



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

H2020-ICT-2014-1

Quarterly Report on

Dissemination Process IV

January- March 2018

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In Quarterly 12, the team has been working the following tasks:

- We have been working on the productions of **4 deliverables**, according the contract amendment (Document Number: 645238-13). These deriverables are: D5.23, D5.25, D5.26 and D5.27. All of these documents have been presented on March 2018.
- **Social media and website dissemination:** We were spreading new contents and information about the project final events: the International Congress in Barcelona and the Symposium of Uruguay. All the information has been published both in the [project website](#) and in the [Twitter](#) account [@Trans_Literacy](#).
- The Coordination Transliteracy team has been **working on the Transmedia Literacy International Conference that has been held at Pompeu Fabra University from 22-24 March 2018**. The aim of this conference was to share different experiences and knowledge between the Media Literacy scholars and Primary and Secondary School teachers. For that reason, there were several sessions of academic papers, workshops and innovative educational practices on schedule. There were presented **8** workshops, **23** innovative educational experiences and **35** papers sent from scholars of **20** countries. The keynote speakers were **Divina Frau-Meigs, David Buckingham, Sonia Livingstone, Heather Horst, Alejandro Piscitelli and Gonzalo Frasca**. The conference also held the **EDUXperience**, an event with talks in which were involved teens and adults who learn and educate with media. The speakers were **Maria Sabiote, Carla Sevillano Ballesteros, Txema Arenas Peiró, Marta Botet, Gonzalo Frasca and Solo K.OS**. Between the EDUXperience and Transmedia Literacy International Conference, there were **231** participants.
- The Uruguay's team has been working on the **project's finding symposium** called "**Transmedia Literacy Research. Resultados, aportes y desafíos metodológicos**" **hosted by Universidad de la República on 13 March 2018**. This symposium counted on the participation of the partners of Uruguay, Colombia and Spain of the Transmedia Literacy Project.
- There **were several presentations of the project** in different congresses and events:

Researchers	Title of conference	Event/Organization	Place	Date
Sara Pereira, Pedro Moura and Joana Fillol.	"Vidas online em escolas offline: aprender com os media fora da sala de aula"	III Colóquio Internacional de Ciências Sociais da Educação	Braga (Portugal)	8-10 February 2018
Carlos Scolari, Cristóbal Cobo	Presentación de resultados y productos de la investigación	Transmedia Literacy Research. Resultados, aportes y desafíos pedagógicos	Montevideo (Uruguay)	13 March 2018

Rosalía Winocur, Soledad Morales, Eduardo Gutiérrez	Presentación de resultados y producto de la investigación en Uruguay y Colombia	Transmedia Literacy Research. Resultados, aportes y desafíos pedagógicos	Montevideo (Uruguay)	13 March 2018
Elisenda Ardèvol, Rosalía Winocur	Enfoque metodológico: desafíos y enseñanzas	Transmedia Literacy Research. Resultados, aportes y desafíos pedagógicos	Montevideo (Uruguay)	13 March 2018
Soledad Morales, Gabriela Rodríguez y Magela Cabrera	Talleres con docentes de enseñanza secundaria	Transmedia Literacy Research. Resultados, aportes y desafíos pedagógicos	Montevideo (Uruguay)	13 March 2018
Maria-Jose Masanet	Infants i joves. Ús i consum dels mitjans de comunicació de massa	Seminari de Pedagogia: Educació i mitjans de comunicació. Entre l'escola i les pantalles. Societat Catalana de Pedagogia. Institut d'Estudis Catalans.	Barcelona (Spain)	14 March 2018
Maria-Jose Masanet	Transmedia Literacy. ¿Qué están haciendo l@s chic@s con los medios?	Taula de Nova Recerca. Innovació Docent a la Facultad de Comunicació. Universitat Pompeu Fabra (UPF)	Barcelona (Spain)	15 March 2018
Rosalía Winocur	Seminar: Los memes como práctica de inclusión-exclusión entre los adolescentes.	Organization: Mediaccions, Research Collective on Digital Media and Culture. Universitat Oberta de Catalunya (UOC).	Barcelona (Spain)	20 March 2018

