



About the Media in Transition: Social & Economic Impact Lecture Series

With the advent of technology, the media and its platforms of delivery are undergoing a period of rapid and phenomenal transformation. Traditional media now has to contend with new media and with the changes in media consumption habits, the media landscape today is dramatically different and constantly progressing at a swift pace.

As a registered charity and an Institution of Public Character which received the first contribution of \$20 million from media group Singapore Press Holdings, the Singapore Press Holdings Foundation deems it timely and apt to kick off a lecture series focused on the media in transition and to examine its social and economic impact. One of the Foundation's core objectives is to promote life-long learning in Singapore. It supports various causes such as education, arts and culture, sports, conservation, community service and charity.

For the inaugural lecture, SPH Foundation invited Professor Henry Jenkins from the Massachusetts Institute of Technology to give a talk titled "From YouTube to YouNiversity: Learning and Playing in the Era of Social Networks". As the founder and co-director of MIT's Comparative Media Studies Program and the author or editor of twelve books on various aspects of media and popular culture, Professor Jenkins has extensive experience and knowledge on digital aesthetics, media convergence, transmedia storytelling, computer games, and youth culture.