# TRANSMEDIA LITERACY INTERNATIONAL

## CONFERENCE

TEENAGERS, TRANSMEDIA SKILLS AND INFORMAL LEARNING STRATEGIES IN THE NEW MEDIA ECOLOGY

**MARCH 22-24, 2018**

**Universitat Pompeu Fabra - Barcelona**

**transmedialiteracy.org**

**@trans_literacy**

Ars Media

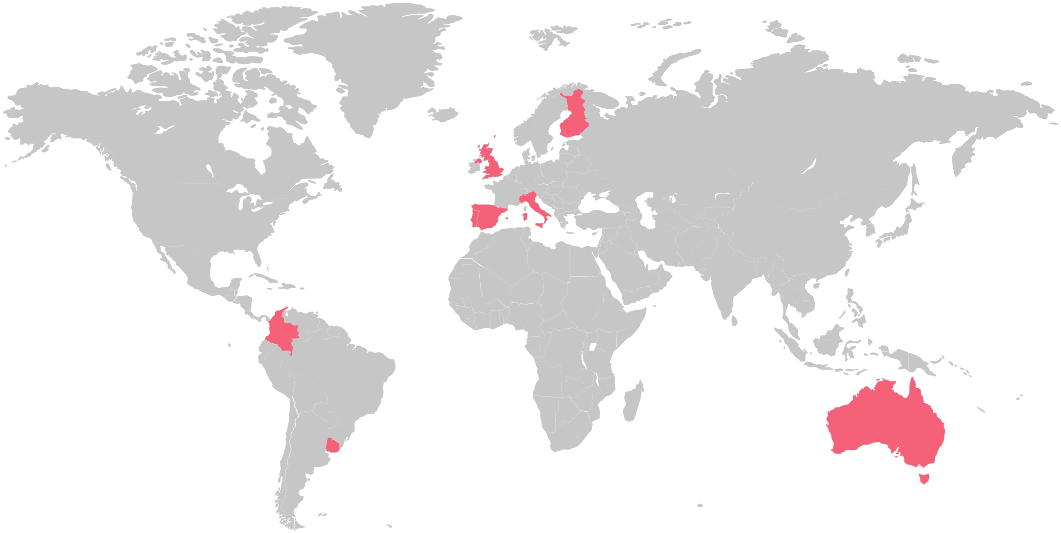
# The Transmedia Literacy Research Project

Transmedia Literacy starts from a different reading of the media reality of teens. Without rejecting the postulates of media literacy, it expands and complements them with other research questions and intervention proposals. Media literacy is interested in what the media are doing to young people, but Transmedia Literacy turns this around and asks: *What are young people doing with the media?* Instead of considering young people as consumers taken over by screens, they are considered as potential *prosumers* (producers + consumers) able to generate and share media content of different types and levels of complexity.

Transmedia Literacy does not deny the need to educate young people to develop media skills, but rather it expands this framework to include research into the media activities that young people do outside educational institutions and proposes bringing this knowledge into the classroom.

**Participating countries**

Spain (coord.), Australia, Colombia, Finland, Italy, Portugal, United Kingdom and Uruguay

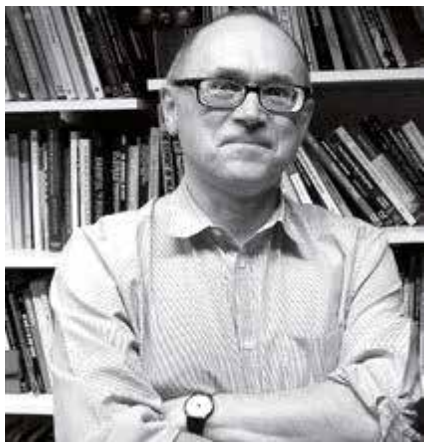


The research started on 1 April, 2015, and finished on 31 March, 2018.
In 36 months the research team carried out a lot of activities:

- Designing the research strategy and testing it in Barcelona (2015)
- Carrying out the fieldwork in 8 countries (2016)
- Analysing the data (2017)
- Integrating the data analysis and dissemination of outputs (2017-2018)

## David Buckingham

UNIVERSITY
OF LOUGHBOROUGH
United Kingdom



## Divina Frau-Meigs

UNIVERSITÉ
SORBONNE NOUVELLE
France

## Gonzalo Frasca

VIDEO GAME DESIGNER
AND RESEARCHER
Uruguay

**CARLOS A. SCOLARI** is Associate Professor at the Department of Communication of Universitat Pompeu Fabra - Barcelona (Spain). Researcher specialized in transmedia storytelling, and semiotics of new media, is the Principal Investigator of the Transliteracy H2020 Research and Innovation Action.

