New Agendas in Communication
Immersive Media

Thursday, February 26 – Saturday, February 28
Moody College of Communication – The University of Texas at Austin
Belo Center for New Media – Briefing Room, BMC 5.208

Friday, February 27

8:45 – 10:30 a.m.   Briefing Room, BMC 5.208

Welcome – Sharon Strover, University of Texas at Austin

SESSION 1:

Hector Postigo, Temple University
YouTube's Business Model for Transitive Immersion: How I Play Video Games Through the Eyes of Another

Matt Payne, University of Alabama
Toy-enabled Games and Transmedia Play

Discussant: Craig Watkins, University of Texas at Austin;

10:30 – 10:45 a.m.   Break

10:45 – 12:15 p.m.   **SESSION 2:**

Andrew Gansky, University of Texas at Austin
Learning Technology: The Educational Politics of Interactivity

Katy Pearce, University of Washington
¯_(ツ)_/¯: Shrugging off big and old brother: Learning about social media surveillance from those accustomed to surveillance

Discussants: Nuno Correia, New University of Lisbon; Tom Johnson, University of Texas at Austin

1:45 – 3:15 p.m.   **SESSION 3:**

Monica Mendes, University of Lisbon
Creating Immersive Experiences of Nature using Networked Surveillance

Angela Cirucci, Temple University
*Digitally structured culture: Immersive interfaces and
social media affordances*

Discussant: Sharon Strover, University of Texas at Austin;

3:15 – 3:30 p.m.   Break

3:30 – 5:00 p.m.   **SESSION 4**:

Carly Kocurek, Illinois Institute of Technology
*Walter Benjamin on the Video Screen: Storytelling and
Game Narratives*

Ethan Tussey, Georgia State University
*Connected Commuting: A Study of the Mobile Media
Habits of MARTA Commuters*

*Discussants: Peter Kunze, University of Texas at Austin; Jane
Gruning, University of Texas at Austin;*

9:15 – 11:00 a.m.   Briefing Room, BMC 5.208

SESSION 5:

Tony Liao, Temple University
*Immersive Augmented Reality Experiences: New
Opportunities and Challenges for Communication
Researchers*

Suzanne Scott, University of Texas at Austin
*Fangirl is the correct nomenclature": Orlando Jones,
Fan/Producer Engagement, and the Politics of Immersion*

Discussant: Carrie Andersen, University of Texas at Austin

11:00 – 11:30 a.m.   Closing and Conference Wrap Up

New Agendas In Communication Speaker Biographies

Cirucci, Angela
Angela M. Cirucci received her PhD from Temple University in the School of Media and Communication, her MA from Temple University in Broadcasting, Telecommunication, and Mass Media, and her BA from Rowan University in Radio, Television, and Film.
She was previously a Senior Doctoral Fellow and a HASTAC Digital Humanities Scholar, and is currently a Postdoctoral Fellow in Temple's new Digital Scholarship Center. As a researcher and theorist, Angela explores social networking sites and the ways in which their structures and affordances influence identifications. She is particularly interested in Facebook's influence on authenticity, agency, and anonymity. She has presented her research at many conferences including The International Communication Association, The National Communication Association and The Media Ecology Association, where she was awarded the 2012 Linda Elson Top Student Paper for her "First Person Paparazzi."

Gansky, Andrew
Andrew Gansky is a PhD student in American Studies at the University of Texas at Austin. He has previously published work in Photography & Culture on the social circulation and popular interpretations of post-industrial ruins photography. His dissertation project examines the computerization of U.S. education, considering administrative, policy, counseling, and instructional dimensions of technology and schooling. He is particularly interested in how the quantification and computerization of key educational functions have affected popular and political discourse about social difference, disparity, and opportunity in public schools and U.S. culture.

Kocurek, Carly
Carly A. Kocurek is a cultural historian specializing in the study of new media technologies and video gaming. She received her Ph.D. in American Studies from the University of Texas at Austin (2012) and joined the faculty at the Illinois of Institute of Technology in 2012. She is a regional director for the Learning Games Initiative and serves on the Women's Committee and the Digital Humanities Caucus of the American Studies Association. She is also co-editor, with Jennifer deWinter, of the Influential Game Designers book series, published by Bloomsbury Academic. Her book, *Coin-Operated Americans: Rebooting Boyhood at the Video Game Arcade* is forthcoming from University of Minnesota Press in 2015. At IIT, she teaches courses in game and media studies, game design, and digital culture to both graduate and undergraduate students.

