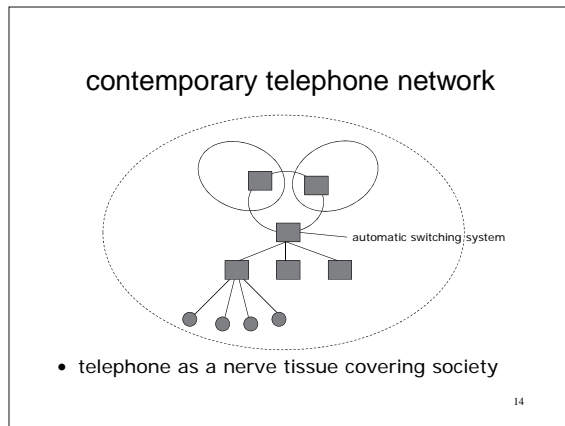
9

alternative way of telephone

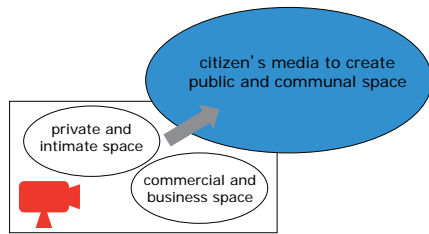


- telephone as a broadcasting medium

13

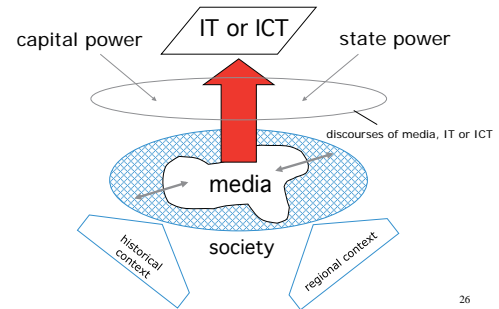


Camera as Media for Citizen's Media Expression and Media Literacy



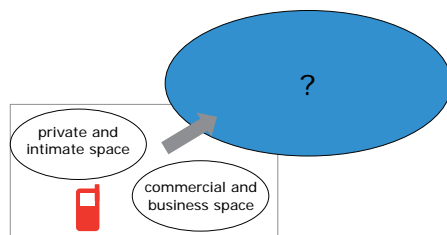
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Socialization of Media



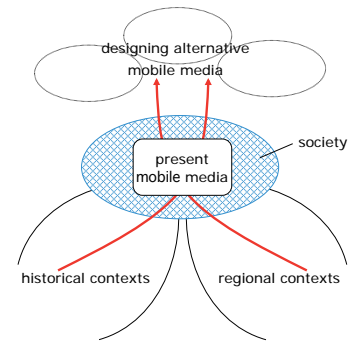
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Potentiality of 3G Mobile Media ?



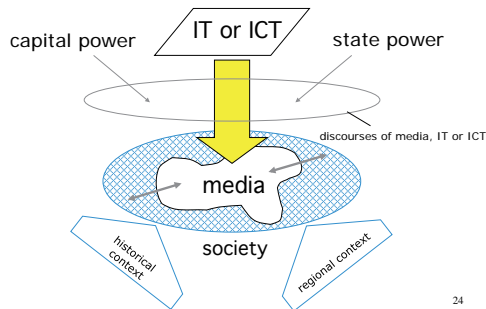
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Social/Cultural Design of Mobile Media/Media Literacy



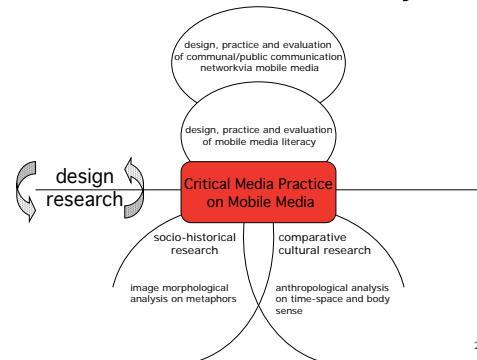
27

Socialization of Media



24

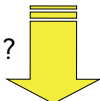
Structure of the MoDe Project



28

- media have formed socially.
- we, as members of the society, have rights and duties to design media.

How ?



Critical Media Practice

- Critical Media Practice on Mobile Media = MoDe Project
- to make a vast waste land to media biotopes !

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Missions of the MoDe Project

- Mobiling - Designing (MoDe) Project
 - formal title: Socio-Media Studies on Designing of Mobile Media Culture and Literacy
 - granted by NTT DoCoMo Mobile Society Research Institute : Moba-Ken; totally apart from management and business activities
- Media Studies with Design Mind
 - = "Critical Media Practice"
 - connect analytical human and social scientific research and practical designing research
- Develop Programs for Mobile Media Literacy
 - learning materials, workshops, software, etc.
- Key Words
 - media studies, media literacy, information design, cultural probe, public sphere, community, critical media practice

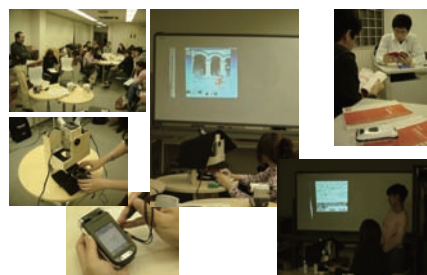
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MoDeプロジェクト主要メンバー



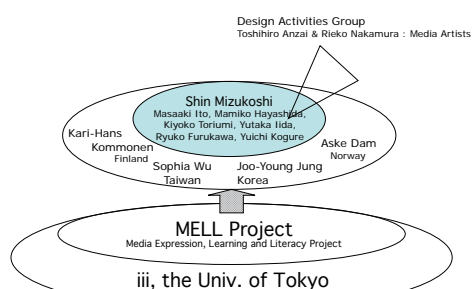
30

Workshop “Making ‘Picture Books’ Only by Mobile Phones” 2004 Winter



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Formation of the MoDe Project



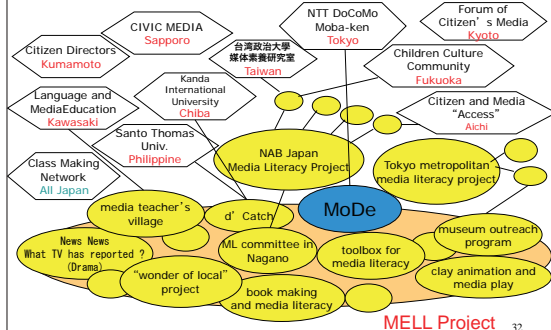
31

Workshop “Making ‘Picture Books’ Only by Mobile Phones” 2004 Winter



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Network of MELL Project



32

Workshop “Performing Typical Scene of Mobile Communication in Tokyo”



36

Workshop “Making a Rare Map in @@” Media Kids Camp 2004 Summer



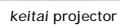
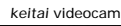
33

Workshop “Performing Typical Scene of Mobile Communication in Helsinki”



37

trial to design potential social form of mobile material



38

~make public what you mobile~

A (女子学生)

1	2	3
100	100	100
100	100	100
100	100	100

1000
1000
1000
1000

女子学生 A 31
男子学生 B 31
男子学生 C 38
男子学生 D 30

B (男子学生)

1	2	3
100	100	100
100	100	100
100	100	100

1000
1000
1000
1000

女子学生 A 31
男子学生 B 31
男子学生 C 38
男子学生 D 30

C (女子学生)

1	2	3
100	100	100
100	100	100
100	100	100

1000
1000
1000
1000

女子学生 A 31
男子学生 B 31
男子学生 C 38
男子学生 D 30

D (男子学生)

1	2	3
100	100	100
100	100	100
100	100	100

1000
1000
1000
1000

女子学生 A 31
男子学生 B 31
男子学生 C 38
男子学生 D 30

E (男子学生)

1	2	3
100	100	100
100	100	100
100	100	100

1000
1000
1000
1000

女子学生 A 31
男子学生 B 31
男子学生 C 38
男子学生 D 30

F (男子学生)

1	2	3
100	100	100
100	100	100
100	100	100

1000
1000
1000
1000

女子学生 A 31
男子学生 B 31
男子学生 C 38
男子学生 D 30

design, practice and evaluation of communal/public communication networks/mobile media

design, practice and evaluation of mobile media literacy

Critical Media Practice on Mobile Media

socio-historical research

comparative cultural research

image morphological analysis on metaphors

anthropological analysis on time-space and body sense

design research

39

trial to design potential social form of mobile communication



~make public what you mobile~



40

- **Media Literacy Programs Design**
 - learning and making keitai
 - “Verfremdung” (Bertolt Brecht)
 - aware the potential and possible social form of keitai communication
- **Ethnographic Researches**
 - Performing Ethnography (Victor Turner)
- **Media System (Hard & Soft) Design**

44

~make public what you mobile~



41

- early chaos and explore a new visual culture
- marginal culture vs high culture and mass culture
- trial for re-designing of Keitai in Japan

45

An Overseas Field Research for Media Exprimo (text)

Joo-Young Jung
Yuko Tsuchiya
Kiyoko Toriumi
Shin Mizukoshi

Place: Annenberg School for Communication, University of
Southern California
November 12-18, 2007.

