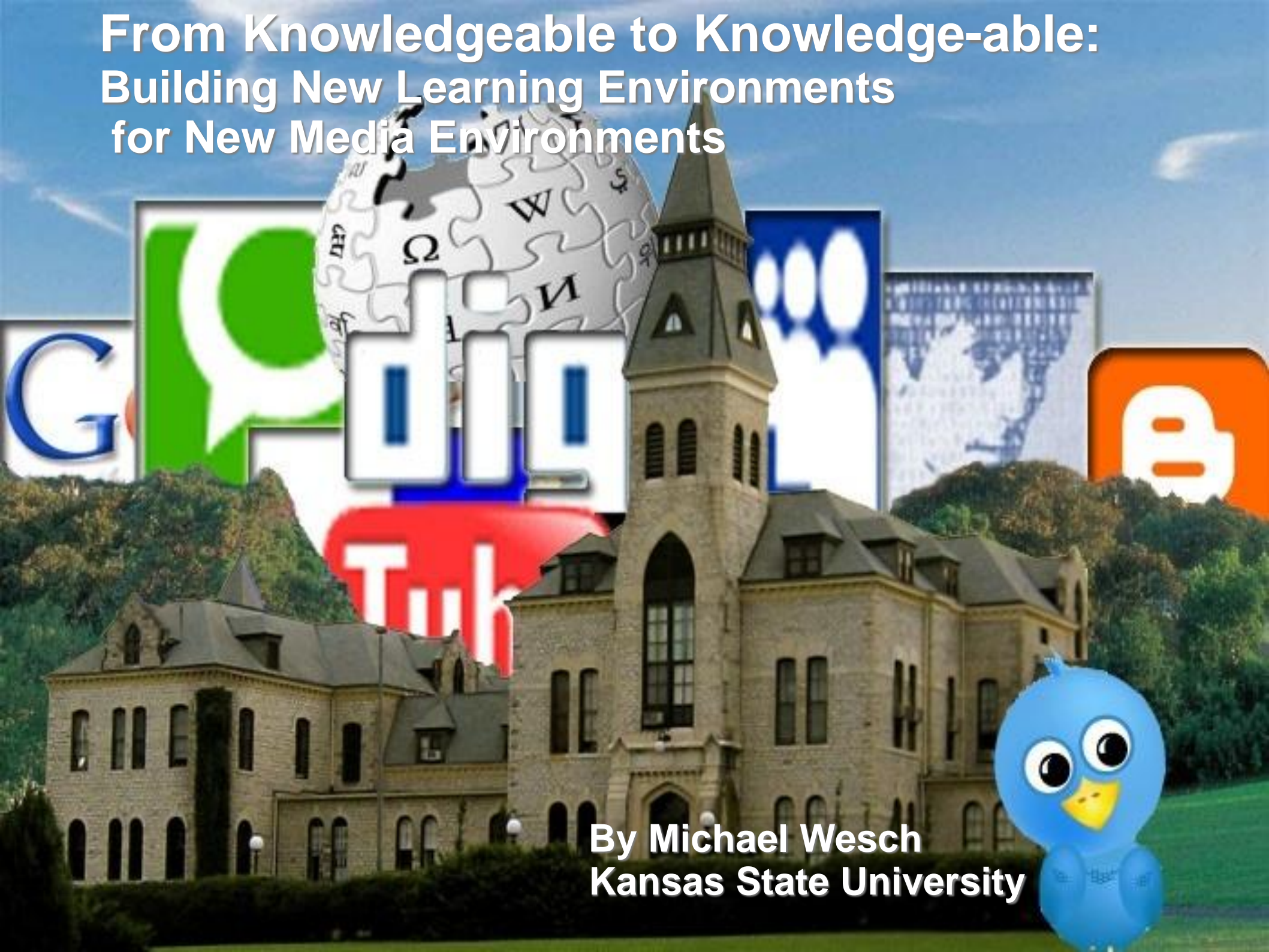
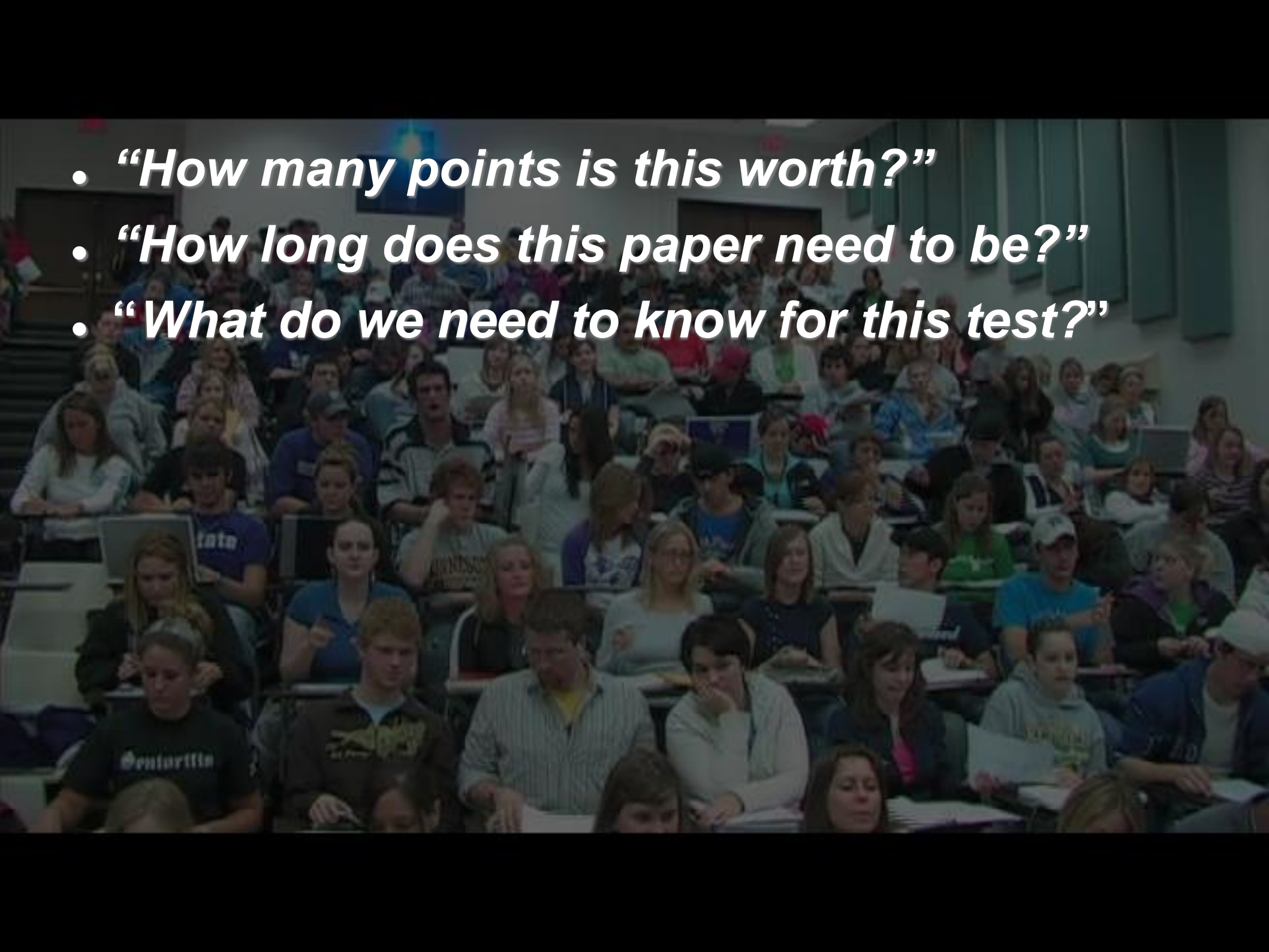


From Knowledgeable to Knowledge-able: Building New Learning Environments for New Media Environments



By Michael Wesch
Kansas State University



- 
- *“How many points is this worth?”*
 - *“How long does this paper need to be?”*
 - *“What do we need to know for this test?”*





American Idol Auditions



meaning-seekers





How many do not actually like school?



How many do not actually like school?

over half raise their hands



How many do not like learning?



How many do not like learning?

no hands



I buy hundred
dollar textbooks
that I never
open.

TOSHIBA

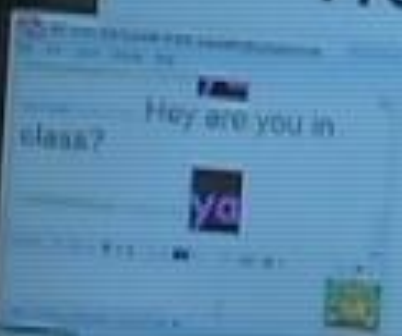
• My neighbor paid
• for class...
• but never comes.
←

I complete 49%
of the readings
assigned to me.

Only 26%
relevant to
life.

STATE
TRACK & FIELD

I bring my laptop
to class, but I'm
not working on
class stuff.



COMPAQ

A young woman with short brown hair is holding a white sign with a black border. The sign has a light blue background and contains the text 'I FACEBOOK THROUGH MOST OF MY CLASSES' in bold, black, sans-serif capital letters. She is looking directly at the camera. The background is slightly out of focus, showing other people in a classroom or lecture hall setting.

**I FACEBOOK
THROUGH MOST
OF MY CLASSES**

There's something in the air ...





toward ...

- Ubiquitous computing
- Ubiquitous communication
- Ubiquitous information
- At unlimited speed
- About everything
- Everywhere
- From anywhere
- On all kinds of devices

which makes it “ridiculously easy” to

- Connect
- Organize
- Share
- Collect
- Collaborate
- Publish



from knowledgeable

from knowledgeable to knowledge-able





G

P



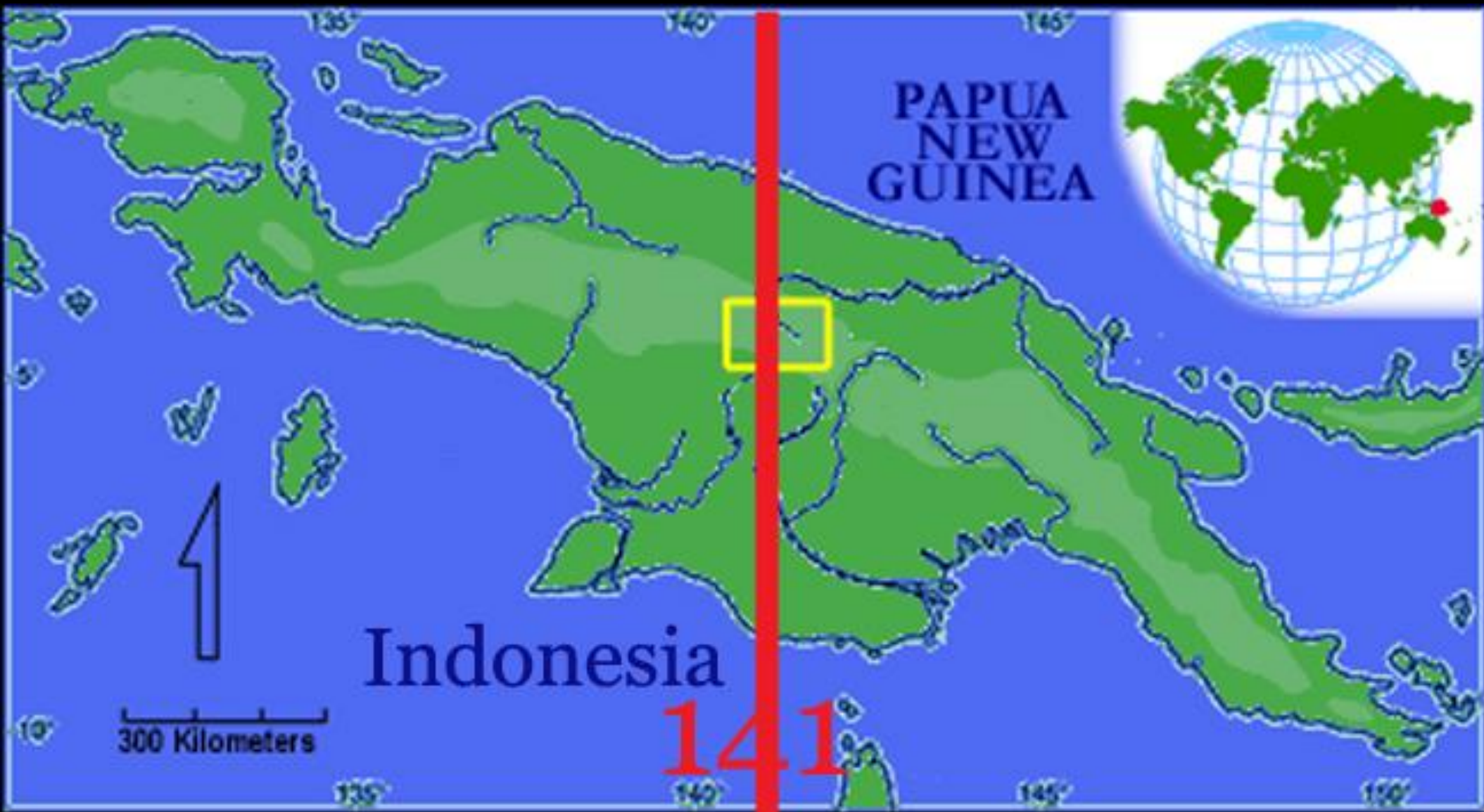
digital



Tube

















stratia





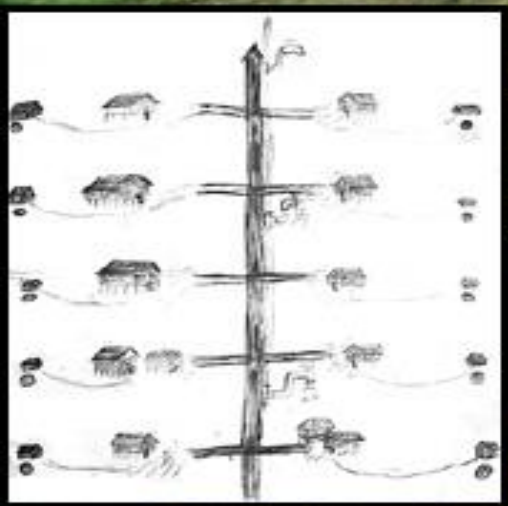












PROVINCE SANDAUN
 CENSUS DIVISION ATAPULUW
 CENSUS UNIT TUNALBIL

DISTRICT TELEFOAIN
 ELECTORATE TELEFOAIN
 CONSTITUENCY TAPSIE

CLAN ALIM
 ETHNIC GROUP ALIM
 LGC / CG WARD NO. 4

Family Number	Person Number	Name	Father's Name	Sex	Date of Birth	Relationship	Comments
001	01	EKI	AUFUMIM	M	1962	01	
	02	ESSI	EKI	F	1971	02	
	03	JEFFRY	EKI	M	26-06-88	03	
	04	ELLIS	EKI	F	6-03-94	03	
	05	GILBERT	EKI	M	28-10-99	03	
	06	EMMELIE	EKI	F	1984	03	
002	01	MANDEMYAP	TALIKIM	M	1950	01	
	02	SAMSON	MANDEMYAP	M	22-02-81	03	
	03	LISABET	MANDEMYAP	F	11-05-85	03	
	04	WEKI	MANDEMYAP	M	21-05-89	03	
003	01	TOKI	TIPNOK	M	1977	01	
	02	MAYONA	TOKI	F	1978	02	
	03	TOKSON	TOKI	M	1 st -11-95	03	
	03	NELJA	TOKI	F	2-08-2000	03	
004	01	BATEX	KIMSON	M	1978	01	
	02	MALONG	BATEX	F	1979	02	
005	01	DAVID	MUKELIM	M	1970	01	
	02	KILIA	DAVID	F	1974	02	
	03	ABRAHAM	DAVID	M	31-02-94	03	
006	01	DANIEL	FUBINOK	M	1970	01	
	02	LUCY	DANIEL	F	1974	02	
	03	NANCY	DANIEL	F	25-02-81	03	
	04	KELLYNE	DANIEL	F	15-12-97	03	
	09	SELLTNE	DANIEL	F	15-12-97	03	TWIN SISTERS
	06	NOLIN	DANIEL	F	1984	03	









Media are not just tools.