**GABRIELLA TADDEO** is Researcher at INDIRE (Instituto Nazionale Documentazione Innovazione Ricerca Educativa) and she teaches Social Networking: Technologies and Applications in the Course of Cinema and Media Engineering at the Politecnico di Torino (Italy).

**SIMONA TIROCCHI** is Assistant Professor at the Department of Philosophy and Educational Sciences of the Università degli Studi di Torino (Italy), where she currently teaches Sociology of Education.

**JORDI TORRENT** is Project Manager of Media Literacy Education at United Nations Alliance of Civilisations (UNAOC).

**ROSALÍA WINOCUR** is Researcher Professor at the Department of Education and Communication Department (Universidad Autónoma Metropolitana, México) and Visiting Professor at the Faculty of Communication of Universidad de la República (Uruguay).

# The EDUxperience participants

**TXEMA ARENAS PEIRÓ** is Head of Studies at the Joan Salvat Papasseit High School of Barcelona. He has experience in design and coordination of educational projects and strategic networks and in the design of pedagogical activities. He is the coordinator of the European project KA219 Erasmus+ "like/dislike me: click here to find out more".

**MARTA BOTET** is a 17-year old high school student, booktuber, and reading advocate.

**GONZALO FRASCA** is a renowned game developer, researcher, entrepreneur and Chair of the Videogame Programme at ORT University (Uruguay). His research interests are focused on serious games, newsgaming and educational games.

**K.OS** is the stage name of Solomon Yeboah "Solo" Pinamang Koranteng, a 19-year old rapper thriving in the battle rap circuit of Barcelona.

**MARÍA SABIOTE** is a high school teacher of Social Sciences specialized in gamification.

**CARLA SEVILLANO BALLESTEROS** is student of the BA in Videogames-Developers at Escola de Noves Tecnologies Interactives (ENTI-Universitat de Barcelona).

# The Speakers

**SILVIA AMICI** is Co-founder and Head at Ars Media and teaches Visual Communication at the Università degli Studi di Torino (Italy).

**ELISENDA ARDÈVOL** is Associate Professor at the Department of Arts and Humanities at the Open University of Catalonia (Spain) where she teaches Social and Cultural Anthropology and Qualitative Methods in the Social Sciences.

**CARLOS BARRENECHE** is an Assistant Professor at Universidad Javeriana (Colombia) Communication Department. He received his PhD at CAMRI, University of Westminster (UK) in 2012.

**DAVID BUCKINGHAM** is Emeritus Professor at Loughborough University (UK) and a leading international expert on children's and young's interaction with digital media, and on media literacy.

**HUW DAVIES** is Researcher at the Oxford Internet Institute of the University of Oxford. His areas of expertise include social theory, digital and educational inequalities, and digital literacies.

**GONZALO FRASCA** is a renowned game developer, researcher, entrepreneur and Chair of the Videogame Programme at ORT University (Uruguay). His research interests are focused on serious games, newsgaming and educational games.

**DIVINA FRAU-MEIGS** is Professor of Media Sociology at Université Sorbonne Nouvelle (France) and holder of the UNESCO chair "Know-How in the Age of Sustainable Digital Development". She is a specialist in Cultural Diversity and Media and Information Literacy (MIL).

**HEATHER HORST** is Professor in the Department of Media in Communications at the University of Sydney. She is an expert in material culture, mobility and mediation of social relations.

**RAINE KOSKIMAA** is Professor of Contemporary Culture at University of Jyväskylä (Finland). He conducts research in the fields of digital textuality, programmable media, and game studies.

**SONIA LIVINGSTONE** is Professor of Social Psychology at the London School of Economics (UK). She is a world-leading researcher in audiences, publics and youth in the changing digital media landscape.

**SARA PEREIRA** is Assistant Professor at the Communication Sciences Department at the University of Minho (Braga, Portugal) and researcher at the Society and Communication Research Centre.

