

Media Landscape without Apple:

A critical workshop study for learning imagination of alternative media infrastructures

没有苹果的媒体版图：
学会想象另类媒体基础设施的评判性工作坊研究

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Bodily Understanding and Media Literacy

通过身体了解的事物以及媒体素养

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MELL project

- A research project based on the interfaculty initiative in information studies, the University of Tokyo
- Media Expression, Learning, and Literacy=MELL project
- 2001-2006, five years operation
- 2007-2012 MELL Platz



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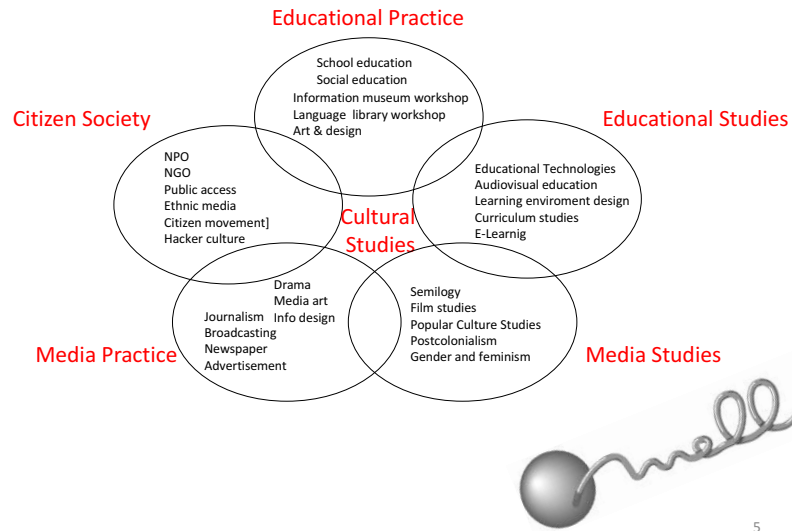
Mission of the MELL Project

- Network hub function in all Japan
 - And among Asian region
- Designing the hybrid media literacy
 - Digital / Analogue
 - Urban / Local
 - Japan / other countries and regions
- Grass-roots, guerrilla-like, playful, and hard fun!

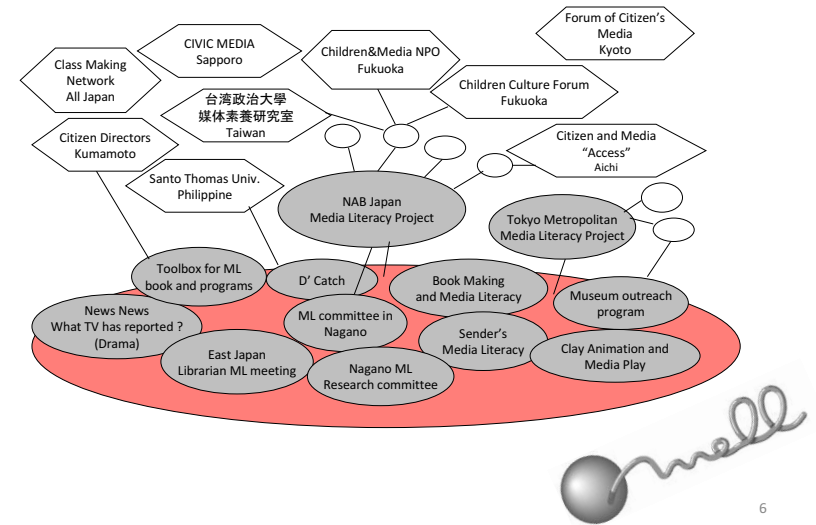


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Related area for the MELL Project



Network of MELL Project



The Draft Tokyo Declaration on Collaborative Action for Media Literacy in Asia

- 「東亞媒體素養合作活動之東京宣言」(東京宣言) 試行方案
 - Professor Shi-Ming Chen (陳世敏)、Sophia Woo (吳翠珍) of Taiwan, Hyeon-Seon Jeong of South Korea, Yuhei Yamauchi (山内祐平) and Shin Mizukoshi (水越伸) of Japan
 - Announcement in the symposium of MELL Project (Media Expression, Learning and Literacy Project)
 - 250 participants at the Yasuda auditorium of the University of Tokyo
 - March 4-5, 2006.
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Seven Characteristics needed – 1

