Introduction to Transmedia Learning for Training & Education

ADL Webinar

Elaine Raybourn, Ph.D.
• 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
• Imaginariaum: Transmedia Learning Research
• How you can use Transmedia principles
• Conclusion
Why now, Why Transmedia?

Image Credit: Jim Misti (Misti Mountain Observatory)
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
“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
“...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.”

Credit: www.laptoprockers.eu
“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

Image Credit: Australian National University, Dr. Stephan Keller
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

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
Orlando Science Center

Expanded Character

The Prequel

The Main Story

The Sequel

Image adapted from Robert Pratten, tstoryteller.com
Imaginarium: Transmedia Research

ASSESSMENT ➔ GRAPHIC NOVEL ➔ MOBILE

ASSESSMENT ➔ LIVE ACTION ➔ VIRTUAL WORLD ➔ GAME ➔ Website ➔ ASSESSMENT

 Expanded Character

The Prequel ➔ The Main Story ➔ The Sequel

Expanded Moment in Time

Image adapted from Robert Pratten, tstoryteller.com
Make it Your Own

It’s not so linear

Core Experience or Story

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

• Dr. Elaine Raybourn
  – elaine.raybourn@adlnet.gov
  – Twitter: @elaineraybourn
  – http://www.adlnet.gov
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