1. Anna Berthold

Project Manager, Public Diplomacy and Virtual
Worlds Project

USC Center on Public Diplomacy ([http://
uscpublicdiplomacy.com/index.php/virtualworlds/
about_cpd_vw](http://uscpublicdiplomacy.com/index.php/virtualworlds/about_cpd_vw))

Public Diplomacy and Virtual Worlds (PDVW)
Project concerns cross-cultural interactions in Second
Life (www.secondlife.com), a 3-D virtual reality
program. Early version of Second Life came out in the
year 2003 and continued to grow until 2005. The
year 2006 was when the user population grew the
most. Currently, 9 million users access to Second Life.
98% of contents in Second Life are user-generated.

“In spring of 2006, the Center established a
permanent presence in the virtual world when it
purchased its own island in Second Life known as
Annenberg Island. This presence, which has since
increased with the purchase of 3 additional islands
in February 2007, provides USC's Center on Public
Diplomacy multiple opportunities to directly engage,
facilitate, and promote the intercultural dialogue and
exchange that exists within Second Life.”

By engaging in Second Life, Center on Public
Diplomacy tries to practice public diplomacy on
the virtual space by increasing awareness and
encouraging participation. To read about the
explanation of the term “public diplomacy,” please go
to the Annenberg website at [http://annenberg.usc.
edu/AcademicPrograms/PuD.aspx](http://annenberg.usc.edu/AcademicPrograms/PuD.aspx).

Age breakdown of Second Life participants are as
follows.

13-17: 0.79%

18-24: 25.13%

25-34: 36.85%

35-44: 22.72%

Several challenges were raised by Anna Berthold.

1. More and more companies are getting interested
in appearing in the Second Life, commercializing the
sphere.
2. Language barrier hinders communications between
participants from different cultures. Currently,

translators exist, both voluntarily and by payment, but the use of translators for real-time chats are limited.

3. Technical limitations exist. The program itself crashes quite often. Also, more than sixty avatars cannot be in one sim (location).

To read press coverage about Second Life, please visit their press website at <http://lindenlab.com/news>.

2. Francois Bar

Associate Professor, Annenberg School for Communication, USC

Bar has been studying political economy of new communication technologies, particularly focusing on developing countries.

In our meeting, Bar mostly talked about his project on mobile phone and digital storytelling. He has been collaborating with people involved in a project called zexe.net that involves mobile storytelling. Groups of people submit photos or text messages from their mobile phone. The photos and short texts are uploaded to a website, and their short blogs are updated without having to own a computer.

In Barcelona, 40 people with disabilities use mobile phones to photograph every obstacle they come across on the city's streets. Their mobile phones are GPS functioned, so that they are able to send the location of the obstacles by email. By means of multimedia messages, they create a map of "inaccessible Barcelona" on the Internet. In addition to creating the map, these handicapped people were able to form a network among themselves. Through this network, they can express their opinions and exchange information which can help them cope with their everyday lives. (http://www.zexe.net/BARCELONA/barcelona.php?can_actual=74&qt=5)

In San Paolo, 12 motorcyclers take pictures of their everyday life activities, and upload those pictures with short text to the website. These motocyclus are isolated and often being despised by others in the city due to their speedy and invasive driving.

In Los Angeles, Bar and other researchers are starting a project about day-laborers' digital storytelling. The researchers teamed with a phone

company to provide GPS functioned phones to these day-laborers in cheaper prices (about 20 US dollars). The day-laborers, who are often illegal immigrants from Mexico and South America, go to a distribution sight and wait for employers to come and pick them up. They are brought to a work place that they are not familiar with, work for the day and then often times released at the sight without much guidance on how to get back to their homes. In this kind of situation, having a GPS functioned phone will help them figure out where they are and how to get back home. Also, when they wait at the distribution sight for employers to pick them up, they have time to work on digital storytelling with their mobile phone.

The use of mobile phones among disadvantaged social group to take pictures and be able to report on their everyday lives is one way of mobile phone's usage that is less commercialized.

3. Adam Clayton Powell III

Vice Provost for Globalization, University of Southern California (Former General Manager of WHUT-TV, the nation's first African American-owned public television station)

Powell mentioned several projects/centers during our meeting. Below are the list and short descriptions of the projects/centers.

Integrated Media Systems Center (IMSC), USC. The project is funded by National Science Foundation (NSF), and it is the only NSF center of excellence in multimedia and the Internet, which carries out a cross-disciplinary program of research, education, outreach, industry collaboration and technology transfer. For more information, visit their website at <http://imsc.usc.edu>.

Institute for Creative Technologies (ICT), USC (<http://www.ict.usc.edu/>). "The mission of the ICT is to build a partnership among the entertainment industry, army, and academia with the goal of creating synthetic experiences so compelling that participants react as if they are real. The result is engaging, new, immersive technologies for learning, training, and operational environments." ICT's basic research includes audio immersion, automated

story director, graphics and animation, sensory environments evaluations (SEE), spatial cognition, story representation and management, and virtual humans. One project of ICT that Powell mentioned is “Flatworld Simulation,” which is an immersive virtual reality environment in which users can walk and run freely among simulated rooms, buildings and streets. (<http://www.ict.usc.edu/content/view/28/81>)

PocketCaster. (<http://www.comvu.com/>) Interactive live video broadcast service for 3G mobile phones and other portable platforms. Users can post videos to their own PocketCaster page, blog, video sharing or social networking sites. This software helps users to easily share videos with others.

Powell told us an anecdote about a radio news channel. The news channel was first broadcasted in AM station, and its listeners were older age-group, and the rating was going down. When it changed to FM station with the same content, the rating went up and the listeners became younger. Later, the station started their casting service on the Internet, and its listeners became even younger. This story tells us that not only the content but also types of the channels affect who listen to it and how many people listen to it.

4. Vikki Porter

Director, Knight Digital Media Center (<http://www.knightnewmediacenter.org/>)

The knight Digital Media Center was launched in 2006 to focus on training journalists to succeed in the rapidly changing media environment of the 21st Century. The Center provides fellowships to journalists from traditional print and broadcast media who seek multimedia skill training or who want to make a transition to new media journalism. The goal of the fellowship is to provide foundation for technical skills and storytelling techniques required at new media platforms.

Porter mentioned a fellowship provided by their Center called, “Total Community Coverage in Cyberspace.” The fellowship is available for online journalists for their understanding of the impact of changing demographics on their audience and their

contents. (http://www.knightdigitalmediacenter.org/seminars/archives/total_community_coverage_in_cyberspace/)

Porter mentioned several projects/centers for us to check out:

J-Lab: The Institute for Interactive Journalism at the University of Maryland (<http://www.j-lab.org/>). “J-Lab is an incubator for innovative news experiments that use new technologies to help people actively engage in critical public issues. Its core mission is to improve public life by transforming journalism for today and re-inventing it for tomorrow.”

Media Giraffe Project (MGP) at University of Massachusetts Amherst (<http://www.mediagiraffe.org/>). Project Director: Bill Densmore.

MGP focuses on exemplary individual “giraffes” -- rather than institutions or policies -- to tell compelling stories, avoids jargon and assumes no prior knowledge of journalism or media topics. The project team believes that focusing on the stories of individual people is the best way to inspire additional leadership and action.

“The Media Giraffe Project responds to growing public concern that U.S. media are increasingly less able to equip citizens with knowledge they need to demand accountability in government. This threatens effective democracy and communities.”

Their beta profiles database is part of the first-phase objective to gather research on up to 300 prospective “media giraffes.” Through a book, documentary film and a conference, they communicated the stories of 20 most-motivated and most effective “giraffes.” Finally, with workshops, talks and multimedia resources, they disseminate and educate general citizens. They work with premier giraffes to show how citizens can use their ideas to create or consume media that advances participatory democracy.

Journalism That Matters (<http://www.journalismthatmatters.org/newsecology/>)

Journalism That Matters revisits the purpose and practice of journalism so that the stories told serve citizens well. The project develops under the premise that the future of journalism will center around the “power of storytelling” to create healthy communities. “It engages the entire system of journalism – reporters, editors, publishers, camera

people, photographers, academics and audience, from newspapers, radio, television, and online media, including both mainstream and alternative sources – with the changing nature and definition of news in a changing world. The point is to recommit journalism to what is fundamental for connecting news with its audience so that it serves and sustains us.”

We Media: how audiences are shaping the future of news and information: This book is written about details on how to collaborate between audience and traditional media in creating stories. Full text available at <http://www.hypergene.net/wemedia/weblog.php>

5. Metamorphosis Project

Meeting 1

Attendants:

Sandra Ball-Rokeach, Professor, Annenberg School for Communication, University of Southern California & Director of Communication Technology and Community Program

Inna Arzumanova, doctoral student at the Annenberg School, USC

Arzumanova was involved in KQED EdNet’s Digital Storytelling Initiative, assisting the project supervisor with community outreach workshops. They visit communities and hold 4-day workshop on digital storytelling. Their workshops are held in classrooms, in after-school programs, among artists, and at educenters.

Manhattan Neighborhood Network (MNN) was mentioned several times during the meeting. MNN broadcasts their public-oriented program in an existing cable channel, Time Warner Cable Channel (channel 56), every Sunday from 8-8:30pm. “The mission of [MNN] is to improve the greater New York metropolitan community and to enhance international mutual understanding by inspiring and mobilizing the local Japanese population and its extended network.” (<http://www.nydevolunteer.org/index.html>)

What is “storytelling?”

