



Project Acronym:	TRANSLITERACY
Project Full Title:	TRANSMEDIA LITERACY. Exploiting transmedia skills and informal learning strategies to improve formal education
Call Identifier:	H2020-ICT-2014/H2020-ICT-2014-1
Grant Agreement:	645238
Type of action:	RIA
Project Duration:	36 months
Starting Date:	01/04/2015

D5.8 International Seminar on Transmedia Literacy

Deliverable status:	Final
File Name:	D5.8 International Seminar on Transmedia Literacy.pdf
Due Date:	March 2018
Submission Date:	March 2018
Dissemination Level:	Public
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The TRANSLITERACY project consortium is composed of:

UPF	Universitat Pompeu Fabra	Spain
UOC	Fundació per a la Universitat Oberta de Catalunya	Spain
UOXF	The Chancellor, Masters and Scholars of the University of Oxford	UK
JYU	Jyväskylän Yliopisto	Finland
UMINHO	Universidade do Minho	Portugal
UdelaR	Universidad de la República	Uruguay
PUJ	Pontificia Universidad Javeriana	Colombia
UNITO	Università degli Studi di Torino	Italy
ARS MEDIA	Ars Media SRL	Italy

RMIT University (Australia) participates in the research but is not a beneficiary of the TRANSLITERACY Project.

International Seminar on

Transmedia Literacy

This Deliverable focuses on one of the outputs of the Transmedia Literacy Project: *Coloquio: Transmedia Literacy Research. Resultados, aportes y desafíos pedagógicos*. Beyond presenting the outputs of the TRANSLITERACY project, one of the main objectives of the seminar was to create an open and conversational environment for analyzing and exchanging research and action strategies in the field of media literacy, teens, new digital interactive media and collaborative cultures.

What transmedia production and what exchange practices are adolescents developing in the new media environments? What informal learning strategies are being deployed outside of school? How can schools recover these practices to improve the teaching-learning process within the institution? How could the content generated by students be integrated into the learning process?

In the context of these concerns, the seminar presented the main findings for the Colombia and Uruguay cases of the H2020 Research and was intended for the participation of secondary school teachers, decision makers of educational policies, scholars of the subject, academics, students and the general public.

Taking advantage of the opportunity to have the research coordinating team and the Spanish case, four activities were carried out:

- (1)** An inaugural lecture of the School of Information and Communication of the UdelaR called "TRANSMEDIA LITERACY." What are adolescents doing with the media?" by Carlos A. Scolari, Principal Investigator of the Transmedia Literacy Project;
- (2)** A workshop with high school teachers;
- (3)** A workshop conducted by Elisenda Ardèvol, Coordinator of the methodological work package of the Transmedia Literacy Project, about methodology and the ethnographic approach of the TRANSLITERACY Project;
- (4)** A workshop conducted by Carlos A. Scolari, Principal Investigator of the Transmedia Literacy Project, on "Interfaces and media/educational ecosystems".

1. Objectives and planning of activities

The first purpose of the colloquium was to present the main findings of the research "Transmedia Literacy. Exploiting transmedia skills and informal learning strategies to improve formal education: research and innovation actions ", for the cases of Uruguay and Colombia that were the participating countries in Latin America.

A second purpose was to create an open and conversational environment for analyzing and exchanging research and action strategies in the field of media literacy, teens, new digital interactive media and collaborative cultures.

A third objective was to delve into some key concepts and in the methodology of the project for which the three academic activities described above were carried out.

2. Promotion of the conference

The promotion of the Colloquium was made through:

- Social media and official Bulletin of the Faculty of Information and Communication;
- The social media of Universidad de la Repùblica (UdelaR) and other universities of Montevideo;
- The official website of the Center of Research Ceibal Foundation, collaborator of the Transmedia Literacy Project in Uruguay;
- Mailing lists for university professors, undergraduate students, graduate students and graduates of the Universidad de la Repùblica (UdelaR) and other universities of Montevideo;
- Social media and mailing list of the National Secondary School of Uruguay.

3. Presentations

Activities on Monday, March 12

Inauguration of the school year in the Information and Communication Department of the University of the Republic (UdelaR)

- **18:00 – Welcome speech** by the Faculty Dean, Gladys Ceretta, and the Main Directors of Communication and Information Departments and the representatives of Faculty Orders;
- **18:30 - Conference:** Carlos A. Scolari (Principal Investigator of the Transmedia Literacy Project) "Transmedia Literacy: What are teens doing with the media?"
- In his conference, Carlos A. Scolari introduced the main findings of the TRANSLITERACY research and reflected on what they could mean to the study of Communication.

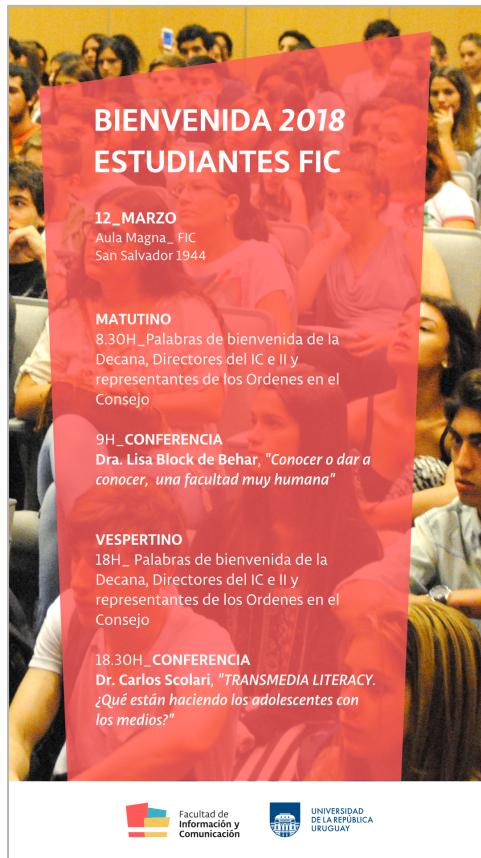


Figure 1. Poster of the activities on Monday, March 12

Activities on Tuesday, March 13

General description

9 to 9.30 – Inauguration - Maria Gladys Ceretta (Dean of the FIC), Celsa Puente (General Director of Secondary Education) and Cristóbal Cobo (Director of Center of Research Ceibal Foundation, collaborator of the Transmedia Literacy Project in Uruguay). The participants

highlighted the value of the research in the context of the educational policies that Uruguay is formulating and the importance of the integration of ICT in them.