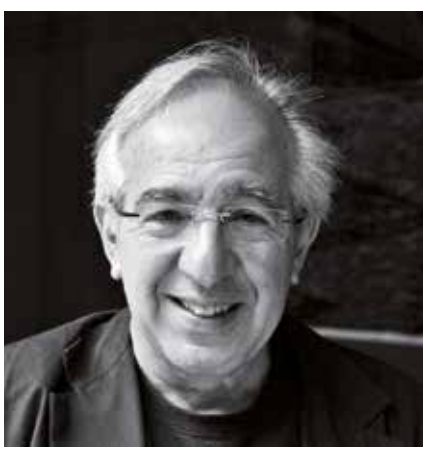
**ALEJANDRO PISCITELLI** is a philosopher and Professor of Data Processing and IT at the School of Social Sciences of the University of Buenos Aires (Argentina). His area of expertise encompasses new media and gamification in higher education.

## Heather Horst

THE UNIVERSITY
OF SYDNEY
Australia

## Sonia Livingstone

LONDON SCHOOL
OF ECONOMICS
United Kingdom



## Alejandro Piscitelli

UNIVERSIDAD
DE BUENOS AIRES
Argentina

# Thursday, 22th of March

08.30 - 17.00

**REGISTRATION**
*Outside Auditorium*

09.30 - 10.00

**INSTITUTIONAL INAUGURATION**
*Auditorium*

Includes coffee-break outside the Auditorium (Offered by the UPF)

## EDUxperience

10.00 - 12.30

*Auditorium*

**PRESENTERS**
Mònika Jiménez (Universitat Pompeu Fabra-Barcelona, Spain)
Cristina Abelló Aguilera (Producer and coordinator of cultural projects)
Talks involving teens and adults who learn and educate with media.

- ***Maria Sabiote***
- ***Carla Sevillano Ballesteros***
- ***Txema Arenas Peiró***
- ***Marta Botet***
- ***Gonzalo Frasca***
- ***Solo***

12.30 - 14.00

**LUNCH** (Offered by the UPF. Only for keynote speakers and Consortium members)

## DIALOGUE

14.00 - 15.30

**THE NEW CHALLENGES TO MEDIA LITERACY: FAKE NEWS, POST-TRUTH AND DATA PRIVACY**
Divina Frau-Meigs & David Buckingham
*Auditorium*

**MODERATOR**
Christopher Tulloch (Universitat Pompeu Fabra-Barcelona, Spain)

- ***Divina Frau-Meigs***
- ***David Buckingham***
- ***Christopher Tulloch***

15.30 - 16.00

**COFFEE BREAK** (Offered by the UPF)
*Outside Auditorium*

## PAPER AND INNOVATIVE PRACTICES SESSIONS

16.00 - 18.00

Paper Session **P1**
**TRANSMEDIA SKILLS & PARTICIPATORY CULTURES**
*Room 52.223*

**MODERATOR**
luke gaspard (RMIT University, Australia)

Peruvian Youtubers and the video creation process: evidence of transmedia competences in action.
Laura León (Universidad de Lima, Perú)

Tamers of the wild: fans' online literacy and amateur translation.
Leticia Tian Zhang, Boris Vázquez-Calvo, Mariona Pascual (Universitat Pompeu Fabra-Barcelona, Spain - University of Southern Denmark - Universitat Autònoma de Barcelona, Spain)

Best-sellers of young reading: appropiation and transmedia practices concerning written popular fiction.
Néstor David Polo (Pontificia Universidad Javierana, Colombia)

Collaborative and informal learning in a brony fandom.
Liudmila Shafirova, Daniel Cassany (Universitat Pompeu Fabra-Barcelona, Spain)

Web series and their reinvention of classical literature: analysing The Lizzie Bennet Diaries based on Jane Austen's novel Pride and Prejudice.
Paula Orrite (Universitat Pompeu Fabra-Barcelona, Spain)

La familia Telerín: connected learning through transmedia.
Sara Cortés, Rut Martínez, Julián de la Fuente (Universidad de Alcalá de Henares, Spain)

16.00 - 18.00

Paper Session **P2**
**EXPERIENCES: PRODUCTION & EDUCATION**
*Room 52.327*

**MODERATOR**
Ruth Contreras (Universitat de Vic, Spain)

Creative communication and transcultural aesthetics: building cross-cultural understanding in Europe via transmedia arts.
Lora Markova (Universidad de Deusto, Spain)

Shakira in the castle: curating identities through game-making.
Bruno De Paula (UCL Institute of Education, United Kindom)