--Walter Fisher’s Narrative Theory

Meeting 2

Attendant: Sandra Ball-Rokeach

Metamorphosis Project: Transforming the Ties that Bind (www.metamorph.org) project has been a key project at the Annenberg School, USC for the last 11 years. Directed by Dr. Sandra Ball-Rokeach, the Project’s mission is to understand the transformation of urban communities under the forces of globalization, new communication technologies, and population diversity. Total communication environments of nine ethnic communities in Los Angeles area are examined using multiple methods, including large-scale survey, focus group, interview, observation, case study, etc.

The Metamorphosis Project first got started as a keystone project of the Annenberg School with the former dean, Geoffrey Cowan in 1996. Initially \$400,000 was granted from Annenberg Center for Communication, allowing Ball-Rokeach to hire four doctoral students and conduct a random digit-dialed telephone survey. After the initial funding, Ball-Rokeach has continuously searched for and received outside funding from foundations and organizations, including First 5 LA.

Currently, the focus of the project is health communications and civic engagement. The project is based on the premise that residential communities still matter yet they are currently in danger. Ball-Rokeach stated that with the lack of ties in the residential communities, democracy cannot survive. Also, media do not play their classical role these days, and therefore theories based on mass media should re-organize their framework to include community-level media and individual-level communication abilities.

Metamorphosis Project is open to different methodologies, which allows research assistants (doctoral students) to find sub-projects that are of their interests. The projects that are currently ongoing include content analysis of newspapers, investigation of mural arts projects, intergroup relationship project, and organizational-level analysis. In terms of project maintenance, it has one postdoctoral student (funded by Annenberg Trust) who takes the role of representing Dr. Ball-Rokeach and overseeing all the projects that are going on. The

project also has a project manager who takes care of routine matters involved in the project. There are currently nine research assistants involved in the project. Ball-Rokeach tries to find a project manager who is also interested in the research so that the person can be involved in some parts of the project research. Also, Metamorphosis Project benefits by having a project office where members can interact daily as they work on their projects.

6. Dmitri Williams

Assistant Professor, Annenberg School for Communication, USC

His research focuses on social capital and online games. His theoretical assumption is that in the age of loss of mass media, online community forms should function as facilitators of social capital in local levels. Locally based communication systems should build social capital by both “bridging” and “bonding.” Bridging means going across differences and bonding means practical and emotional networking among in-group members. Williams believes that sustained groups in online games will be able to bridge by connecting with different groups and bond by participating in games with their group members.

He recommended checking out Keith Hampton’s work. Keith Hampton is an assistant professor at the Annenberg School for Communication at the University of Pennsylvania. Hampton is well known for his “Netville” Project and his work on social network and new communication technologies in a neighborhood setting. To find out more about his research, visit his website at <http://mysocialnetwork.net/>.

Williams mentioned alternate reality games, such as “Ilovebee.”

7. Earnest James Wilson III

Dean and Walter Annenberg Chair in Communication at the Annenberg School for Communication, USC
His Profile: Dr. Wilson’s scholarship focuses on the convergence of communication and information technology, public policy and the public interest. He is also a student of the “information champions,” who

are leaders of the information revolution around the world. His current work concentrates on the politics of global sustainable innovation in high-technology industries; on China-Africa relations; and the role of culture in U.S. national security policy.

The Dean talked about connecting citizens and re-training journalists to recreate mass media forms. In the current society, traditional media, such as television broadcasting and newspapers, are having difficulty while new media, such as online media or virtual reality projects such as Second Life, are faced with exciting new possibilities. Balance of social forces should be re-established.

Dean Wilson is currently planning on creating a game in collaboration with colleagues in China and Japan. They envision the game to incorporate the concept of “cooperation” into the game content. He emphasized that the game is a very important medium in the current media environment. In Hollywood, the revenue from games is larger than that from movies.

8. Mizuko (Mimi) Ito

Research Scientist, School of Cinematic Arts, USC
(<http://www.itofisher.com/mito>)

She is a co-principal investigator of Kids’ Informal Learning with Digital Media Project funded by McArthur Foundation (<http://digitalyouth.ischool.berkeley.edu/>).

She is currently working on an edited book on Japanese “Otaku culture (geek culture)” which will be published in English. She is also starting to edit short book series on ethnography studies of new media.

An Overseas Field Research for Media Exprimo (slides)

Joo-Young Jung
Yuko Tsuchiya
Kiyoko Toriumi
Shin Mizukoshi

Place: Annenberg School for Communication, University of
Southern California
November 12-18, 2007.

An Overseas Field Research for Media Exprimo

San Francisco and Los Angeles, U.S.A
November 12-18, 2007

by Mizukoshi Group
(Shin Mizukoshi, Joo-Young Jung, Kiyoko Toriumi, Yuko Tsuchiya)



Jon Funabiki/ SFSU



- Professor, Department of Journalism, San Francisco State University
- Ethnic Journalism
- November 12, 2007
- At Eclipse Café of Hyatt Regency San Francisco

Denise Atchley



- Wife of Dana Atchley, a founder of the digital storytelling <http://www.nextexit.com/>
- Promoted the DST festival/ Teach their method of the DST
- November 12, 2007
- At the Dana and Denise's studio, San Francisco

Clifford Nass/ Stanford Univ.



- Professor, Department of Communication, Stanford University
- Director, Communication between Humans and Interactive Media (CHIME)
- November 13, 2007
- Stanford University

Annenberg School for Communication,
University of Southern California (USC),
November 15-16, 2007

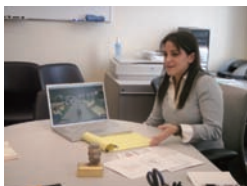


Vikki Porter/ USC



- Director, Knight Digital Media Center
<http://www.knightnewmediacenter.org/>
- Train Journalists in the rapidly changing media environment of the 21 century
- November 15, 2007
- Prof. Sandra Ball-Rokeach's Office

Anna Berthold/ USC



- Project Manager, Public Diplomacy and Virtual Worlds Project, USC Center on Public Diplomacy
http://uscpublicdiplomacy.com/index.php/virtualworlds/about_cpd_vw
- Research Second Life
- November 15, 2007
- Prof. Sandra Ball-Rokeach's Office

Sandra Ball-Rokeach &
Metamorphosis Project/ USC



- Professor, Annenberg School for Communication/ Director of Communication Technology and Community Program
- Metamorphosis Project: Transforming the Ties that Bind
www.metamorph.org
- November 16, 2007
- Prof. Sandra Ball-Rokeach's Office

Francois Bar/ USC



- Associate Professor, Annenberg School for Communication, USC
- Storytelling Projects via mobile phones for minority people's everyday lives
- Barcelona, San Paulo, LA
http://www.zexe.net/BARCELONA/barcelona.php?can_actual=74&q=5
- November 15, 2007
- University Club

Dmitri Williams/ USC



- Assistant Professor, Annenberg School for Communication, USC
- Online games
- November 16, 2007
- Prof. Sandra Ball-Rokeach's Office

Adam Clayton Powell III/ USC



- Vice Provost for Globalization, USC (Former General Manager of WHUT-TV, the nation's first African American-owned public television station)
- November 15, 2007
- Prof. Sandra Ball-Rokeach's Office

Earnest James Wilson III/ USC



- Dean and Walter Annenberg Chair in Communication at the Annenberg School for Communication, USC
- The convergence of ICT, public policy, and public interest
- November 16, 2007
- University Club

Mizuko (Mimi) Ito/ USC



· Research Scientist,
School of Cinematic
Arts, USC

<http://www.itofisher.com/mito>

- November 16, 2007
- Prof. Sandra Ball-Rokeach's Office

Thank you!!



A cat in the Denise's Studio

Shin Mizukoshi, Joo-Young Jung, Kiyoko Toriumi, and Yuko Tsuchiya

Communal Keitai: expressing potential / possible form of media communication

Shin Mizukoshi

"Digital Youth in East Asia", Academic Conference, Institute of Contemporary Japanese Studies, Temple University.
June 21, 2008.

