

The Future of Media

Ruben R. Puentedura, Ph.D.

“Don’t tell me the past. Tell me the future.”

Graham Greene, *The Ministry of Fear*











NMC Beyond the Horizon > Black Swans

September 29th @ 4pm Central US Time

The Internet. Tablets. 3D printing. Wearable Technology. All once outliers in discussions of possible future learning scenarios, unlikely developments in their early days according to the common wisdom, but each laden with enormous potential impact even then. Imagine if we could have anticipated these developments as they were happening and maximized their educational value early on. How might we have influenced them? Taken advantage of them? What would we have done differently? How could we have used them — right away — to the benefit of teaching and learning? For this edition of the NMC Beyond the Horizon we will have a focused conversation on the possible futures of technologies currently within our grasp, Internet privacy, the network, and machine learning.

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NMCorg Never Too Late: Creating a Climate for
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NMCorg NMCers, what are you most excited to
learn about/explore this wknd? #NMChz
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NMCorg @melissalstager Thank YOU for great
questions! We'd love to learn more about the NJ
school and OR! #NMChz
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NMCorg Join us 9/29 for an online #NMChz event
focused on exploring the tech outliers that could
have a huge impact on edu! <http://t.co/guznOFig6D>

1. Hot/Cool

McLuhan: Hot vs. Cool

Hot	Cool
Excludes	Includes
Low in participation	High in participation
Medium fills in most data	Audience fills in much data
e.g. lecture	e.g. seminar

"LOOK OUT,
GRACIE!"

WITH
ZENITH
SPACE
COMMAND TV
I CAN CHANGE
PROGRAMS FROM ACROSS THE ROOM"...



"George!..You wouldn't dare!"



ONLY ZENITH HAS SPACE COMMAND,
THE REMOTE CONTROL UNIT THAT TUNES
TV BY "SILENT SOUND"...

JUST TOUCH A BUTTON TO...

- shut off the sound of long, annoying commercials while the picture remains on the screen
- turn TV on and off
- change channels (either direction)

No Wires, No Batteries, No Transistors...

**NOTHING BETWEEN YOU
AND THE SET BUT SPACE!**

Now tune TV from your lounge chair... anywhere in the room! At the touch of a button, the control unit in your hand emits a "Silent Sound" which only the electronic ear of your Space Command receiver can hear. Instantly your set responds! Automatically, each channel comes in sharper than ever before on Zenith's revolutionary new "Sunshine" Picture Tube.

The tone, too, is brilliantly superior, because Zenith's four High Fidelity Speakers, mounted on the sides of your picture screen, fill the room with true "living" sound.

Select the perfect Space Command TV set for your room from Zenith's new Decorator Group in Traditional, Modern, and Provincial style cabinets. You'll have the finest in television plus the joy of Space Command Remote TV Control. Not an extra cost accessory, it's built right into your set!

BURNS AND ALLEN SHOW
Seen every week over CBS Television Network



ZENITH RADIO CORPORATION
Chicago 39, Illinois

The quality goes in before the dollar sign goes on.
Backed by 28 years of leadership in radio and electronics.
Manufacturers of Radio, High Fidelity Instruments and Fine Musical Aids.

*The Royalty of
Television*

QUALITY BY
Zenith
SPACE COMMAND TV

The image is a full-page background with a monochromatic teal color scheme. It depicts a beach scene under a heavy, stormy sky. The sun is visible as a bright, glowing orb behind the clouds on the right side. The ocean is turbulent, with white-capped waves crashing onto a dark, silty beach in the foreground. In the distance, a line of palm trees is silhouetted against the horizon. The word "LOST" is superimposed in the center in a large, bold, sans-serif font. The letters are a slightly darker shade of teal than the background, making them stand out. The overall mood is one of mystery, danger, and isolation.

LOST

TELEVISION

'The Daily Show' Gets Ready to Go Viral

By DAVE ITZKOFF AUG. 27, 2015



Jon Stewart and Mr. Noah on "The Daily Show" in March. Mr. Noah first appeared on the show in December.

Comedy Central

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Though ["The Daily Show"](#) is generally consumed as a once-a-day experience, the political offenses and media misdeeds it chronicles are a 24-hour phenomenon, as any glance at your Facebook or Twitter feed will tell you.



