

Transmedia Storytelling: Group Think Teaching in a Networked World

Brad King,

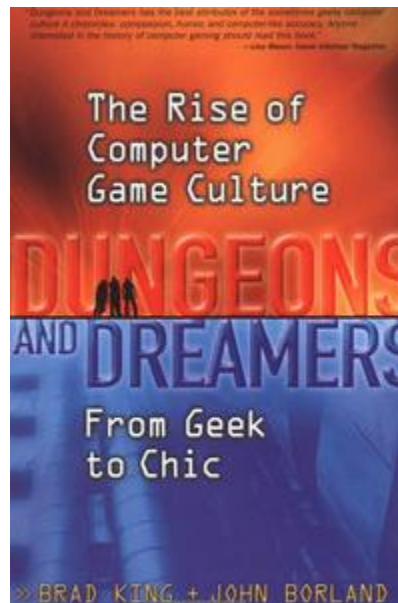
Assistant Professor, Journalism

Emerging Media Initiative Fellow

WIRED

**technology
review**

Published by MIT



*** * ***

"Succeeds wonderfully . . . readers who heed [these] admonitions
may be rewarded with a clearer view of the world" —Wall Street Journal

THE INVISIBLE GORILLA

HOW OUR INTUITIONS
DECEIVE US



Christopher Chabris and Daniel Simons

<six ways our mind lies>

<attention>

<memory>

<confidence>

<knowledge>

<cause>

<potential>

*** * ***

<things that got me interested>

<the wisdom of crowds,
by james surowiecki>

<u.s.s. scorpion>

<may 21, 1967>



<john craven>

<distributed “expert” team>

<not one “area of expertise”>

<no group work>

<Bayes' theorem>

<220 yards>

<4 ideas>

<diversity of private opinion>

<independent>

<decentralized knowledge
acquisition>

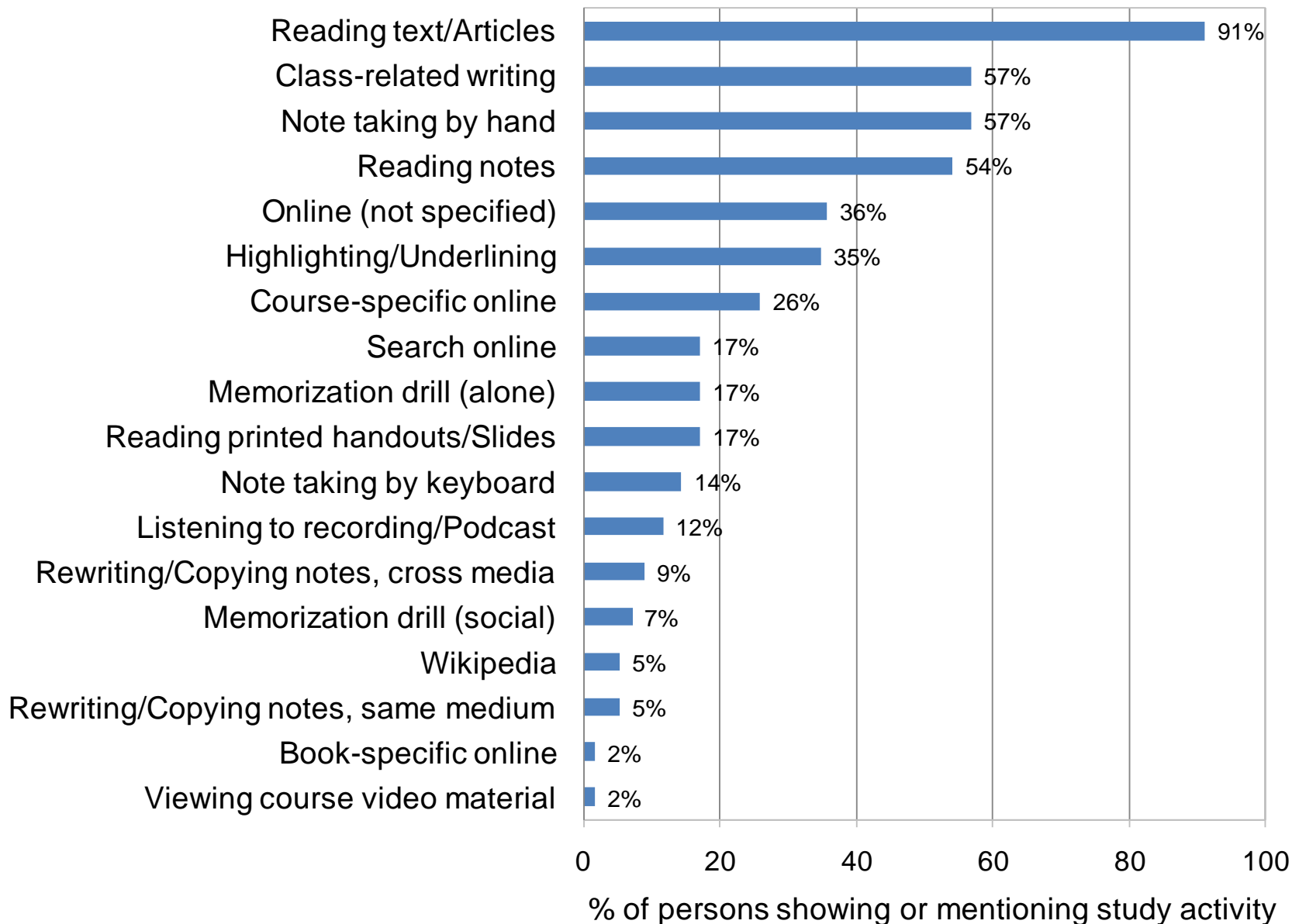
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<creates a “wisdom of crowds”>