Communal Keitai expressing potential/possible form of media communication

Digital Youth in East Asia
June 21 - 22, 2008
Temple University Japan Campus



Shin Mizukoshi
+ MoDe Project & Media Exprimo
Associate Professor of Media Studies
Interfaculty Initiative in Information Studies,
The University of Tokyo

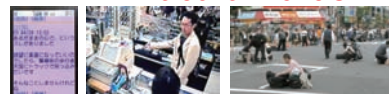
2

Part 1 Several News around Keitai = Mobile Phone in Japan

3

News 1: June 8, 2008

Akihabara Murder



Photos by Kyodo News

- Seven people died and 10 others were injured after a man hit pedestrians with a truck and then stabbed passers by Sunday in broad daylight on a street in Tokyo's busy Akihabara district.
- The suspect, Tomohiro Kato, 25, a temp staff worker from Shizuoka Prefecture, born in Aomori Prefecture has admitted to investigators that he posted the messages on the mobile Web site. **About 3,000 messages from several days earlier.**

4

News 1: June 8, 2008

Akihabara Murder

- everything has been mediated by Keitai...
 - Kato's warning, 119 call, moblogging, video-shoot, news sources of mass media, people's rumor, etc.
- economic gap, countryman, hopeless...
 - 20~30% of Japanese use the internet only via Keitai
 - typical understanding of Keitai communication
 - overflow of "digital youth stories" easy to understand, easy to diffuse... **BE CAREFULLY, THINK CRITICALLY**
- death execution of "M" = symbolic "Otaku" as strange and dangerous people, June 17
 - tendency for more severe punishments under the Juvenile Act

5

News 2: March 3, 2008

Mitsubishi Electric Corp withdrawal from Keitai

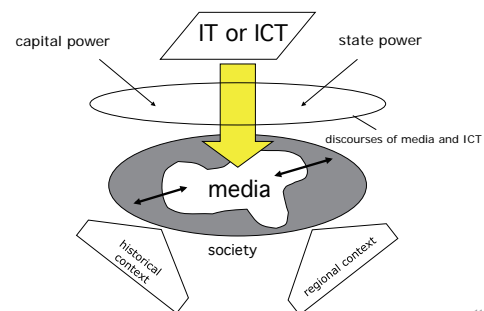
- Mitsubishi Electric Corp withdrawal from Keitai business, **explosion with anger against NTT DoCoMo** = No. 1 mobile phone carrier
 - big control of hardware tech-specs by carriers
 - Japanese hardware makers totally have only 8~9 % of world market share.
 - more than 90 % of domestic hardware market occupied by Japanese makers.
- crisis of the vertical integration of Keitai industry by mobile phone carrier

News 2: March 3, 2008

Mitsubishi Electric Corp withdrawal from Keitai

- mobile phone service contracts
 - 103 million / total population 125 million
 - 3G = 95 million (rate = 92.2%)
- rich growth of Internet services, visual communication
 - almost 100% are directly connected to the Internet
 - more than 90 % use e-mail
 - almost 100% are with built-in camera models
- **highly advanced but very domestic...**

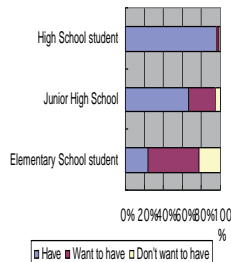
Typical Understanding on Socialization of Media



News 3: May 26, 2008

Ban on Keitai under 15

- A government advisory body on education proposed restricting the use of mobile phones by elementary and junior high school students to prevent them from accessing what the panel regards as harmful information.



Possible and Potential Social Form of Telephone in History

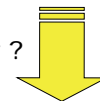


Ban on Keitai under 15

- ban on Keitai = ban on portable, mobile, ubiquitous multimedia = control of communication and suppression of freedom of expression
- **almost no hackers, no Otakus, no manias around Keita**, although every new media has historically emerged from fringe, marginal area of society

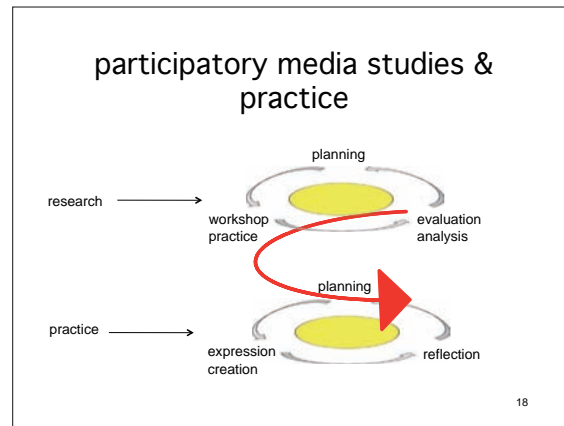
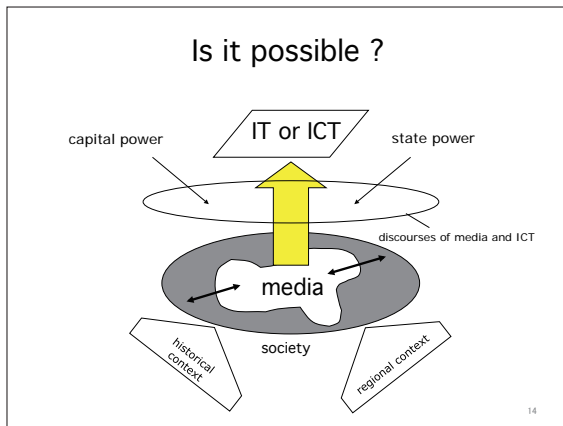
- media have formed socially.
- we, as members of the society, have rights and duties to design future media.

How ?



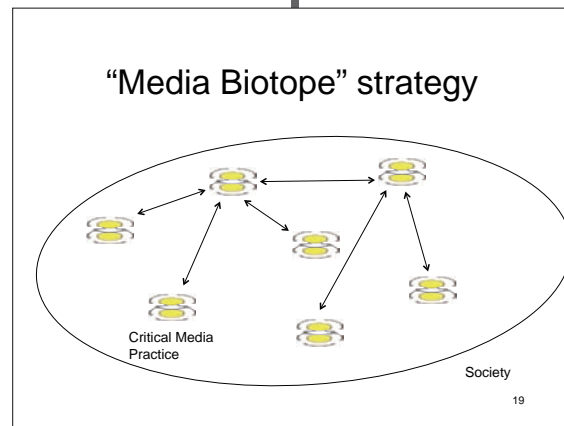
Critical Media Practice

- circulate analytical human/social scientific research and practical design research
- combine academic researches with citizen's media expression and literacy

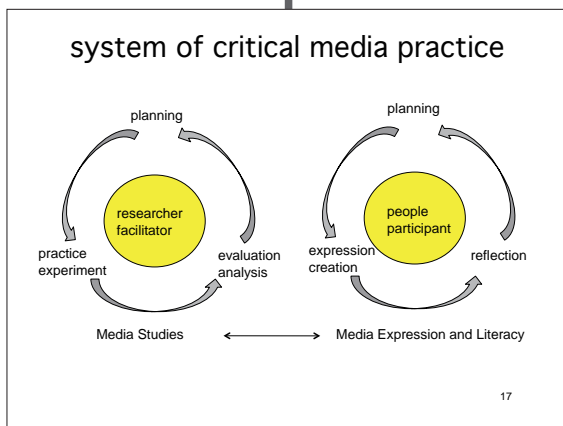
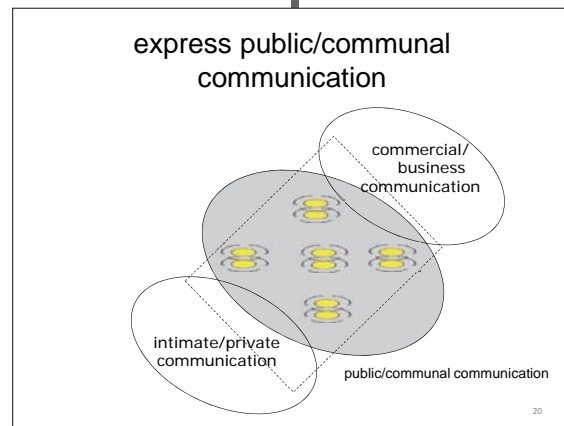


Part 4
Reweaving Keitai Communication
 workshops of Media Exprimo project

15



- Reciprocal Relationship of Research and Design
- **Media System (Hard & Soft) Design**
 - **Workshop Program Design**
 - learning and making alternative keitai “Verfremdung” (Bertolt Brecht)
 - **Media Literacy**
 - aware the potential and possible social form of keitai communication
 - **Ethnographic Researches**
 - Performing Ethnography (Victor Turner)
- 16



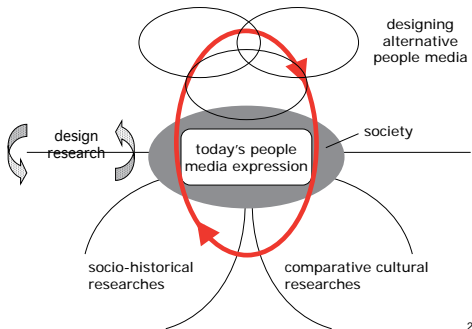
- Project Launching of “media exprimo”**
- the research and development of digital information technology systems to support a new people-generated media expression environment, and cultural programs that foster media literacy and expression using these systems
- ① **Develop technology systems** to serve as a platform for an “expression-interweaving” society and supply the necessary information design.
 - ② **Develop cultural programs** to support and sustain an “expression-interweaving” society and supply the necessary information design.
 - ③ **Design the forms and modes** required for the functioning of an “expression-interweaving” society.
- 21

Gakkan Engawa Workshop

- collect “gabun” (Keitai photo and text set) from people who have been walking and stopping at the terrace of new building of University.
- reweave about 400 gabun data on the website in playful and artistic ways

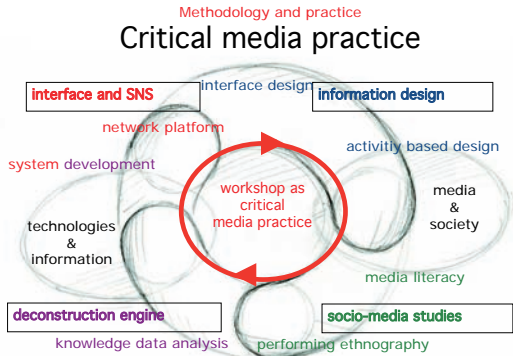


Perspetive of Media Exprimo

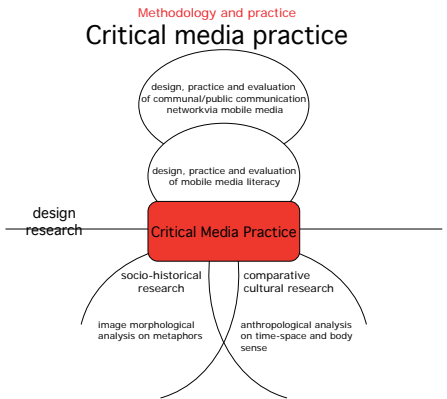


23

Critical media practice



Critical media practice



25

Keitai Trail ! : Mobile Video Workshop

Jun Abe
Masako Miyata
Kosuke Numa
Tatsuo Sugimoto
Yuri Tanaka
Kiyoko Toriumi

campus Tokyo Presentation, Ars Electronica 2008, Brucknerhaus,
Linz, Austria.
September 8, 2008.