Media are not just means of communication.

Media **mediate** relationships

Media
change

Media
change

relationships
change





the conversations
of our culture
happen here



the conversations
are controlled by few



the conversations
are controlled by few
and designed
for the masses



the conversations
are always entertaining



the conversations
are always entertaining
(even the serious ones)



the conversations
are punctuated by
30 second commercials



the conversations
create our culture



the conversations
create our culture
of irrelevance
incoherence
and impotence



It's a one-way
conversation



You have to be on TV
to have a voice



You have to be on TV
to be significant





American Idol Auditions

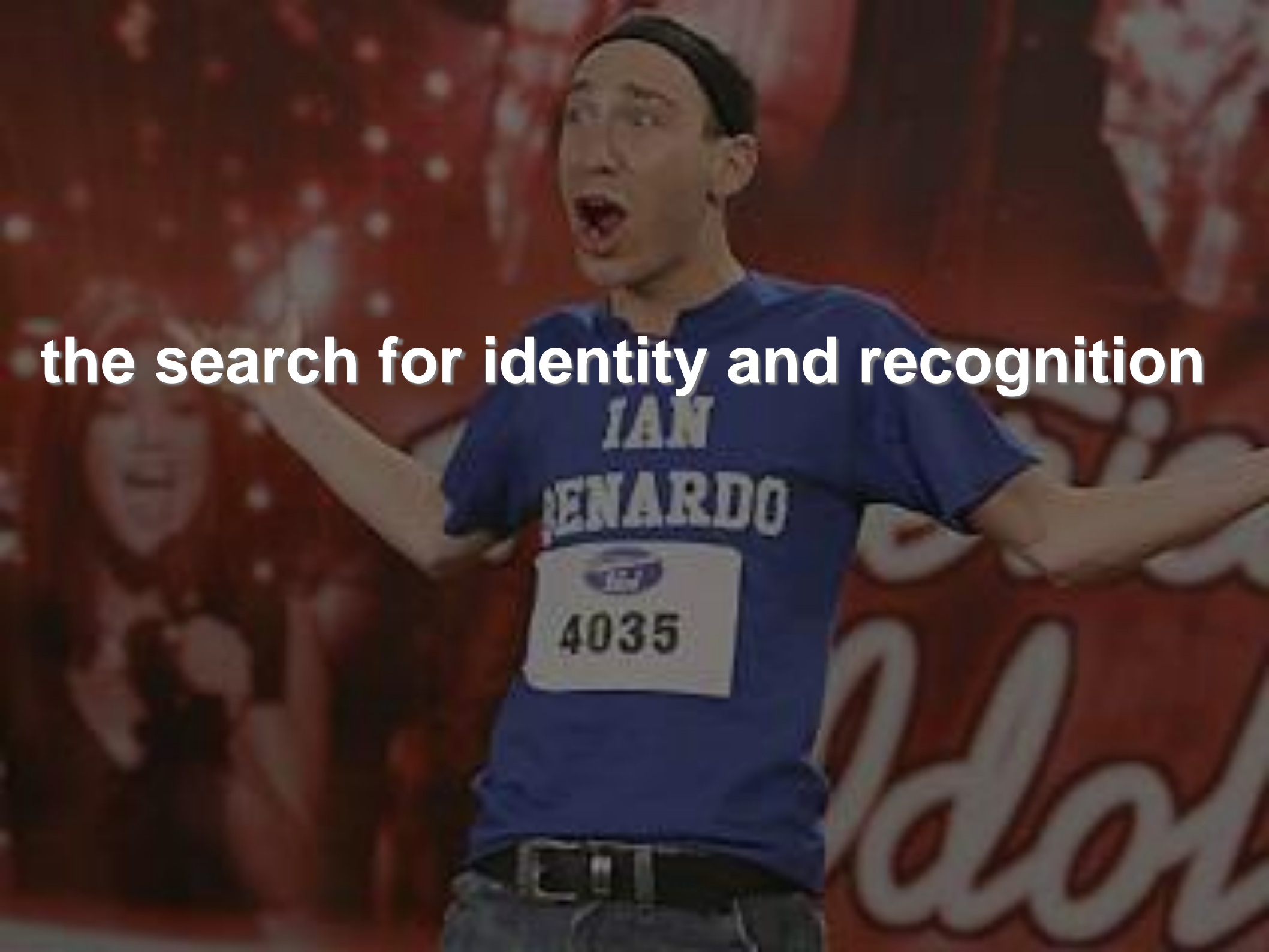


IAN
RENARDO

4035

Idol

the search for identity and recognition







need “critical thinking”



G

P



digital



Tube





need “information literacy”





hypertext can [link](#)

I



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“User-Generated Content”

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452 diggs

Web 2.0 Explained Through Inventive Video

The video titled, "Web 2.0 ... The Machine is Us/ing Us" was created by Michael Wesch, an Assistant Professor of Cultural Anthropology at Kansas State University.

digg it

webtech submitted 7 hours 59 minutes ago in Tech Industry News www.somewhatfrank.com Bury

University of Virginia
PhD Programs in Biomedical Sciences NIH Funded Training Programs
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Comments (38) Who Dugg or Blogged This? Blog This Link Email This Link

Turn Profanity Filter On sort by date (-4 diggs or higher)

by MrWhipplemen 4 hours ago + 8 diggs
neat... in informational PBS kinda way

by ikickass 1 hour ago + 5 diggs
prettv awesome video. helped me understand whats goin on

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College of William & Mary

User-Generated Content

User-Generated Filtering

The screenshot shows a Mozilla Firefox browser window displaying a Digg article. The address bar shows the URL: http://digg.com/tech_news/Web_2_0_Explained_Through_Inventive_Video. The Digg navigation bar includes links for News, Videos, and Podcasts, along with a search bar and a 'Submit a New Story' button. The article title is 'Web 2.0 Explained Through Inventive Video' with 452 diggs. The description states: 'The video titled, "Web 2.0 ... The Machine is Us/ing Us" was created by Michael Wesch, an Assistant Professor of Cultural Anthropology at Kansas State University.' The article was submitted by 'webtech' 7 hours and 59 minutes ago. Below the article, there are two comments: one by 'MrWhipplemen' 4 hours ago with 8 diggs, and one by 'ikickass' 1 hour ago with 5 diggs. The comments are: 'neat... in informational PBS kinda way' and 'pretty awesome video. helped me understand whats going on'. The page also features an advertisement for Suzuki with the text 'IT'S GONNA BE A GREAT RIDE.' and a sidebar with ads for the University of Virginia and Graduate Degrees at WPI.

User-Generated Content

User-Generated Filtering

The screenshot displays the Digg website interface within a Mozilla Firefox browser window. The browser's address bar shows the URL http://digg.com/tech_news. The page features a navigation menu with categories like News, Videos, and Podcasts, and a search bar. Below the navigation, there are several tabs for different topics, including Technology, Science, World&Business, Sports, Entertainment, and Gaming. The main content area is titled "Tech Industry News" and includes a "Popular Stories" section. The first story is titled "Photo: Cisco's Full Page Ad in NY Times Attacks Apple's iPhone Name Usage" and has 448 diggs. The second story is "Web 2.0 Explained Through Inventive Video" with 516 diggs. The third story is "How Digg Outarew Its Top Users". On the right side, there are two sidebars: "What's Digg?" which explains the user-powered content model, and "Digg Deeper" which provides links to "Digg Labs" and "Digg Spy". The Windows taskbar at the bottom shows the start button and several open applications, including Digg / Tech Industry, SmartFTP, Notepad, and Google TV.

User-Generated Content

User-Generated Filtering



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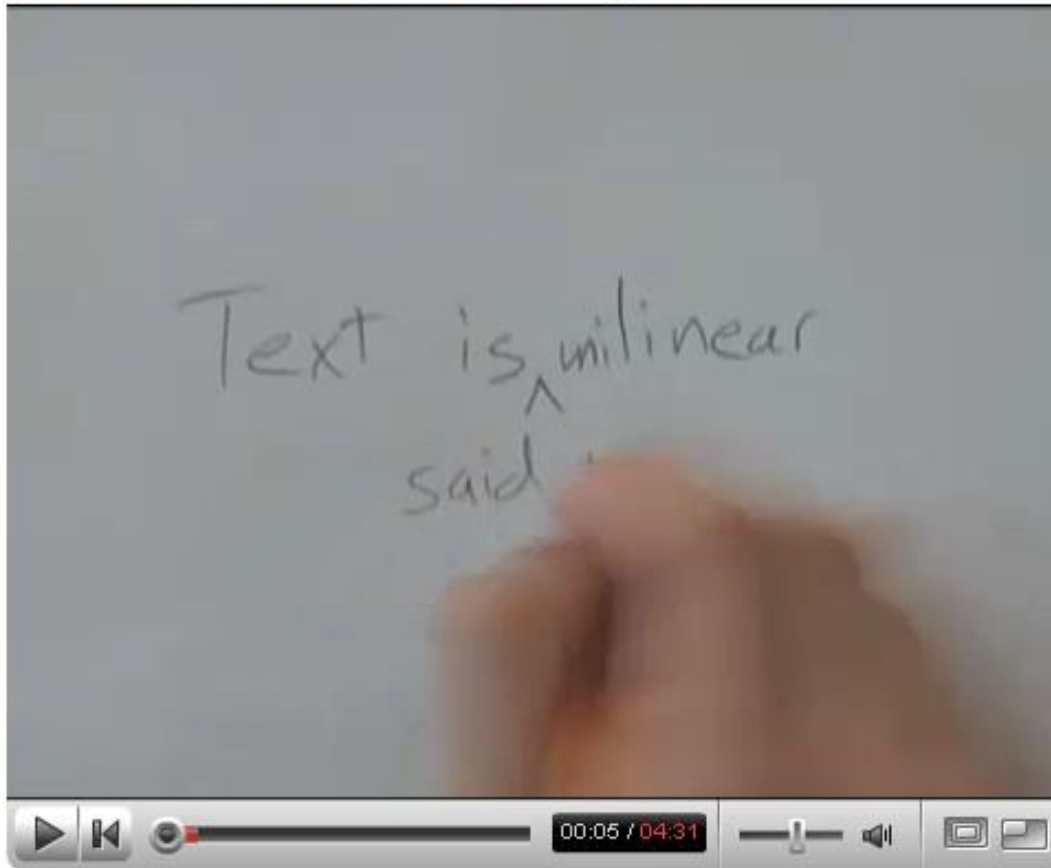
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Web 2.0 ... The Machine is Us/ing Us



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Joined: 1 year ago

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About This Video

Final version now available!

http://youtube.com/watch?v=NLIgopyXT_g
<http://mediatedcultures.net>

Web 2.0 in just under 5 minutes.

This is the 2nd draft, and I plan on doing one more final draft. Please leave comments on what could be changed or improved, or what needs to be excluded or included. Subscribe if you want to be notified when the revision is released.

UPDATE: I just added this video to Mojiti where you can actually write your comments into the video itself. It is an exciting experiment in "Video 2.0". Go check it out at <http://mojiti.com/kan/2024/3313> and add your voice!

Transcripts are now available as well:
<http://mediatedcultures.net/ksudigg/?...>

A couple of people have noted that the statement, "XML was created to do just that" (separate form from content) is misleading because CSS enables the same effect with HTML. I tried to integrate CSS into the video, but it ruined the flow. Perhaps in the next draft.

My statement on XML is based on the following from xml.com: "In order to appreciate XML, it is important to understand why it was created. XML was created so that richly structured documents could be used over the web. The only viable alternatives, HTML and SGML, are not practical for this

