

UCISA Spotlight on Digital Capabilities, 3-4 June 2015, MediaCity UK.

Curiosity and Curriculum

Adventures in Learning and Technology

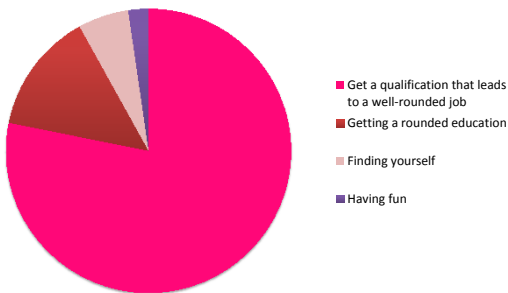
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Curiosity Engagement Transformations

Digital
Capabilities

Hidden vs. Prescribed Curriculum

Rising university costs driving changes in behavior



Curiosity, Mystery, Intrigue



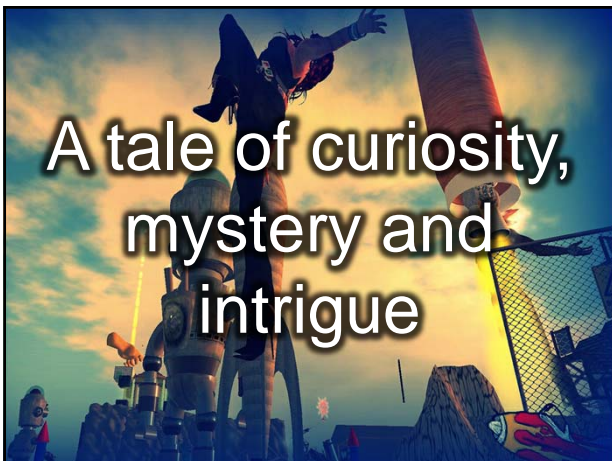
Transformative learning
(Mezirow 1978)

VERSUS:
"I'm paying X amount per year"
"I just want a first"
"What do I need to do to get a first?"

Context: Digital cultures, identities, literacies



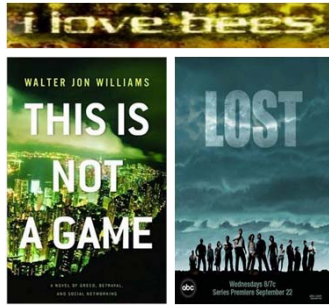
Science, Technology, Media Arts - Interdisciplinarity



Alternate Reality Games

PARALLEL WORLD

- Social learning
- Problem solving
- Active learning
- Collaboration
- Teamwork
- Web literacy
- 'Crap detection'



“The key thing about an ARG is the way it jumps off of all those platforms. It’s a game that’s **social** and comes at you across all the different ways that you **connect to the world around you.**”

Sean Stewart, founder of 42 Entertainment

BSc Professional Sound and Video Technology
 Module: Advanced Multimedia (n=30)
 Indeterminate cohort (audio/video – technical)
 1st Oct – 9th Dec 2011

- Digital identity
- Remix culture
- Copyright, licensing, ethics
- Participatory media production
- **Mobile phone filmmaking**
 - Transmedia storytelling
 - Critical media literacies

The 4 themes

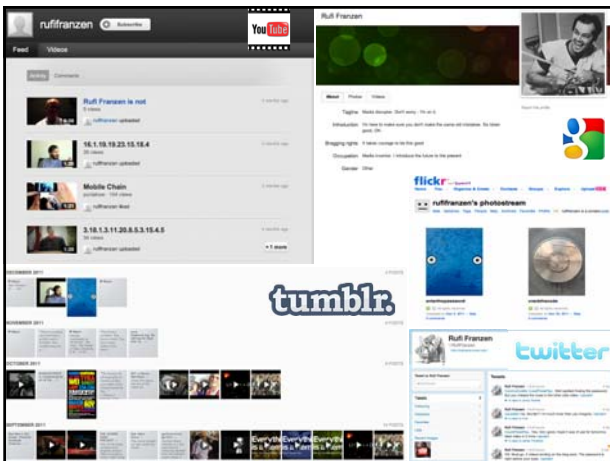


Elements of the creative process:

- CURIOSITY
- COLLECTING IDEAS
- CONNECTING
- GETTING YOUR WORK OUT THERE



Go Beyond!
Dig Deep!
Question Everything!





The Game

Week	TOPIC
Week 1	Digital Identity/Online Presence
Week 2	Remix Culture/Participatory Culture
Week 3	Copyright, licensing, ethics
Week 4	Networks and Openness
Week 5	Huey – Guest Lecture
Week 6	Transmedia/digital storytelling
Week 7	Pocket Cinema
Week 8	Mobile Film Project
Week 9	Mobile Film Project
Week 10	Mobile Film Project
Week 11	THE REVEAL (BBC Big Screen)
Week 12	BBC Big Screen (2 nd showing)

How to get from
HERE

To HERE?

91211

Quotes from Tweets:

“I’m so **scared**”

“This is **creepy**”

“I’m getting **worried** about this”

“Serious **data protection** implications”

“I have a **red hot poker** ready...”

Email (fire fighting)

Hi all,

Thanks to you lot and your detective work (and getting me his email address ;) I’ve just made contact with the mysterious Ruffi Franzen.