<how we study>

<ball state research: cmd>

<111 photo essays submitted>



<learning environment>



<similar>



<in philosophy>

<books>

<notes>

<highlighting>

<memorizing>

<even if **you** think you are not>

<implicit or explicit faculty instruction>

<academically adrift,

by richard arum + joseph roksa>

<1960 student: 40 hours/week on academics>

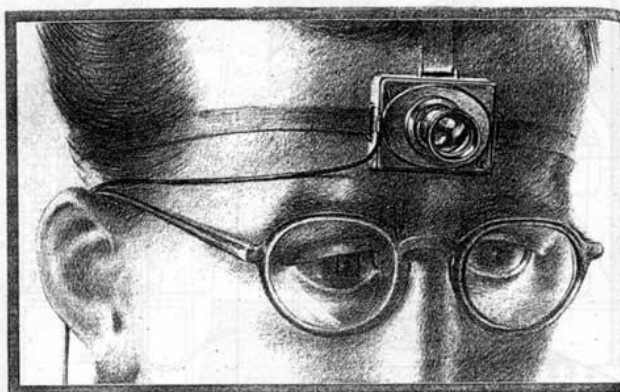
<2010 student: 27 hours/week on academics>

<2010 student: less than
12 hours/week studying>

<faculty spend less than 11 hours/week
on prep, teaching, and advising>

<45% of students show
no improvement w/ critical thinking,
complex reasoning, and writing>

<take away>



A HORRIST OF THE FUTURE RECORDS EXPERIMENTS WITH A TINY CAMERA FITTED WITH UNIVERSAL-FOCUS LENS. THE SMALL SQUARE IN THE EYEGLASSES AT THE LEFT SHOWS THE GEAR

AS WE MAY THINK

A TOP U. S. SCIENTIST FORESEES A POSSIBLE FUTURE WORLD IN WHICH MAN-MADE MACHINES WILL START TO THINK

by VANNEVAR BUSH

DIRECTOR OF THE OFFICE OF SCIENTIFIC RESEARCH AND DEVELOPMENT
Condensed from the Atlantic Monthly, July 1945

This has not been a scientists' war, it has been a war in which all have had a part. The scientists, burying their old professional competitions in the demand of a common cause, have shared greatly and learned much. It has been exhilarating to work in effective partnership. What are the scientists to do next?