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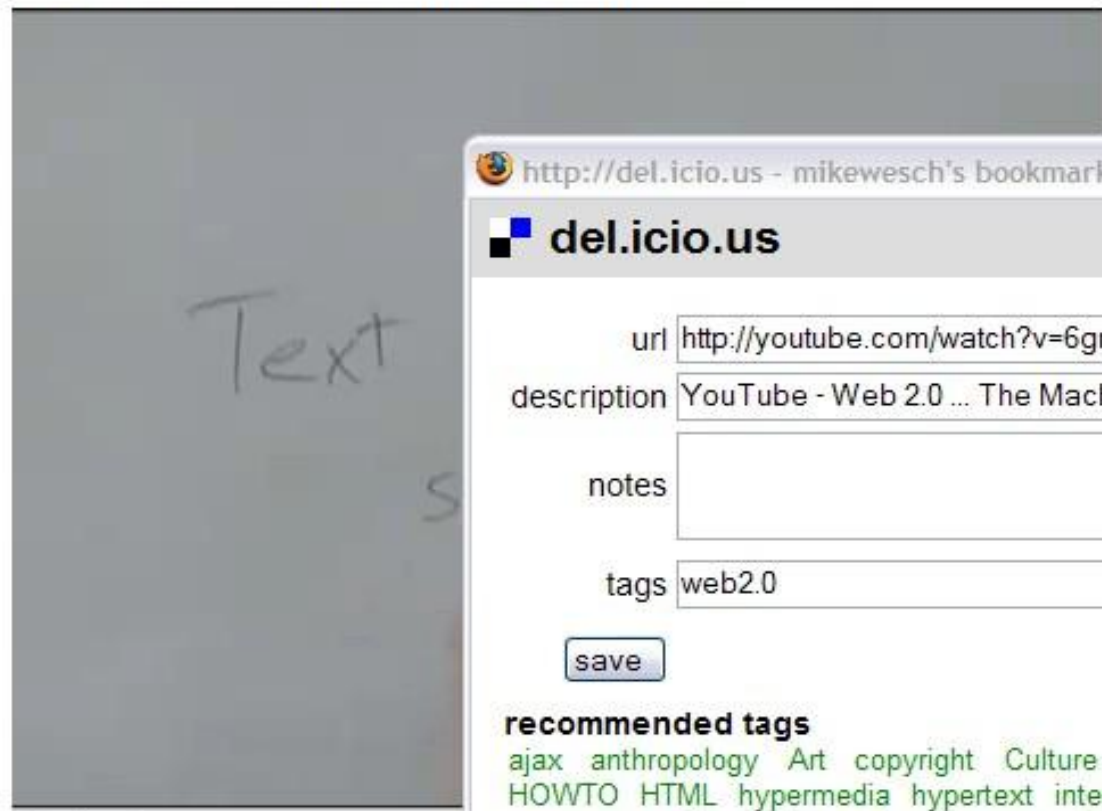
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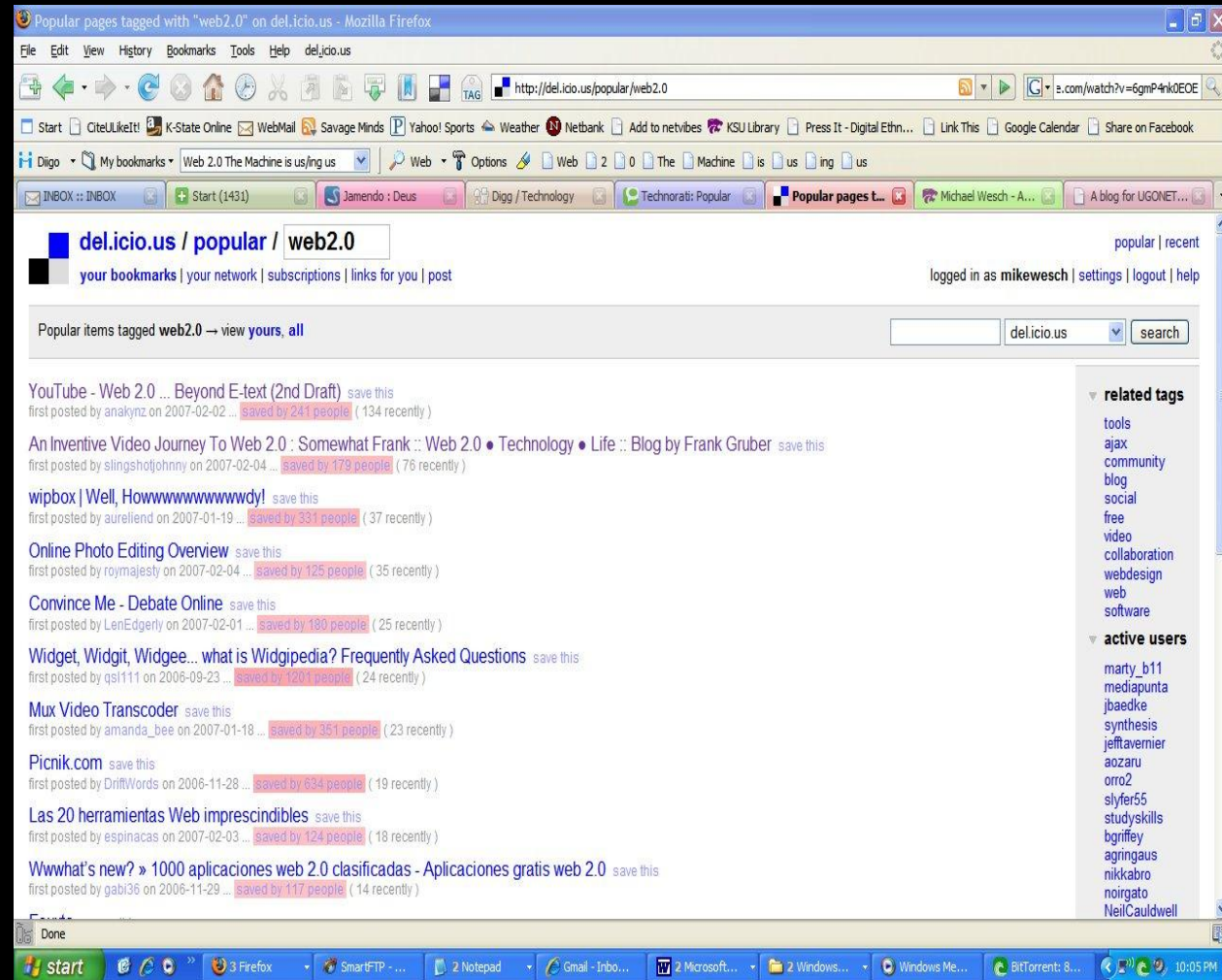
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- jeffavernier
- aozaru
- orro2
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- bgriffey
- agringaus
- nikkabro
- noirgato
- NeilCauldwell

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- Boing Boing: Video websites that pay: an extensive report
- O'Reilly Radar > The Connection Between Short, Modular and Open
- On The Media: Transcript of "The Persistence of Memory" (January 5, 2007)
- Wired 13.08: 10 Years That Changed the World
- Viddler: Enhance Your Videos with Timed Tagging
- Search Wikia - search - A Wikia wiki
- One Laptop per Child
- Young Turn to Web Sites Without Rules - New York Times

To Do List

- Send Nancy Karawari Footage
- New To Do

Calendar

Agenda | Week | Month

28. January - 3. Februar

Sun	Mon	Tue	Wed
28	29	30	31
		ANTH	Send
			ANTH
			Kevi
			Pepe
			Petr

del.icio.us/tag/web2.0 (7)

- widgets
- SplashCast: Channel Yourself Across the Web
- solutoire.com - ajax resources
- YouTube - Web 2.0 ... The Machine is Us/ing Us
- YouTube - Web 2.0
- Emily Chang - Strategic Designer
- YouTube - Web 2.0 ... The Machine is Us/ing Us

Netvibes.com News (7)

- The South African local version is up
- Netvibes won the Dutch Web2.0 Awards
- The Australian version of Netvibes is up
- The Hungarian version of Netvibes is up
- 'Add to Netvibes' on Snap Search Results Page
- The Lithuanian version of Netvibes is up
- Best wishes and Happy New Year!

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- anth618.02.pdf (application/pdf Object)
- anthr_of_comp6.pdf (application/pdf Object)
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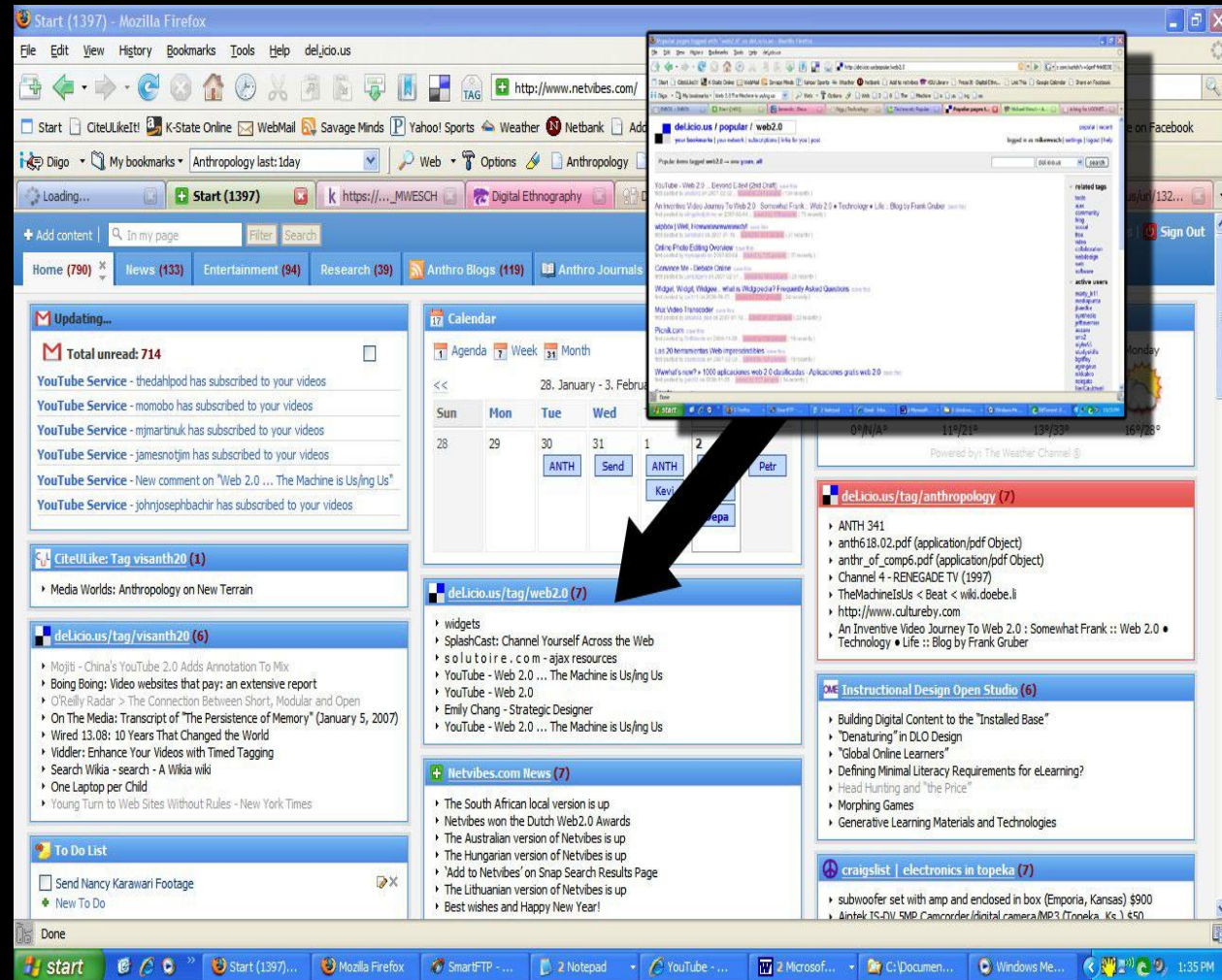
Instructional Design Open Studio (6)

- Building Digital Content to the "Installed Base"
- "Denaturing" in DLO Design
- "Global Online Learners"
- Defining Minimal Literacy Requirements for eLearning?
- Head Hunting and "the Price"
- Morphing Games
- Generative Learning Materials and Technologies

craigslist | electronics in topeka (7)

- subwoofer set with amp and enclosed in box (Emporia, Kansas) \$900
- Aintek IS-DV 5MP Camcorder (digital camera/MP3 (Topeka, Ks.) €50

User-Generated Content
User-Generated Filtering
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FEBRUARY 3, 2007

AN INVENTIVE VIDEO JOURNEY TO WEB 2.0

Frank Gruber

[41 Comments](#) »

What is web 2.0? Time Magazine recently tagged it "You 2.0" with its **mirrored magazine cover** naming "You" the person of the year. However, the question has been pondered and explained in a number of video attempts including one by TechCrunch's Michael Arrington which I **highlighted previously on Somewhat Frank**. A new video recently emerged to take viewers on an extremely creative journey from the beginning of the web to what we are now calling "web 2.0."



Offering candid perspectives on web 2.0 and technology as it fuses into everyday life written by Frank Gruber & company since June 2005.

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"55 million blogs... some of them have to be good."

- Matt



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\$1,000,000.00

YOU MAKE IT. WE AIR IT.

VOTE TO DECIDE WHICH FAN'S DORITOS BRAND COMMERCIAL WILL AIR DURING THE SUPER BOWL XLI BROADCAST.

-  **CAST YOUR VOTE** for one of these five finalists now through January 19, 2007.
-  Watch Super Bowl XLI on February 4, 2007 to see which DORITOS commercial wins.
-  Click each finalist's name to read their story.



Check Out Girl
by [Kristindehnert](#)



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Duct Tape
by [HerbertBros](#)



Live The Flavor
by [5pointp](#)



Mouse Trap
by [billyfederighi](#)



Cheesy



\$12.79

How all the ads ranked in USA TODAY's Super Bowl Ad Meter

Updated 2/5/2007 3:52 PM ET

E-mail | Save | Print | **RSS**

To come up with its Ad Meter scores, USA TODAY assembled 238 adult volunteers in Houston and McLean, Va., and electronically charted their second-by-second reactions to ads during the Super Bowl. Opinions Unlimited and Shugoll Research chose the volunteers, who used handheld meters to register how much they liked each ad. A computer continuously averaged the scores. Scores are the highest average for each ad.

The chart shows how the commercials ranked. Click on the blue link if you want to comment on the rankings or on this year's Super Bowl ads. [Click here](#) to view all the ads and rate them yourself.

Advertisers paid up to \$2.6 million for a 30-second ad in the Super Bowl.

10 most popular

Company	Description	Length (in sec.)	Qtr.	Score
Budweiser	Crabs worship Bud ice chest.	30	4th	8.56
Budweiser	Stray dog and the Clydesdales.	60	2nd	8.29
Bud Light	Rock, Paper, Scissors game for beer.	30	1st	8.28
Doritos	Guy in car, girl show Doritos qualities.	30	1st	7.95
Bud Light	Immigrants learn to ask for Bud Light.	30	1st	7.87
Bud Light	Wedding shortened by auctioneer.	30	1st	7.83
Bud Light	Ape loses out on beer while posing.	30	3rd	7.76
FedEx	FedEx truck on the moon.	45	1st	7.74
Snickers	Mechanics enjoy candy bar.	30	1st	7.57
Bud Light	Scary hitcher gets ride for Bud Light.	30	3rd	7.51

\$2,600,000.00

\$2,600,012.79

\$0.00

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1.



Web 2.0 ... The Machine is Us/ing Us

 **402 new links. [View all »](#)**

2.



Snickers Super Bowl Ad - Vote!

 **53 new links. [View all »](#)**

3.



Rock Paper Scissors

 **43 new links. [View all »](#)**




Web 2.0 ... The Machine is Us/ing Us

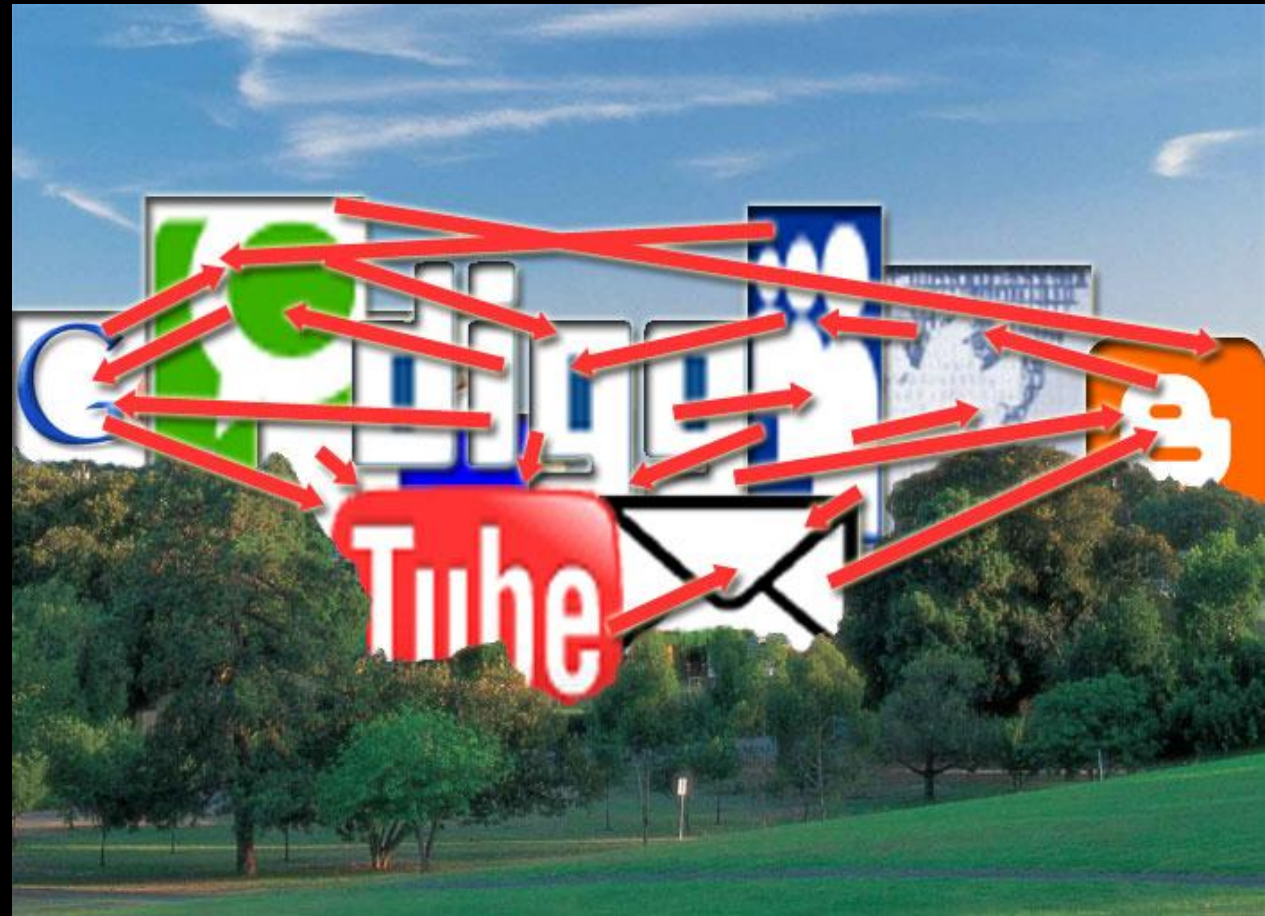


This is a video response to [Web 2.0](#)