Critical participatory culture: media education via hybrid digital production activities.
David González-Hernández (Texas A&M International University, United States)

The experience of producing videos with cell phones in a public school according to the perspective of media skills indicators.
Leyberson Pedrosa (UNESP, Brazil)

New narrative puzzles: relationships between transmedia and game design.
Durgan A. Nallar, Sofía B. Álamo, Valeria Drelichman, Facundo Colantonio (Universidad Maimónides, Argentina)

Book trailers and the development of the literary competence in initial teacher education.
Cristina Aliaga, Ana María Margallo (Universitat Pompeu Fabra-Barcelona - Universitat Autònoma de Barcelona, Spain)

16.00 - 18.00

Innovative Practices Session **IP1**
**TRANSMEDIA EDUCATION & SOCIAL ACTION I**
*Room 52.329*

**MODERATOR**
Pedro Moura (Universidade do Minho, Portugal)

Digital citizenship education with very young children in Portugal.
Vitor Tomé, Belinha de Abreu (CIAC, Universidade do Algarve, Portugal - Sacred Heart University, USA)

Transmedia education: students' connection and multiplatform communication projects in Brazil and East Timor.
Geane Alzamora, Lorena Tárcia, Luciana Andrade (Universidade Federal de Minas Gerais, Centro Universitario de Belo Horizonte, Brazil)

KA TEN DOKUMENTU - An exploratory empirical research on students generated content: the case of Communication and Multimedia students of the University of Cape Verde on crïolo identity.
Álvaro Patricio Elgueta Ruiz, José Augusto Abreu Fernandes (University of Cape Verde, Cape Verde)

SCEDX - Smart City Educational Xperience.
Miquel Navarro (Warks, Spain)

The interactive documentary as a project-based learning initiative to work on civic values.
Valentina Moreno Zambrano (Universidad Complutense de Madrid, Spain)

16.00 - 18.00

Innovative Practices Session **IP2**
**LEARNING ABOUT MEDIA**
*Room 52.421*

**MODERATOR**
Julio César Mateus (Universitat Pompeu Fabra-Barcelona, Spain)

Responses of five European countries secondary school students' to a regional film literacy course.
María T. Soto Sanfiel, Isabel Villegas-Simón, Ariadna Angulo-Brunet (Universitat Autònoma de Barcelona, Spain)

Media and Information Literacy: How to become a trainer engineer (blended training - blended learning)?
Carole Helpiquet (CLEMI, France)

Student-generated content: a case study from Estonia.
Mariell Raisma (Tallinn University, Estonia)

Cibermentors network: a peer to peer project for secondary schools in the Balearic Islands.
Ajo Monzó Almirall, Magdalena Soler, Antònia Munar Gomilia (IBJOVE - IES Can Peu Blanc, Spain)

Transmedia journalism-communication and design thinking.
Ana Serrano Tellería (Universidad de Castilla, La Mancha, Spain)

## WORKSHOP

16.00 - 20.00

Workshop **W1**
*Room 52.423*
**EN BUSCA DE LA COMPETENCIA CRÍTICA EN EL AULA. NARRATIVA TRANSMEDIA DE ORIGEN LITERARIO**
Marcela Fritzler (Instituto Cervantes de Tel Aviv, Israel)

Workshop **W2**
*Room 52.425*
**BOOKTUBE PARA TODOS: ¿CÓMO POTENCIAR LA LECTURA CREATIVA A TRAVÉS DE LOS VIDEOBLOGS LITERARIOS?**
José Miguel Tomasena (Universitat Pompeu Fabra-Barcelona, Spain)

Workshop **W3**
*Room 52.427*
**DISEÑO COOPERATIVO DE DIDACTIC CARDS 1.0**
Núria Hernández Sellés (Centro Superior de Estudios Universitarios La Salle, Spain)

Workshop **W4**
*Room 52.429*
**CIBERACTIVISMO, CULTURAS PARTICIPATIVAS Y PEDAGOGÍA FEMINISTA: CLAVES PARA UNA EDUCACIÓN TRANSMEDIÁTICA**
Aquilina Gutiérrez Fueyo (Universidad de Oviedo, Spain)