Building the Field of
Digital Media and Learning |



An occasional paper on digital media and learning

Confronting the Challenges of Participatory Culture: Media Education for the 21st Century

Henry Jenkins, Director of the Comparative Media Studies Program
at the Massachusetts Institute of Technology

with

Katie Clinton
Ravi Purushotma
Alice J. Robison
Margaret Weigel

MACARTHUR
The John D. and Catherine T. MacArthur Foundation

Participatory Culture

- **Forms:**

- Affiliations
- Expressions
- Collaborative Problem-solving
- Circulations

- **New Literacies, Requiring New Skills:**

- Play – Performance – Simulation – Appropriation – Multitasking – Distributed Cognition – Collective Intelligence – Judgment – Transmedia Navigation – Networking – Negotiation

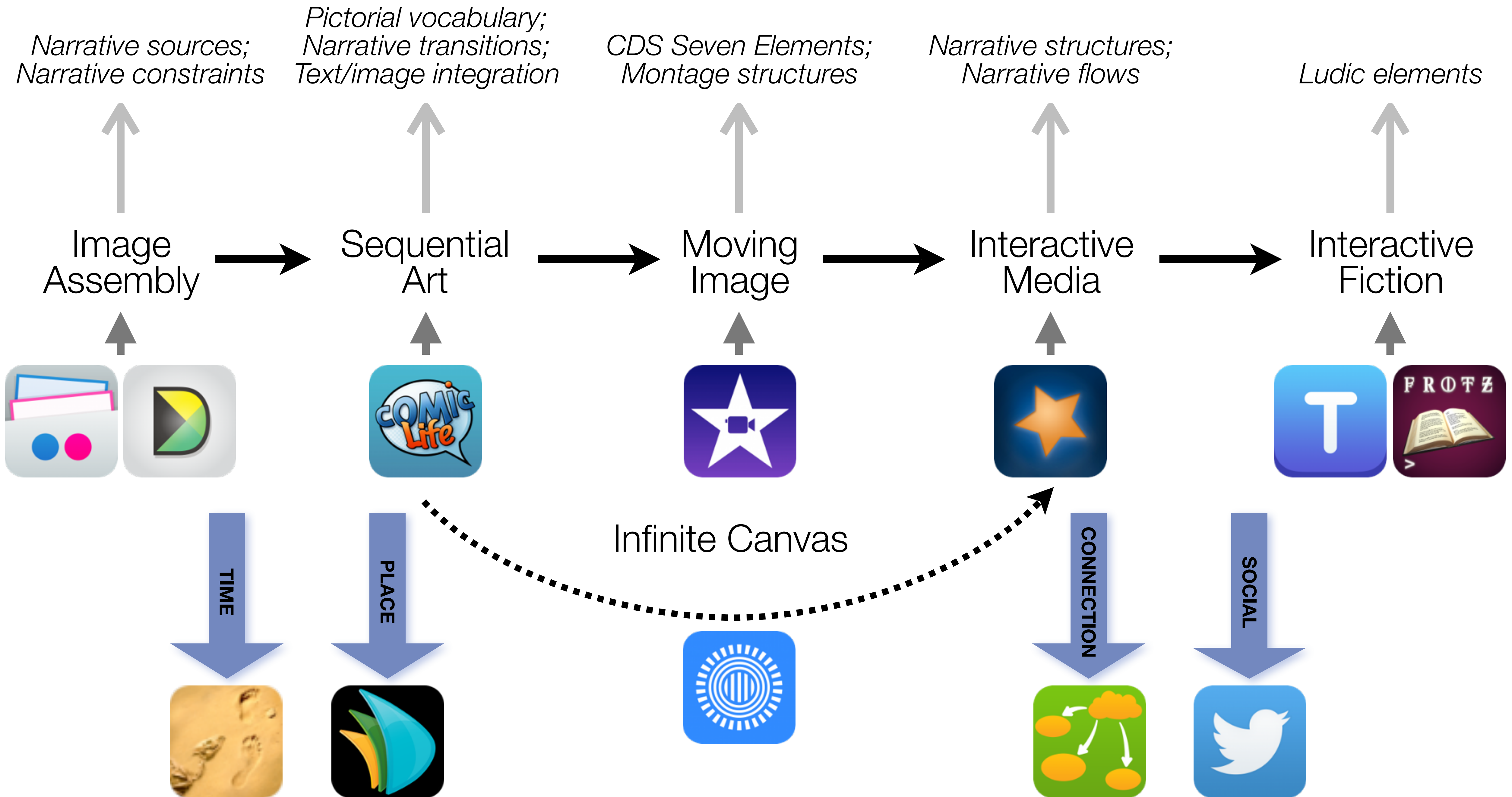
- **Associated Concerns:**

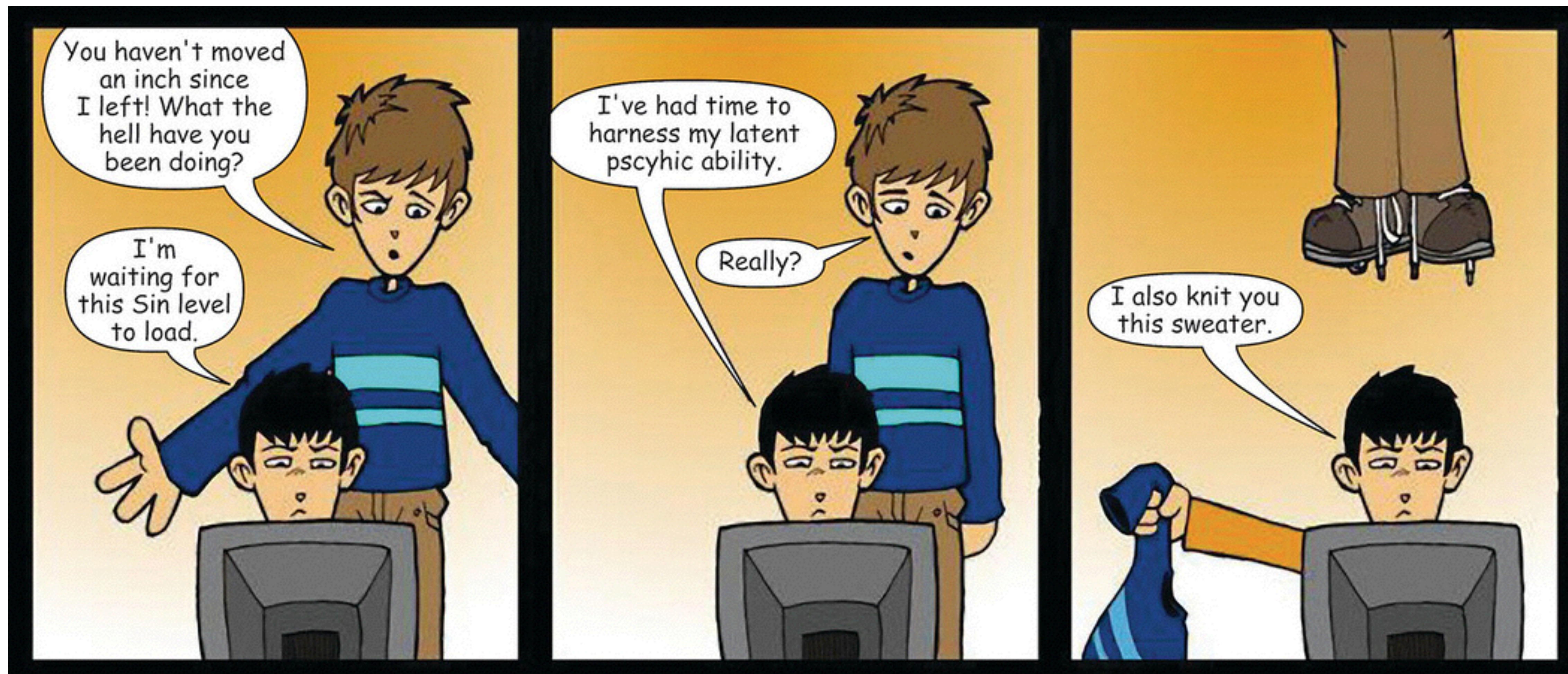
- The Participation Gap
- The Transparency Problem
- The Ethics Challenge

2. Production/Consumption

Social	Mobility	Visualization	Storytelling	Gaming
200,000 years	70,000 years	40,000 years	17,000 years	8,000 years
				

