



# Media Makers Challenges

In the Learning Library, challenges are multimedia learning activities. They include short videos, links to web-sites where members can play games or create media, questions about members' experiences, and a chance to share what they've learned. Within the Learning Library, New Media Literacies has created a collection of challenges featuring exemplary new media makers. This *Media Makers Challenge Collection* has been designed with the goal of offering members rich opportunities to learn about and practice the twelve new media literacy skills.

The challenges included in the *Media Makers Challenge Collection* are described below, in a list that groups them according to the skills they explore:

**Play** - the capacity to experiment with one's surroundings as a form of problem-solving

*Fail and Fail Often*

Re-imagine play as experimentation, and failure as a valuable way to learn.

*Changing the Rules*

Learn about iterative game design and practice play by modifying a familiar game.

**Performance** - the ability to adopt alternative identities for the purpose of improvisation and discovery

*The Meaning of Bling*

What messages are you sending on your MySpace profile?

*Permutations of Performance*

Watch various performances and think about what performance means.

**Simulation** - the ability to interpret and construct dynamic models of real-world processes

*Outbreak!*

Learn about how World of Warcraft can help scientists understand what happens in a health epidemic.

**Appropriation** - the ability to meaningfully sample and remix media content

*Standing on the Shoulders of Giants*

Explore appropriation through Justin Cone's video "Building on the Past".

*New Versions and Visions*

Explore appropriation by browsing through audio remixes on ccmixer.org, a community remix site.

*Total Recut: Transformations*

Watch a video "recut" to learn how appropriating content can transform meaning.

*Dump Your Pen Friend*

An interesting case of a re-used photograph sheds light on the complexities of appropriation.

*The Harry Potter Lexicon*

Does a fan-made dictionary infringe on the original author's rights?

**Multitasking** - the ability to scan one's environment and shift focus as needed to salient details

*Five Things at Once*

Consider your own multitasking habits and how you apply your attention.

*What Are You Doing?*

Learn what kinds of multitasking work for you by playing an arcade game.

**Distributed Cognition** - the ability to interact meaningfully with tools that expand mental capacities

*Chains of Thought*

Expand your mind by playing a Wikipedia game.

**Collective Intelligence** - the ability to pool knowledge and compare notes with others toward a common goal

*Monkeys on Typewriters*

Explore the collaborative fiction-writing website One Million Monkeys Typing.

**Judgment** - the ability to evaluate the reliability and credibility of different information sources

*Talk it Out*

Learn about differing points of view of Wikipedia talk pages.

**Transmedia Navigation** - the ability to follow the flow of stories and information across multiple modalities

*Trans Means Across*

Begin to explore the idea of "transmedia" by extending content across media.

*Red Sox vs. Yankees*

Explore transmedia navigation by "reading" arguments for and against a sports team.

*Destination Discovery*

To practice transmedia navigation, plan a trip by gathering information from various media.

*Expressing Characters*

Each media form has unique abilities for expression. Practice transmedia storytelling by extending a favorite character into a chosen media form.

**Networking** - the ability to search for, synthesize, and disseminate information

*Find Your Fan Network*

Explore networking by finding fan communities you care about, using cosplay.com as a case study.

*Read, Write, Surf, Search*

Learn how networking can help you understand books better. Features Project Gutenberg

**Negotiation** - the ability to travel across diverse communities, discerning and respecting multiple perspectives, and grasping and following alternative norms

***Negotiating Norms***

Identify and explore some of the norms you follow every day.

***Leeroy Jenkins***

Consider how the roles we play vary according to social norms, expectations, and goals.

**Visualization** - the ability to interpret and create data representations for the purposes of expressing ideas, finding patterns, and identifying trends

***What You See and What You Get***

Browse through visualizations on the Many Eyes website, and share your thoughts on one.

***What is Big?***

Consider how visualizations help you understand numbers so big you can't wrap your head around them.