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Introduction to Transmedia Learning for Training & Education

ADL Webinar

Elaine Raybourn, Ph.D.



Presenter: Dr. Elaine Raybourn



- Ph.D. in Intercultural Communication with an emphasis in Human-Computer Interaction
- Working in transmedia learning since 2010, creating games, virtual worlds, and social simulations since 1998
- Member of Principle Staff at Sandia National Labs on assignment to the Advanced Distributed Learning Initiative (ADL), which is part of the Office of the Deputy Secretary of Defense (Readiness, Training & Strategy)
- Lead teams that research transmedia learning, next generation learners' adaptive posture and their interactions with future learning technology such as personalized assistants for learning (PAL).
- Greatest passions: communication, technology, culture, art & science





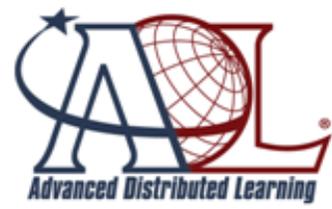
What I'll discuss



- What is Transmedia
- Why Transmedia Learning
- Framework for designing Transmedia Learning: Simulation Experience Design
- How Transmedia is leveraged by Orlando Science Center
- Imaginarium: Transmedia Learning Research
- How you can use Transmedia principles
- Conclusion



There are several definitions for
transmedia...



“...narratives that simultaneously develop on multiple media.”

Max Giovagnoli, *Transmedia Storytelling*

“A transmedia story unfolds across multiple media platforms with each new text making a distinctive and valuable contribution to the whole.”

Henry Jenkins, *Convergence Culture*



...and agreement on core elements



- Use of Multiple media and technological platforms retaining features of each
- Multiple media may tell different stories but explore a core experience (common theme), which can be experienced through multiple narrative perspectives
- Consideration placed on user's lifestyle, media habits, context (place)
- Audience co-creates with storytellers resulting in participatory design and emergent culture



GameTech 2011 Keynote Transmedia Producer, Mark Long



“We are in a transitional period where our relationship with media is shifting to multiple screens. Our audience is growing up in a digital world. The playing, reading patterns, and habits of young and old are changing as reading extends from the printed page to tablets and to a future of a myriad of diverse devices.”