★★★★★ 21,451 ratings

10,214,930 views 

- User-Generated Content**
- User-Generated Filtering**
- User-Generated Organization**
- User-Generated Distribution**
- User-Generated Ratings**





'll need to rethink copyright

eed to rethink authorship

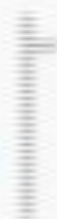
rethink commerce

rethink governance

rethink love

rethink family

rethink ourselves.





dove campaign for real beauty

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“dove campaign for real beauty” results 1 - 20 of about 255

Also try: [dove evolution](#) [dove commercial](#) [dove ad](#) [dove photoshop](#) [comercial dove](#) [spot](#)



dove evolution
 Director Tim Piper, Ogilvy (concept, treatment and post production) and Yael Staav, Soft Citizen (live action). My thanks to Soho and Rogue (post ...
 ★★★★★ 3 years ago 10,415,773 views tpiper



Beauty Pressure
 Dove ad directed by Tim Piper. Art Directors: Stuart Campbell, Mike Kirkland, Sharon Lee Pan. Written by Tim Piper. Account handled by Aviva Groll ...
 ★★★★★ 2 years ago 663,949 views tpiper



Dove - True Colors
 Dove: Campaign For Real Beauty
 ★★★★★ 3 years ago 1,214,808 views antisubliminal



dove campaign for real beauty (male version)
 A male version of the "Evolution" video presented by Dove's Campaign for Real Beauty. explanation goes until approx. the one minute mark and video ...
 ★★★★★ 3 months ago 2,312 views colbyjarvis



Case Study: Dove Campaign For Real Beauty 'Amy'
 In 2005, Dove commissioned a global study based on the hypothesis that women have a narrow definition of beauty. The global study - The Real Truth ...
 ★★★★★ 11 months ago 11,018 views MarketingMagazine



Building Confidence & Self-Esteem in Young Girls / PSA Video

Promoted Videos



TwitterMoms is where smart moms connect with members of the media.

Where Smart Moms Connect
 Learn why smart social media moms join TwitterMoms.com
 ★★★★★ 366 views 6 days ago twittermoms



dove campaign for real beauty

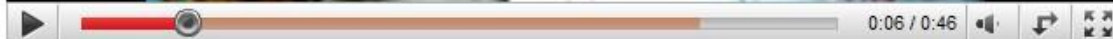
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Dove - True Colors



★★★★★ 1,595 ratings

1,216,179 views

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micha09

Axe - Billions



★★★★★ 3 ratings 1,937 views

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Every guy's fantasy! Bring on the women! By Fredrik Bond.

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Real Beauty

ago 1,214,808 views antisubliminal

r real beauty (male version)





not a one-way conversation





beyond “information literacy”



weforum.org

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"Summer Davos" in Asia to focus on growth through sustainability

"Summer Davos", the World Economic Forum's Annual Meeting of the New Champions, will take place in Tianjin, China, from 13-15 September 2010. The Meeting's theme is sustainable growth, and over 1,000 leaders from business, government and civil society will meet to discuss ways to drive this forward. The programme will focus on how to increase energy efficiency, lower carbon emissions, and develop green technology and infrastructure. The Meeting is undertaken with close collaboration with the People's Republic of China.

[> Annual Meeting of the New Champions](#) [> Programme](#)

Publications	Photos / Videos
Annual Meetings	Competitiveness
Members and Partners	Careers / Fellowship
40 years of the Forum	中文

Point of View

"Forty years later, the Forum is, more than ever, an agora where a more inclusive and accountable world is taking shape."

Christine Lagarde
Minister of Economy,
Industry and Employment
of France



Leaders call for collaboration to address global crisis in education



Government-business partner-ships key to inclusive growth



Agriculture in Vietnam gets a boost with new public-private project



History Timeline



we-forum.org

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The 40th World Economic Forum is dedicated to eradicating poverty by the simplest, most obvious means possible

Print | Send to a friend



This week in Davos, poverty as we know it will come to an end

Sometimes in history, political and business leaders are pushed to make momentous decisions - decisions that mean real change, and have great impact. Such decisions are never made lightly, but rather because the alternative is too dire to contemplate. Today, we are at just such a crossroads, a moment of true societal crisis when dramatic change is inevitable. The only question is: will we help to usher in that change, or will be its victims? The theme of this year's World Economic Forum is *Rethink, Redesign, Rebuild*. And for our own sake, and the sake of the future, we must do nothing less.

> [Annual Meeting 2010](#) > [Programme](#)

We can no longer endanger the world for the benefit of a few



Sovereign: Let us finally put Colonialism behind Us



Giving poor countries a *real* choice about food



Patricia Woertz
Chairman, CEO and President, ADM

Publications	Videos
Annual Meetings	Competitiveness
Members and Partners	Careers / Fellowship

Global Agenda Councils

Point of View

"We have an absolutely unique opportunity today, but it comes with its set of challenges. The first big challenge comprises ecological sustainability and tackling climate change. The second is that of reducing poverty and inequality in the world."

Azim H. Premji, Chairman, Wipro, India

History Timeline



A photograph of Queen Elizabeth II seated on the throne in the House of Lords, wearing the Imperial State Crown and the Robe of State. She is looking down at a document in her lap. The background features ornate gold and wood paneling.

WEF NEWS

WORLD
ECONOMIC
FORUM

Her Majesty Queen Elizabeth II
Pre-taped Address from Parliament, United Kingdom

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Publications	Videos
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Global Agenda Councils

Point of View

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Azim H. Premji,
Chairman, Wipro, India

We can no longer endanger the world for the benefit of a few



Sovereign: Let us finally put Colonialism behind Us

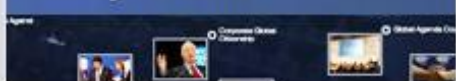


Giving poor countries a real choice about food



Every day, ADM...
Patricia Woertz
Chairman, CEO and President, ADM

History Timeline





ExxonMobil
vtr@exxon.com
Thomas J. Votruba
Senior Vice President
ExxonMobil Chemical Company
1000 Lakeside Drive, P.O. Box 288
Baytown, Texas 77520-0288
www.exxonmobil.com

**NATIONAL
PETROLEUM
COUNCIL
U.S. EPA**
1000 Lakeside Drive, P.O. Box 288
Baytown, Texas 77520-0288
www.npc.org

LIVE

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HEADLINES

BREAKING NEWS

"Dow accepts full responsibility"

CHIEF BERNARD KERIK IS CHOSEN AS THE NEW US HOME...

“the social imagination”

- Maxine Greene

“the social imagination”

“the capacity to invent visions of what should be
and could be in our deficient society”

- Maxine Greene

move from
“information literacy”

move from
“information literacy”
to
“meta-media fluency”

move from
“information literacy”
to
“meta-media fluency”
to
“Digital Citizenship”

- Gardner Campbell



Freedom



Freedom

Control



Community



Community

Isolation



Participation



Participation

Distraction





G

P



digital



Tube





This is what we make of it.

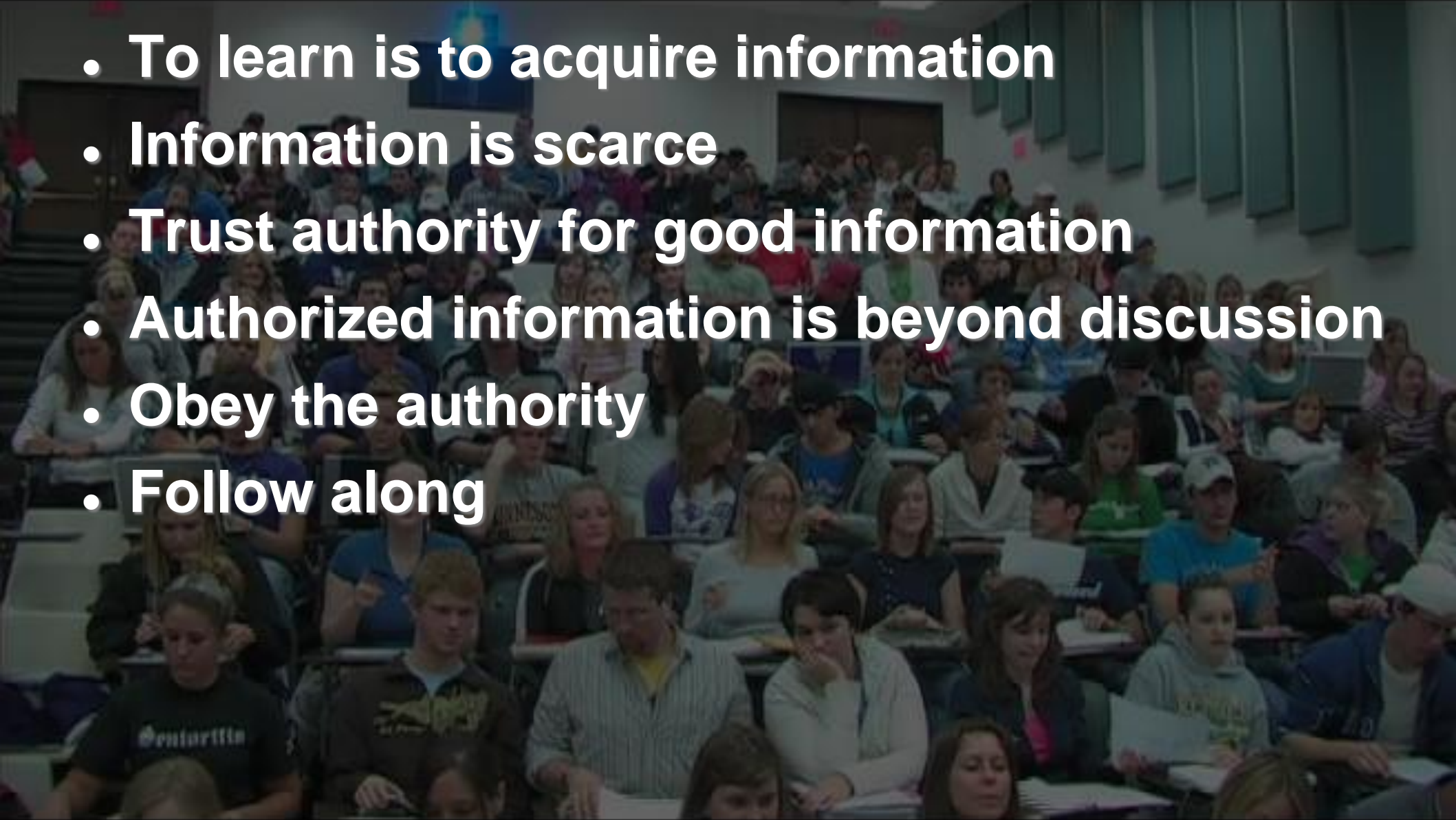






What these walls say ...

- To learn is to acquire information
- Information is scarce
- Trust authority for good information
- Authorized information is beyond discussion
- Obey the authority
- Follow along











What is the Uncultured Project?
UnculturedProject
27,030 views



The Gift of Clean Water - Project for Awesome
UnculturedProject
126,786 views



The Boy Who Lived
UnculturedProject
41,841 views



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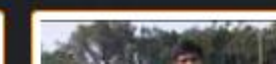
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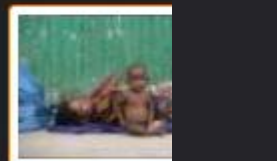


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UnculturedProjec
5,551 views

279,609



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Sacrifices, Challenges, I
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47,593 views

followers

101,032 views

39,003 views

39,000 views





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NEWSLETTER

opsound newsletter

About Opsound: Free Love, Free Music. Opsound is a gift economy in action, an experiment in applying the model of free software. Musicians and sound artists are invited to add their work to the Opsound pool using a copyleft license developed by Creative Commons. Users are invited to download, share, remix, and reimagine. Drop by the Opshop for copyleft releases on the Opsound record label (selling since 2004).



