

NMC ONLINE CONFERENCE ON THE CONVERGENCE OF WEB CULTURE AND VIDEO

March 21-22, 2007

Conference Program



Wednesday, March 21, 2007

All online conference sessions will be presented live at the times listed in the program below. Conference attendees will have the opportunity to interact with the presenters via chat or voice-over-IP during the presentations.

Be sure to join the sessions at the scheduled times to add your perspective and comments to the discussions. If you are unable to attend a session at the scheduled time, they will all be recorded and available for viewing throughout the remainder of the conference.

Opening Reception in Second Life

**10:00 – 10:45am Pacific Time
1:00– 1:45 pm Eastern Time**

Join us for a preconference icebreaker on the NMC's Virtual Campus in Second Life! Live music by Johnny 99 Gumshoe, aka Dr. Joe Tojek of Capella University.

Featured Session

**11:00 – 11:45am Pacific Time
2:00 – 2:45 pm Eastern Time**

Webvideo and Politics

This presentation looks at how ubiquitous video is affecting politics... from former VA Senator George Allen's "macaca" moment and Senator Hillary Clinton's announcement of candidacy on the Net to the publishing of speeches and events at every level of government and political action. Officers of the Los Angeles Police Department beat up war protestors - 300,000 people have viewed the video, taped by an ANSWER/LA activist, on *YouTube*. The presentation will examine the potential for such video material to affect the way politicians and campaigns conduct campaigns and communicate with the electorate.

Joan Van Tassel, National University

Special Session

**Noon – 12:45pm Pacific Time
3:00 – 3:45 pm Eastern Time**

The Web 2.0 Online Learning Film Festival

An honor roll of online video clips useful for educators. What would your picks be? Via weblogs and the NMC Conference attendee list, four jurors will solicit nominations, select winners, assemble a 45-minute program, and provide commentary. During the conference, online attendees will be invited to add their comments via *Mojiti*, a resource that permits annotations of online videos.

*Brian Lamb, University of British Columbia
Gardner Campbell, Jim Groom, University of Mary Washington
D'Arcy Norman, University of Calgary*

Wednesday, March 21, 2007 (continued)

Featured Session

**1:00 – 1:45 pm Pacific Time
4:00 – 4:45 pm Eastern Time**

How Video Podcasting Changed My Teaching Life: We're Getting There!

Follow the video path of foreign language teacher and homemade video creator, Clark Shah-Nelson of Colorado Online Learning and *MyGermanClass.com* from 1992 until 2007: From 1 TV and VCR in a traditional classroom; to one live interactive TV with two-way audio; to completely asynchronous online German with downloadable small grainy videos; to higher quality portable video on the iPod; to one of iTunes' Top 100 Educational Video Podcasts of 2006. Has the path enhanced student learning? Can students learn from homemade no budget videos?

Clark Shah-Nelson, SUNY Delhi

Featured Session

**2:00 – 2:45 pm Pacific Time
5:00 – 5:45 pm Eastern Time**

Cinema Studies and Production Culture

What do cinema studies have to teach us about the new "production culture" and its swarms of amateur videos? Can cinema studies help us understand the power and ubiquity of online video? Conversely, what might citizens of a production culture learn from cinema studies to enrich their own practices? This session will move from Sergei Eisenstein to the Numa Numa Dance as we examine online video culture through the lens of film theory and criticism.

Gardner Campbell, University of Mary Washington

Featured Session

**3:00 – 3:45 pm Pacific Time
6:00 – 6:45 pm Eastern Time**

Gaming, Learning, and the Web: Early 2007

This presentation examines the aspects of computer gaming taking place on the Web, including browser games, alternate reality games, and the large world of web-based game collaboration. How have students and teachers been using the web to learn through gaming? This presentation also explores game-like features of Web 2.0 projects, as they impact teaching and learning.

Bryan Alexander, NITLE

Happy Hour Reception in Second Life

**4:00 – 4:45pm Pacific Time
7:00 – 7:45 pm Eastern Time**

Join us for a full-on reception on the NMC's Virtual Campus in Second Life! Live music by Johnny 99 Gumshoe, aka Dr. Joe Tojek of Capella University.