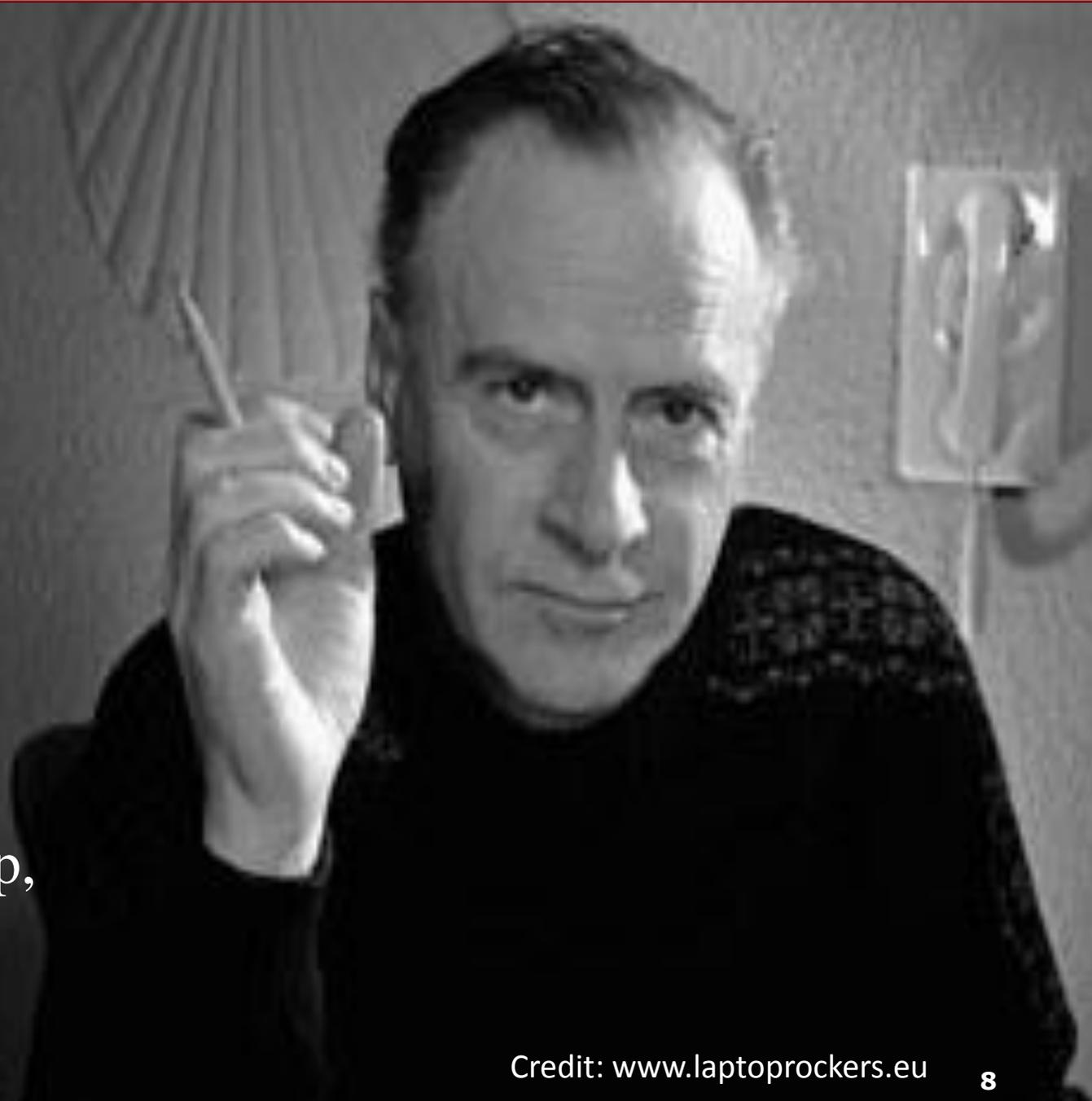
Mark Long, *GameTech 2011 Keynote*



Marshall McLuhan (1968)



“...a medium is not something neutral, it does something to people, it takes hold of them, it roughs them up, it massages them, it bumps them around.”





Definitions for this Presentation



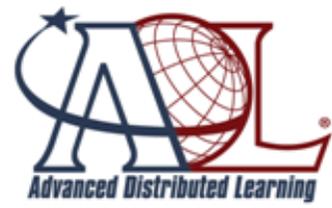
“Transmedia (campaign) is the purposeful, coordinated, and strategic use of multiple media messages to relate a single, coherent story or narrative as it unfolds over time to engage new audience members or keep an audience engaged.

“Transmedia Storytelling is the system of messages that reveal a narrative or engender an experience through multiple media platforms, emotionally connecting with learners by involving them personally.”

“Transmedia Learning is the sustained experience that results in measurable behavior change. The behavior can be physical and overt, intellectual, attitudinal, or a combination of all.”



Transmedia then is...



Not about Transportation



Image Credit: Australian National University, Dr. Stephan Keller



and Transmedia Learning is...



Transformation

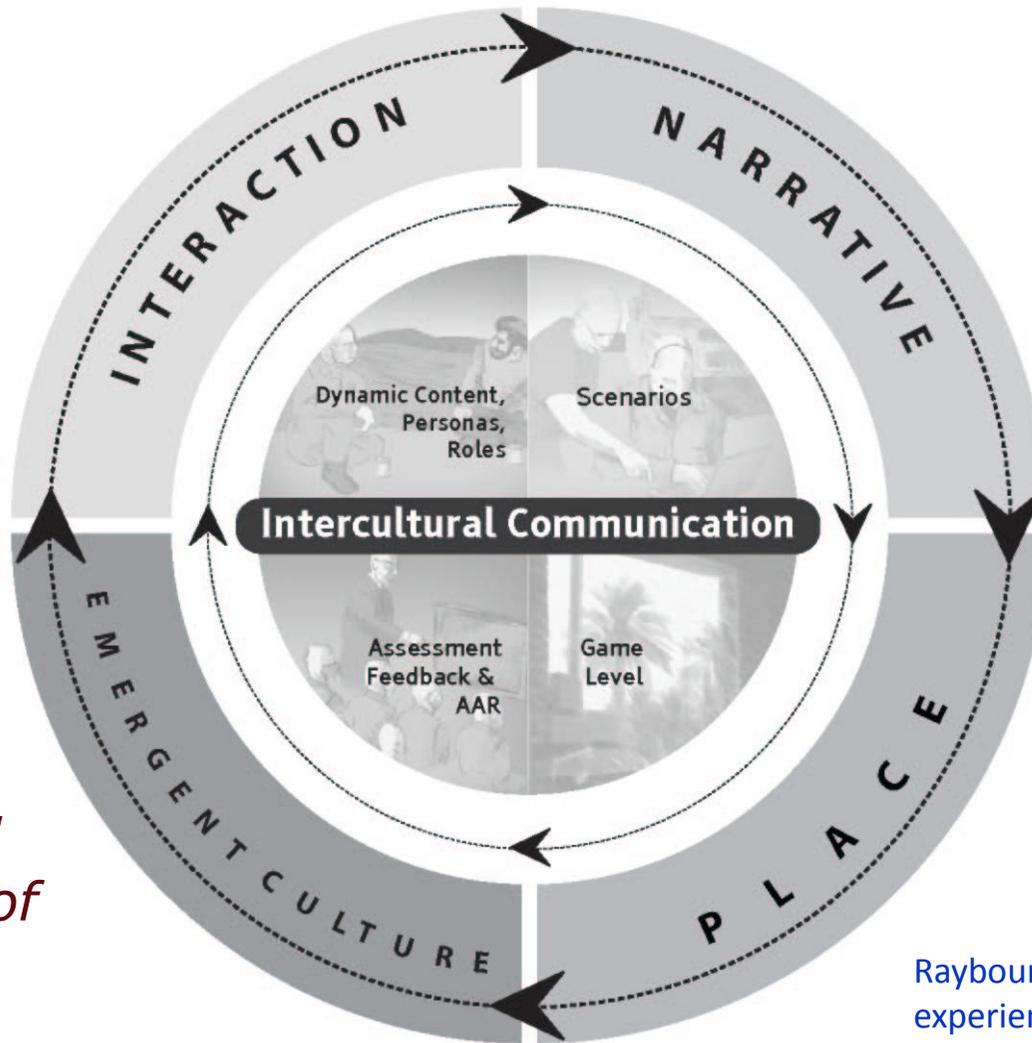




Simulation Experience Design Framework for Storytelling & Immersion



Audience Analysis



What is the core experience or story?