9.30 to 11 - Presentation of results and research products – Carlos A. Scolari (Universitat Pompeu Fabra-Barcelona), Principal Investigator of the Transmedia Literacy Project. Comments: Cristóbal Cobo (Director of Center of Research Ceibal Foundation, partner of the Transmedia Literacy Project in Uruguay).

The design of the project and its main results were presented at this table. Subsequently, Carlos A. Scolari exchanged with the Cristóbal Cobo about the challenges that these results have brought about in terms of secondary education.

11.15 to 12.30 - Latin American Outputs: "Latin American Outputs: Presentation of the research results in Uruguay and Colombia"

- Rosalía Winocur (Coordinator of the Transmedia Literacy Project at Udelar, Uruguay);
- Eduardo Gutiérrez (Coordinator of the Transmedia Literacy Project at Pontificia Universidad Javeriana, Colombia);
- Soledad Morales (Coordinator of field work and data processing in Udelar, Uruguay).

In this table the researchers presented and discussed the national results from a comparative perspective. They also answered the audience questions.

14.30 to 15.30 - Methodological approach: Challenges and Lessons.

- Elisenda Ardèvol (Coordinator of the methodological work package of the Transmedia Literacy Project);
- Rosalía Winocur (Coordinator of the Transmedia Literacy Project in Udelar)

In this table the researchers presented the main challenges in relation to the strategy and methodological design of the project, with special emphasis on the relevance of the ethnographic approach.

15.30 to 17.00 - Workshop with High School Teachers

Coordinated by

- Soledad Morales, MA (Coordinator of field work and data processing in UdelarR);
 - Gabriela Rodríguez, MA (Researcher participating in the project and designer of learning cards for secondary school teachers);
 - Magela Cabrera, MA (Researcher participating in the project).

In this workshop, the learning cards of the Kit prepared by the research project were presented to the teachers. The practitioners had the possibility of making contact with the cards and giving feedback about the pertinence and viability, among other aspects, of the activities, and making suggestions.

Some trigger questions were proposed for the analysis of the learning cards prepared by researchers from Uruguay and Spain.

The guiding questions of the workshop were the following:

- *Does the proposed methodology seem appropriate?*
 - *Does it seem a relevant activity?*
 - *What elements would you add or improve?*
 - *How does it occur to them that they could be used and / or adapted for their subjects?*

Evaluation: the secondary teachers had a high evaluation of the learning materials and made important suggestions to adapt the cards to the local contexts of their specific subjects.



Figure 2. Poster of the colloquium program

Activities on Wednesday, March 14

Methodology Workshop

Elisenda Ardèvol addressed the relationship between ethnographic approach and methodology implemented in the TRANSLITERACY research project.

Interfaces and media ecosystems Workshop

Carlos A. Scolari explained his academic production of educational and media interfaces and ecosystems and their relationship with the results of the Transliteracy research project.

4. Conference impact

The colloquium and the other activities involved more than 100 people from different backgrounds: secondary school teachers, researchers and teachers of issues related to ICT and authorities of the National Secondary School.

In the workshop on Tuesday, March 13, 33 high school teachers and members of educational organizations participated.

In the methodological workshop on Wednesday, March 14, given by Elisenda Ardèvol, 15 researchers and graduate students participated.

In the academic workshop on Wednesday, March 14, given by Carlos A. Scolari, 25 researchers and graduate students participated.

As part of the colloquium, two press releases were made in the newspaper "La Diaria" on March 8 and March 15 respectively. The first press release was developed on the main national results of the research project and Rosalía Winocur was interviewed as local coordinator and Soledad Morales as junior researcher.

In the second press release the Principal Investigator, Carlos A. Scolari, was interviewed. Special emphasis was placed on the general results of the investigation.

Below are the links to both press releases:

1. *Estudio ofrece a docentes un kit metodológico para incorporar en el aula las habilidades y estrategias transmedia de los adolescentes:*
<https://educacion.ladiaria.com.uy/articulo/2018/3/estudio-ofrece-a-docentes-un-kit-metodologico-para-incorporar-en-el-aula-las-habilidades-y-estrategias-transmedia-de-los-adolescentes/>
2. *Carlos Scolari: "Para aprender, los jóvenes usan viejas estrategias en nuevos entornos":* <https://educacion.ladiaria.com.uy/articulo/2018/3/carlos-scolari-para-aprender-los-jovenes-usan-viejas-estrategias-en-nuevos-entornos/>

5. Conclusions

The Colloquium and the other activities developed in Uruguay fulfilled the following objectives:

- (1) Disseminate the main results of Transmedia Literacy research at various academic and teaching levels;
- (2) Test and evaluate the Teacher's Kit in the workshops;
- (3) Promote pedagogical reflection on the value of incorporating informal learning skills and strategies of adolescents in the classroom.



The TRANSMEDIA LITERACY project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 645238