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Knowledge-ability

Knowledge-ability

Communication

Knowledge-ability

Communication

Thoughtfulness

Knowledge-ability

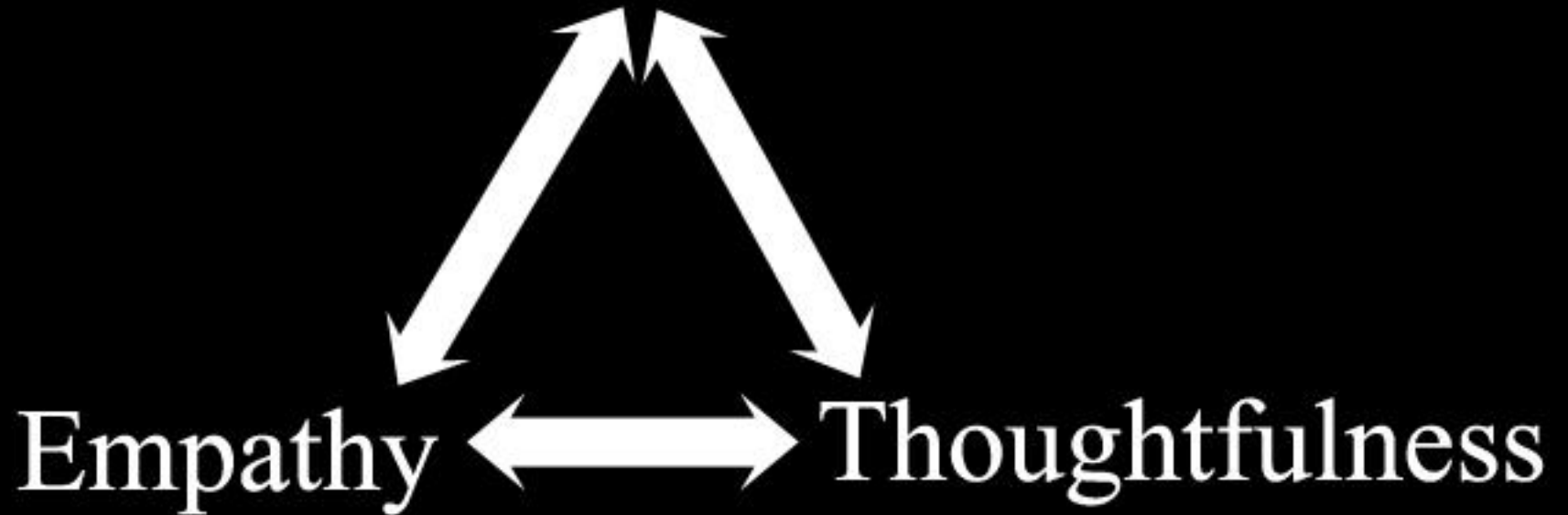
Communication

Empathy

Thoughtfulness

Knowledge-ability

Communication



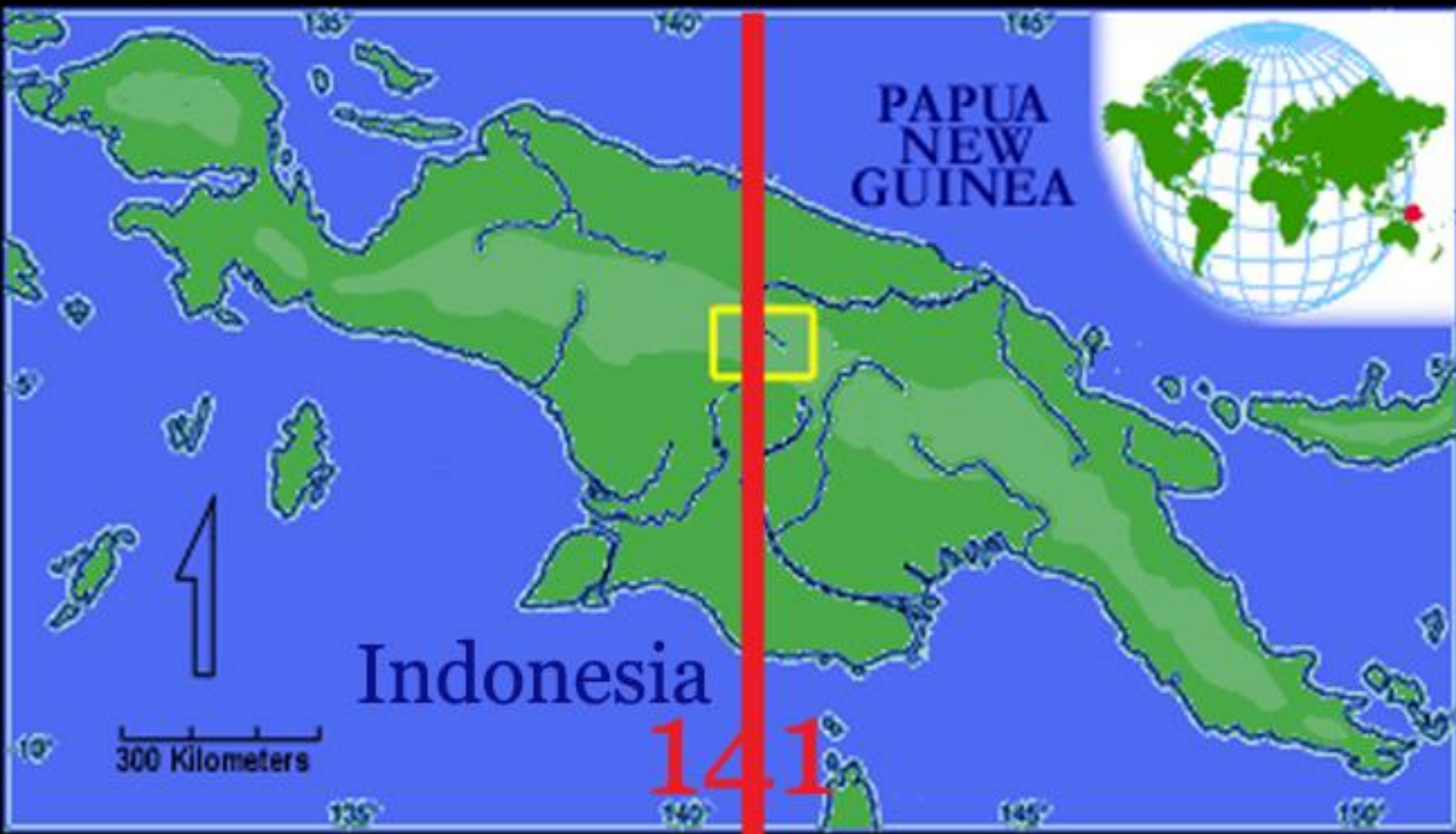
THE
EMPATHIC
CIVILIZATION



THE RACE TO
GLOBAL CONSCIOUSNESS
IN A WORLD IN CRISIS

JEREMY RIFKIN

bestselling author of *The European Dream*









Education
interactives
by USA TODAY



Best Value
Colleges: Top
100 of 2010



Beyond
rankings:
Student
engagement



School lunch
safety
investigated

College students have less empathy than past generations

Updated 6/8/2010 1:11 PM | [Comment](#) | [Recommend](#)

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By **Stephanie Steinberg, USA TODAY**

College students today show less empathy toward others compared with college students in decades before, a study from the University of Michigan says.

Sara Konrath, a researcher at the university's Institute for Social Research, looked at 72 studies that gauged empathy among 14,000 college students in the past 30 years. She found that empathy has been declining — especially since 2000.

The research finds that college students today show 40% less empathy vs. students in the 1980s and 1990s. The students are less likely to agree with statements such as "I often have tender, concerned feelings for people less fortunate than me" and "I sometimes try to understand my friends better by imagining how things look from their perspective."

The study did not evaluate why students are less empathetic, but Konrath says one reason may be that people are having fewer face-to-face interactions, communicating instead through social media such as [Facebook](#) and [Twitter](#).

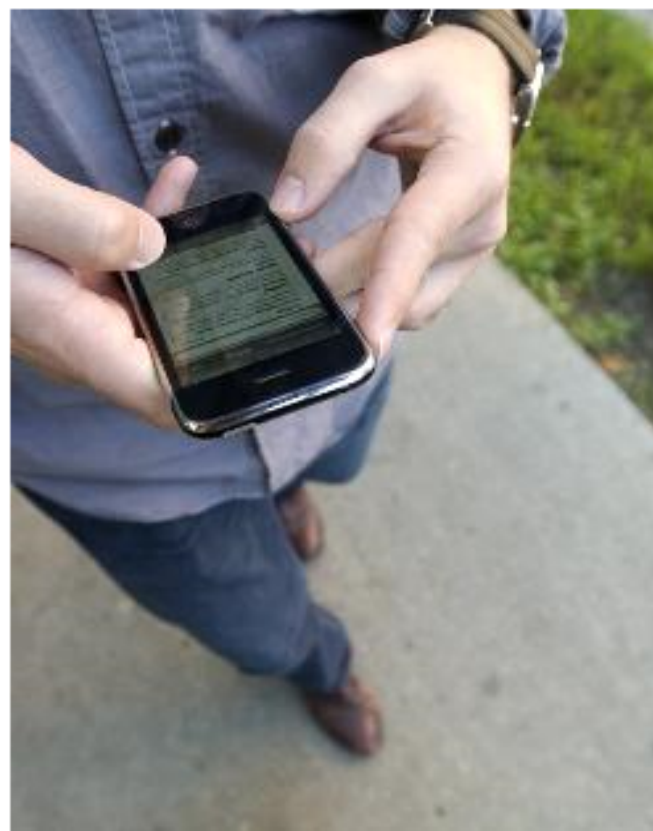
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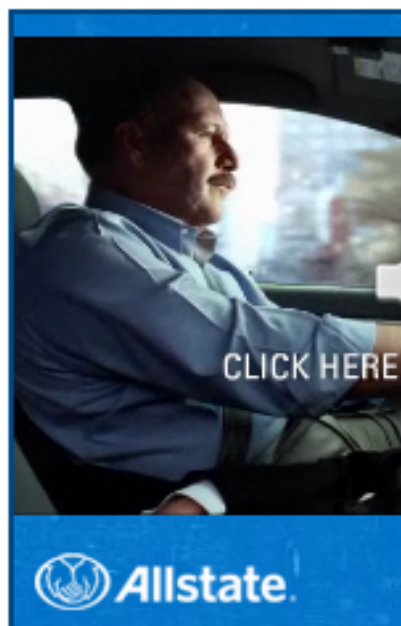
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By Brett T. Roseman, for USA TODAY



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SUPERCENTER





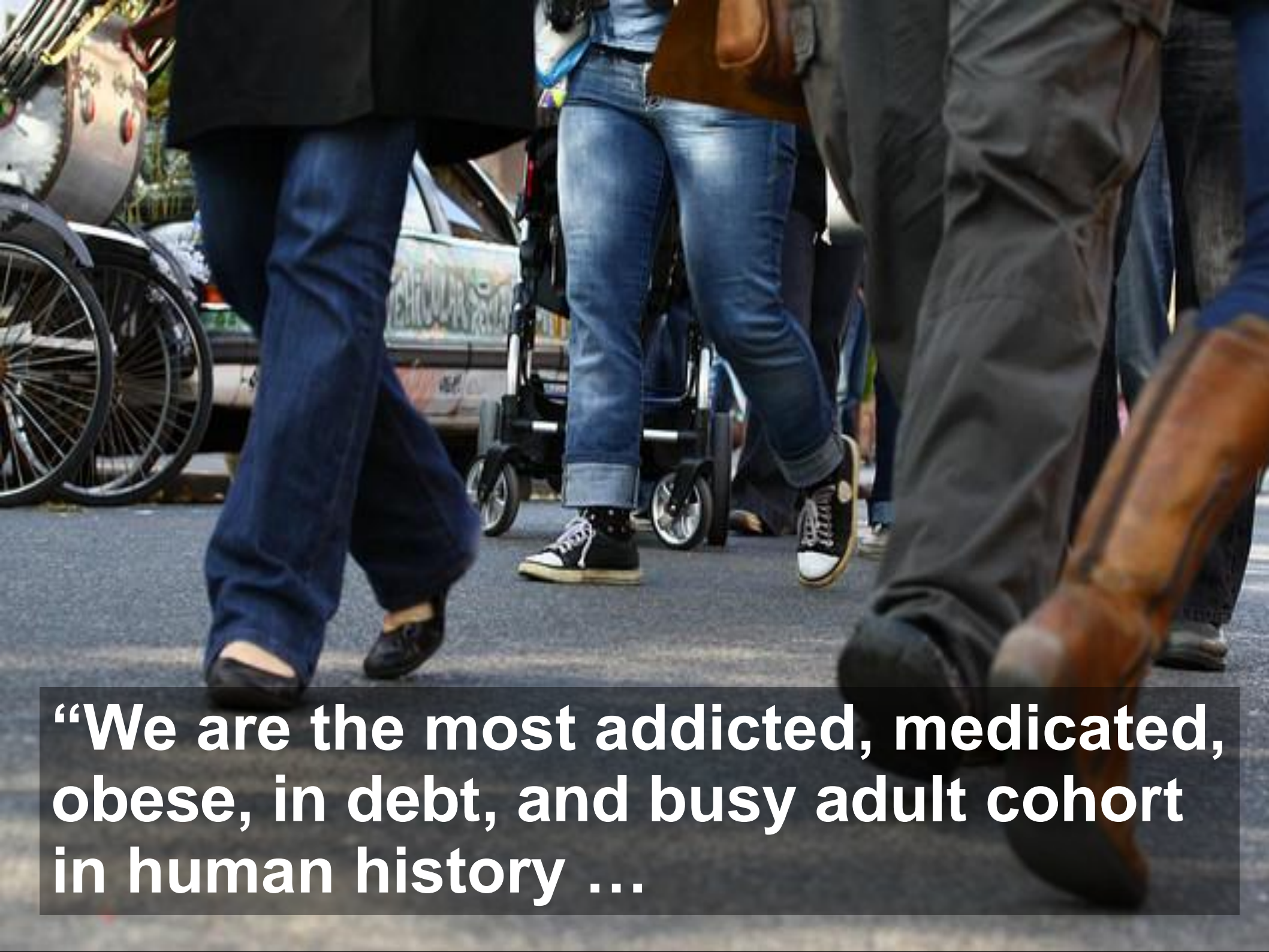


“The Capsular Civilization”

- Lieven De Cauter







“We are the most addicted, medicated, obese, in debt, and busy adult cohort in human history ...

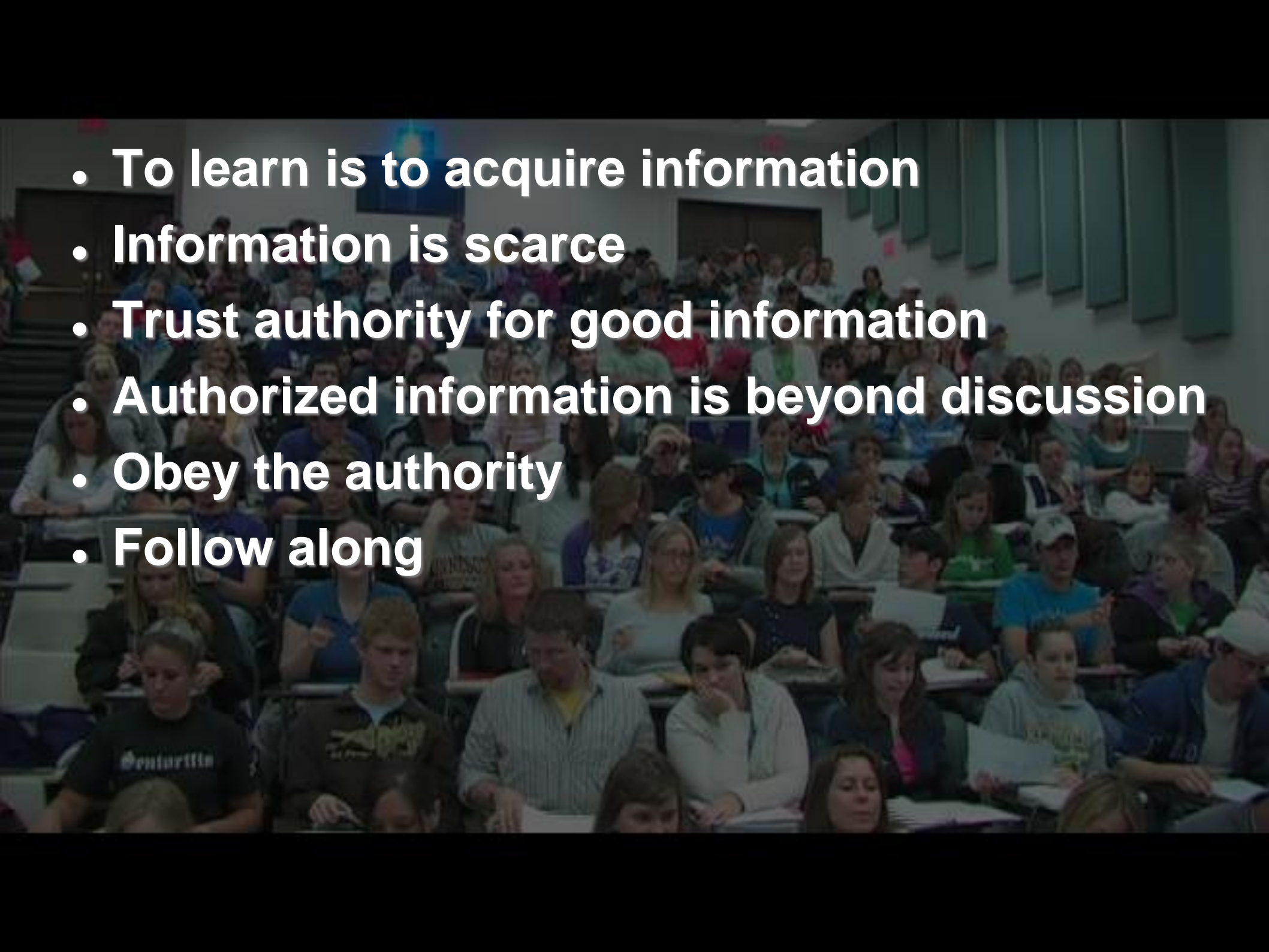
“We are numbing ourselves ...”

