OLD & NEW
IN THE RESEARCH
ON MIL

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MEDIA LOGICS

MATERIAL AND SOCALLY ACCEPTED SEMIOTIC RESOURCES
FOR COMMUNICATION, UNDERSTANDING AND SAVING
OF KNOWLEDGE IN GIVEN CULTURE
MEDIA LOGICS

MEDIUM

TECHNOLOGY
MEDIA SYSTEM
SOCIAL SYSTEM
CULTURE

USAGE ⇔ EFFECTS
LOGICS OF PARADOX

COMPLIMENTARY ← → CONTRADICTORY

OLD values

NEW values

traditional, stable memory material etc.

innovative, changing attention immaterial etc.
CULTURAL CHANGE 1

- From page to screen
- From handwriting to typing
- From analog text (material) to digital (immaterial)
- From facts and stories to information
- From passive receivers to active co-creators
- From language to pictures
- From written text to audio, photo, video (5D!)
- From products to processes
- From material deformation to environment
- From visual space to acoustic space
- From fixed to flow and mobile
CULTURAL CHANGE 2

-> From page to screen to environment
-> From handwriting to typing to various recording types
-> From analog (material) to digital (immaterial) to hybrid
-> From facts and stories to information to experience
-> From passive receivers to active co-creators to performative gamers
-> From language to pictures to embodiment
-> From written text to audio, photo, video (5D!) to multimodal presentation
-> From products to processes to energy
-> From material deformation to environment to emotion
-> From visual space to acoustic space to mental plasticity
-> From fixed to flow and mobile to immersive
Technology – binary code, that allows to navigate new environments characterized by multimodal differences, networks, interactivity, hypertextuality and hypermediality, automatism and data bases by systematization and search

Culture – importance of the context and its lack, variability, rhizome principles of networking and process - endless, open, simultaneous and transformable flow

Experience – experiences of immersion (telepresence, virtuality and simulation)
LITERACIES are media based and CHANGE

- ‘littera’ – from Latin ‘letter’
- Literatus – man of letters, who knows alphabet

Literary as culturally based,

Cultures determined by media technologies
(H.M. McLuhan & Toronto media ecology)
NEW MEDIA, NEW LITERACIES

Alphanumeric society, digital gap, netocracy, digital natives, creative class...

- technical aspects: new media

numerical representation, modularity, automation, variability, transcoding

(Manovich, Lev. The Language of New Media. - Cambridge: MIT Press, 2001)

- social aspects: new capitalism

new identities, affinity spaces, networks and flexibility


- ethical aspects: new practices

(fan) literary practice, distributed expertise, collective intelligence, collaboration, sharing, experimentation, innovation, relationship

CHANGES IN LITERACY

**MASSIFICATION**
- Literacy as letter cognition
- «social» turn – discourse cognition

**ELECTRONIC MEDIA**
- Social literacy as discourse cognition
- «multiple media» turn – multimodal cognition

**DIGITAL MEDIA**
- Multimodal cognition
- «digital» turn – programmed cognition

**DATA (POST-DIGITAL, POST-MEDIA) TURN**
- Informational cognition
- «Big data» - environmental turn
LITERACY
the definition

- identify
- understand
- interpret,
- open and
- process

printed and written text in changing contexts to achieve individual’s goals and participate in society

Literacy Assessment and Monitoring Program. UNESCO Institute for Statistics.
POST-MEDIA LITERACY

- Identify, understand, interpret, open and process signals, signs and sign sequences in changing contexts to achieve individual’s goals and participate in society

+ TEXTUAL – MULTIMODAL, VARIABLE, MATERIALITY, NEUROPROCESSING?

+ TECHNOLOGICAL – DISAPPEARING DEVICES: SOFTWARES, APPLICATIONS, BIOTECHNOLOGY?

+ VIRTUAL – IMAGINATION, EMOTIONS, AFFORDANCES?

+ WEB – SOCIAL, ACTOR, THINGS?
Research questions-MEDIA:

what media are used and how?
Research questions-MEDIA:

what motivates the choice of media for particular purpose?
Research questions-MEDIA:

what (cultural, social, economic, tactical) factors motivate that choice?
Research questions-MEDIA:

what agents (businesses, national and local policies, NGO’s, science, family) act in this context and how share responsibilities?
Research questions-MEDIA:

what and why media are not used, should it be supported and what to do with abandoned staff?
Research questions-MEDIA:

micro, nano, biotechnologies – what should we know about communication in future?
What are difficulties and learning to code? Should everyone know how to do it (and do it)?
Research questions -DIGITAL:

What are norms and levels in coding to achieve?
Research questions -DIGITAL:

Does programming or skilled use of programmes provide freedom?
Research questions -DIGITAL:

What organizations may take care?
Research questions: -INFORMATION:

How to find, select, evaluate and keep save information?
Research questions: -INFORMATION:

How to sort information?
Research questions: -INFORMATION:

How to notice manipulation and lie?
Research questions: -INFORMATION:

How to store information?
What to store?
Where to store?
How to do with stored information?
Research questions: -INFORMATION:

What is the difference between public and private and how to act keeping it in mind?
Research questions: -INFORMATION:

Other kinds of information (genetic, bio etc.) – how to read and deal with that?
Research questions: - VIRTUAL:

How people deal with immersive environments?
Research questions: - VIRTUAL:

What is affordance and how to notice it?
Research questions: - VIRTUAL:

What is psychologically different in virtual reality?
Research questions: - VIRTUAL:

What is the role of emotion in (post)media communication?
What types of signals cause what perceptions and feelings?
Research questions: - VIRTUAL:

What is typical for user of interactive 3D and 360 degree video games?
Research questions: - VIRTUAL:

Gaming – positive / negative aspects? Potential of serious and educational games?
Research questions: - WEB:

What are the positive and negative effects of the networked communication?
Research questions: - WEB:

How to mark dangerous (from abuse to terrorism) content?
Research questions: - WEB:

How to interact with others in the socially, culturally and psychologically diverse contexts?
Research questions: - WEB:

What are phenomena of the networked synergy and how to use it?
What are basic ethic codes in the network society?
Research questions: - WEB:

How to deal with differences of agents in the network – humans, non-humans, organizations, documents, things and devices, old/new?
Research strategies are needed that would track those changes
Research strategies

• complex,
Research strategies

• flexible,
Research strategies

• in-depth,
Research strategies

• open,
Research strategies

- dynamic
Research strategies

• comprehensive
Research methods

• (auto)ethnographic
Research methods

• observation
Research methods

• experiment
Research methods

• in-depth interviews
Research methods

• focus group interviews
Research methods

• computer aided recording and measuring tools
Research methods

• programmables
Research methods

• multimodal discourse analysis
Research methods

• neuromapping
Research methods

• creative work / art