



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

H2020-ICT-2014-1

Quarterly Report on

Methods Preparation II

October – December 2015

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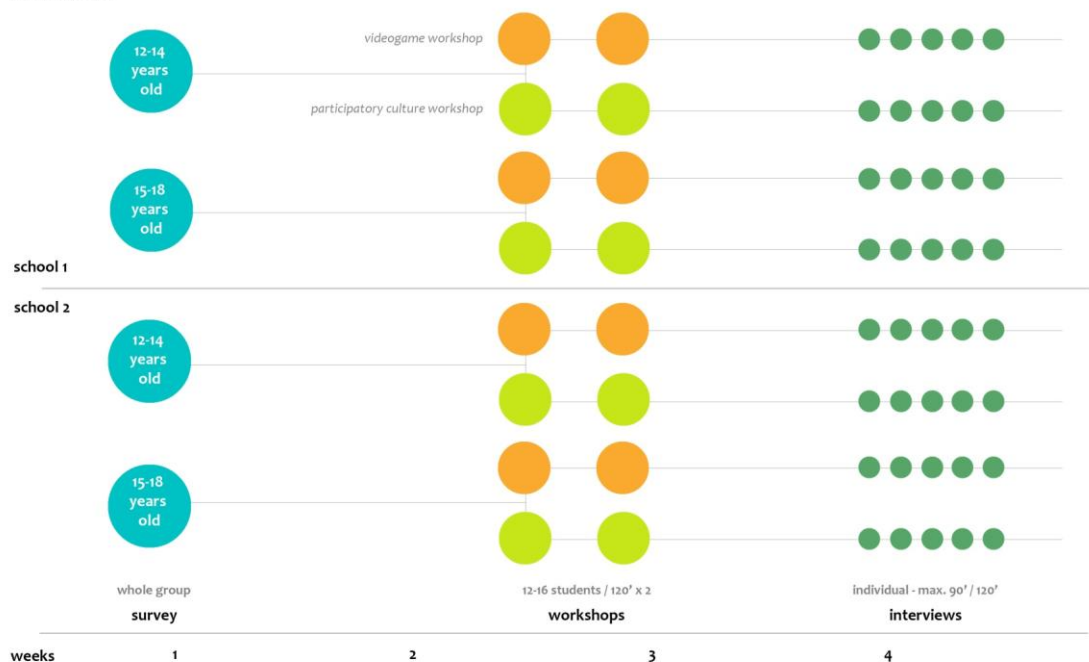
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From October to December 2015, the team has finished another set of tasks:

- **To select and establish contact with the schools** in each country participant in the research.
- **To select the software for quantitative and qualitative data processing.** In the first case, SPSS will be the program to process all data derived from the questionnaire while in the second, all data from workshops, interviews and digital ethnography will be analyzed through NVivo Pro 11 For Teams.
- **To pilot test the methods** in one classroom to optimize the whole procedure (October).
- **To create a researcher's kit** with a comprehensive account of the steps required to apply the methods and data gathering techniques. This kit is comprised of a number of instructions for each stage of the methodology:
 - a) *Questionnaire.* The survey will be administered to two classes (different levels) of two schools from each of the participating countries (2 class-levels x 2 schools x 8 countries). The questionnaires will be administered through two options: online or on paper. The two versions will be available. The researchers will use the version that best suits to the characteristics of each school.
 - b) *Workshops.* Four 90-minute workshops in two schools from each of the participating countries (4 x 2 schools x 8 countries).
 - c) *In-depth interviews.* Ten 60-minute interviews in two schools from each of the participating countries (10 x 2 schools x 8 countries).
 - d) *Digital ethnography.* To explore the youth's expressive and creative universe by collecting data from public sites of sharing content (youtube, Instagram, Pinterest, etc.) and participant observation (f.e. in fan fiction forums).

Transmedia Literacy

Fieldwork



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