# Friday, 23th of March

08.30 - 17.00

**REGISTRATION**
*Outside Auditorium*

## DIALOGUE

09.00 - 10.30

**HOW TO RESEARCH MEDIA LITERACIES? LONG-TERM AND SHORT-TERM STUDIES**
Sonia Livingstone & Heather Horst
*Auditorium*

**MODERATOR**
Carlos Scolari (Universitat Pompeu Fabra-Barcelona, Spain)

- ***Sonia Livingstone***
- ***Heather Horst***
- ***Carlos A. Scolari***

10.30 - 11.00

**COFFEE BREAK** (Offered by the UPF)
*Outside Auditorium*

## ROUND TABLE

11.00 - 12.45

**TRANSMEDIA LITERACY RESEARCH PROJECT**
*Auditorium*

**MODERATOR**
Jordi Torrent (UNAOC)

- ***Silvia Amici***
- ***Elisenda Ardèvol***
- ***Carlos Barreneche***
- ***Huw Davies***
- ***Heather Horst***
- ***Raine Koskimaa***
- ***Sara Pereira***
- ***Gabriella Taddeo***
- ***Simona Tirocchi***
- ***Rosalía Winocur***

12.30 - 14.00

**LUNCH**

## PAPER AND INNOVATIVE PRACTICES SESSIONS

14.00 - 16.00

Paper Session **P3**
**METHODOLOGIES & INTERVENTIONS**
*Room 52.223*

**MODERATOR**
Elisenda Ardèvol (Universitat Oberta de Catalunya, Spain)

Social impact evaluations of digital youth work: tensions between vision and reality.
Alicja Pawluczuk, Colin Smith, Gemma Webster, Hazel Hall (Edinburgh Napier University, United Kingdom)

Teenager practices mediated by mobile devices. Methodological challenges.
Pilar Lacasa, Julián de la Fuente, Rut Martínez (Universidad de Alcalá de Henares, Spain)

Text visualization as interpretation tool in humanities reading class.
Lívia Barts (ELTE, Hungary - FBAUP, Portugal)

Transmedia Literacy: a methodological proposal.
Naiá Sadi Câmara (Universidade de Ribeirao Preto, Brazil)

A literature review on transmedia education.
Meritxell Estebanell-Minguell, Elisabeth Serra-Sellabona, Carles Rostan-Sánchez, Moisés Esteban-Guitart, Juan González-Martínez (Universitat de Girona, Spain)

An ecological approach to media practices: the case of spanish-language booktubers in social media.
José Miguel Tomasena (Universitat Pompeu Fabra-Barcelona, Spain)

14.00 - 16.00

Paper Session **P4**
**EXPERIENCES: STORYTELLING & EDUCATION**
*Room 52.327*

**MODERATOR**
Oliver Pérez (Universitat Pompeu Fabra-Barcelona, Spain)

Using Madeja to "transmedialize" academic content in an educational setting.
Jairo Antonio Pérez Rubio (Uniminuto University, Colombia)

Educating palestinian youth about their culture through collaborative transmedia storytelling.
Sohail Dahdal (American University of Shardaj, United Arab Emirates)

Transmedia storytelling and collaborative culture in higher education.
Andrea Cristina Versuti, Vicente Gosciola, Daniel David Alves Da Silva (University of Brasília, Brazil)

Digital storytelling: individual and collective procedures and discoveries.
Nohemí Lugo Rodríguez, María José Vázquez de la Mora (Tecnológico de Monterrey, Mexico)

The Ancestral Letter: a transmedia storytelling proposal for compulsory secondary education.
Núria Molas Castells, José Luis Rodríguez-Illeras (Universidat Autònoma de Barcelona, Spain)

Facilitating english as second language learning through a transmedia storyworld.
Patrícia Rodrigues, José Bidarra, Ioanna Vrentzou, Ioanna Vovou (Universidade Aberta, Portugal - National and Kapodistrian University of Athens - Panteion University of Social and Political Sciences, Greece)

14.00 - 16.00

Innovative Practices Session **IP3**
**TRANSMEDIA EDUCATION & SOCIAL ACTION II**
*Room 52.329*

**MODERATOR**
Huw Davies (University of Oxford, United Kingdom)

4sUStainable: a set of cooperative thinking design activities to actively engage students performance on sustainability in four european schools.
José María Arenas, Henk Moerman, Stefania Recihelt, Thomas Sofias (Institut Joan Salvat Papasseit, Spain - Annuntiata Instituut, Belgium - Gymnasium Brede, Germany - General Lyceum of Vrachneyka, Greece)

Youngsters iDoc Makers (YIDOCM). Youngsters, new technologies, media & vet in the european audiovisual context.
Gemma Teso Alonso (IES Puerta Bonita de Madrid, Spain)