For the biologist, and particularly for the medical scientists, there can be little indication, for their war work has hardly required them to leave the old paths. Many indeed have been able to carry on their war research in their familiar peacetime laboratories. Their objectives remain much the same.

It is the physicist who have been thrown most violently off stride, who have left academic pursuits for the making of strange detective gadgets, who have had to devise new methods for their unanticipated assignments. They have done their part on the devices that made it possible to turn back the enemy. They have worked in combined effort with the physicists of our allies. They have felt within themselves the stir of achievement. They have been part of a great team. Now one asks where they will find objectives worthy of their best.

There is a growing mountain of research. But there is increased evidence that we are being bogged down today as specialization extends. The investigator is staggered by the findings and conclusions of thousands of other workers—conclusions which he cannot find time to grasp, much less to remember, as they appear. Yet specialization becomes increasingly necessary for prog-

ress, and the effort to bridge between disciplines is correspondingly essential.

Professionally our methods of transmitting and reviewing the results of research are generations old and by now are totally inadequate for their purpose. If the aggregate time spent in writing scholarly works and in reading them could be evaluated, the ratio between these amounts of time might well be startling. Those who conscientiously attempt to keep abreast of current thought, even in restricted fields, by close and continuous reading may well shy away from an examination calculated to show how much of the previous month's efforts could be produced on call.

Mendel's concept of the laws of genetics was lost to the world for a generation because his publication did not reach the few who were capable of grasping and extending it. This sort of catastrophe is undoubtedly being repeated all about us as truly significant attainments become lost in the sea of the inconsequential.

Publication has been extended far beyond our present ability to make use of the record. The summation of human experience is being expanded at a prodigious rate, and the means we use for sharing this knowledge are not commensurate to the momentarily important item is the same as was used the days of square-rigged ships.

But there are signs of a change as new and powerful instrumentalities come into use. Photocells capable of seeing things in a physical sense—reduced photography which can record what is seen or even what is felt—thermionic tubes capable of controlling point forces under the guidance

<transformative time>
<rigor has fallen>
<unprepared students>
<neglected digital tools>

<but>

<digital education can solve this>

<use network power>
<teach modern learning>
<model>
<interact more>
<add rigor>

<things i've done>

<media ethics:
the wiki classroom>

VIEW EDIT

☆ FrontPage

last edited by Ashley G 18 hrs ago

Page history

JOURN 326: Media Ethics

Welcome to our Ethics collaborative learning environment. This is a grand experiment, one that may go either way. How it turns out is entirely up to you and I.

I have started a meta-ethics page

Pages	Groups
Values : here are the definitions for things like Truth, Honesty, ect. Please add to these and begin to collect your wisdom.	group1
metaethics : Here is where the defintions specific to your philosophical leaning is developed.	group2
Normative Ethics	group3
Survey Page	group4
Voting Page	group5
Ethics Papers : The case against continuing to write weekly ethics papers. This is a group effort--everyone needs to post!	group6
Final Assignment Options	

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Comments (4)

<tuesday assignment, in class>

GROUP 6

Group Members: April Abernathy, Tiffany Holbert, Sam Householder, Mandy Mills & Amy Roll

Welcome to our Wiki Page. Click on a discussion below.

[Discussion 1](#) Philosophical Foundations

[Discussion 2](#) Ethics & Society

[Discussion 3](#) Company Codes of Ethics vs Personal Codes of Ethics

[Discussion 4](#) Case Study 4-4: Political Communication on the Net: Is Voter Targeting responsible Behavior

[Discussion 5](#) Case 5-4: The Massacre at Langdale High and Laura's Secret Diary

[Discussion 6](#) Case 6-1: Guarding a Secret About a Military Hero

[Discussion 7](#) Case 7-1: The PR Practitioner as the Political Activist

[Discussion 8](#) Case 8-2: Web-based Ads and the search Engine's Search for Financial Stability