Wednesday, March 21, 2007 (continued)

Keynote Session

5:00 – 5:45 pm Pacific Time

8:00 – 8:45 pm Eastern Time

Evocative Spaces and Aesthetic Grabs

How YouTube and Video Blogging are Redefining Self Expression

Angela Thomas, University of Sydney

How have YouTube and video blogging have become a mediating space for what Sherry Turkle calls "evocative objects" — objects, or in this case, spaces, that we use to think about ourselves? Thomas argues that the act of viewing oneself in public performances, and acknowledging public commentary on those acts, provides dual reflective lenses which serve to reconstruct, reinvent and redefine one's identity. A number of examples will be presented that will illustrate themes such as the nature of the autobiographical, the notion of commodity fetishism, and "shopping for truth" about one's place in the world. What might these trends and phenomena mean for today's youth, especially in terms of ethics, consequences, and reputation management?

Thursday, March 22, 2007

Featured Session

9:00 – 9:45 am Pacific Time

Noon – 12:45 pm Eastern Time

Mediating Dubai: The "World's Fastest Growing City" — Online and Off

The "world's fastest growing city," spectacular Dubai, exists at the convergence of video and Web 2.0. Using new media to link built and virtual spaces, Dubai's urban developments circulate through a network of weblogs, websites, simulations, and specularizations. Approaching Dubai as a cultural context, this presentation will discuss research on the Vancouver-Dubai nexus and the creative, critical, and methodological issues arising from our attempt to create artwork engaging a space that is simultaneously international, global, and virtual.

Glen Lowry, Henry Tsang, Emily Carr Institute of Art + Design

Keynote Session

10:00 – 10:45 am Pacific Time

1:00 – 1:45 pm Eastern Time

Making Memorable Machinima

Cynthia Calongne, Colorado Technical University

"I am big! It's the pictures that got small." (Sunset Boulevard)

How do we make machinima that transforms and inspires our audiences, while blessed with a shoestring budget? This session will delight your senses as we explore examples of machinima from games, such as *World of Warcraft*, and from the virtual world of *Second Life*.

Join us as we explore the features that have made these inexpensive films so successful.

Thursday, March 22, 2007 (continued)

Featured Session

**11:00 – 11:45 am Pacific Time
2:00 – 2:45 pm Eastern Time**

NINA - More or Less

This presentation will introduce participants to a new installation sponsored by the Aesthetic Technologies Lab of Ohio University's College of Fine Arts. Media artist Nina Caporale has created a series of video shorts that examine the poetics of details in the examination of personal identity. Her narrative vignettes are presented in a one-woman show that demonstrate the ways in which new works can be framed within the accessible and the familiar, even as they break ground in the contemporary and visionary. A discrete installation site will serve as the viewing platform for this on-demand collection, and the artist will be on hand to speak about process and how the *Second Life* arena impacts artistic ideation.

Katherine Milton, Nina Caporale, The Aesthetic Technologies Lab

Featured Session

**Noon – 12:45 pm Pacific Time
3:00 – 3:45 pm Eastern Time**

Virtual Exhibitionism: The Leisure Suit of the 21st Century?

Self expression is wonderful! Technology has always been helpful for the ease of creation and distribution, but as for quality... well, that's a different story. Will the next generation look back on our *MySpace*, *YouTube*, and blogging with the same horror that we look back to the 70's? Are we living through a time of "What were they thinking?" and if so what can we do to turn our virtual discotheques into virtual nightclubs?