The enriched reading circle: a transmedia educational experience.
María Luisa Zorrilla Abascal (Universidad Autónoma del Estado de Morelos, Mexico)

Transmedia Literacy, technologies and education in values.
María del Mar Grandío, Mònica Figueras-Maz, Fernando Tucho Fernández, Verónica Perales Blanco (Universidad de Murcia - Universitat Pompeu Fabra-Barcelona - Universidad Rey Juan Carlos, Spain)

14.00 - 16.00

Innovative Practices Session **IP4**
**TRANSMEDIA EDUCATION & SOCIAL ACTION II**
*Room 52.421*

**MODERATOR**
Mercé Oliva (Universitat Pompeu Fabra-Barcelona, Spain)

Educate through games systems for creating gamified classes.
Durgan A. Nallar (Universidad Maimónides, Argentina)

Literature on Screen: an online platform for teaching screen adaptations of literary texts.
Maarja Ojaama, Alexandra Miyalkina, Tatjana Pilipovec (University of Tartu, Estonia)

FilmClub Project.
Miquel Cerdà, Gisela Cano Cuevas, Ana Elena Tejera (FilmCI, Spain)

36 Coronas: a story of enigmas, love and revenge. Perspectives and foundations of an educational transmedia experience for the development of mathematical thinking.
María Ángeles Soletic, Silvia Alejandra Andreoli, Lucía Gladkoff (Centro para la Innovación en Tecnología y Pedagogía - CITEP, Argentina)

Developing a transmediated pedagogy to deliver a university media production course: a case study.
Finlay Braithwaite, Max Cotter, Michael Murphy (Ryerson University, Canada)

15.30 - 16.30

**COFFEE BREAK** (Offered by the UPF)
*Outside Auditorium*

## WORKSHOP

16.00 - 20.00

Workshop **W5**
*Room 52.423*
**LOS SISTEMAS INTERTEXTUALES TRANSMEDIA COMO ESTRATEGIA PEDAGÓGICA AL INTERIOR DEL AULA DE CLASE**
Diego Fernando Montoya Bermúdez (Universidad EAFIT, Colombia)

Workshop **W6**
*Room 52.425*
**ZEUS DE JUGUETE. ESTRATEGIAS DE GAME DESIGN PARA CREAR UNIVERSOS NARRATIVOS TRANSMEDIA**
Durgan A. Nallar, Sofía B. Álamo, Valeria Drelichman, Facundo Colantonio (Universidad Maimónides, Argentina)

Workshop **W7**
*Room 52.427*
**DISSENY DE CONTINGUTS EDUCATIUS ESPECÍFICS PER A SMARTPHONE BASATS EN ELS PRINCIPIS FORMATIUS DEL DISSENY GRÀFIC I LA PERCEPCIÓ**
Miquel Navarro (Warks, Spain)

Workshop **W8**
*Room 52.429*
**DIGITAL LITERACY AND GENDER VIOLENCE ON THE INTERNET**
Inês Amaral, Patrícia Silveira (Universidade do Minho, Portugal)

16.00 - 16.30

**COFFEE BREAK** (Offered by the UPF)
*Outside Auditorium*

## DIALOGUE

19.00 - 20.30

**DOING (STRANGE) THINGS IN THE CLASSROOM**
Alejandro Piscitelli & Gonzalo Frasca
*Ateneu Barcelonès (Carrer de la Canuda, 6, Barcelona)*

**MODERATOR**
Jordi Torrent (UNAOC)

- ***Alejandro Piscitelli***
- ***Gonzalo Frasca***

# Saturday, 24th of March

09.00 - 10.00

**COFFEE BREAK** (Offered by the UPF)
*Outside Auditorium*

## PAPER AND INNOVATIVE PRACTICES SESSIONS

09.30 - 11.30

Paper Session **P5**
**APPROACHES ON NEW LITERACIES**
*Room 52.329*

**MODERATOR**
Gabriella Taddeo (INDIRE, Italy)

From hyperlocal television to transmedia. A case study on betevé.
Aída Martori Muntasant (Universitat Autònoma de Barcelona, Spain)

Transmedial rethoric. An introduction.
Jarret Julián Woodside Woods (Universidad Nacional Autónoma de México, Mexico)

