



**TRANSMEDIA LITERACY**  
Exploiting transmedia skills and informal learning strategies  
to improve formal education

**H2020-ICT-2014-1**

## **Quarterly Report on**

**Data Management IV and Dissemination Process**

**April- June 2017**

**9**

In Quarterly 9, the team is performing the following tasks:

- **Codification process with NVivo software.** All the data from the different countries have been integrated in the corresponding NVivo Server project. All the research teams have finished this first descriptive codification except the Australian one.
- **Data systematisation & analysis:** The Coordination Team has finished the internal protocol and has created a new inductive node tree for the second stage of codification. In particular, this new inductive tree node has two different types of nodes: on the one hand, is the result of the fusion of various nodes of the first node tree, and on the other hand, is derived from the creation of matrices of different nodes. The Coordination Team has delivered the new node tree to each partner after they have finished their first codification. The purpose of this second codification is the extraction of all the transmedia skills and informal learning strategies of each country. The next step will be comparing the nodes of each partner in order to create a global list of transmedia skills and informal learning strategies.

Nombre	Recursos	Referencias	Creado por
7. Skills	67	4284	MJE
7.1. Escritura	16	94	me
7.2. Audio	9	21	me
7.3. Audiovisual	24	241	me
Producir audiovisual	22	108	MJE
Modificar audiovisual	1	1	MJE
Gestión contenido de audiovisual	13	41	MJE
Gestión de comentarios en canales y redes soci	1	1	mg
Control de las visitas	2	4	mg
Saber inspirarse para grabar	2	3	mg
7.4. Visual	33	365	me
7.5. Performance	19	137	me
7.6. Programación (no videojuegos)	3	25	me
7.7. Juegos	38	1118	me
7.7.1. Figuras de acción	1	2	me
7.7.2. Juegos de mesa	7	7	MJE
7.7.3. Videojuegos	36	1107	MJE
7.8. Redes sociales	62	426	me
7.9. Socializar	53	600	me
7.91. Visión contextual y crítica a los medios	45	1226	me
7.92. Manejo y combinación de los diferentes cód	1	1	mm
Categoría nativa	3	3	mm
ESTRATEGIA APRENDIZAJE	11	18	mm
Aprendizaje cooperativo	3	3	mm
Buscar Información	3	7	mm
Juego	2	4	mm
Por experiencia -Aprender de una experiencia	4	4	mm
Otros	1	1	mm
QUIÉN TE ENSEÑÓ	4	5	mm

Figure 1: Some of the skills tree node of the research project.

- **Netgraphy analysis.** All countries are working on the netgraphy. Every country has chosen a digital platform, videogame, or community to explore: Instagram, YouTube, League of Legends, etc. The results will be ready at the end of July.
- **The project is being disseminated and growing.** The Coordination Team is working on the dissemination of the project in different areas:
  - o **Social media and website dissemination:** We are spreading new contents to the [project website](#) and in our *Twitter* account [@Trans\\_Literacy](#).
  - o **Presentation of the project in the III International Congress on Media Education and Digital Competences (Incorporating Media Education Summit 2017)** at University of Valladolid (Segovia, Spain) on June 15-17, 2017. The principal researcher, Dr. Carlos Alberto Scolari, has presented a poster with the project guidelines and the first results. Some members of the Coordination Team and also the Portuguese Team attended the event.



*Figure 2: The poster was presented in the III International Congress on Media Education and Digital Competence (Incorporating Media Education Summit 2017) at University of Valladolid (Segovia, Spain).*

- o We have launched a **Call for Papers of Transmedia Literacy** for *Comunicación y Sociedad* (Universidad de Guadalajara, Mexico). This CFP is co-ordinated by Dr. Carlos Alberto Scolari (Universitat Pompeu Fabra Barcelona, Spain), Dr. Rosalía Winocur (Universidad de la República, Uruguay), Dr. Sara Pereira (Universidade do Minho, Portugal) and Dr. Carlos Barreneche (Universidad

Javeriana, Colombia). The deadline for submitting the manuscripts is 15<sup>th</sup> December, 2017.

- The Coordination Team has designed the template for **the Didactic Cards** with the support of the Italian and Portuguese partners. The cards will part of the school activities included the Teacher's Kit.
- The Coordination Team and Ars Media (Italy) are working on the **design of the audiovisual contents (YouTube channel) for the Teacher's Kit**.



Horizon 2020  
European Union funding  
for Research & Innovation