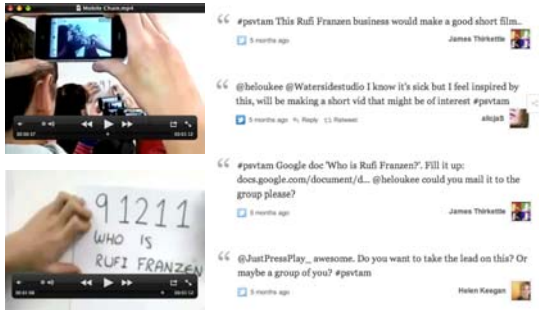
Firstly, you’ll be relieved to know that you have nothing to worry about in terms of data security – there have been no breaches of security. I can’t say any more at the moment as I’ve been sworn to secrecy, so I need you to trust me on this.

What I do know is that this is going somewhere good – amazing in fact. I don’t know much more at this stage, and I’m not sure I’m going to be told. Anyway, let’s chat about it tomorrow – remember the feedback session 3-5 in 3.34!

See you tomorrow. This is crazy – but ace.
Helen



Learners driving the curriculum



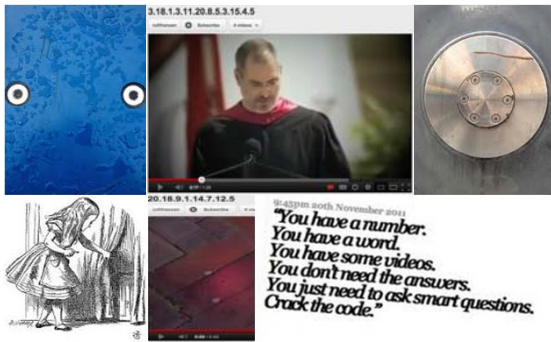
#pvtam This Rufi Franzen business would make a good short film...
3 months ago James Thinkette

@beloukee @Watersidestudio I know it's sick but I feel inspired by this, will be making a short vid that might be of interest #pvtam
3 months ago Reply 13 Retweets akqj5

#pvtam Google doc 'Who is Rufi Franzen?'. Fill it up: docs.google.com/document/d... @beloukee could you mail it to the group please?
3 months ago James Thinkette

@JustPressPlay_ awesome. Do you want to take the lead on this? Or maybe a group of you? #pvtam
3 months ago Helen Keegan

Solving puzzles, cracking codes



3.18.1.3.11.20.8.5.3.15.4.5

20.18.9.1.14.7.12.5

364239m north November 2011

*You have a number.
You have a word.
You have some videos.
You don't need the answers.
You just need to ask smart questions.
Crack the code.*

WHERE ✓
WHEN ✓
WHY ✗

Rufi Franzen
@RufiFranzen

Following

[@Tay_Steppah](#) How would you like a game of 20 questions? I'll answer them via a live stream. Y/N answers. 5 Questions. Tomorrow night?

On the eve of the **reveal...**

Broadcast by rufifranzen

8 Dec 2011 22:53 CET

“Best TV programme I’ve watched in ages!” (James)

Charles Leadbeater

WE-THINK

Mass innovation, not mass production

CHARLES LEADBEATER

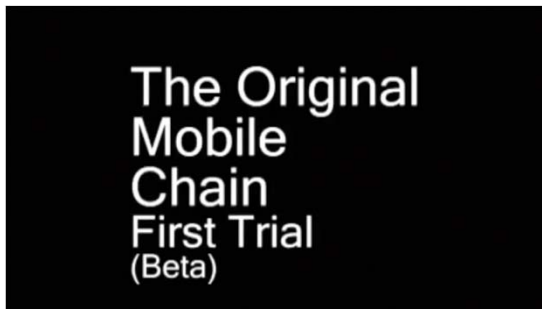
9.12.11



Charles Leadbeater at PICNIC08 - We Think...



VIDEO: The Big Screen



The Reveal: reactions



So was it worth the risk?

"this is something I'll never forget"

"Just so pleased to have been involved in this ARG, Rufi will live forever!"

"Today I realized just how amazing the small things in life can be. Yes, this is a massive cliché but, yes, it is true!"

"It was incredible, we all watched in the rain as passers by watched the work we had created, broadcast on a huge screen in one of the most famous cities in the world."

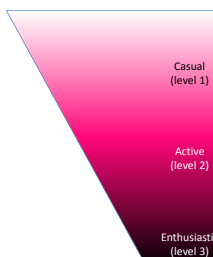
"This was a fantastic learning experience; The intrigue, the teamwork, the puzzle solving; Everyone who has taken part in the process has brought their own theories and ideas, everyone has helped solve a little bit of the puzzle."

"I wanna do it again!"

Transformations

"I will always remember Rufi, and the way it has forced me to think about certain things. I'd love this way of teaching to become a permanent fixture in our education system (I've just written 1200 words on a Friday night for God's sake, and it's not even for an assignment!)"

"You now have me pouring over all the blogs. The subtlety and deliciousness of this game and how you all dealt with each issue on a day to day basis is staggering... it is good to know that I played a part in possibly the greatest thing I have ever been exposed to..."



Casual participants: Representing the broadest audience, they have a modest level of interaction which is focused primarily online; they seek a guide to help engage in the experience.

Active participants: Representing the core "middle" audience, they have a significant level of interaction both on- and off-line; they engage in the experience at their own level and pace.

Enthusiastic participants: Representing the "tip of the wedge" audience, they have a very high level of interaction both on- and off-line; they become deeply engaged in the experience by providing "content" of their own to the community.

ARG reflections

Transformative: – ways of seeing, openness to experience/world around them

Intrinsic vs. Extrinsic motivation

The hidden curriculum behind the prescribed curriculum

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Thank you

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Pedagogical options: a schema (Barnett, R. 2004)