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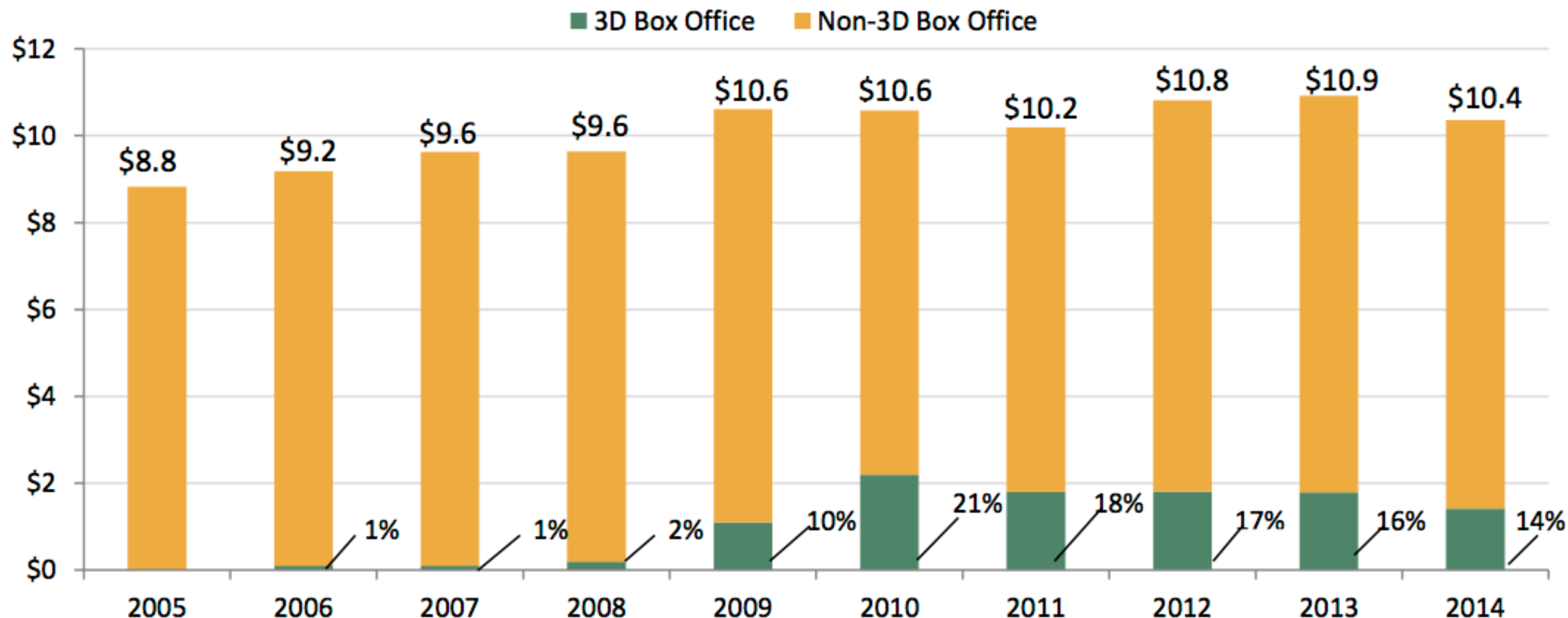






U.S./Canada Box Office (US\$ Billions)

Source: Rentrak Corporation – Box Office Essentials (Total), MPAA (3D)



	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	% Chg. 14 vs. 13
U.S./Can. box office (US\$B)	\$8.8	\$9.2	\$9.6	\$9.6	\$10.6	\$10.6	\$10.2	\$10.8	\$10.9	\$10.4	-5%
3D box office ⁸	n/a	\$0.1	\$0.1	\$0.2	\$1.1	\$2.2	\$1.8	\$1.8	\$1.8	\$1.4	-21%

ALAIN SARDE ET WILD BUNCH PRÉSENTENT



SÉLECTION OFFICIELLE
COMPÉTITION
FESTIVAL DE CANNES

ADIEU AU LANGAGE

Jean-Luc Godard



AVEC HÉLOÏSE GODET KAMEL ABDELLI RICHARD CHEVALLIER ZOÉ BRUNEAU JESSICA ERICKSON ET CHRISTIAN GREGORI
AVEC LA PARTICIPATION DE CANAL+ ET DU CENTRE NATIONAL DU CINÉMA ET DE L'IMAGE ANIMÉE
FABRICE ARAGNO JEAN-PAUL BATTAGLIA