“and you cannot numb emotions selectively.”

“and you cannot numb emotions selectively.”

- Brene Brown



- 
- To learn is to acquire information
 - Information is scarce
 - Trust authority for good information
 - Authorized information is beyond discussion
 - Obey the authority
 - Follow along

How do we change the message?



Technology (alone) is not the answer.



786,432 points of light



PowerPoint



PowerPoint

- helps the presenter remember their notes



PowerPoint

- helps the presenter remember their notes
- while often doing great harm to the presentation

PowerPoint encourages students



PowerPoint encourages students

- to memorize key points



PowerPoint encourages students

- to memorize key points
- to let the professor decide which points should be "key"
-

PowerPoint encourages students

- to memorize key points
- to let the professor decide which points should be "key"
- to regurgitate these "key points" on exams

PowerPoint



PowerPoint

- great for "teachers"



PowerPoint

- great for "teachers"
- bad for learners

Power corrupts.

PowerPoint corrupts absolutely.

- Edward Tufte

from knowledgeable

from knowledgeable to knowledge-able

knowledge-ability

knowledge-ability
is a practice.





+





+



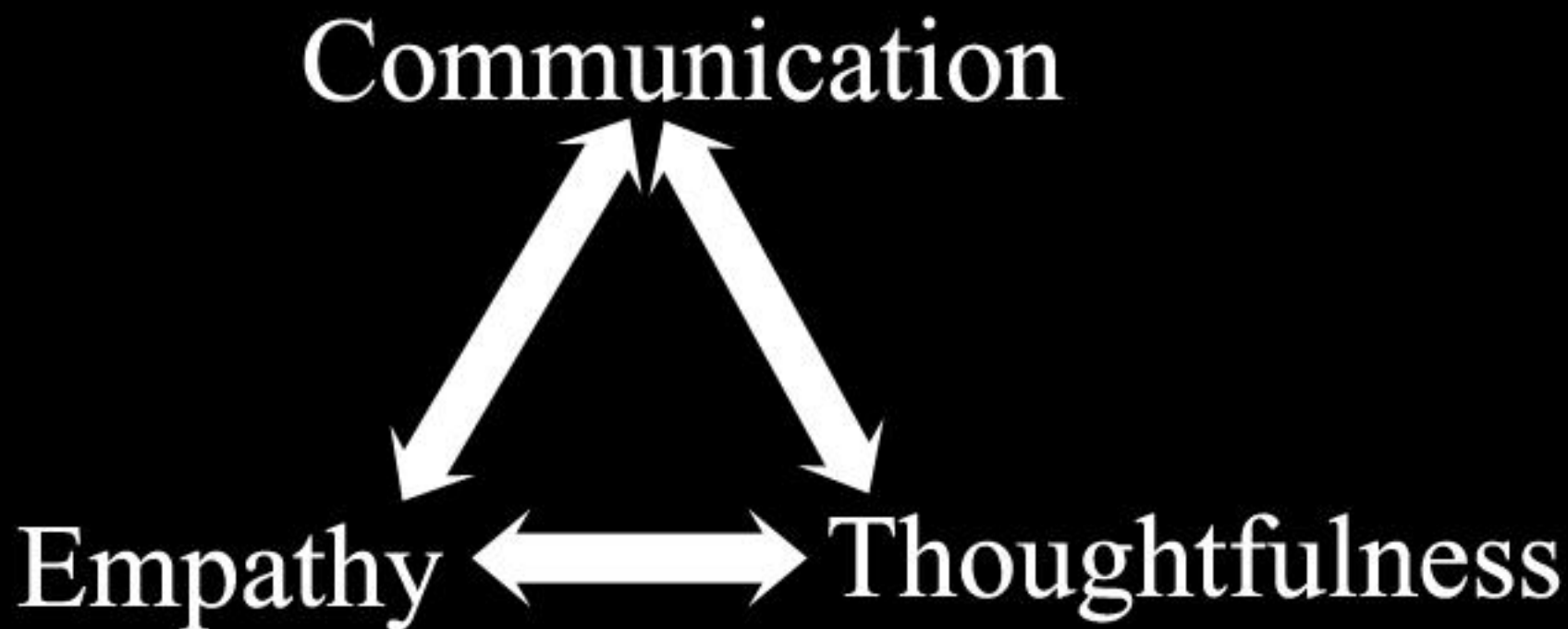
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Communication

Empathy

Thoughtfulness

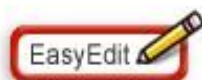




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 - Trailer Draft One Discussion
- ▶ Pieces Sandbox

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Research Schedule

Why there is no syllabus and a note about points ...

Our goal in this course is to work together to complete the best research project possible. Therefore, given the dynamic nature of ethnographic research, there is no fixed schedule. Even the points below are not fixed. We can redistribute point values at any time. We are simply using points to motivate us all to stay on track and work as well together as we can. Ultimately, our success will not be measured in A's and B's but the quality of our work and its impact on the world.

"S" = Due by Sunday at Midnight
"W" = Due by Wednesday at Midnight
"M" = Due by Monday at Midnight

Before the first day of class: Watch [An Anthropological Introduction to YouTube](#) (again if you have already seen it)
ASAP: [Complete the IRB Training \(25 points\)](#)

January 15th - Introducing the Anonymity Project and Collaboration Strategies / Technicalities

S: Set up blog and accounts on Wetpaint and Diigo. Send Wesch the link for your blog's RSS feed. (25)

January 20th - Wesch in Orlando - Discuss Project Ideas / Share links, stories, and videos
Everybody Read: [The Trolls Among Us \(New York Times\)](#)

W: [First draft of "Project Trailers"](#) posted to YouTube (tagged with "ksudigg09") and your Blog (25)

January 22nd - We will watch a selection of trailers in class.

S: 5 unique annotated citations on anonymity posted to Zoho. (25)
Read all 75 summaries posted by your colleagues before class



 Normal ▼ Arial ▼ 36pt ▼ ■ A ▼ **B** *I* U ^{ABC}








 Link

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Research Schedule

Why there is no syllabus and a note about points ...

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1 **Poster, M. (1995). Postmodern virtualities. In M.G. Durham & D.M. Kellner (Eds.),**
***Media and cultural studies keywords* (533-548). Malden, MA: Blackwell. [Kristin]**

2

3 In "Postmodern Virtualities," Mark Poster explores the idea that electronic communications
 technologies significantly enhance postmodern possibilities, as opposed to modern
 concepts. He describes the metaphor of the "superhighway" and its potential for stimulating
 new media different enough from current (1995) media to spur a second electronic media
 age. Poster questions the systemics of a second electronic media age by challenging
 policy and preservation of public interest, indicating that technology defines the character of
 power of modern governments. He asserts that modern concepts won't hold for postmodern
 technologies.

4

5 Poster points out that culture is increasingly simulational; media changes what it treats and
 converts original identity, and "reality" becomes multiple. New technologies, while effacing
 consistent identities, create new cultural space and multiply the sorts of "realities"
 individuals find in society, thereby enriching consumer culture. However, new technologies
 move away from modern ideas of mass media or the "culture industry" as senders become
 receivers, producers consumers, etc., which entangles society's comprehension of the first
 media age. Poster argues that society must become receptive to the meaning of multiple
 identities as conveyed through new technologies in order to maintain a sense of existing in
 common or community.

6

7 Poster declares idiosyncratic narratives as the social bond of Internet community. These
 multitudinous narratives lighten the significance of the referent, or original and consistent
 identity, and point users to the question of individuality and the subject and its construction.
 Poster emphasizes the role of virtual communities for self-discovery and self-construction as
 well as for miming, multiplying, multiplexing, and improving upon the real.

8

9

10 **Jenkins, H. (2003). Quentin Tarantino's Star Wars?: Digital cinema, media**
convergence, and participatory culture. In M.G. Durham & D.M. Kellner (Eds.), *Media*
***and cultural studies keywords* (548-576). Malden, MA: Blackwell. [Kristin]**

David: I use chrome...but use safari and
 have to use firefox...not a fan. It looked like it
 might be useful though.

Natalie: I think I'm going to like it for debate 22:49
 research, but haven't played with it too much yet

Shane : i tried it but it didnt really seem to 22:51
 help me

Thomas: so anyone else think they're not 23:11
 finishing tonight?

Shane : i will get something up there but it 23:12
 may not be my best work

David: Do I need to push save or 23:55
 something?

February 15, 2010

Thomas: danielle 14:27

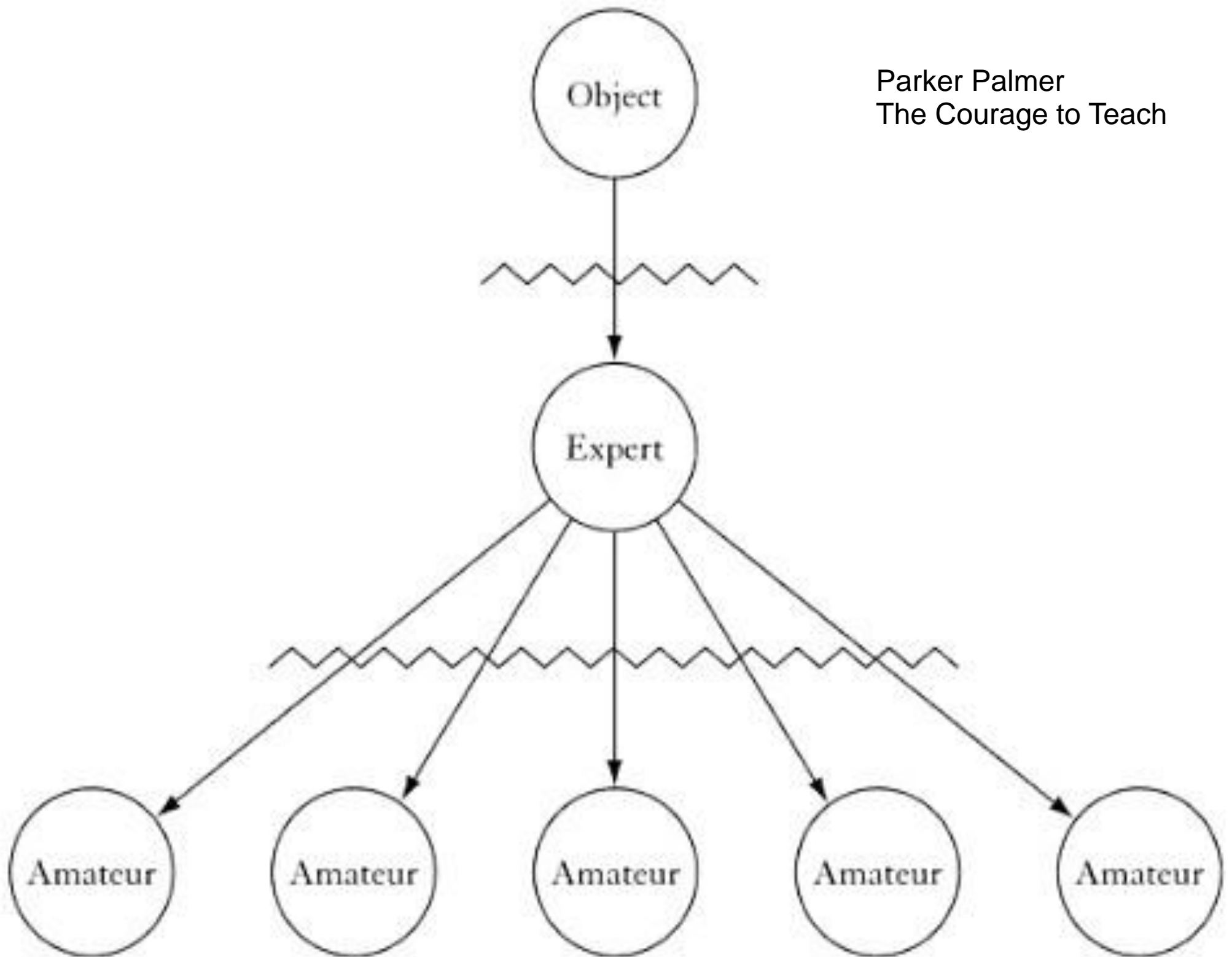
Thomas: get out of the library 14:27

Thomas: i know you're here 14:28

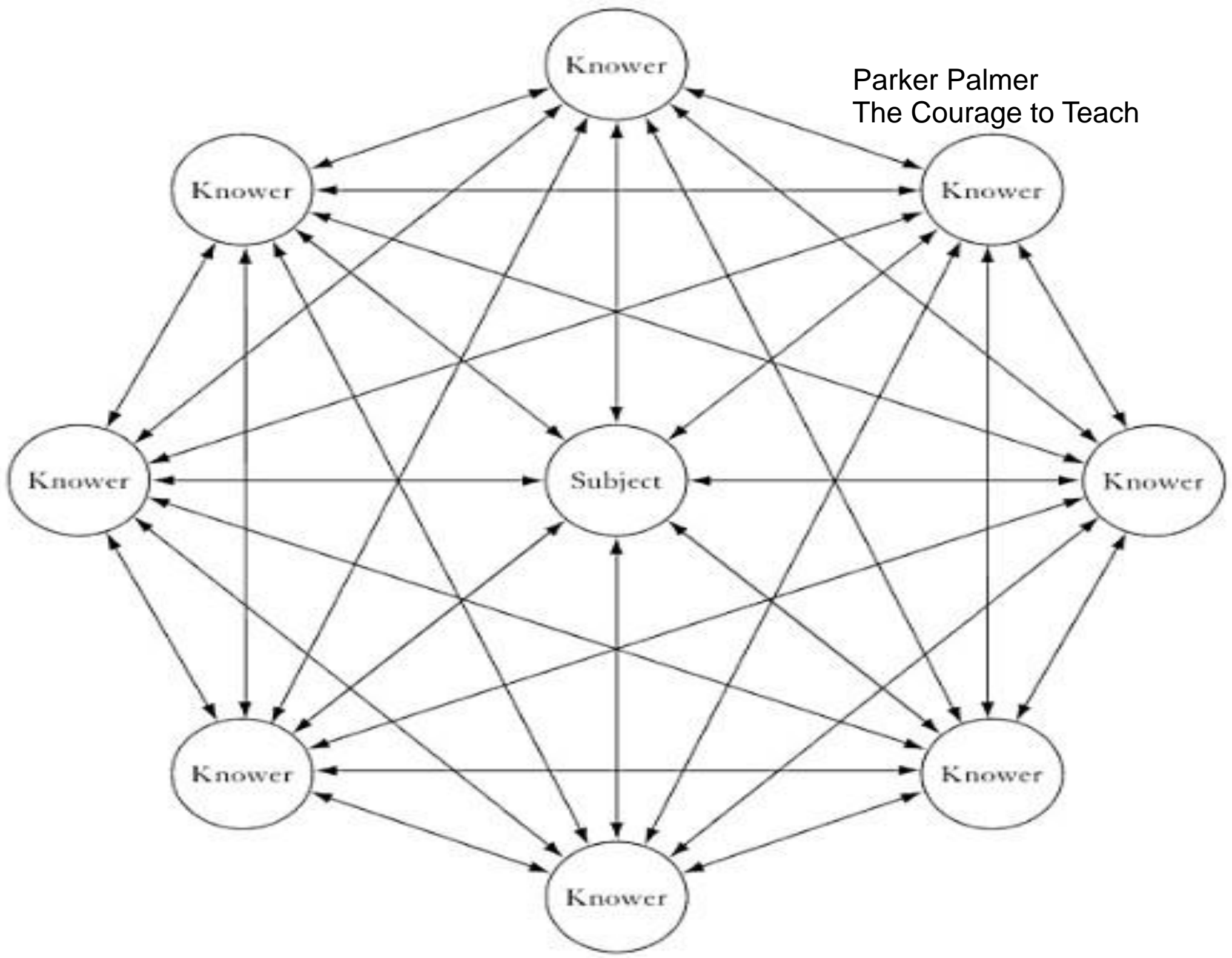
Danielle: Haha--actually, I took a break to 14:32
 do laundry and read. So there! Sadly, I'll be
 making the trek back to Hale within the next two
 hours to become the permanent fixture yet again!