Liao, Tony
Tony Liao received his Ph.D. from the Department of Communication at Cornell University and now is an Assistant Professor at Temple University. He also holds an M.S. in Communication from Cornell University, and his B.A. from the University of Southern California. He work has been published in New Media and Society, Journal of Computer Mediated Communication, International Symposium on Mixed and Augmented Reality, ACM Conference on Human

Factors in Computing Systems (CHI), and First Monday. His research is interested in understanding augmented reality from a variety of perspectives, looking at how people utilize emerging technologies in everyday life, how emerging technologies can affect people's perceptions of place, and how the discussion surrounding emerging technologies shapes and supports development of the technology.

Mendes, Monica
Mónica Mendes received a PhD in Digital Media, with a Specialization in Production of Audiovisual and Interactive Content from the UT-Austin-Portugal Program. She is a digital media artist, designer and assistant professor coordinating the Multimedia Art degree at the University of Lisbon. She is an integrated researcher at M-ITI – Madeira Interactive Technologies institute, a collaborator at CIEBA – Artistic Studies Research Center, and she has participated in research projects on augmented environments and mobile storytelling of the IMG – Interactive Multimedia Group. She is also a founding member of Lisbon's hackerspace altLab, a collective dedicated to independent research and experimentation in alternative media. Interested in designing for a more sustainable world, Mónica is exploring real-time interactive systems at the intersection of Art, Science and Technology. http://monicamendes.info | http://artivis.net

Payne, Matthew
Matthew Thomas Payne is an Assistant Professor of Telecommunication and Film at the University of Alabama. He earned his PhD in Media Studies from the University of Texas at Austin and holds an MFA in Film and Video Production from Boston University. Matthew is a co-editor of Flow TV: Television in the Age of Media Convergence (Routledge, 2010) and Joystick Soldiers: The Politics of Play in Military Video Games (Routledge, 2009), and has work appearing in Playing the Past: History and Nostalgia in Video Games (Vanderbilt, 2008), War Isn't Hell, It's Entertainment (McFarland, 2009), The War on Terror and American Popular Culture (Fairleigh Dickinson, 2009), and The Machinima Reader (MIT, 2011). Matthew is currently working on a book project titled, The Ludic Wars: The Interactive Pleasures of Post-9/11 Military Video Games, which examines the production, marketing, and reception of popular military-themed "shooter" games following the September 11th terrorist attacks.

Pearce, Katy
Katy E. Pearce is an Assistant Professor in the Department of Communication at the University of Washington and holds an affiliation with the Ellison Center for Russian East European, and Central Asian Studies. She received a PhD in Communication from the University of California, Santa Barbara and was a Fulbright Scholar. Prior to entering academia, she worked in the Information and Communication Technology for Development in the Caucasus and at the U.S. Department of State, conducting work on public opinion polling in Eurasia. Her research focuses on social and political uses of technologies and digital content in the transitioning democracies and semi-authoritarian states of the South Caucasus and Central Asia. She also looks at digital divides and inequalities, the affordances of information and communication technologies for social and opposition movements, and online impression management. Her website is http://www.katypearce.net.

Postigo, Hector
Hector Postigo is an Associate Professor in the School of Media and Communication at Temple University. He received his PhD in Science and Technology Studies from the Rensselaer Polytechnic Institute. His research focuses on new digital media and cultural production. Specifically, he is interested in interrogations of the notions of value, participation, and "free" labor on the internet, and in technologically mediated activism in the context of digital rights and the free culture movement. His book on the latter, *The Digital Rights Movement: The Role of Technology in Subverting Digital Copyright*, was recently published by MIT Press. His most recent project, funded by the National Science Foundation, examines cultural production and information technologies in the digital age. He is also the co-founder of the blog Culture Digitally, dedicated to sharing insights on the subject.