La cinémathèque de la ville de Cannes



wild bunch



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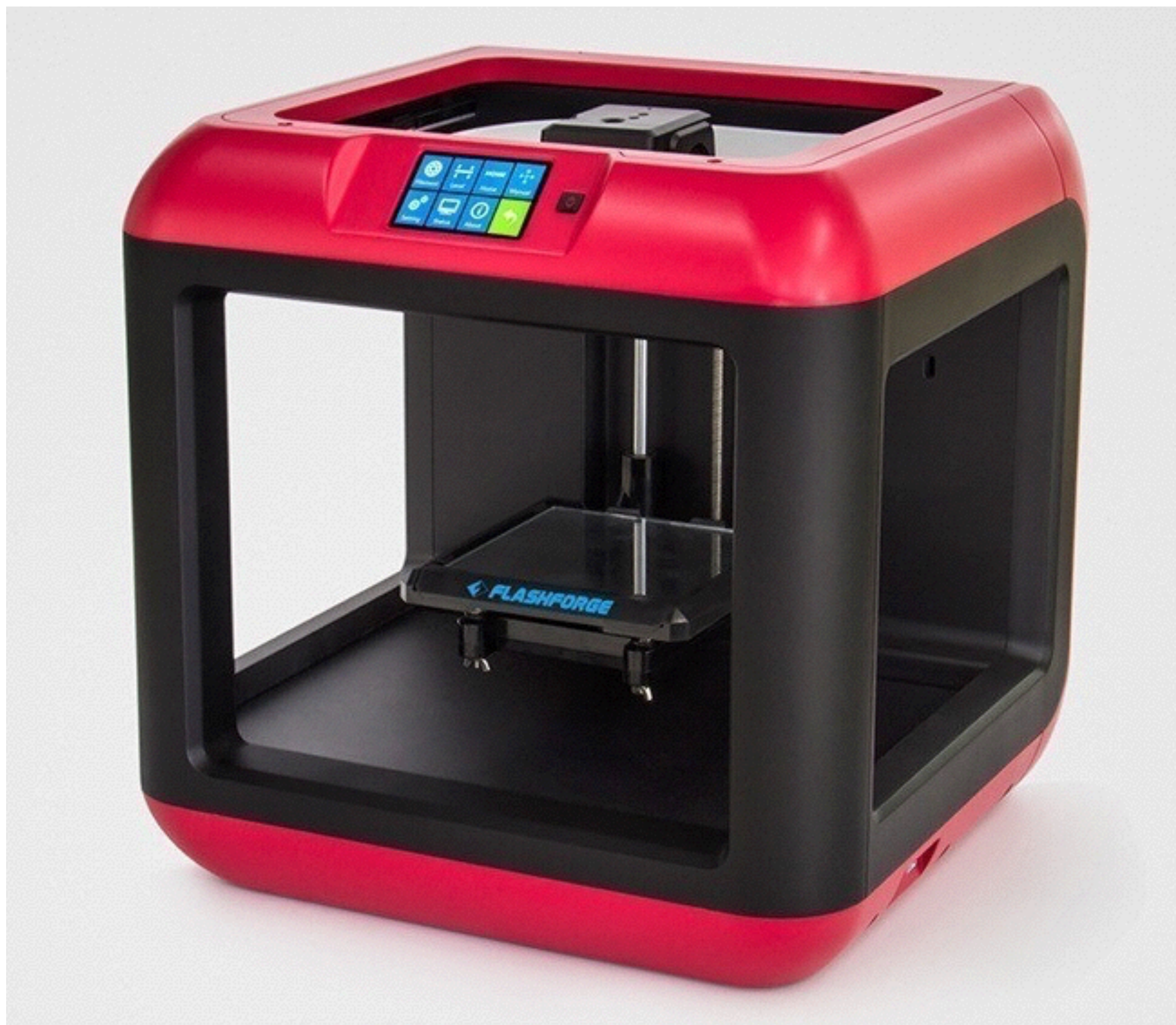
Apps

iOS 9 adblocker apps shoot to top of charts on day one

Peace becomes number one paid app in US, forcing publishers to adapt to new reality



📷 Apple Senior Vice President of Worldwide Marketing Phil Schiller launches iOS 9 during a Special Event at Bill Graham Civic Auditorium September 9, 2015 in San Francisco, California. Photograph: Stephen Lam/Getty Images



Hippasus



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