Carlos A. Scolari (coord.), Silvia Amici, Elisenda Ardévol, Carlos Barreneche, Huwl Davies, Heather Horst, Raine Koskimaa, Sara Pereira, Simona Tirocchi, Rosalia Winocur	“Round Table: Transmedia Literacy research project”.	Transmedia Literacy International Conference	Barcelona (Spain)	22-24 March 2018
Heather Horst, Sonia Livingstone	How to research media literacies? Between long and short term studies	Transmedia Literacy International Conference	Barcelona (Spain)	22-24 March 2018
Pedro Moura, Joana Fillol, Sara Pereira	The informal meets the formal: Portuguese outcomes of the Transliteracy research project.	Transmedia Literacy International Conference	Barcelona (Spain)	22-24 March 2018
Rosalía Winocur, Carlos Barreneche Jurado, Gilberto Eduardo Gutiérrez	Transmedia skills, adolescents and pedagogical challenges	Transmedia Literacy International Conference	Barcelona (Spain)	22-24 March 2018
luke gaspard, Heather Horst	The Value of Expertise: Media Practices and Identity among Australian Youth	Transmedia Literacy International Conference	Barcelona (Spain)	22-24 March 2018
Gabriella Taddeo, Simona Tirocchi	Expressing inner voices in a narrative social system: the Wattpad practices of Italian teenagers	Transmedia Literacy International Conference	Barcelona (Spain)	22-24 March 2018
Maria-Jose Masanet, Mar Guerrero-Pico, María-José Establés	Digital Apprentices: Spanish teenagers learning to produce, manage and perform transmedia contents	Transmedia Literacy International Conference	Barcelona (Spain)	22-24 March 2018

Núria Hernández Sellés	Diseño cooperativo de fichas didácticas para el Kit del Profesor del proyecto Transmedia Literacy	Transmedia Literacy International Conference	Barcelona (Spain)	22-24 March 2018
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- **There were some scientific publications published from January to March 2018:**
 - Márquez, I., & Ardèvol, E. (2018). [Hegemonía y contrahegemonía en el fenómeno Youtuber](#), Desacatos. Revista de Ciencias Sociales, 56. pp. 34-39.
 - Ardèvol, E., & Márquez, I. (2018). *El youtuber como celebridad mediática: entre la autenticidad y el mercado*, Rizomas, 5(2), pp.72-87.
- **There were some general media articles published from January to March 2018:**
 - [Que fan els adolescents a la xarxa? Jornades de Secundària EDUXperience, dins el Congrés Internacional Transmedia Literacy](#). UPF e-Notícies, Spain, 2018.
 - Carlos Scolari: "[Para aprender los jóvenes usan viejas estrategias en nuevos entornos](#)". Written by Leticia Castro, *La Diaria*, Uruguay, 2018.
 - [Lo aprendí en un tutorial](#). Written by Carlos A. Scolari, *Revista Anfibia*, Argentina, 2018.
 - [Estudio ofrece a docentes un kit metodológico para incorporar en el aula las habilidades y estrategias transmedia de los adolescentes](#). Written by Leticia Castro, *La Diaria*, Uruguay, 2018.
- The editing of the special issue for Journal **Comunicación y Sociedad** is still ongoing . For the moment, some papers have been rejected by the reviewers and others are under review in order to be reviewed in a second round. The special issue is expected to be published on the second semester of 2018.
- The Coordination Team has organized a **participatory workshop to create different Didactic Cards** with the aid of LaSalle Schools (Spain) and some Secondary School Teachers on 6th February. There were designed 10 didactic cards that there were included in the Kit for Teachers. During this session, the Coordination Team made a test of 5 didactic cards evaluation. On 23rd February, the Italian partners UNITO and INDIRE organized a focus group with 6 Secondary School teachers in which there were evaluated a total amount of 30 didactic cards.
- The Coordination Team alongside the Italian partners (Ars Media, UNITO and INDIRE) the Finnish partner (JYU) and the Portuguese partner (UMinho) have finished the **audiovisual contents (YouTube channel)**. A total of 8 videos have been recorded between Italy, Spain, Portugal and Finland.

- The Coordination Team alongside the Italian partner Ars Media have finished the web of the **Kit for Teachers**, which it was presented at the Transmedia Literacy International Conference. There are **33 didactic cards** available for free in order to be used for Secondary School teachers all around the world. These didactic cards are available in both English and Spanish.
- The editing of the project's **White Paper** was finished and the document was translated into five languages: English, Spanish, Italian, Portuguese and Finnish.
- All Transmedia Literacy teams have been working on the writing of a **book about the general findings of the project**. It was presented on the project's international conference. The book has versions in both English and Spanish.



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