Purpose of "Keitai Trail !"

- To discover possibilities of **collaborative media expressions** among general people.
- To **connect people** and media artists not only inside Ars Electronica but also in the city of Linz and cities in Japan.
- To explore **a new way of using mobile phones** for people's media expression.
- To investigate and **amuse people** by a kind of media association game and by mobile movie shootings.
- To create opportunities for people to **critically rethink the concept of "mobile"** via the "Online Keitai Trail !".

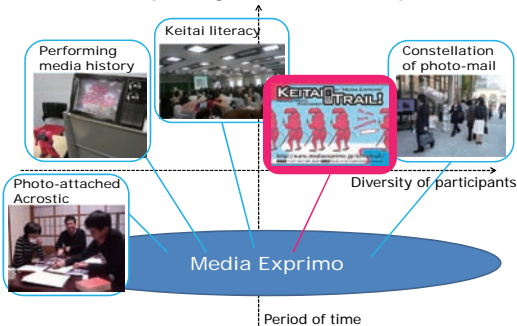
Outline of "Media Exprimo"

The research and development of digital information technology systems and cultural programs to support a new people-generated media expression environment that fosters media literacy and expressions.



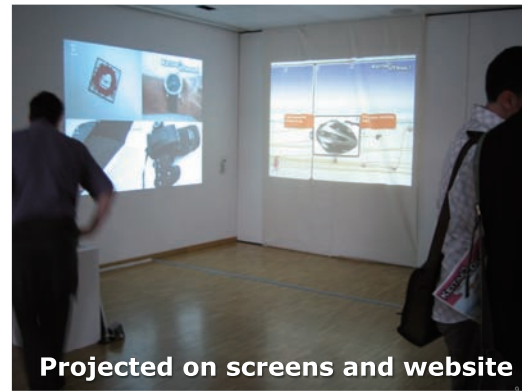
- From an information-saturated to
an "expression-interweaving" society -

Workshops by "Media Exprimo"

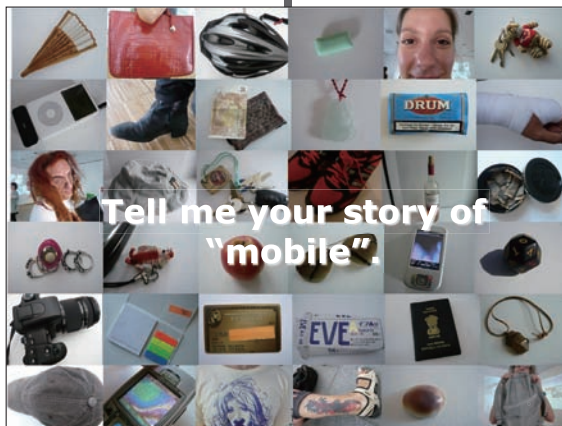


"Keitai Trail!" Workshop Scenes

5










Projected on screens and website



Tell me your story of
"mobile".



(1) Movieshow Ketiai Trail !

- 1 My **something**  is .
- 2 (Tell us about  very briefly.)
- 3  is **something**  but also **something** .
- 4 Do you have **something**  ?

Talking format

7



(1) Movieshow Ketiai Trail !

1. My **something** **cute** is Teddy Bear. Do you have **something** **you always have**?
2. My **something** I **always** have are eyeglasses. Do you have **something** **to dress you up**?
4. My **something** **to check time** is mobile phone. Do you have **something** **for communication**?
3. My **something** **to dress me up** is watch. Do you have **something** **to check time**?

Connected Messages

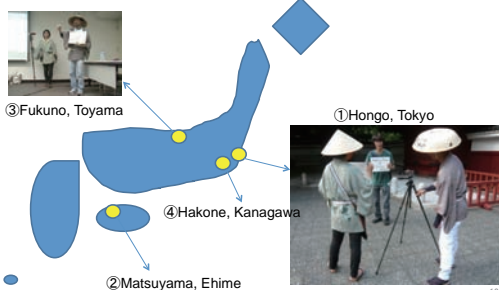
8



(2) Timeline Ketiai Trail !

What's "mobile"?

From comparative cultural perspective



What's "mobile"?

From socio-historical perspective



General people's long distance travel started in Edo period, 250years ago. Mobile items for travelling also started to develop!

18





Story collecting in the outside



Story collecting in the room



Story collecting in the outside

How is "trail" happening Trail as networking people

About 150 mobile movie messages have been collected during 04.09 – 08.09 in and around Ars Electronica.

- Imagine next person: check "timeline Keitai Trail!", rethink better questions.
- Meeting next person: look for, talk with, advice to the next person.



Rule of chaining messages with questions have been effective more than we thought.

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Story collecting in the outside



Story collecting in the room

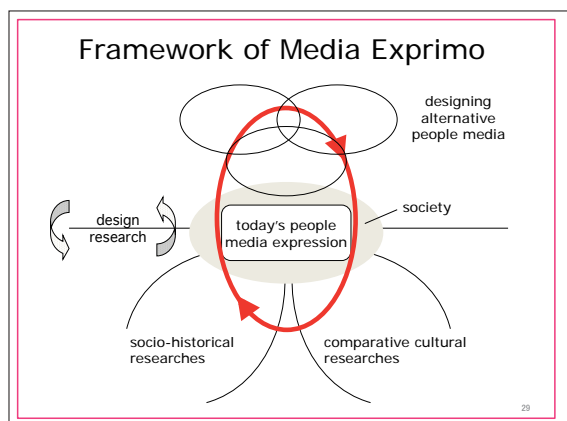


Story collecting in the room

What's "mobile"? From designing perspective



Design of Participation:
space, objects, clothes...

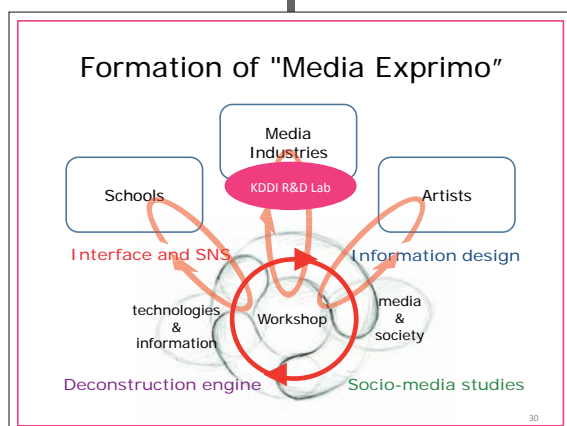


Collaborative Media Expressions as Communication

- Media Expressions in everyday life
- Not only products or contents but also whole process of activity in workshop
- “Product of art” and “Work of art (process of creation)” John Dewey (*Art as Experience*, 1934)

Designing Workshop
>>> Designing Communication

33



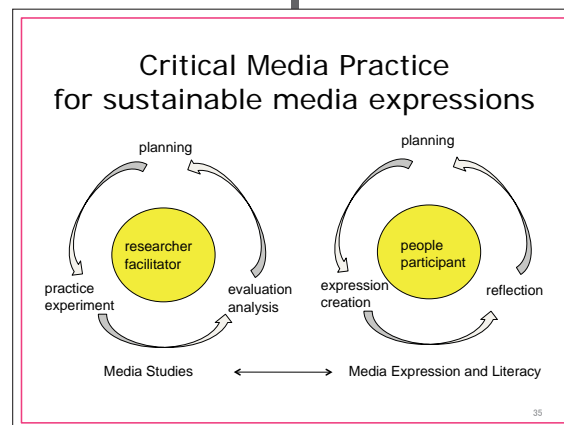
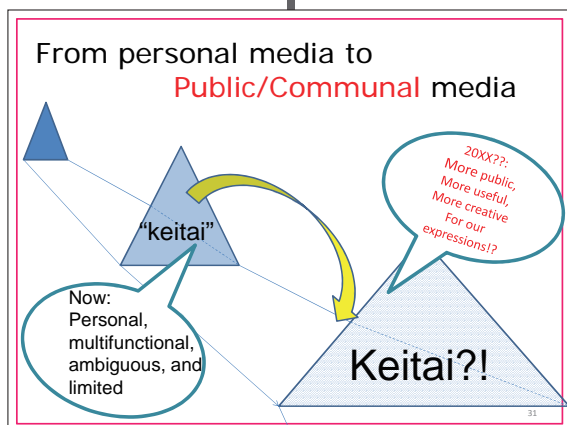
Collaborative Media Expressions as Communication

- Historical art movement “Mingei(Japanese folk art) movement” established in 1926 by Soetsu Yanagi and other artists

Daily items created by artists, craftsmen and general people

“Keitai” as “mingei” in digital age

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Perspective

Art as Collaborative Media Expressions among People

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Media Conté: for intersubjective storyweaving

Akiko Ogawa
Masaaki Ito
Rina Inaba

International Digital Storytelling Conference, Obidos Portugal.
June 27, 2009.



