



SINGAPORE PRESS HOLDINGS  
FOUNDATION

## MEDIA IN TRANSITION: SOCIAL & ECONOMIC IMPACT

Lecture by:

**Professor Henry Jenkins**  
Director  
Comparative Media Studies Program  
Massachusetts Institute of Technology



### ***“From YouTube to YouNiversity: Learning and Playing in the Era of Social Networks”***

**Date:**

5 January 2007, Friday

**Time:**

5.00pm to 7.30pm

**Venue:**

Drama Centre  
100 Victoria Street  
Level 3, National Library  
Singapore 188064

**Programme:**

5.00pm	Registration Pre-event tea reception
5.30pm	Opening address by Dr Tony Tan Chairman, SPH Foundation
5.40pm	Lecture by Professor Henry Jenkins
6.40pm	Question & Answer
7.25pm	Closing

**Professor Henry Jenkins** is founder and co-director of the Comparative Media Studies Program and the Peter DeFlorz Professor of Humanities at MIT. He is the author or editor of twelve books on various aspects of media and popular culture, including most recently *Convergence Culture: Where Old and New Media Collide*, *Fans, Gamers, and Bloggers: Exploring Participatory Culture*, and *The Wow Climax: Emotion in Popular Culture*. Older works include *Democracy and New Media*, *The Children's Culture Reader*, *Rethinking Media Change: The Aesthetics of Transition*, and *From Barbie to Mortal Kombat: Gender and Computer Games*. He writes a daily blog at [henryjenkins.org](http://henryjenkins.org) as well as a monthly column for *Computer Games Magazine*.

Professor Jenkins is the primary investigator for Project NML (New Media Literacies) which is funded by the MacArthur Foundation and of the Convergence Culture Consortium which helps companies such as MTV Networks, Yahoo, and Turner Broadcasting think through their relations with their consumers. Professor Jenkins is also one of the founders and leaders of the Education Arcade which explores the pedagogical potentials of computer and video games. An active public intellectual, he has testified before the U.S. Senate Commerce Committee, the Federal Communications Commission, and the Governor's Board of the World Economic Forum.

Professor Jenkins holds a MA in Communication Studies from the University of Iowa and a PhD in Communication Arts from the University of Wisconsin-Madison.

## **“From YouTube to YouNiversity: Learning and Playing in the Era of Social Networks”**

### *Abstract*

The dotcom era has ended. The age of Social Networks and Mobile Media has emerged from its ashes. Blogging is thriving. Podcasting is on the rise. Everywhere you look the people are taking media in their own hands, speaking back to mass media, forming their own on-line communities, learning to think, work, and process culture in new ways.

We are no longer talking about a digital revolution, which envisioned new media displacing the old. We are now talking about media convergence, where old and new media interact in ever more complex ways, where every story, brand, sound, image, and relationship will play itself out across the maximum number of media channels and platforms.

We are no longer talking about interactive media technologies; we are talking about participatory culture. The terms of our participation in this new convergence culture are very much under debate, being shaped by governmental policies and court decisions but also by choices being made both in corporate boardrooms and in teenager's bedrooms.

Sites like YouTube have emerged as meeting places between all kinds of different subcultures, fan communities, and participatory cultures, places where commercial and amateur media circulates side by side. YouTube represents a space where content is created, where new values are assigned, and where new relationships are forged; it is also a place where content is pirated, hatred is fostered, and frauds are committed. How do we reap the benefits without paying the costs?

Right now, participants are acquiring new skills through our play with popular culture. As fans, gamers, and bloggers, they are learning new ways to use media to serve their own ends and they are discovering new ways to pool their knowledge and work collaboratively to solve puzzles and master complex texts. These skills are rapidly being deployed towards other purposes -- finding their way into our core institutions and practices. What they are learning as consumers has the potential to change how they think as citizens. And these new social skills and cultural competencies have implications as well for the future of education.

Moreover, these changes are occurring on a global level, impacting each country differently according to their own national cultures and traditions, but being felt around the world. There's a reason why they call it the World Wide Web. Each country is struggling with how to embrace the upsides of a more participatory culture while coping with the downsides of a period of flux and transition. Young people in particular need to be empowered to become participants in the new media landscape and at the same time, to develop a set of ethical standards which help them make appropriate decisions as media makers and members of online communities.

This presentation will draw on ideas from *Convergence Culture: Where Old and New Media Collide* and from the recent white paper, *Confronting the Challenges of Participatory Culture: Media Education for the 21st Century*.