[Discussion 9](#) Case 9-3: Investigating Child Pornography: Limits of the First Amendment

[Discussion 10](#) Case Study 10-4: *The Resurrection Conspiracy*: Blasphemy or Artistic Freedom

[Discussion 11](#) Case 11-6: Video Games and the Promotion of Incivility

[Discussion 12](#) Case 12-6: Environmental Justice and Media Access

Other Useful Links to Explore

Reaction Paper Elements: <http://www.thedudeman.net/wp-content/uploads/docs/lectures/CaseStudyPaperNotes.pdf>

Writing Your Ethics Papers: http://www.thedudeman.net/wp-content/uploads/docs/lectures/3_ethics_paper.pdf

Group Discussion and Presentation: http://www.thedudeman.net/wp-content/uploads/docs/lectures/4_ethics_informal.pdf

The mother of all Wikis (For Reference): <http://www.wikipedia.org/>

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 **CASE STUDY 12-4 The African American Publisher and Divided Loyalties**
commented on by Brad King

 **CASE STUDY 12-4 The African American Publisher and Divided Loyalties**
commented on by David

 Discussion 12

Case 12-6: Environmental Justice and Media Access

Case Definition Amy	<p>The Nirvtech Corporation is a multinational corporation specializing in the production of chemicals and pesticides. Nirvtech proposed building a chemical plant in LaFitte Parish, two miles from Rev. Jeremy Washington's church, in a predominantly black neighborhood. The proposal is said to be an economic stimulus for the state at large and for LaFitte Parish as well. Washington sees Nirvtech's initiative as environmental racism. Because of his leadership in the community, Washington became the leader of the black opposition to Nirvtech's proposal. Washington sought out Abercrombie and Associates, a PR firm, in order to gain favor and support in the court of public opinion.</p>
Ethical Dilemma Amy	<p>Should Abercrombie represent Washington as a pro-bono cause in order to be socially responsible and serve as an outlet for the voices of underprivileged members of the community to heard by the media and government officials or should Abercrombie not represent Washington as a responsibility to the firm to avoid a financial loss and protect their image as it stands?</p>
Philosophical Foundation Tiffany	<p><u>Social Contract</u>- "The purpose of morality is to enable us to live together. Unbridled individualism is antithetical to communal living. Society's inhabitants must reach agreement on a set of principles that is conducive to peaceful harmony. We are free to do as we please as long as we do not harm others or cause serious social disruption." Egalitarian because the voice of each member of the moral community is represented. All individuals should be treated equally in terms of rights and opportunities-there should be no double standard of ethical treatment unless there is an important and morally defensible reason to discriminate. The ethical norms are respected as a long as society agrees on their value or utility. (Day 59-60)</p> <p><u>Utilitarianism</u>-when making a decision we should attempt to promote the greatest good, with the most favorable consequences, for the greatest number of people. When confronting an ethical dilemma, moral agents should analyze the benefits and harms to everyone (including themselves) affected by the decision and then choose the course of action that results in the most favorable outcome for the greatest number. Minimize harm. (Day 63)</p>
Meta-Ethics Mandy	<p>Responsibility (to society) (Corporate Social Responsibility)- aligning a company's activities with the social, economic and environmental expectations of its stakeholders. (It has become a multi-billion dollar public relations specialty in the business world).</p> <p>Responsibility (to the company)- an obligation to protect their image against being seen as radical or antiprogressive. (Day pg. 413)</p> <p>We rank the responsibility to society above the responsibility to the company in this case. Although Abercrombie would not directly benefit financially from this client, the company must consider that if they were to choose not to take on the pro-bono client, they may lose other potential clients offended by their refusal to participate in corporate social responsibility to other competing pr firms who do support it. Representing Reverand Washington would instill in society a sense of trust and committment toward Abercrombie that the firm is not selfishly concerned about making money but is working hard to allow</p>

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commented on by Brad King

🗨️ **CASE STUDY 12-4 The African American Publisher and Divided Loyalties**
commented on by David