Scott, Suzanne
Suzanne Scott received her PhD in Critical Studies from the School of Cinematic Arts at the University of Southern California, and is currently an Assistant Professor in the Department of Radio-TV-Film at the University of Texas at Austin. She has also taught at Arizona State University, UC Santa Cruz, UCLA, and the University of Southern California, and served as a Mellon Digital Scholarship Postdoctoral Fellow in the Center of Digital Learning + Research at Occidental College. Her research interests include fan studies, media convergence, digital and participatory culture, social media, transmedia storytelling, comic book culture, and gender studies. Her current book project, *Revenge of the Fanboy: Convergence Culture and the Politics of Incorporation,* offers a survey of the gendered tensions underpinning the media industry's current embrace of fans as tastemakers and promotional partners. Her work has appeared in the journals Transformative Works and Cultures, the Journal of Teaching and Learning with Technology, and New Media & Society (forthcoming), as well as numerous anthologies. She tweets @iheartfatapollo and has guest blogged for the Cinema Journal Teaching Dossier and in media res, among others.

Spector, Warren
Warren Spector graduated from the Radio-Television-Film Master's program at the University of Texas at Austin in 1980, and has spent over three decades working in the video game industry. Involved in more than twenty game production teams as designer, director or producer, he is best known for his work on the "Ultima," "System Shock," "Deus Ex" and "Disney Epic Mickey" game series. His latest project brings him back to UT as director of the Denius-Sams Gaming Academy, designing the curriculum and serving as a part-time instructor. The intensive 9-month development program, started in August 2014, is taught by gaming industry leaders. The goal of the program is to give students the skills they need to take the next steps in their careers, whether they come to the program straight out of school or from the industry.

Ethan Tussey
Ethan Tussey is an Assistant Professor of Communication at Georgia State University (Ph.D. UCSB, MA UCLA; BA University of Arizona). His research interests include new media studies, media industry studies, reception and audience studies. His work examines the relationship between the entertainment industry and the digitally-empowered public. He has written articles on digital media creative workers, online sports viewing, and workplace media usage. Tussey has presented his research at multiple conferences including at the Society of

Cinema and Media Studies, Consoling Passions, and the Film and History Conference, with papers addressing topics including the changing aesthetic of the sit-com television genre and the impact of humorous viral videos on the 2008 presidential race. Tussey has taught courses on Media Criticism, Film Studies, Viral Video, and Media Industries.

New Agendas in Communication Discussant Biographies

Carrie Andersen is a Ph.D. candidate in the Department of American Studies at the University of Texas at Austin. Her dissertation examines the cultural, psychological, and political fallout of military drones within the United States. Her work has been published in *Surveillance and Society*, *Flow*, and *The End of Austin.* She also works on the editorial board of The End of Austin, an award-winning digital humanities project exploring the shifting identity and space of Austin, Texas.

Nuno Correia is a Professor at Universidade NOVA de Lisboa, Portugal, where he teaches and does research work in the areas of Multimedia and Interaction. He participated in the creation of a national Digital Media Ph.D. in the scope of the UT Austin – Portugal program and currently he also coordinates the Ph.D. in Computer Science. Nuno Correia participated in several national and European projects. He was a researcher at Interval Research Corporation, Palo Alto, California and a researcher at INESC, Lisbon, Portugal. Nuno Correia supervised 7 doctoral dissertations and about 40 master theses. He is author or co-author of more than 90 publications in journals, conferences and books. He participated in the organization and was chair or co-chair of several international conferences, including ACE and MobileHCI.
http://ctp.di.fct.unl.pt/~nmc

Jane Gruning is a doctoral student at UT's School of Information. Her educational background is in philosophy and digital archives, and her research interests lie at the intersection of digital preservation and human-computer interaction. Jane's research explores perceptions of digital materiality and the broad question of how people think about digital objects as a different kind of thing than physical objects.

