筑波大学
University of Tsukuba

PH.D. PROGRAM IN
EMPOWERMENT INFORMATICS

Program for Leading Graduate Schools
Held by Ph.D. Program in Empowerment Informatics
Host: Aki Yamada, Assistant Professor,
Faculty of Engineering, Information and Systems (ext. 3755)

PH.D. PROGRAM IN EMPOWERMENT INFORMATICS
THE 3RD MEETING OF

EMP COLLOQUIUM SERIES

DATE & TIME JUNE 3, 2016 16:30 - 17:30

VENUE NOMAD-TYPE LABORATORY, EMPOWERMENT STUDIO, DAI-SAN AREA, UNIVERSITY OF TSUKUBA

"COMMUNITAINMENT: Mapping the new screen ecology of social media entertainment"

PRESENTER

David Craig, Ph.D.

Clinical Assistant Professor
University of Southern California

▶ ABSTRACT

Prof. David Craig will give a talk on "Communitainment: Mapping the new screen ecology of social media entertainment." Prof. Craig has been mapping the fundamental dynamics at play in the challenges to, and changes in, screen entertainment ('Hollywood') occasioned by a proto-industry ('social media entertainment') facilitated by communications technologies (the new digital platforms), primary strategies of communication as much as content (intense interactivity), and driven by an ethos of community (an ecology where fans, subscribers and supporters directly constitute the communities which trigger the sustainability of content creator careers). Hence the term: communitainment.

The new form of entertainment Prof. Craig sees in social networking is relevant to EMP because it may be able serve as a vehicle to measure and train individuals with impaired ability to socialize. Please come to this event.