📝 **Discussion 12**
edited by Mandy

<p>Normative Ethics April</p>	<p>Not a normative per se, but something we should think about. The commentary is in regards to the PR firm that represented Nadya Suleman (Octomom).</p> <p>The following is a tweet from PR pro Robert Dowling.</p> <p><i>@RobertDowling Suleman's PR resigns after death threats http://budurl.com/48u7 Sounds like an excuse – PR pros cannot be bullied away from clients!</i></p> <p>On this point, Robert and I disagree. I believe PR firms should expect to be called-out for taking on bad clients (although death threats obviously take this way over the line). The PR agency in this case, The Killeen Furtney Group, either (a) knew going in that this client would result in a backlash or (b) didn't know, which makes their counsel questionable.</p> <p>Unlike law, PR is not a right. Agencies must weigh their conscience when taking on new clients — paid or pro bono (in this case, I suspect the "pro bono" was instead free work in exchange for the visibility the agency knew the client would create). If an agency chooses to represent a controversial client, it must accept the consequences of associating itself (and, quite frankly, its team members) with the baggage and backlash attached to that client.</p> <p>From blog entry: Why PR Pros Shouldn't Ambulance Chase</p> <p>Public Good PR-A PR firm that specializes in outreach on behalf of non-profit organizations, foundations, attorneys, and socially responsible businesses.</p> <p>Fighting Environmental Racism-defines environmental racism and who it affects</p> <p>Fighting for Air-about South Camden residents that are fighting environmental racism. The residents and non profits formed the SCCIA, South Camden Citizen's in Action, are fighting the Department of Environmental Protection and a sewage plant. The fumes from the plant are harmful and radioactive thorium has been detected.</p>
<p>Moral Duty (ranked) Sam</p>	<ol style="list-style-type: none"> 1.) Society-social responsibility + Object of Judgment-which is society 2.) Institution-image of company 3.) Financial Supporters-the people that will use the pr firm after they take on this client and the ones that currently do 4.) Colleagues-Rebecca Nunez and Cassandra Brown 5.) Own Conscious-How does this affect Abercrombie?
<p>The Decision Sam</p>	<p>Abercrombie will represent Washington because it has a social responsibility to do so...</p>
<p>Effect on Society and</p>	<p>Social Stability- This decision will establish a positive sense of social stability between society and Abercrombie because members of society would feel like they have a way to influence the government and</p>

 **Discussion 12**
edited by Mandy

 **case 12-3**
edited by Bridgett Hernandez

[More activity...](#)

<content created + printed>

<thursday presentation>

<my libertarian classroom>

<video @ 3:20: the students take over>

<change my assignments>

Case Study and Definition

15 Students, One Decision

Tears streamed down Ashley Bedwell's face as she read the e-mail from her fiance. She read the e-mail again, aloud again, sobbing even harder when she read the word "ethic."

The e-mail said: "My Dearest Ashley, I am leaving you. Your time and effort in your ethics class has made it impossible to be with you. All you do is talk about metaethics and normative ethics. We don't even have conversations about our future anymore. All of your time is spent on your computer researching and writing for your ethics class. I don't even get to sleep in the same bed as you anymore because you sleep on the computer chair. I would consider extending our relationship if you spend less or no time writing your papers and more time watching Dallas Cowboys football games and eating sushi with me. Regrets, Justin."

Bedwell, now living out of her car, stumbled into the Atrium with make-up smeared down her face to talk to her professor Brad King.

She knocked on the his door and he glanced up from his computer and said, "Yes?!"

"I have a question," Bedwell said.

"Did you ask your group?" King said.

"Well, I definitely informed my situation to my group through facebook," Bedwell said. "My relationship status is now single and they expressed their concern. Justin left me because I'm spending too much time with my ethics book and writing papers for class. Bridgett feels the same way. Her fiance is feeling rejected due to the amount of time she spends on her ethics papers. Julia can't finish her essay for the peace corps because all her time is spent writing ethics papers. And Julie had to drop out of her sorority because her Sunday evenings were spent writing her ethics papers. And she didn't even finish it until Tuesday morning. We all take that long to finish the papers."

