



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

H2020-ICT-2014-1

Quarterly Report on

Methods Preparation I

July – September 2015

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From July to September 2015, the team has accomplished the following tasks:

- **To detail the main stages of the research methodology.** These parts are as follows:
 - a) *Questionnaire*, This general questionnaire will be useful for obtaining descriptive statistical data to 1) map the sociological and demographic characteristics of the teens that participate in the study, and 2) get general issues regarding media use and creativity.
 - b) *Workshops*. Participatory workshops to explore collective understandings, shared practices and values regarding transmedia practices, skill acquisition and peer-learning strategies with the research team.
 - c) *Interviews*. The third stage of the research is focused on interviews with high-skilled teenagers that want to collaborate further in the research. The interviews will give the team an understanding of personal transmedia practices and narratives about their own experiences with media production, sharing and consumption.
 - d) *Digital ethnography and audiovisual methods*. For exploring non-verbalized transmedia skills it is also fundamental to incorporate visual and sensory multimodal methods, such as participant observation, visual elicitation and audiovisual registration (visual, digital and sensory ethnography) during the workshops and the interviews.

- **To hire junior researchers to assist in research activities and management where required.**