開展東亞的媒體素養，應該具備以下特徵

1. Integration with the currents of deeper human and social scientific thoughts
與人文社會學科的深厚思想源流相結合
 2. Layered fusion of media **play**, media **literacy**, and media **practice**
悠遊媒體/媒體素養/媒體實踐的多層結合
 3. **Cyclical** nature of "expression & reception", "creation & criticism"
表達與接受/創造與批判的循環性
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Seven Characteristics needed – 2

開展東亞的媒體素養，應該具備以下特徵

4. Creating **new learning communities** through the fusion of differing social spheres
通過結合不同社會領域(次系統)來創造新的學習共同體
5. Pursuing fundamental media literacy
探索媒體素養之基層
6. Fusion of intelligence of **critical analysis and practical design**
批判性分析知識與實踐型設計知識的結合
7. Sustainable development and systematic policy
持續性發展與制度性保障

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Workshop Media Landscape **without Apple** 沒有蘋果的媒体版图

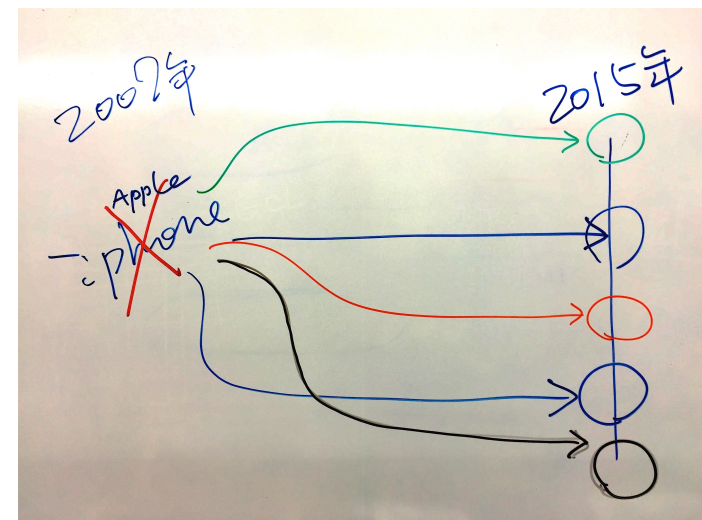
Mission

If the Apple had vanished from our planet
and the iPhone had not launched,
what kind of media landscape we have in 20XX?
Imagine, investigate, collaborate,
and make scenarios (movies, slides, posters, etc.) .