Mission

- ❑ Breaking Barriers in the local community -especially for the socially excluded
- ❑ Community Service Learning Participatory Research and practice



Problems of civic media in Japan

- ❑ " Civic Media" for Elite CITIZENS
- ❑ Does everyone really has a STORY to tell?
 - Silence is still Gold!
 - Need to foster pre-narratives

Before telling stories...



- We need exercises!
- To make pre-narratives to a story, we must have conversation with the others. -Collaborative story



1. Best shot

- Take the best photo for one's name tag



4. Story by 5 scenes

- Storyboard of 5 scenes
- Discuss about missing needed scenes & photos



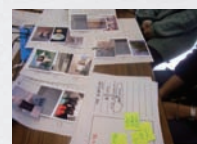
2. Photo Combination story

- Imagine freely from the photos
- Make a story!!! Don't be shy, clever, right ...



5. Editing

- 15 photos
- Narration Recording
- Edit by Windows Movie Maker



3. Peta peta Quest

- Ask questions!
- Listen to the others
- Mining the story seeds from pre-narratives



6. Preview & Cablecast



A brief conclusion...



- Possibilities of Inter-subjective story
 - the collaborative stories not told by individuals
- Effects of dominant stories

- Media Conté Blog (Japanese)

<http://www.mediahotspot.com/projects/mediaprimo/topics/media-conté/>

- Media Exprimó Project (English)

<http://www.mediaexpimo.jp/english/>

- Aichi Shukutoku Univ. (English)
Community Collaboration Center

<http://www.asu.ac.jp/institution/ccc/index.html>

Communication infrastructure theory and civic media game approach:

Linking theory and practice

Shin Mizukoshi
Joo-Young Jung

ICA 2010, Singapore, June 25, 2010.

Communication infrastructure theory and civic media game approach

Linking theory and practice

In the panel of
Building Civic Participation through "Communal Gaming"
ICA 2010 Singapore
June 25, 2010

Joo-Young JUNG: International Christian University
Shin MIZUKOSHI: the University of Tokyo

Introduction

- Decreased level of community engagement in urban residential neighborhoods
 - New communication technologies, globalization, & population mobility
 - Decreased organizational participation (Putnam, 2000)
 - "Networked individualism" (Wellman et al., 2003)

Gap between theory and practice

Theory

- Civic engagement literature
- Communication and integrated communities
- Social network

Practice

- Community events
- Media events
- Volunteer activities

"Community Connectedness"

Communication Infrastructure Theory

- Theoretical/analytic framework
- Origins: Sociological and communication theories
- Developed in multi-ethnic city of Los Angeles

Critical Media Practice

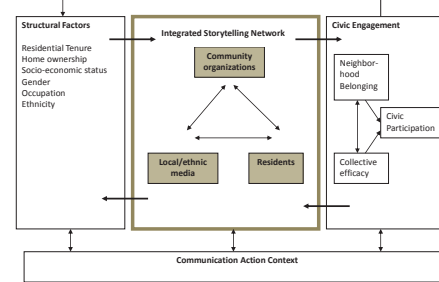
- Experimental/practical approach
- Origins: Media literacy, social history of media, interactive design
- Developed in Japan: relatively homogenous society

Communication Infrastructure Theory*

- Multi-level and ecological framework that uncovers often ignored but very important communication network in a specific neighborhood or area
- Communication infrastructure is defined as a storytelling network set in its communication environment (communication action context).

* Ball-Rokeach, Kim & Matei, 2001

Communication Infrastructure Model of Civic Engagement



Adopted from Kim & Ball-Rokeach, 2006, p.187

The Communication Infrastructure



“How” do we strengthen the storytelling network?

- Strong storytelling networks are not commonly found.
- In reality, “how” do we engage residents and strengthen the storytelling network?

Limitations of previous studies on media and civic engagement

- Isolate each medium from other media and from interpersonal communication
 - Online vs. offline civic engagement
- Lack of attention to local and ethnic media

How to do it ?

- Designing civic media game as a “critical media practice (one kind of workshops)” .
- Throw them into the community and practice
- Activate the storytelling network of the community.
- Formative evaluation and develop the media games continuously

Significance of the Communication Infrastructure

- Viability and integrity of the storytelling network influences:
 - Neighborhood belonging
 - (Ball-Rokeach, Kim & Matei, 2001)
- Civic engagement
 - (Kim & Ball-Rokeach, 2006)
- Crisis communication
 - (Kim et al., 2002)

Workshop

micro level constructional media practice

- Designed constructional activities to make “verfremdung (defamiliarization)” (Brecht) of everyday life, to learn something deeply by creating, gaming, performing by small group
 - (Mizukoshi, 2007)
- Complex of cultural program (format of play, formation of small group, way of embedding in social situation, etc.) and technological system (design of artificial object, building activity support media system, etc.)
 - (Sunaga, etc. 2006)

Critical media practice*

- Constructional media practice
 - not a “natural” one in everyday life
 - (de Certeau, 1984)
 - embody criticism and analysis as much as they do practice or learning
 - (Clifford and Marcus, 1986)
- Ideal, reflective methodology
 - not a mere practice or tool
 - citizens’ media expression, media literacy and media literacy
 - (Gaver, etc. 1999)

*Mizukoshi & Yoshimi, 2003

Ex) Collaborative Media Literacy Workshop

(re)weaving local communication sphere



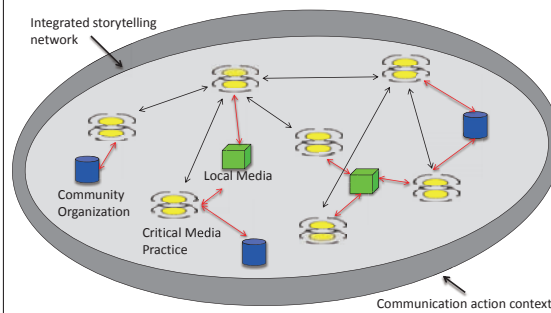
Media literacy project by Mizukoshi lab and NAB Japan since 2001

Spectrum of critical media practice

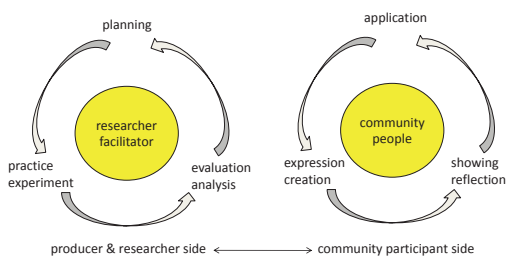
- micro level:
 - workshop
 - everyday practice ex.: happy hour, bazaar, sport game
- mezzo level:
 - showing and presentation, public seminar
 - everyday practice ex.: exhibition, concert, festival of community
- macro level:
 - prefecture level media event
 - everyday practice ex.: huge festival, election, demonstration, disaster...

Integrated storytelling network

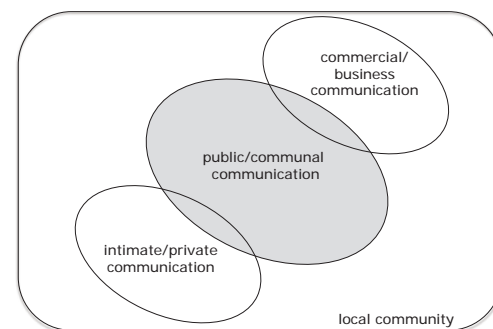
weaving by critical media practices



System of critical media practice

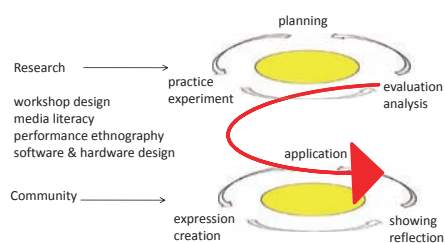


Empower communal, public communication sphere

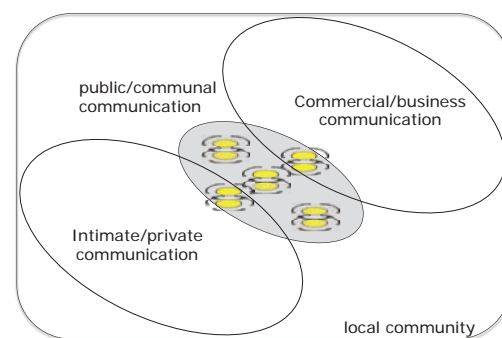


System of Critical media practice

civic participation & researchers' reflection



Empower communal, public communication sphere



Challenges of critical media practice

- **How to develop sustainably ?**
 - hard to introduce new comers
 - stiffening of citizen media groups
 - sometimes too serious, not playful...
- **Civic game as media play**
 - easy to continue by general people
 - cultivate potential intention for expression
 - essential guideline for developing quality of art