King stared at her blankly. He handed her a cookie and a tissue.

"I understand your situation," King said. "Well no, I don't. I would never get married in college, I mean- I was engaged once, but she was a lawyer and since I'm a journalist- well whatever- if you don't know why a journalist shouldn't marry a lawyer, google it. That is funny shit right there."

Bedwell made an awkward chuckle and said, "I believe that we should stop doing the ethics papers. We are now doing presentations that require us to write about and research the exact same information that we would write about in our papers. As a class, I believe we have acquired our ability to write, research, define, and

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commented on by Brad King

🗨️ **CASE STUDY 12-4 The African American Publisher and Divided Loyalties**
commented on by David

📝 **Discussion 12**
edited by Mandy

<2 days,19 people, 57 changes>

<emerging tech in ad/pr:
the collective wisdom test>

<things upcoming>

<transmedia indiana>

<the future of the textbook>

<melding online/offline>

<project-based, digital learning>

<a thing about twitter>

<2 semesters>

<734 student interactions>

<#min186>

min186 - Twitter Search »

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[show details](#)

- ☆ [@ujtrub](#) let's take a look in class + talk with some others abt the problem her on twitter #min186 - [@ujtrub](#) let's take a

Jul 27, 2009 [»](#)
- ☆ [@brad king](#), #min186, confused on why my google analytics ain't working!!!?? any suggestions??? - [@brad king](#),

Jul 27, 2009 [»](#)
- ☆ I've just received my first spam message on my blog..... YES! #min186 - I've just received my first spam message on

Jul 24, 2009 [»](#)
- ☆ [@wthumbper](#) Speaking of which, I'm Mieko-Kaida, or search my name #min186 - [@wthumbper](#) Speaking of which, I'm

Jul 24, 2009 [»](#)
- ☆ Hey #min186 I'm on skype! username is audiofire - Hey #min186 I'm on skype! username is audiofire

Jul 24, 2009 [»](#)
- ☆ #min186 finally got my audio working on The Dudeman. #EpicInstructorFail. Changed domain names; DID NOT update

Jul 23, 2009 [»](#)
- ☆ #min186 if you want access to The Soho Theater project wiki we discussed in class today, DM me + I'll send ya the link -

Jul 23, 2009 [»](#)
- ☆ [@Brad_King](#) it was all good until you let the crazy chick sing with her revised Still Alive lyrics. Painfully not amusing.

Jul 23, 2009 [»](#)
- ☆ We are currently listening to different versions of Still Alive in #min186, I am a ridiculous professor I realize this - We are

Jul 23, 2009 [»](#)
- ☆ #min186 is bad for my caffeine addiction, good for my brain. Plus I meet cool people. Now to figure best to integrate SM

Jul 21, 2009 [»](#)
- ☆ RT [@Brad_King](#): RT [@jim_clark23](#): Best Buy pulls job ad #min186. <http://shar.es/JOge> - RT [@Brad_King](#): RT

Jul 21, 2009 [»](#)
- ☆ New Job Requirement: Be Popular In Social Media - <http://shar.es/JOge> #min186 - New Job Requirement: Be Popular In

Jul 21, 2009 [»](#)
- ☆ RT [@jim_clark23](#): Best Buy pulls job ad #min186. <http://shar.es/JOge> - RT [@jim_clark23](#): Best Buy pulls job ad

Jul 21, 2009 [»](#)
- ☆ I love space so much... all of this anniversary stuff is exciting- now we're watching an awesome video in #min186

Jul 21, 2009 [»](#)
- ☆ #min186, I forgot my paper @ home!!!!, Thank You God for givin me a super GF... - #min186, I forgot my paper @

Jul 21, 2009 [»](#)
- ☆ [@beckyrasch](#) [@Klopstein](#) make sure you spend time with the trade organizations, NUMBERS, describing the industry

Jul 20, 2009 [»](#)
- ☆ [@beckyrasch](#) I'm thinking the movie industry. You? #min186 - [@beckyrasch](#) I'm thinking the movie industry. You?