假设2007年苹果公司不复存在，iPhone没有发售。
在这样的状况下，20xx年的媒体环境将会如何？
请写下剧本，并且拍摄视频。

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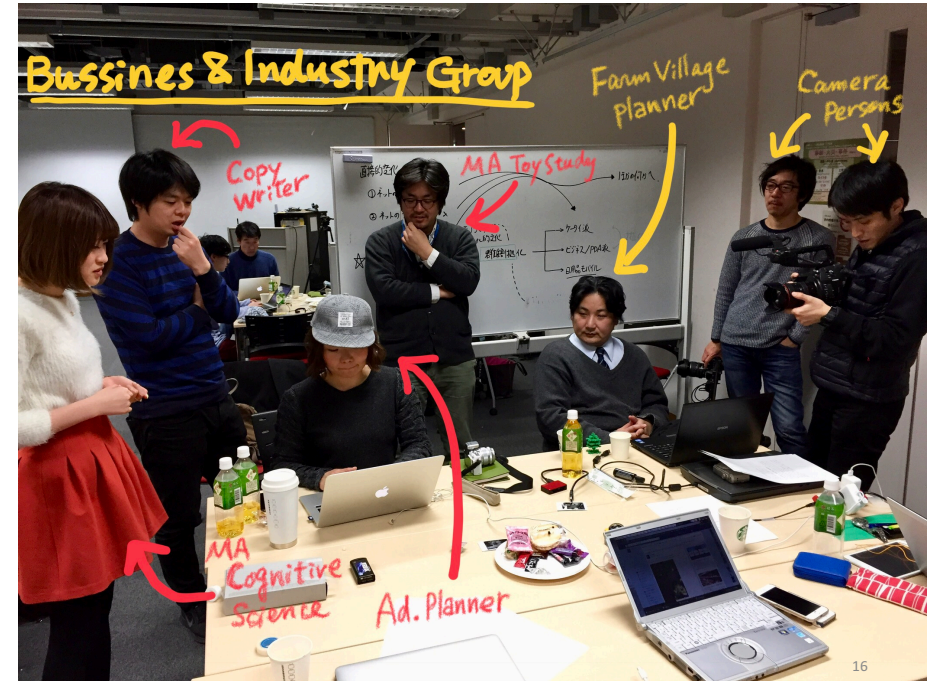
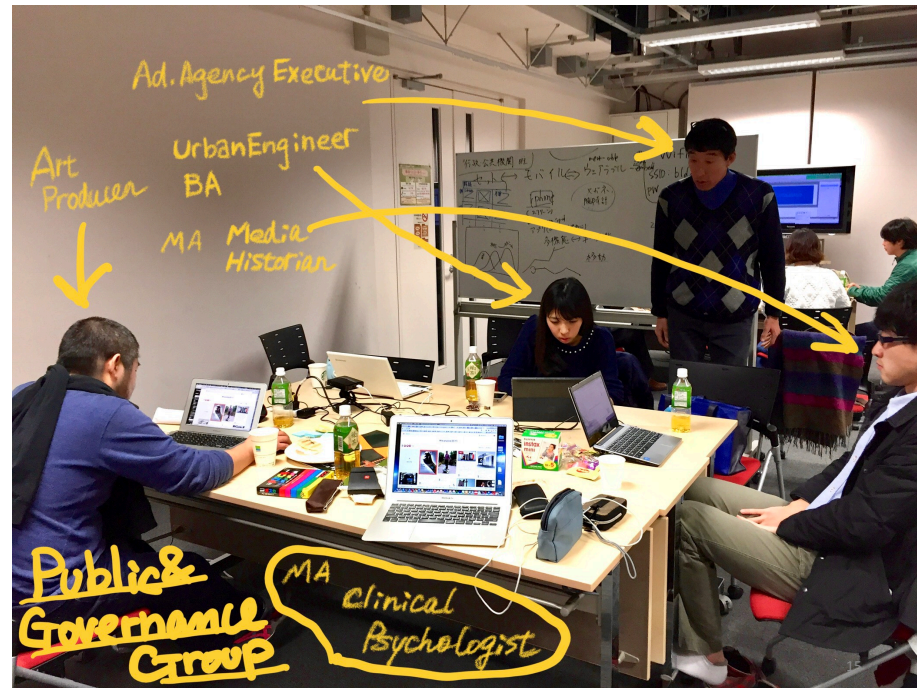
Idea



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Suggestions

1. Choose one of three groups: **Life & Culture**, **Public & Governance**, **Business & Industry**
2. No need to make a **rosy** information society
3. Be collaborative, do **co-creation**