Chat

Parker Palmer
The Courage to Teach



Parker Palmer
The Courage to Teach





- Nothing Tastes as Good as Skinny Feels
- Mocking the Make-Up Crowd
- Great Pyramid Destroyed
- Cameras in the Classroom
- ..WOW....
- ...finally getting interviews
- ...heading to the forums!
- very little free time
- It's Break. . .But Skyping Isn't School Work, Right?
- Hachi
- *Where I'm At* versus *Where I Need To Be*
- Cult of the Amateur
- Interesting, Do you agree?
- Exciting Initiative for West Africa
- Questions for Mr. Dale
- Wow!
- Even better news!
- "Teaching is..." video meme
- nervous about youtube....
- Good news!
- Every Remix is a Story
- A New Project: Sousveillance
- chatroulette in real life
- Well Worded
- Video-Plea
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« Schools on YouTube project

Students are Bored »



Bill Genereux

Digital Ethnography Literature to Review

Feb 21 2010

Filed under Professional Development

If you've been reading this blog recently, you know that I am researching internet videos recorded in the classroom. The stuff I am finding is amazing, bizarre, incredible and often unbelievable. I wonder why much of it is even there, and I am sure many people wonder the same thing about most content of sites such as YouTube and the like.

So to help make sense of it, I need to do some background research. Most of the really interesting videos I've been finding are those made by high school age students. I need to learn more about what makes them tick so I started digging for some resources like these:

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- 10.0 Teacher Loses Job Because of Facebook
- 8.1 Schools on YouTube project
- 8.1 Scholar Ladies Video
- 8.1 Science and Religion
- 7.7 Digital Ethnography Literature to Review
- 7.7 Teachers on YouTube
- 7.6 Student Single Mom &



facebook

Bill Genereux is a fan of



Wendy's Party Treats

Create your Fan Badge

Talk to Billgx

Bill is offline leave a message



- Nothing Tastes as Good as Skinny Feels
- Mocking the Make-Up Crowd
- Great Pyramid Destroyed
- Cameras in the Classroom
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- chatroulette in real life
- Well Worded
- Video-Plea
- Video Thoughts/More Updates

2 Responses to "Digital Ethnography Literature to Review"



Joshua Meyrowitz on 22 Feb 2010 at 9:22 pm

Hi Bill,

Interesting question. The following two pieces might suggest some ideas:

Joshua Meyrowitz, "We Liked to Watch: Television as Progenitor of the Surveillance Society," *The Annals of the American Academy of Political and Social Science*, Vol. 625, September 2009, 32-48. [Special issue edited by Elihu Katz and Paddy Scannell on *The End of Television? Its Impact on the World (So Far).*]

David Bell, "Surveillance is Sexy," <http://www.surveillance-and-society.org/ojs/index.php/journal/article/view/sexy/sexy>

And this one might be of generic interest to you in your PhD work:

Joshua Meyrowitz, "Taking McLuhan and 'Medium Theory' Seriously: Technological Change and the Evolution of Education." In Stephen T. Kerr, (Ed.), *Technology and the Future of Schooling*, 95th Yearbook, National Society for the Study of Education, University of Chicago Press, 1996, 73-110.

I can send you PDF's of my two pieces if you can't locate them otherwise.

If you write about the school vids, please send me the finished paper/article /chapter.

Best,
j m

Familiar with the Uncultured Project? I need your help!



★★★★★ 21 ratings

670 views

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Statistics & Data

Video Responses (7)

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daniellevaughn
 March 06, 2010
[\(more info\)](#)

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Im doing research over Shawn Ahmed and the Uncultured Project. As people have donated to Shawn and have supported his work, Im just curious as to why you have chosen to support the Uncultured Proje...

URL

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Collaborative Paper (3 paragraphs each person)

Maybe we could discuss this in class, but we need some sort of pronoun consistency in this paper. There are "one"s "we"s and "you"s all over the place... Which works best for our audience and purpose? -Katie Hines 4/7/09 12:54 AM I think we should avoid 'you' so we don't sound leading -Scott Girard 4/7/09 1:14 AM not exactly sure why but i am a "we" fan, i like the feel it gives and how it doesn't separate us from the reader (which i think is important when you are dealing with matters of human existence since it includes ALL OF US ;) we're into some heavy stuff kids! -emi 4/7/09 8:43 AM I'm a fan of the 'we' as well since we're talking largely about the humanity/similarity of actions online for ourselves, for Anonymous, for others, etc. Only problem I see with it is that 'we' ignores the demographic that doesn't have access to the internet - it's not an all-inclusive 'we'. -Greta Kliewer 4/7/09 9:25 AM "We" seems to work best. agreed! -Katie Hines 4/7/09 11:22 AM Agreed on the 'we,' we cannot separate ourselves, but we should be careful not to overuse/misuse it -Leschia 4/7/09 12:22 PM

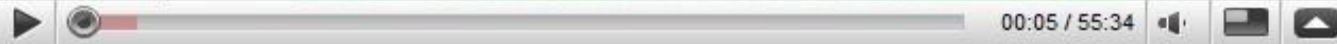
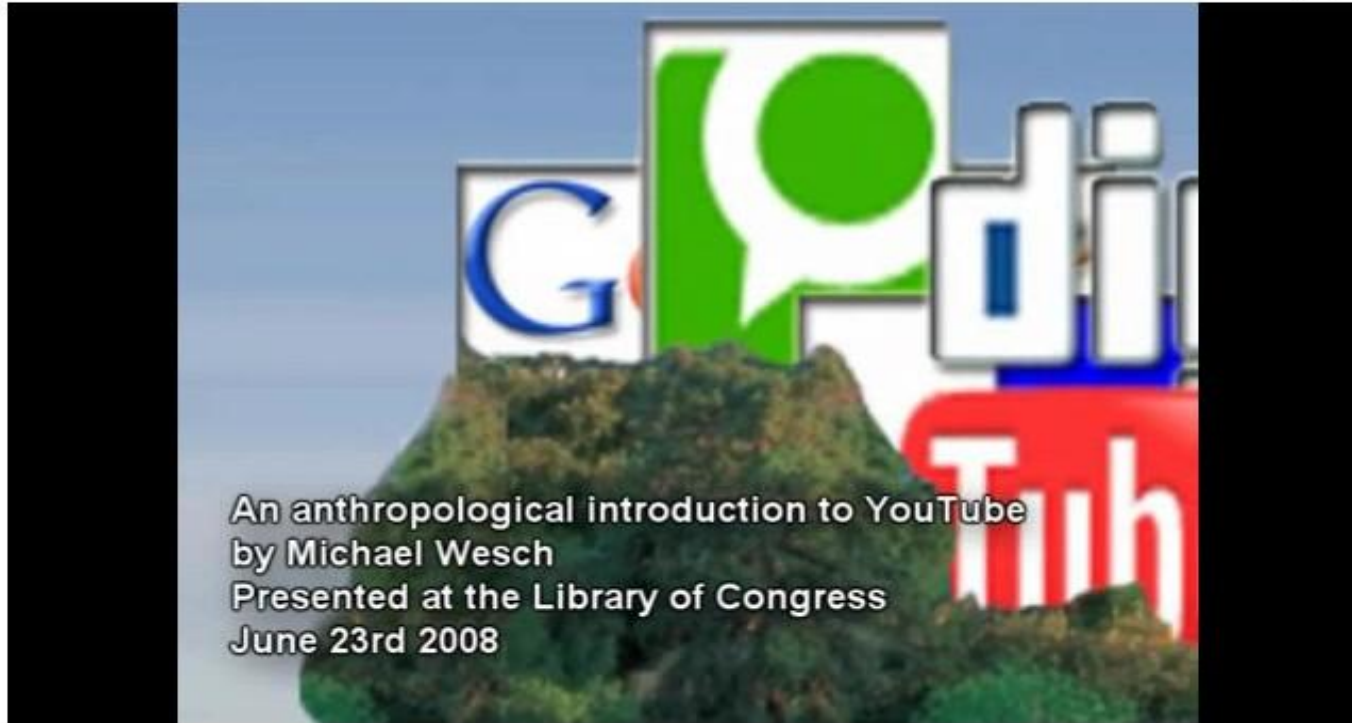
I think we also need a style guide for both parenthetical citations and for the bibliography. What guide should we follow? (APA?) Or, instead, should we use our own unique style? Either way, we'll need consistency. -Kevin Champion 4/7/09 9:55 AM yes yes yes! consistency is key...i think we should come up with something that is intuitive, which could be difficult. maybe APA is best, since it's already standardized for us? :D -emi 4/7/09 10:41 AM

Western culture is known for its affinity with individuality. This often leads to discussion that addresses individual identity and society as if they are two separate entities. The problem with this mindset is that it does not account for the fact that the two are inseparable, constantly interacting to shape and be shaped by one another. As Charles Horton Cooley describes in *Human Nature and the Social Order* (1922), "The individual is not separable from the human whole but a living member of it, deriving his life from the whole," seems to me this should be the start of a new sentence -Kevin Champion 4/6/09 7:07 PM while at the same time, "the social whole is in some degree dependent upon each individual, because each contributes something to the common life that no one else can contribute" (p. 35). It is the interplay of the two (i.e. the individual and society) that results in one's perception of their/his/her -Kevin Champion 4/6/09 7:08 PM individual identity. This is best illustrated by the concept of the "looking-glass self," coined by Cooley in 1902, which states that "interaction with others serves as a kind of mirror, helping to form and individual's self-conception" I feel like this idea should be more spelled out, instead of just stated at the end of the paragraph -Kevin Champion 4/6/09 7:09 PM (Rogers, 1986, p. 76). [emi*]

This idea that our interactions and relationships with others gives us our own sense of self is also embraced by George Herbert Mead who says, "selves exist only in relation to other selves, as the organism as a physical object exists only in its relation to other physical objects" (Mead, 1925, p. 262). He contributes the ideas of the "me" (the internalization of the views and judgments of the "generalized other" - the larger community), the "I" (the agent that reacts to these views and judgments), and the "us" (the recognition of the shared human experience) as summarized by

1		Recipe for the Self	4:59	May 07, 2009	1,265	★★★★★
2		Crisis of Significance	5:59	May 07, 2009	2,458	★★★★★
3		The Recreation of the Self	4:57	May 07, 2009	159	☆☆☆☆☆
4		Celeb 2.0	6:44	May 07, 2009	122	★★★★☆
5		Anonymous and the media	5:28	May 07, 2009	116	★★★★★
6		Language of Anonymity	5:40	May 06, 2009	236	★★★★★
7		The Evolution of Memes	6:49	May 06, 2009	380	★★★★★
8		Trolls: Manipulating Identity	4:37	May 06, 2009	205	★★★★★
9		Anonymity Project: The PostSecret Effect	5:15	May 03, 2009	157,476	★★★★★
10		Crypto-Anarchy	5:06	May 06, 2009	149	★★★★★
11		Transhumanism	5:40	May 07, 2009	212	★★★★☆
12		What is Identity, Happiness?	4:26	May 10, 2009	146	★★★★★

An anthropological introduction to YouTube



[watch in normal quality](#)

Rate: ★★★★★ 2,611 ratings

Views: 1,008,279



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“a phenomenon” - David Byrne, New York Times