Intellectual property and transmedia informative products: a comparative, transnational and legal analysis.
Javier Díaz Noci (Universitat Pompeu Fabra-Barcelona, Spain)

Critical approach to educational technology in Spanish universities.
Julio César Mateus, Maria-Jose Masanet, Joan Ferrés (Universitat Pompeu Fabra-Barcelona, Spain)

The informal meets the formal: Portuguese outcomes of the Transliteracy research project.
Pedro Moura, Joana Fillol, Sara Pereira (Universidade do Minho, Portugal)

09.30 - 11.30

Paper Session **P6**
**SKILLS I**
*Room 52.421*

**MODERATOR**
Raine Koskimaa (University of Jyväskylä, Finland)

Adolescents' digital skills: the influence of parenting styles.
Isabel Rodríguez de Dios, Johanna M.F. Van Oolsten, Juan-José Igartúa (Universidad de Salamanca, Spain - University of Amsterdam, Netherlands)

Transmedia skills, adolescents and pedagogical challenges.
Rosalía Winocur, Carlos Barreneche Jurado, Gilberto Eduardo Gutiérrez (Universidad de la República, Uruguay - Pontificia Universidad Javierana, Colombia)

Transmedia study skills: reading practices among university students.
Francisco Javier Albarello (Universidad Austral, Argentina)

The value of expertise: media practices and identity among Australian youth.
luke gaspard, Heather Horst (RMIT University - The University of Sidney, Australia)

09.30 - 11.30

Paper Session **P7**
**SKILLS II**
*Room 52.423*

**MODERATOR**
Rosario Radakovich (Universidad de la República, Uruguay)

"From so much economize on education, we will be rich in ignorance": contranarrativas juvenis of the Brazilian student movement.
Araciele Maria Ketzer, Rosane Rosa (Universidade Federal de Santa Maria, Brazil)

Youth and privacy of digital information: recognition of their techonological practices.
Yamile Becerra (Pontificia Universidad Javierana, Colombia)

Expressing inner voices in a narrative social system: the Wattpad practices of Italian teenagers.
Gabriella Taddeo, Simona Tirocchi (INDIRE - Università degli Studi di Torino, Italy)

Digital apprentices: spanish teenagers learning to produce, manage and perform transmedia contents.
Maria-Jose Masanet, Mar Guerrero-Pico, María-José Establés (Universitat Pompeu Fabra-Barcelona, Spain)

09.30 - 11.30

Innovative Practices Session **IP5**
**TEACHING DIFFERENT SUBJECTS THROUGH MEDIA**
*Room 52.425*

**MODERATOR**
Maddalena Fedele (Universitat Ramon Llull, Spain)

Using digital literacy to promote physical activity among secondary education students.
Josep Bofill Añaños (Universitat de Vic, Spain)

How Super Pi escaped the classroom and went back: teaching problem solving in a CLIL elective course.
Mario Fadda (Institut Doctor Puigvert, Spain)

The marketing challenge: adopting agency and belonging as a strategy for promoting participatory and collaborative experiential E-Learning for business and entrepreneurial literacy.
Kimberley McFarland (Bournemouth University, United Kingdom)

Towards a Transmedia Literacy approach. preliminary views on synergistic transmedia components in an English classroom.
Carla Karina Montoya (Universidad Nacional de San Martín, Argentina)

Tumblr and Whatsapp: extensions of the classroom.
Talvacy Chaves (Facultade Diocesana de Mossoró, Brazil)

Creative coding promotes transmedia literacy. Examples from Erasmus+ projects.
Francisco Pérez García (Universitat Pompeu Fabra-Barcelona - Universitat de Barcelona, Spain)

## WORKSHOP

10.00 - 14.00

Workshop **W9**
*Room 52.427*
**CONSTRUCCIÓN DEL PERSONAJE TRANSMEDIA: CLAVES Y DINÁMICAS DE GENERACIÓN DE PERSONAJES PARA LOS FORMATOS TRANSMEDIA**
Ana Sedeño, Concha Mateos (Universidad de Málaga - Universidad Rey Juan Carlos, Spain)

Workshop **W10**
*Room 52.429*
**JUEGOS DE REALIDAD ALTERNATIVA**
Nohemí Lugo (Tecnológico de Monterrey, Mexico)

Free WI-FI

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uni18pofa

Transmedialiteracy.org
@trans_literacy
#Transliteracy2018

TRANSLITERACY – 645238
H2020 Research and Innovation actions

March 2018

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