Collaborative works like Power Rangers

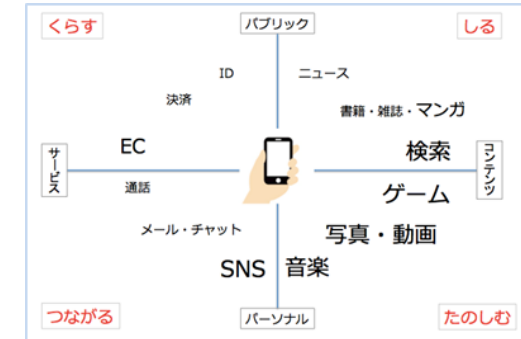


One of Scenarios -01

by Public & Governance Group 2015

2007	<ul style="list-style-type: none"> Apple vanished Development of sensor devices
2008	<ul style="list-style-type: none"> Many brutal crimes for senior and children National Care Project starts: Launch of "mimamo"
2009	<ul style="list-style-type: none"> Development of wearable devices for the health management of senior people Digital wheel chairs and buggies
2010	<ul style="list-style-type: none"> Development of Care sensors, Care mirrors as media infrastructure
2011	<ul style="list-style-type: none"> East Japan Great Earthquake Launch of "Mimamorium"
2012	<ul style="list-style-type: none"> "Mimamorium" get popularity among Young Big boom of fitness
2013	<ul style="list-style-type: none"> Northern east and Okinawa local governments introduce Mimamorium Some apartments introduce "mimamo" as care system
2014	<ul style="list-style-type: none"> Appearance of community facilitators
2015	<ul style="list-style-type: none"> insurance company introduce "mimamo" Many corruption cases in public sectors come in the light by "mimamo" "mimamo" and "Mimamorium" compete each other

iPhone as a hub for all human activities
PC will replace the position and role of iPhone



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One of Scenarios-02

by Public & Governance Group 2015

2007	<ul style="list-style-type: none"> Apple vanished Development of sensor devices
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	MIMAMO	MIMAMORIUM
Cloud AI Server	Central Server	P2P
Religious Philosophy	Monotheism Surveillance → Care	Animism Surveillance ← Care ← Guidance
Developer	Government-Industry- University Partnership	A Buddhist priest (ex-Hacker)
Controller	National Government	Individual
Object of Care	Life	Mind
Data Collection	Behaviors (by Sensor, GPS, Image), Living Body (Pulse, temperature, blood pressure), Life-log	

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"If I do this in the laboratory of the university, the idea **must be rejected** by my supervisor, because I can't write any academic papers with it. But, in this workshop, I could **image and create freely** with transdisciplinary colleagues."

"We need more time to learn and investigate deeply, and create the media landscape elaborately."

Significance 01

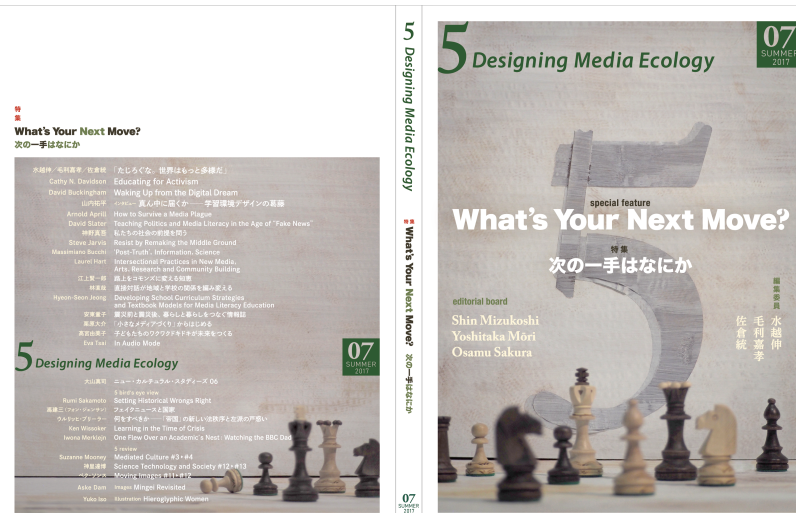
- **De-familialization** of familiar things
 - de-familialize the existence of iPhone
- Cultivating one's **mediological imagination**
 - Understand that, not only technological factor, but also the complicated sets of socio-cultural, political economical factors provide today's configuration of media landscape
- The possibility to **re-design** the media infrastructure by general people themselves

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Significance 02

- **Hard Fun** (Seymour Pappert 1999)
- Building a practical and intellectual **"base camp"** for critical thinking about the complex media landscape
- Creating **new ideas** collaboratively with trans-disciplinary ways
 - The place generated ideas, not individual person

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Future

- Literacy Study for Media Infrastructure (=Platform)
- Launching **Platform Cooperativism Japan**

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