Tom Johnson is the Amon G. Carter Jr. Centennial Professor in the School of Journalism at UT Austin, as well as the director of the Digital Media Research Program. Johnson has studied the role of the media in each election since 1984. He was one of the first to study the role of the Internet in presidential campaigns, during the 1996 election. Since then, he examined how people used blogs, social network sites and mobile apps, and their role in political campaigns. He has also focused on the credibility of the Internet and its components, and examined its uses and gratifications, selective exposure on it, and the degree to which it has served as a substitute for traditional media. He has also studied media's agenda-building role and how factors influence journalistic frames. Several studies have also concentrated on the political effects of the Internet and its components on citizens. Journalism & Mass Communication Quarterly named two of the articles he co-authored as Top Centennial articles, one of which Sage Publication identified as the most downloaded article in 2003-2004. Johnson has authored or co-edited five books. His most recent edited book, Agenda Setting in a 2.0 World: New Agendas in Mass Communication: A Tribute To Maxwell McCombs International Media Communication in a Global Age (Routledge, 2013), explores agenda-setting theory in light of changes in the media environment in the 21st century. Johnson has 65 refereed journal articles published or in press, 21 book chapters and more than 100 papers at international, national and regional conferences.

Peter Kunze is a PhD student in Media Studies at UT. His work examines the intersection of childhood studies and digital culture. He edited *The Films of Wes Anderson: Critical Essays on*

an Indiewood Icon (Palgrave Macmillan, 2014), and his articles have appeared in *Studies in Popular Culture, Children's Literature Association Quarterly, Studies in Russian and Soviet Cinema, Studies in Australasian Cinema, Palimpsest, Studies in American Humor,* and numerous edited collections. His current projects include studies of sincerity in contemporary media culture and of the Animation Renaissance of the '80s and '90s. He is also editing a collection of interviews with author/illustrator Maurice Sendak and a special issue of *Comedy Studies* on humor and comedy in the digital age.

Alisa Perren is an associate professor in the Department of Radio-TV-Film at UT Austin. Her research and teaching interests include television studies, media industry studies, US film and television history, and media convergence. She has previously taught Department of Communication at Georgia State University and the Department of Communication Studies at Northeastern University. Dr. Perren is co-editor of *Media Industries: History, Theory, and Method* (Blackwell, 2009) and author of *Indie, Inc.: Miramax and the Transformation of Hollywood in the 1990s* (University of Texas Press, 2012). Her work has appeared in a range of publications, including *Film Quarterly*, *Journal of Film and Video*, *Journal of Popular Film & Television*, *Cinema Journal*, *Managing Media Work,* and *Moving Data.* Her current book project examines the growing centrality of comic book properties to the television and film industries during the 2000s. From 2010 to 2013, Perren served as Coordinating Editor for *In Media Res*, an online project experimenting with collaborative, multi-modal forms of scholarship. Presently, she is a co-founder and co-managing editor for *Media Industries,* a new online, peer-reviewed, open-access journal. She is also co-chair of the SCMS Media Industries Scholarly Interest Group. Some of her research as well as sample syllabi can be viewed here.

Craig Watkins is a Professor at UT Austin, in the department of Radio-Television-Film and studies young people's social and digital media behaviors. He is also a Faculty Fellow for the Division of Diversity and Community Engagement at UT Austin. He received his PhD from the University of Michigan and has authored three books. His most recent work, *The Young and the Digital: What the Migration to Social Network Sites, Games, and Anytime, Anywhere Media Means for Our Future* (Beacon 2009), explores young people's dynamic engagement with social media, games, mobile phones, and platforms like Facebook. His other books include *Hip Hop Matters: Politics, Pop Culture and the Struggle for the Soul of a Movement* (Beacon Press 2005), and *Representing: Hip Hop Culture and the Production of Black Cinema* (The University of Chicago Press 1998). He also blogs for the Huffington Post and DML Central, the online presence for the Digital Media and Learning Research Hub located at the system-wide University of California Humanities Research Institute. His forthcoming book (2015), is based on an ethnographic inquiry into the evolving worlds of digital media, education, and social inequality in the U.S. It is written with the team of graduate students who worked on the project. As a member of the MacArthur Foundation's Connected Learning Research Network, he explores how young people leverage digital media and social networks to build dynamic innovation ecologies that remake how we think about learning, work, and the future of opportunity in our knowledge economy. He also aligned with several partners, including from UT and the City of Austin, to create a social studio that connects young people's engagement with social and civic technologies to design challenges that encourage real world problem-solving. For updates, visit his website, theyoungandthedigital.com.