Jared Bendis, Case Western Reserve University

Keynote Session

**1:00 – 1:45 pm Pacific Time
4:00 – 4:45 pm Eastern Time**

**Is The 'You' in 'YouTube' Singular or Plural?:
Creative Expression, Collaborative Networks, and the Future of Learning**

Henry Jenkins, Massachusetts institute of Technology

You has a curious status in the English language. The same pronoun refers to both the Second Person Singular and the Second Person Plural. When we think about the You in YouTube, which is being referenced? Do we understand YouTube in singular terms -- as the locus for personal expression -- or in plural terms -- as the meeting point between different subcultural communities? Might we use YouTube as a metaphor to begin to explore the new kinds of learning communities that are emerging in a networked culture? One could argue that the ability to network is emerging as a central component of the new media literacies. In this talk, I will use YouTube as a starting point to explore new modes of creative expression that are emerging within a convergence culture and to consider their implications for schools, libraries, and other public institutions that are committed to helping young artists grow and develop.

Closing Remarks

**1:45 – 2:00 pm Pacific Time
4:45 – 5:00 pm Eastern Time**

**Larry Johnson, Chief Executive Officer
The New Media Consortium**

Poster Sessions (available throughout the conference)

Beyond Podcasts: Contextualizing Media on the iPod

This poster provides a look at how a Film Language Glossary, developed for the web, can easily be transformed into an interactive iPod experience using the iPod's "Museum mode." It includes an overview of how to do the transformation and thoughts on how it affects student learning by creating a mobile and more immediate version of the web glossary.

A. Maurice Matiz, Columbia University

Ideas to Help Find the Material You Want in Your Video Archive

(NMC Corporate Partner session)

The convergence of web culture and video is resulting in rapidly increasing video archives, but how do you find your way to the right material? While searching on titles or other high level metadata may turn a large haystack into a smaller one, it's not going to be overly helpful in finding the needle. We will be examining broader approaches to both video navigation and search, as well as demonstrating some of the solutions we have implemented.

Brent Robertson, Automatic Sync Technologies, LLC

Short and "Sweet": Web Video Forms and Functions

My paper will discuss formal qualities of recent web videos, in particular those created specifically for online viewing. It considers not only matters of technique, such as performance, framing and editing, but also the internet's architecture of participation that these videos exploit. *The Show with Ze Frank*, for example, is not only a video but an interactive experience between the host of the show and the audience. I consider web video form to be product of technological and economic constraints on video production for the web, and also the social affordances of internet technology that make possible the online "conversation" between consumers and producers.

Michael Z. Newman, University of Wisconsin-Milwaukee

Storytelling in the Age of the Internet

Digital storytelling, which merges leading edge technology with age-old storytelling processes, holds great promise for enhancing student learning. In addition to video, emerging technologies such as online maps and mash-ups are expanding possibilities for how stories can be "told." Yet it can be challenging to help faculty and administrators understand the opportunities and what's entailed in successful implementation. This session provides an in-depth case study, including interviews with faculty and students discussing their digital storytelling experiences.

Gail Matthews-DeNatale, Simmons College

The Leap: Entering the Digital Movie Arena from a Novice University Faculty

This poster will share a personal experience on how to break the ice of entering the production of digital video. When producing digital videos becomes a popular demand, taking a leap into the arena requires great courage for many university faculty who are digital immigrants. This poster will show the first video ever made by a novice university faculty, and discuss the power and impact of integrating such technology into daily teaching and learning.

Herminia Wei-Hsin Din, University of Alaska Anchorage

Use of Cell Phones as a Teaching and Learning Supplement

Today's new species of learner is fully adapted to pervasive computing and digital technologies. Educators struggle to develop innovative teaching strategies to meet the expectations of these digital natives. Results of a program to video cast course content using cell phones and students' preferred communications tool will be presented.

Patricia Kahn, Richard Peterson, Susan Wright, Montclair State University

Poster Sessions (continued)

Vapers: Video Papers and the Future of Composition at the University

This poster will examine the intersections of traditional composition (text-based analysis) with the emerging possibilities for rich-media authoring in higher education. We will explore the implications of re-imagining the college essay as it relates to the process of questioning, critiquing, and interpreting ideas through the potentially fluid, collaborative approach of online video. We have already taken the first steps in this process through the examination of number of freely accessible tools online such as *Jumpcut*.