Civic media game

Definition

- Game = form of play, way of communication
 - (Huizinga, 1938)
- **“Play” vs. “Entertainment”**
 - “Play” = “verfremdungs-effekt (defamiliarization effect)” of everyday life (Brecht)
 - “Entertainment” = systematized way of amusing oneself, consuming cultural value and leisure time

Civic media game

Refer to **traditional popular game** in Japan

- **A-I-U-E-O Gabun**
 - word game with modern Japanese syllabary table (cf. Toriumi)
- **Media Conté**
 - card game (cf. Ogawa & Ito)
- **Keitai Trail**
 - traditional collaborative poetry since 12th century (cf. Toriumi)
- **Photo Senryu**
 - humorous 17-syllable poetry since 18th century

Experiences in Media Play: A Critical Media Practice on Mobile and Mobility Tusey-jen by Sophia Wu

● How mobile (life essential for digital native) is embodied in everyday structured context for the youth?

● Developing and evaluating a mobile media workshop as a critical media practice for Taiwanese teenagers

● Critical performance ethnography for researchers

● Playful media literacy for teenagers



The A-I-U-E-O Gabun photo-and-wordplay workshop: A participatory study of collaborative storytelling in local communities

Kiyoko Toriumi

ICA 2010, Singapore, June 25, 2010.

The A-I-U-E-O Gabun photo-and-wordplay workshop:

A participatory study of collaborative
storytelling in local communities

Kiyoko Toriumi
Interdisciplinary information studies, The University of Tokyo

Background and goals

What is A-I-U-E-O Gabun?

- Community-linked **participatory media project centering on workshop** designed to foster exchange among local citizens.
- Focuses on **collaborative process** by which personal histories are shared with others.
- Looks **personal memories and experiences as valuable historical resources** for storytelling.

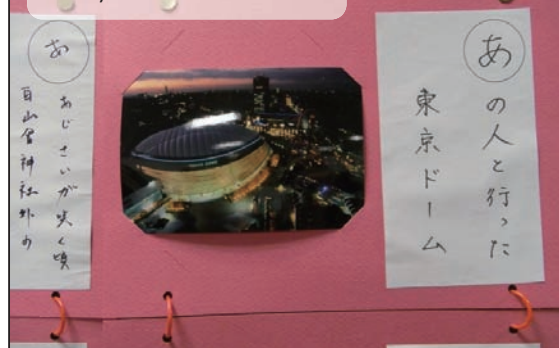
Background and goals

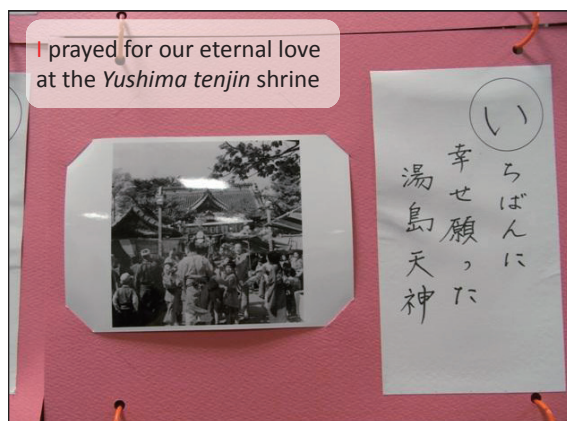
What is A-I-U-E-O Gabun?

- Form of expression simple yet enabled sustained collaboration by diverse group.
- Hints from traditional wordplay forms: *oriku* (acrostic poem), *renga*, *haiga* etc.
- *A-I-U-E-O* = 1 syllabary group of the modern Japanese
- *ga* = picture, *bun* = text

A-I-U-E-O *gabun* as a new form of folk literary and artistic expression for the digital age

A baseball stadium (Tokyo doom) I went with him





Workshop

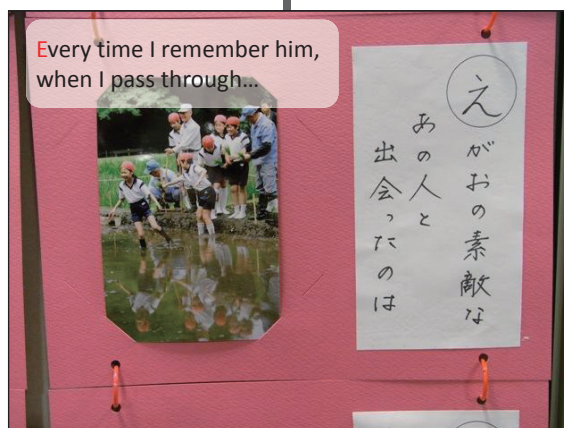
Venue and participants (Table 1)

- Fujisawa city, Kanagawa (Dec. 2007)
 - 9 residents from 20s to 70s
 - 2 days, used online system
- Toyohashi city, Aichi (Jan. 2009)
 - 8 residents from 40s to 80s
 - 1 day, publicly exhibited after the workshop
- Bunkyo ward, Tokyo (Mar. 2009)
 - 16 residents and commuters from 20s to 60s
 - 1 day, publicly exhibited after the workshop



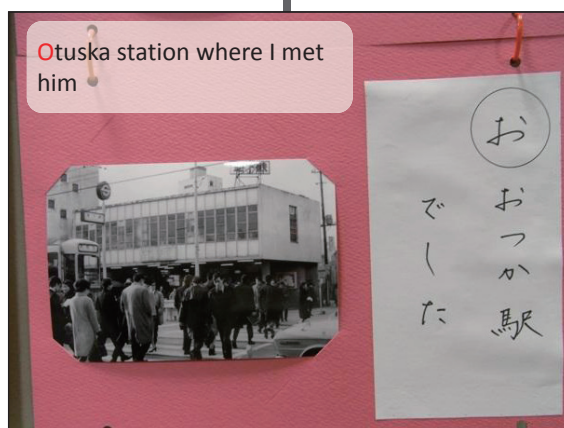
Workshop

Program outline (Table 2)



Workshop

Program outline (Table 2)




Workshop

Program outline (Table 2)

Workshop

Program outline (Table 1, 2)




Results and analysis

Showing and comments

- Learning through reflection and self-affirmation
 - Glancing every works afforded participants think back their creation
 - Approximately 30% of Bunkyo and 45% of Shonan comments praised their own works made by group.
- Extended communication through public commentary

Workshop

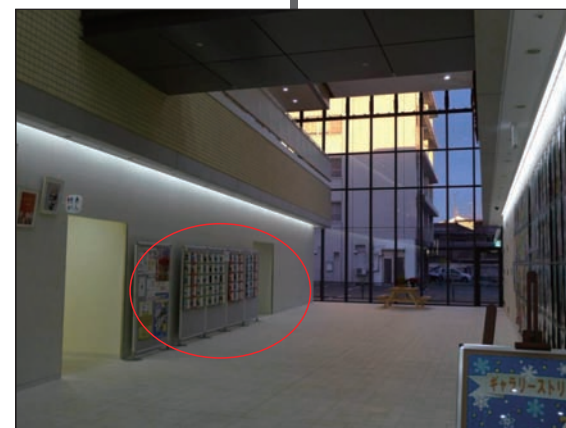
Program structure: the collaborative storytelling process (Diagram 1)




Results and analysis

Sharing personal histories

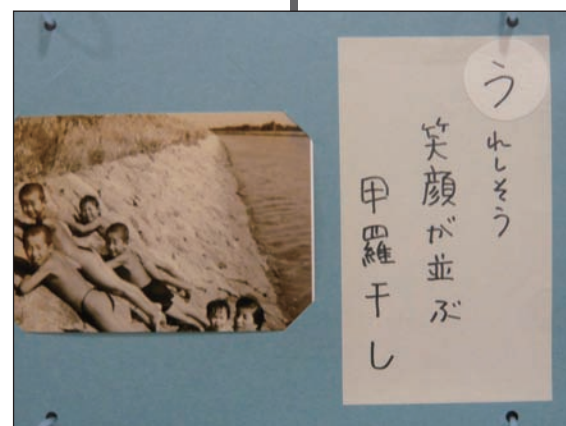
- Importance of initial storytelling
 - Talking the memories directory in the actual space of the workshop withdrew *gabun* stories associated with the original meaning of the photo.
- Historical photographs as stimulus for reminiscences and dialogue
 - "You're younger than I am, but I bet you still know what the bridge used to look like." (FK) "Yes, you couldn't go anywhere unless you crossed that bridge." (MN) [Figure3]

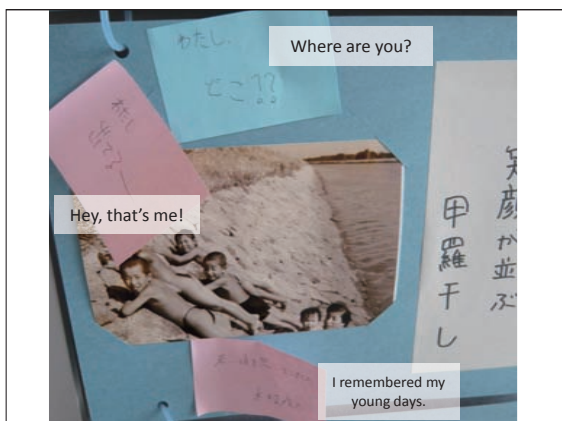


Results and analysis

Story game

- Learning the way of storytelling
 - Many comments and feedbacks on how to make *gabun*
- Acknowledging the audience
 - Importance of having the audience was reconfirmed: Groups as rivals, facilitators as outsiders.
- Informal discussion as an editorial process
 - Conversations including casual remarks, indications of approval functioned as the editorial process [Table3]





Conclusion and future research

Conclusion

1. **Potential usage of *gabun*** format in different situation and themes.
 - local archives with workshop activities
2. **The analytical framework** for collaborative storytelling process needed to be refined.
3. **Future-oriented outlook** needed to be transmitted to participants and cooperating organizations.
4. **Future plan** collaborating with multiple local institutions to go beyond a single workshop.