Interaction reinforces learning and co-creation of content

Consider context, connect prior experiences

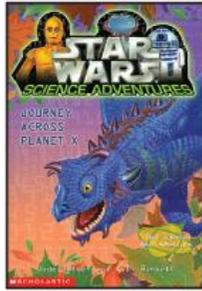
Raybourn, E.M. (2007). Applying simulation experience design methods to creating serious game-based adaptive training systems. *Interacting with Computers* 19, Elsevier. 207-14.



Making Transmedia



- Use graphic novels, comics, videos, machinima, and film to provide back-story
- Use social media and user generated content for commentary developing into a story line
- Use mobile, television/web for unfolding episodes.
- Provide several points of entry into the story
- *Use all media*, not just digital media



Expanded Character



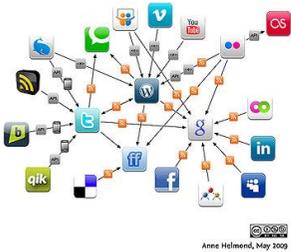
The Prequel



The Main Story



The Sequel



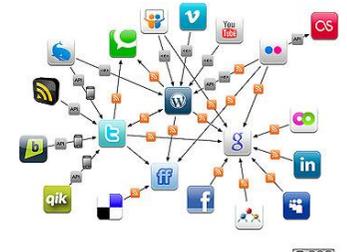
Anne Helmer, May 2009



Expanded Moment in Time



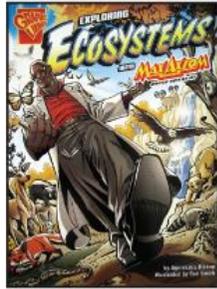
Website



Anne Helmer, May 2009

Image adapted from Robert Pratten, tstoryteller.com

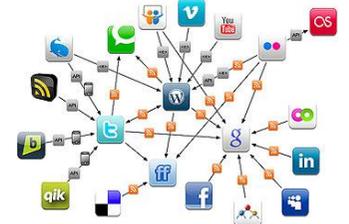
ASSESSMENT



Expanded Character
GRAPHIC NOVEL



MOBILE



The Prequel

LIVE ACTION

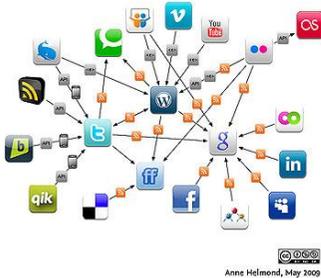


The Main Story

VIRTUAL WORLD



The Sequel



Expanded Moment in Time

GAME



Website



ASSESSMENT



Make it Your Own



It's not so linear





You can apply Transmedia



- Try opportunities to explore broader story in different ways to enrich the core experience
- Go beyond each individual element to tell the story of your universe
- Use a narrative framework of media elements that invite the learner into a world and allows for co-creation
- Use LARP (Live Action Role Play) and Alternate Reality Games (ARG) to explore the story in the real world
- Leverage synchronous and asynchronous, private, and public



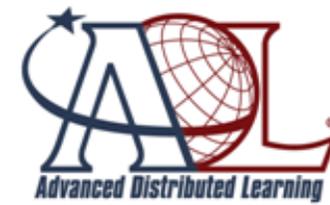
Conclusion



21st Century training & education requires transformational strategies. Transmedia Learning goes beyond stand alone solutions toward more connected, enduring, and memorable experiences.



Continue the Conversation



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Webinar Resources



- How our universe is connected: The huge cosmic filaments that link the Milky Way with other galaxies. Daily Mail Online (10/10/2011) last retrieved on December 17, 2012, <http://www.dailymail.co.uk/sciencetech/article-2044260/Better-connected-Huge-cosmic-filament-link-galaxy-rest-Universe.html>
- Mysterious Cosmic 'Dark Flow' Tracked Deeper into Universe, NASA, (3/10/2010). Last retrieved on December 17, 2012, <http://www.nasa.gov/centers/goddard/news/releases/2010/10-023.html>
- Henry Jenkins Weblog http://henryjenkins.org/2007/03/transmedia_storytelling_101.html
- Marshall McLuhan Speaks Centennial 2011. last retrieved on December 17, 2012, from <http://marshallmcluhanspeaks.com/>
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- Raybourn, E. M., (2007). Applying simulation experience design methods to creating serious game-based adaptive training systems. *Interacting with Computers*, 19, Elsevier, 207-14.
- Jenkins, H. (2006). *Convergence culture: Where old and new media collide*. New York: New York University Press.