Andy Rush, Jim Groom, University of Mary Washington

Video Recording of Speaking Performance: Online Availability for On-Demand Self-Observation to Enhance Speechmaking Expertise

Videotape review is associated with improved public speaking performance. This project assists students to improve their public speaking abilities through self-evaluation of their speaking performance. Using a digital video camera, student speeches are recorded to online storage so that the students can review their individual video and complete a self-assessment form at their convenience. Evaluation of technology effectiveness will consider if students improve on the second speech and if improvements are in areas they self-identified.

Luke LeFebvre, John Stafford, Winona State University

Videoblogging At College: My Experiences as Teacher and Student

This semester, the presenter is teaching videoblogging to a small group of students, while simultaneously using videoblogging as a student herself. This poster covers a basic videoblogging workflow that incorporates free Web 2.0 tools such as *Feedburner*, *OurMedia*, *Blip.tv* and *Blogger*, and simple video devices like webcams, mobile phones and digital cameras. The presenter will also share her experiences videoblogging from the classroom, and helping students develop focused content for their own videoblogs.

Cheryl Colan, Phoenix College

About the NMC

The New Media Consortium (NMC) is an international 501(c)3 not-for-profit consortium of nearly 250 learning-focused organizations dedicated to the exploration and use of new media and new technologies. NMC member institutions are found in almost every state in the United States, across Canada, and in Europe, Asia and Australia. Among the membership are an elite list of the most highly regarded colleges and universities in the world, as well as a growing list of innovative museums, research centers, foundations, and forward-thinking companies.

The consortium serves as a catalyst for the development of new applications of technology to support learning and creative expression, and sponsors programs and activities designed to stimulate innovation, encourage collaboration, and recognize excellence among its member institutions. Through its many projects, its comprehensive website, and its series of international conferences, the NMC stimulates dialog and understanding through the exploration of promising ideas, technologies, and applications.

As a central part of its mission, the NMC encourages and supports innovation in the pursuit of effective collaboration, especially in the activities and projects in which it plays a leadership role. For more information on the NMC, visit its website at www.nmc.org.

As part of its ongoing research, the NMC identifies areas of potential impact in teaching, learning, and creative expression. Each of the initiatives that guide the activities of the NMC centers on an unanswered question of broad application to the NMC community. Within each initiative, the NMC employs four strategies designed to tease out the relevant issues and find ways to address them. These strategies are to convene people around ideas; to catalyze dialog and discussion; to build community and engage people; and to contribute to the field in the form of publications, demonstration and other projects, and information archives.

Each of the NMC's major initiatives is supported by activities based on one or more of these strategies. As the landscape of technology and higher education changes, new initiatives are developed; and as new ideas become established and part of general practice, the older NMC initiatives that investigated them are retired. This sampling of three of the NMC's eight current initiatives illustrates some of the range of the NMC's current work:

Educational Gaming Initiative

How can we make learning more engaging?

To support this initiative, the NMC sponsors activities that focus on ways the engagement of games and virtual spaces can be applied to learning and interactions, and stimulate use and experimentation of these technologies. Examples include conferences, both online and face-to-face; events hosted in the virtual world of Second Life; and NMC Virtual Worlds, a suite of development services for the educational use of virtual worlds.

New Scholarship Initiative

How are the processes and products of scholarship changing?

To address this question, activities focus on identifying the ways scholarship is being done and on what defines quality in scholarship, supporting experimentation with new forms, and stimulating awareness of the value of these forms. Some activities include alliances with library groups, research on the topic for the 2007 Horizon Report, and The MacArthur Series on Digital Media and Learning.

Emerging Technologies Initiative

How can NMC and its members keep abreast of emerging technologies that may be important to our collective work?

This initiative focuses on identifying emerging technologies and how to apply them and stimulates systematic thinking about the future and its possible impacts. The annual Horizon Report comes out of this initiative.

For a complete description of all NMC initiatives, past and present, please see the NMC website (www.nmc.org).

The New Media Consortium
sparking innovative learning and creativity

2499 S Capital of Texas Highway A202, Austin TX 78746
tel 512 445 4200 fax 512 445 4205
info@nmc.org www.nmc.org