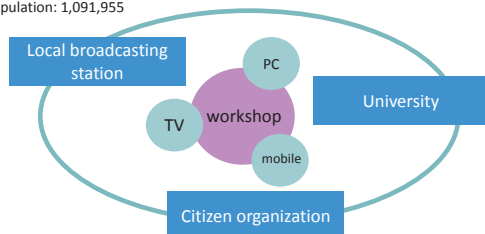
Conclusion and future research

Recent project after *gabun* workshop

Toyama photo-senryu (satirical 17 syllable poem)

Area: 4,247.55km²
Population: 1,091,955

Nov. 2009 ~ Mar. 2010



Media Conté:

Rebuilding community through digital storytelling

Akiko Ogawa
Masaaki Ito

ICA 2010, Singapore, June 25, 2010.

Media Conté Rebuilding community through digital story-telling

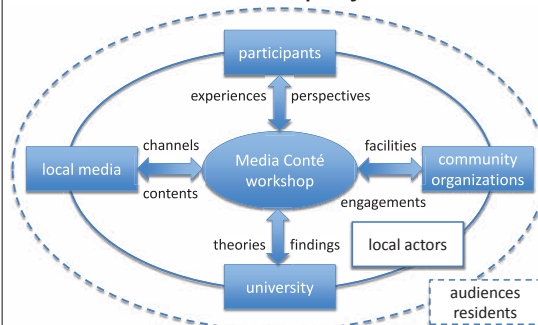
ICA 2010 Singapore
June 25, 2010

Akiko OGAWA: Aichi Shukutoku University
Masaaki ITO: Aichi Shukutoku University

What is “Media Conté”?

- A digital story-telling project
 - Making short stories with photos and narrations
 - 1 day or 2 days workshop
- Participated by community residents
 - From children to elderly
- Planned and conducted by university
 - Researchers and students
- Collaborated with local media and community organizations
 - CATV, local newspapers, city office, etc.

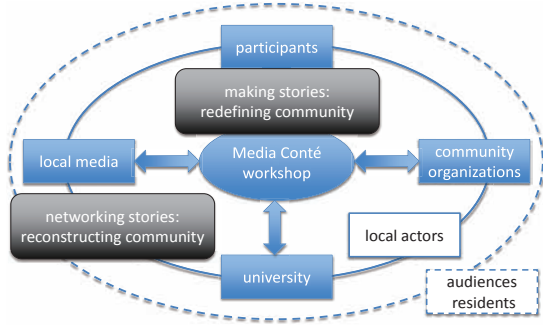
Outline of project



History of project

- Kani (August, 2008)
 - 9 teenagers, children of foreign workers of Japanese decent
- Nagoya (December, 2008)
 - 6 international students of Aichi Shukutoku Univ.
- Matsusaka (August, 2009)
 - 11 teenagers, children of foreign workers of Japanese decent
- Toyohashi (June, 2010)
 - 7 elderly

Objectives of project



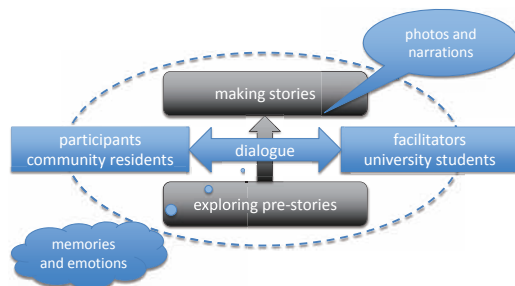
Considerations

- Technology
 - Video editing software
- Evaluation
 - Evaluation criteria of creation
- Distribution
 - Distribution channels of works
- Sustainability
 - Recruiting and training of facilitators

Intentions of workshop



Dialogic story making



Story making games

- Word association
 - Writing words associated with a given subject
 - Connecting some of them into a story
 - Separation and integration of experience
- Memory quest
 - Revisiting a place in memory and taking photos
 - Connecting some of them into a story
 - Rediscovery and reinterpretation of the world
- Designed as card games
 - Many kind of cards and sheets

Communal Storytellings in A Regimented Society:

Critical Media Practice on People's Media Literacy and Expression

Shin Mizukoshi

Academic Conference "Emergent Forms of Engagement and Activism in Japan: Politics, Cultures and Technologies", Temple University Japan, Azabu hall.
June 12, 2011.

It has long been lamented that people's participation in civic activities and building community networks has been declining in Japan. With the advent of new information technologies such as social media and mobile phones, it is natural for many researchers and practitioners to expect these technologies make change this regimented social situation. However, emphasizing techno-oriented perspective too much may be dangerous. We should critically examine the whole media ecosystem in Japan and practically try to design cultural programs and technological systems to cultivate local communities and revitalize ordinary people's network at both theoretical and action-oriented levels.

In this presentation, Mizukoshi will present the possibilities and challenges of some interactive digital storytelling activities and media plays for local communities, developed by his transdisciplinary research project, "media exprimo" <<http://www.mediabiotope.com/projects/mediaexprimo/>>.

Communal Storytellings in A Regimented Society

Critical Media Practice
on People's Media Literacy and Expression

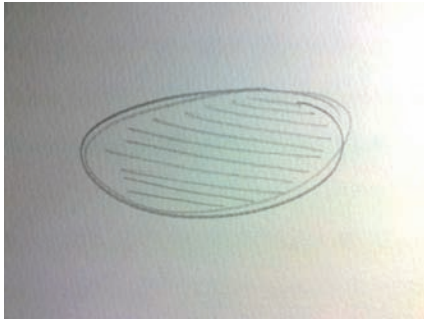
June 12, 2011
Temple University Japan

Shin Mizukoshi
iii, The University of Tokyo
shinkeguri@twitter
<http://www.mediabiotope.com>

communication sphere in a regimented society (4)



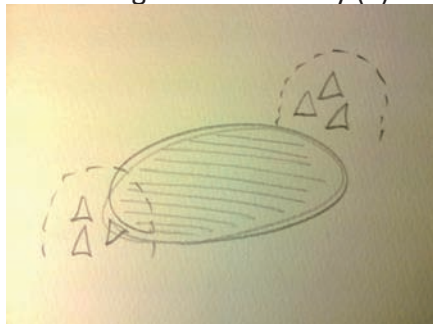
communication sphere in a regimented society (1)



communication sphere in a regimented society (5)



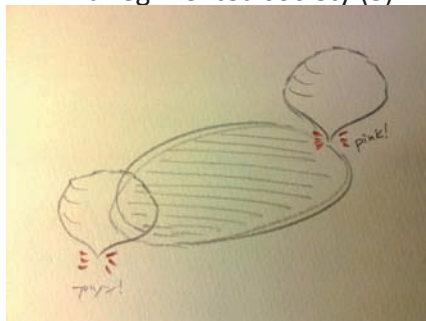
communication sphere in a regimented society (2)



For sustainable media expressions...



communication sphere in a regimented society (3)

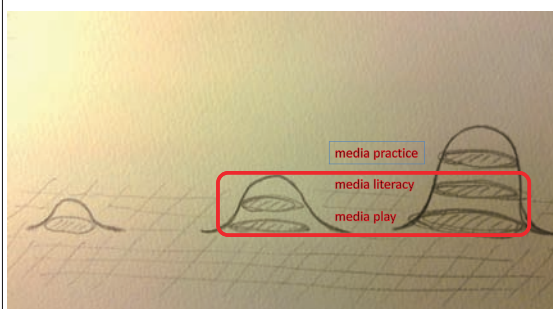


Project Formation of "media exprimo"

- JST(Japan Science & Technology Foundation), CREST
- Group leaders
 - Takeshi Sunaga: Information Design
 - Takuichi Nishimura: Real World Oriented Interaction and Computer Supported Collaborative Work
 - Koichi Hori: Artificial Intelligence and Knowledge Support System
 - Shin Mizukoshi: Socio-Media Studies and Media Literacy

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media play/media literacy/media practice



the collaborative storytelling program