**“a mind-blowing argument ... YouTube will never look the same.”
- CJ Janovy, Kansas City Pitch**







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at Kansas State University
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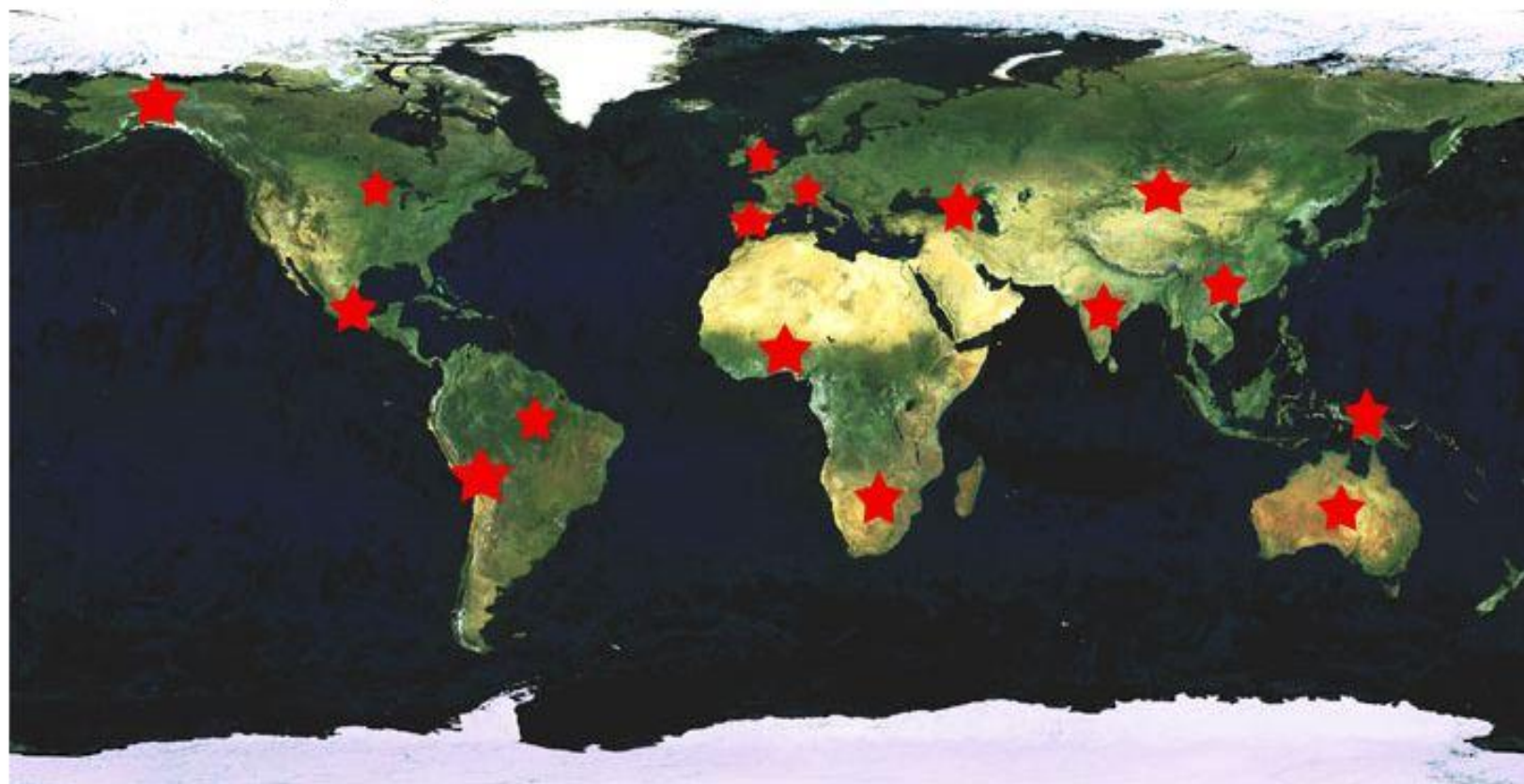
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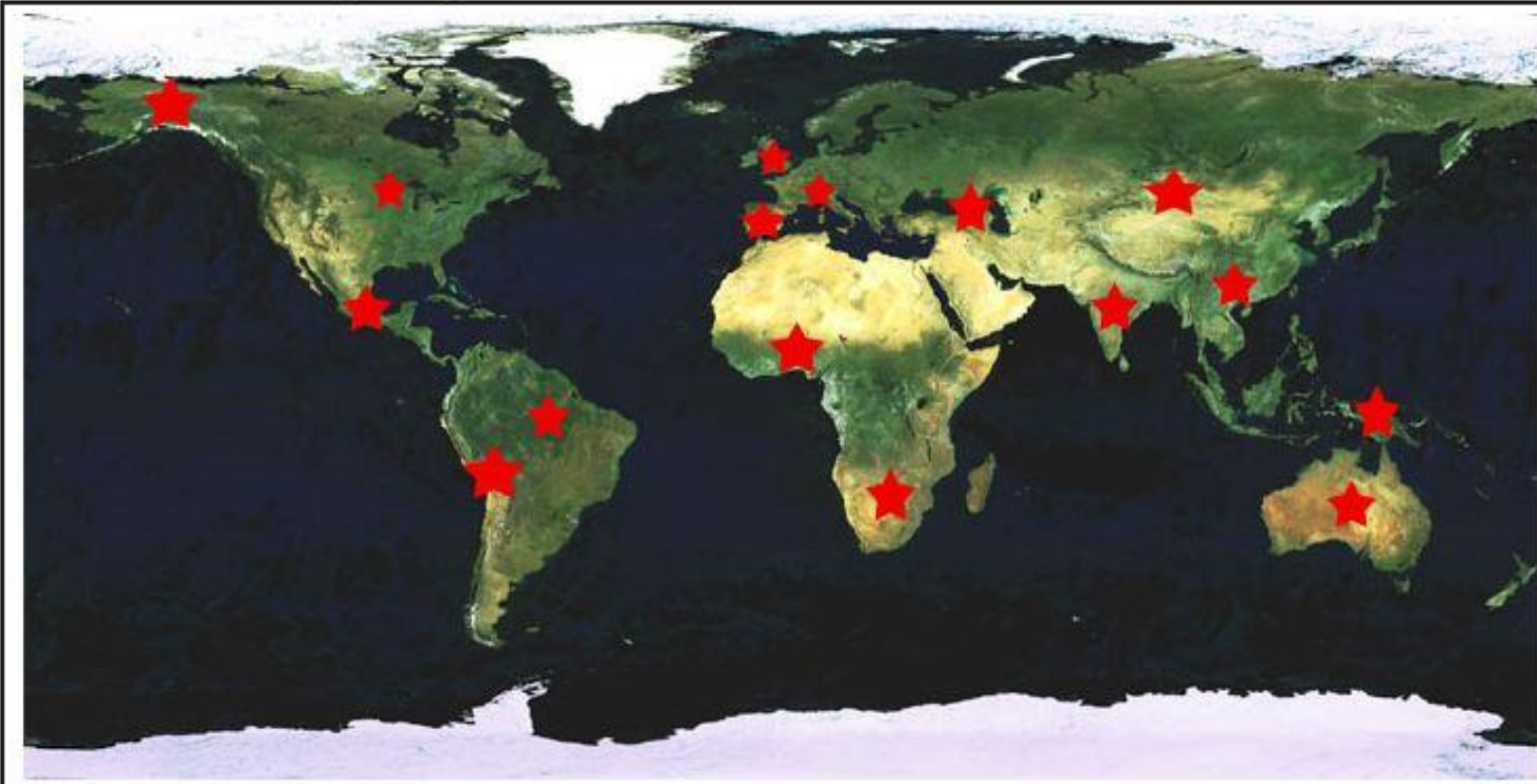
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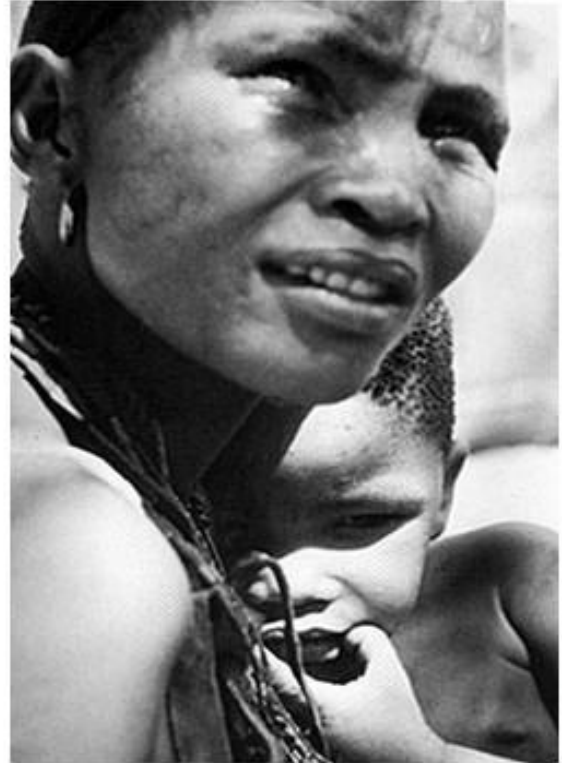




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 - !Kung Gender
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!Kung



[StephanieFarrand](#)


Latest page update: made by [StephanieFarrand](#) , Mar 20 2010, 10:10 PM EDT ([about this update](#) - [complete history](#))

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- Ottoman Language
- Ottoman Gender
- Ottoman Economy
- ▶ Ottoman Family
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▶ British Isles

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Ottomans




Below is the Ottoman Empire from A.D. 1300 - 1683



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British Isles



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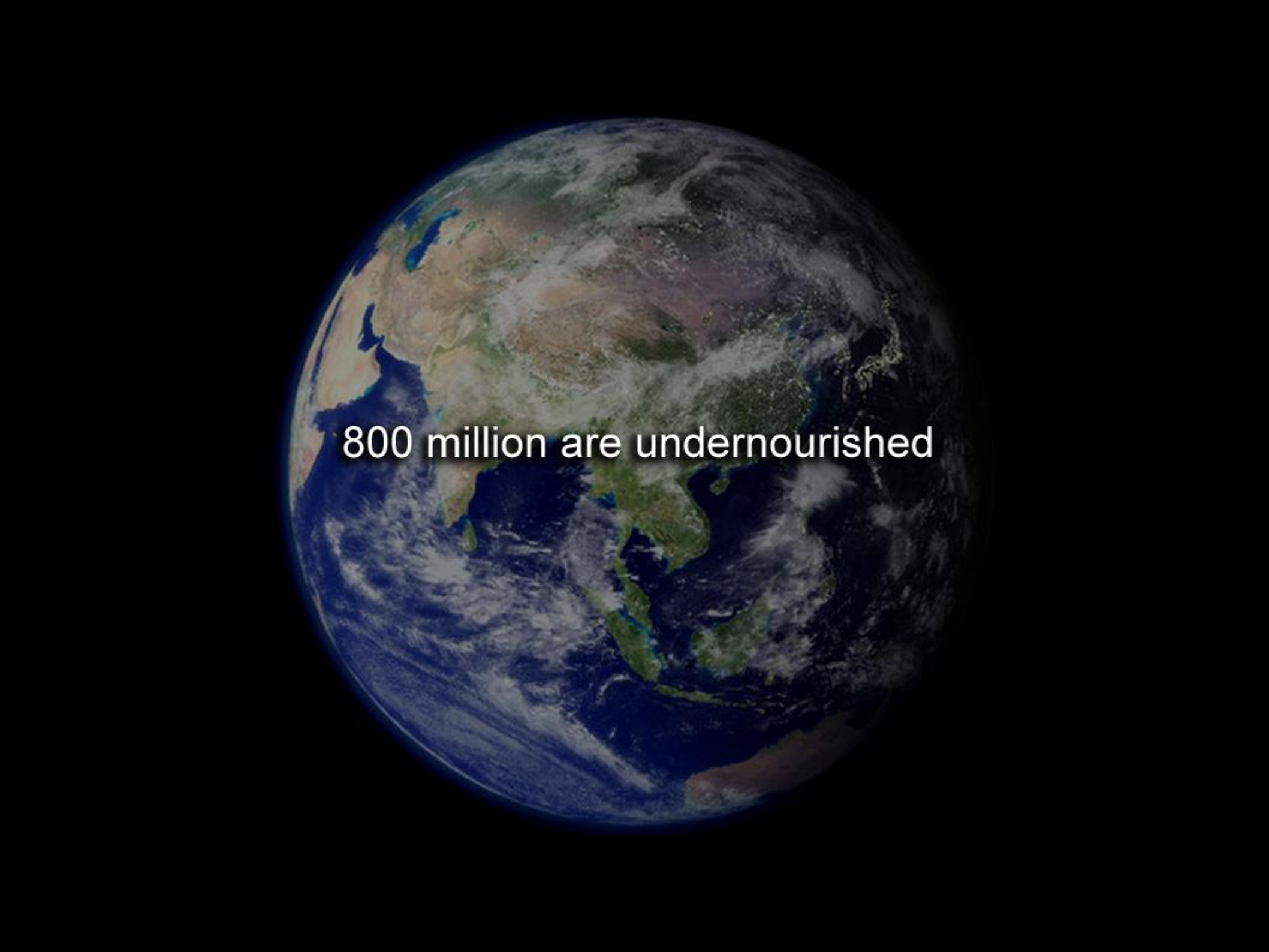


A satellite view of Earth showing the Eastern Hemisphere, including Africa, Europe, Asia, and Australia. The text "1.3 billion live on less than \$1 per day" is overlaid in white. The image shows the curvature of the planet and the distribution of land and water, with a dark blue ocean and a mix of green, brown, and white landmasses. The text is centered horizontally across the middle of the image.


1.3 billion live on less than \$1 per day

A satellite view of Earth showing the Eastern Hemisphere, including Africa, Europe, Asia, and Australia. The text "3 billion live on less than \$2 per day" is overlaid in white.

3 billion live on less than \$2 per day

A satellite view of Earth showing the Eastern Hemisphere, including Africa, Asia, and Australia. The text "800 million are undernourished" is overlaid in white. The image shows the curvature of the planet with various landmasses and oceans visible against a black background.

800 million are undernourished

A satellite view of Earth showing the Eastern Hemisphere, including Africa, Asia, and Australia. The text "over 27,000 children will die of poverty" is overlaid in white.

over 27,000 children will die of poverty



today



“Why?”



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World Simulation Rules Sandbox

* Props *

Money
 Hard Power (paper cards with numbers on them)
 Natural Resources (yellow notecards)
 Sacred Items (often stuffed animals)
 Land (Cereal Boxes with your culture's name on it.)
 Status Items
 Mobility Maps (see below)

Cereal Symbolism

Fruit Loops = Rich, varied, and nutritious diet
 Cheerios = Monotonous, not rich, non-nutritious diet
 Cocoa Puffs = Luxury consumption goods (chocolate, coffee, tobacco)

THE MOST IMPORTANT RULE OF ALL

TRY. Please put your best efforts into making this simulation work. It will require a great deal of imagination on all of our parts. We have all learned a great deal about how cultures are integrated and interrelated. As each event occurs, do your best to "stay in character" and really act out what might actually happen in these different scenarios. If for some reason you are isolated with nothing to do and nobody to interact with, please try to imagine what you might do if you were actually a part of the culture you have created within this world system and find a way to interact with others. If this is impossible, use the time to discuss with your group how your culture might have changed given what has occurred so far. Consider all the different aspects of culture – infrastructure, social structure, and superstructure – and how they might have changed given the things that have happened to your culture during the simulation.







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FOR MAXIMUM VALUE

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Flavored
Whirls**

The sweetened multigrain cereal
with natural fruit flavors

© 2007 Kellogg





Agriculture
-Crops: Corn, Wheat, Beans, Chiles, Squash, C...
Domesticated animals such as Cattle, Sheep, Horses, Pigs, and Bulls
Coast Farmers Fish, Land Farmers pick Cotton

Market Exchange
Economic Methods 70% Currency, 30% Trade
Market or Independent Trade

TOASTED

WHOLE GRAIN

Land of Petoria



NET WT
15 OZ (425g)





A satellite view of Earth showing the Eastern Hemisphere, including Africa, Asia, and Australia, with a text overlay. The text is centered over the Indian Ocean region.

“What do we need to know for *this* test?”





by **michael wesch**

assistant professor of cultural anthropology
Kansas State University

more information, including
videos viewed over 18 million times
and translated in over 18 languages ...

mediatedcultures.net



Final Exam: “Why am I here?”

CPR Stages

Source Material

▶ **Text Entry**

Calibrations

Calibration Results

Reviews

Self-Assessment

Results

Calibrated Peer Review™

Reviews Performed of <u>Your Work</u>				
Answer Key				Max. Allowable Deviation = 1.5 / 2
Questions	Answers			
	Review 1	Review 2	Review 3	Self-Assessment
1. Did the author write in a style similar to Horace Miner (like an anthropologist from outside the United States)?	No	No	No	No
2. Was the author talking about the right Nacirema people? (Nacirema is American spelled backwards. This essay should be about love among Americans.)	Yes	Yes	Yes	Yes
3. Did the author start 1 paragraph with the following sentence?	Yes	Yes	Yes	Yes
4. Did the author make an effort to demonstrate exactly how evol is a reflection of different aspects of Nacirema culture, using what they have learned in class and in their readings?	Yes	Yes	Yes	Yes
5. Did the author use key words, insights, and/or information from class and the text accurately?	Yes	Yes	Yes	Yes
6. How would you rate this text?	<u>9</u>	<u>7</u>	<u>7</u>	7
Weight Applied to Ratings	0.70	1.00	1.00	
Weighted Average Text Rating	7.39			

Scores and Overall Grade		
Stage	Performance	Score
Text Entry	Avg. Weighted Text Rating = 7.39	36.97 out of 50
Calibrations	Avg. Calibration Deviation = 1.00	20.00 out of 20
Reviews	Avg. Review Deviation = 0.57	20.00 out of 20
Self-Assessment	Self-Assessment Deviation = 0.39	10.00 out of 10
Overall Score		86.97 out of 100