Jul 20, 2009 [»](#)
- ☆ [@Klopstein](#) what'd you end focusing on for your paper? #min186 - [@Klopstein](#) what'd you end focusing on for your

Jul 20, 2009 [»](#)
- ☆ Writing a paper and playing Sims 3 - all in the name of school and Social Media #min186 - Writing a paper and playing

Jul 20, 2009 [»](#)
- ☆ [@LiIBigBen](#) yuppers, but if you remember last spring, I also did what I'm doing now :) which is reminded you to catch on

Jul 19, 2009 [»](#)
- ☆ [@Klopstein](#) the point of the twitter stream is to discuss with each other as you go #min186; cluetrain=conversations, yo

Jul 19, 2009 [»](#)
- ☆ [@Brad_King](#) or perhaps we're all just winging it to see how bad we screw up - then learn to worry about it #min186 -

Jul 19, 2009 [»](#)
- ☆ #min186 is strangely silence while writing their first reports; either have forgotten this is a social media class OR they are

Jul 19, 2009 [»](#)
- ☆ RT [@Jason_Pollock](#): "Anyone who has never made a mistake has never tried anything new." Albert Einstein via

Jul 17, 2009 [»](#)

more than 60 items

<things we're studying>

<using wikis to diffuse information>

<knowledge transfer w/ transmedia>

*** * ***

<things i'll be adding>

<social networked wikis:
profiles, skills, projects w/
objectives + key results>

Search | My tweets | Timeline | Fav | User/list

Keywords:

 [search](#)

- with links with images exclude RT

Near: within: 10km

-
-
-
-
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-
-

Search for elements to place in your story



Write your story title here (this will become the story URL)

Write a summary of your story




Add text to your story

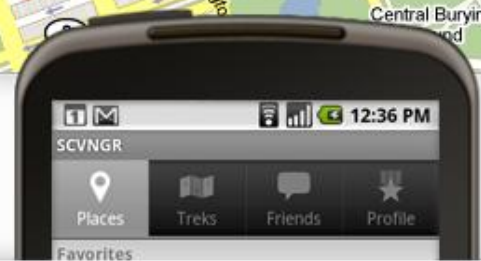


Drag elements into your story


SCVNGR is a game about doing challenges at places.

Enter an address

 Lisa M. did 'Tin Foil Origami'
@Bostonian Burrito



play on **iPhone** 

play on **Android** 


Enterprises: Build on SCVNGR
Join the 1000+ institutions in 20 countries who are already building on SCVNGR.

[Learn more about building on SCVNGR](#) 

+ Learn more about playing via sms and other platforms!

Add Challenge

Challenges are quick, fun things to do at places.

Place ?	<input type="text" value="Ball State University: Ball State Bookstore"/>	<input type="button" value="Select Place"/>
Title ?	<input type="text"/>	
Points ?	<input type="text" value="2"/> 	<input type="text"/>
Challenge ?	<input type="text"/>	
Challenge Type ?	<input type="text" value="Specific Text Response"/>	<input type="button" value="v"/>
	<div style="border: 1px solid yellow; padding: 5px;">Enter all acceptable answers separated by commas, we'll handle misspellings.</div>	
Answers ?	<input type="text"/>	

- Multimedia

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The creative storytelling platform.

project\ Request a beta account 

*** * ***

<the thing games teach about teaching>

<different paradigm>

<mastery learning +
game play>

<managing the digital classroom community>

<learning:
seeing, hearing, doing>

<interactive culture:>

**HEARTS, CLUBS, DIAMONDS, SPADES: PLAYERS WHO SUIT
MUDS**

<achievers>
<socializers>
<explorers>
<killers>

<game tactics>

<community management>

*** * ***

fin

brad king

www.thedudemane.net

jbking@bsu.edu

@thebradking (for personal fun goodness)

@bsu_brad (for real adult-like thinking)

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[the digital media minor](#)