



Transmedia and Young Adult Literature: When Stories Are More Than Paper

Rachel McDonald & Jackie Parker

An Infopeople Webinar
Tuesday, January 7, 2014

Today's Objectives



Understand what transmedia is and its impact on the future of reading

Learn six ways to evaluate transmedia

Discover three tools to use transmedia with teens, especially reluctant readers

What is Transmedia?

“A process where integral elements of a fiction get dispersed systematically across multiple delivery channels for the purpose of creating a unified and coordinated entertainment experience. Ideally, each makes its own unique contribution to the story.”

Dr. Henry Jenkins, Professor of Communication

“Transmedia Storytelling 101”

http://henryjenkins.org/2007/03/transmedia_storytelling_101.html

Definition of Transmedia

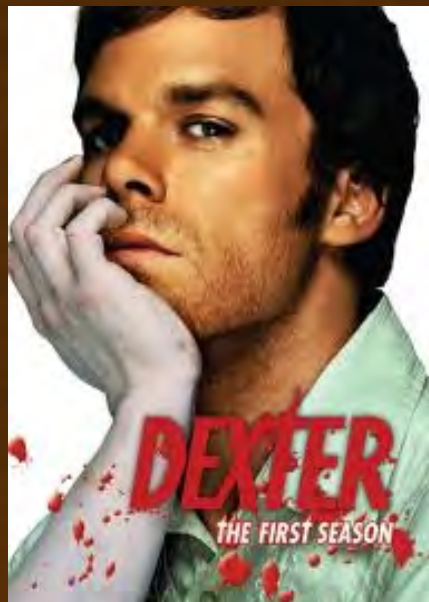
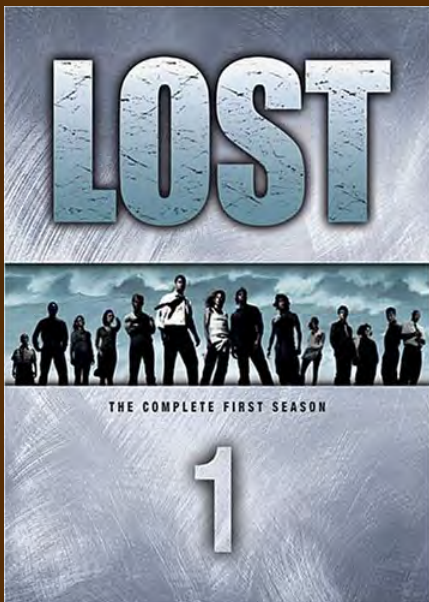
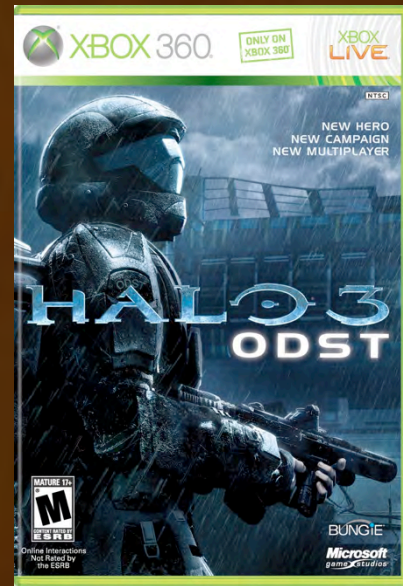
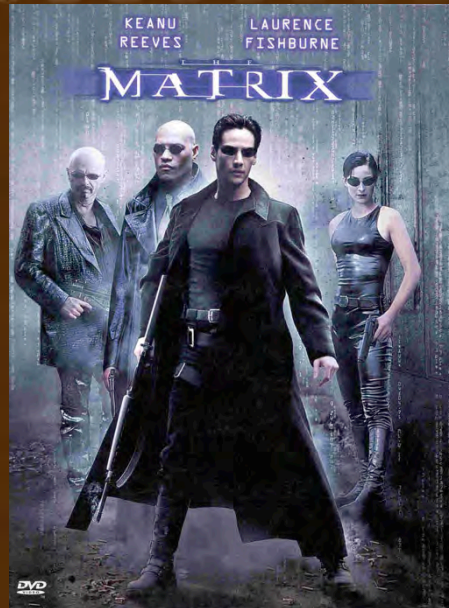
Multiple Media

A Single Unified Story

Avoidance of Redundancy Between Media

- Andrea Phillips, *A Creator's Guide to Transmedia Storytelling*

Examples of Transmedia



Cathy's Book

Storytelling Elements: Book, Phone Number, Ephemera, Website, App



STOLEN

LOST! One bound notebook, property of Cathy Vickers

The Cathy Vickers Trilogy Now on Audio!

Includes:

- One completely fictional personal journal by a girl deep in trouble and behind in her homework
- Said journal covered in doodles, cartoons, drawings and sketches
- Various website URLs and personal phone numbers

Cathy's Book
If Found call (650)246-8233

age yourself!

Leave a message on the chat forums at doubletalkwireless.com

GET THE APP!

Check out CathysKey.com & CathysRing.com!

REMINDER:
This totally fictional material is extremely important to me. If I weren't broke, I would offer a reward and everything. But none of it happened.

KEEP OUT

Skeleton Creek by Patrick Carman

Storytelling Elements: Book, Website, Videos

SKELETON CREEK
FEAR IS THE CURE **IS REAL**

Welcome to my site. I prefer to explain what this is all about in my videos, but this is what's happened so far: There's a book coming out called Skeleton Creek that is suppose to be some kind of ghost story with videos. I've stumbled onto some files and information that no one else has, and it points to a very disturbing possibility: They're using real videos of terrifying experiences in some kind of building or factory and they're passing it off as fiction. I recommend you start with video number 1.

Latet blog post: **Analysis** - I must be on the right track . . . [read the daily blog](#)

Video 1 – Skeleton Creek is Real

Video 1 - Skeleton Creek is Real [More info](#)

reverse order

- 1 **SKELETON CREEK**
- 2 **VIRTUAL TRANG STORE AMARIS COOL** **NEW**
- 3
- 4

[Register](#)

Username (Case Sensitive)

Password

Remember Me

[Send](#)

[Get Updates](#)

[Blog](#)

[Walkthrough](#)

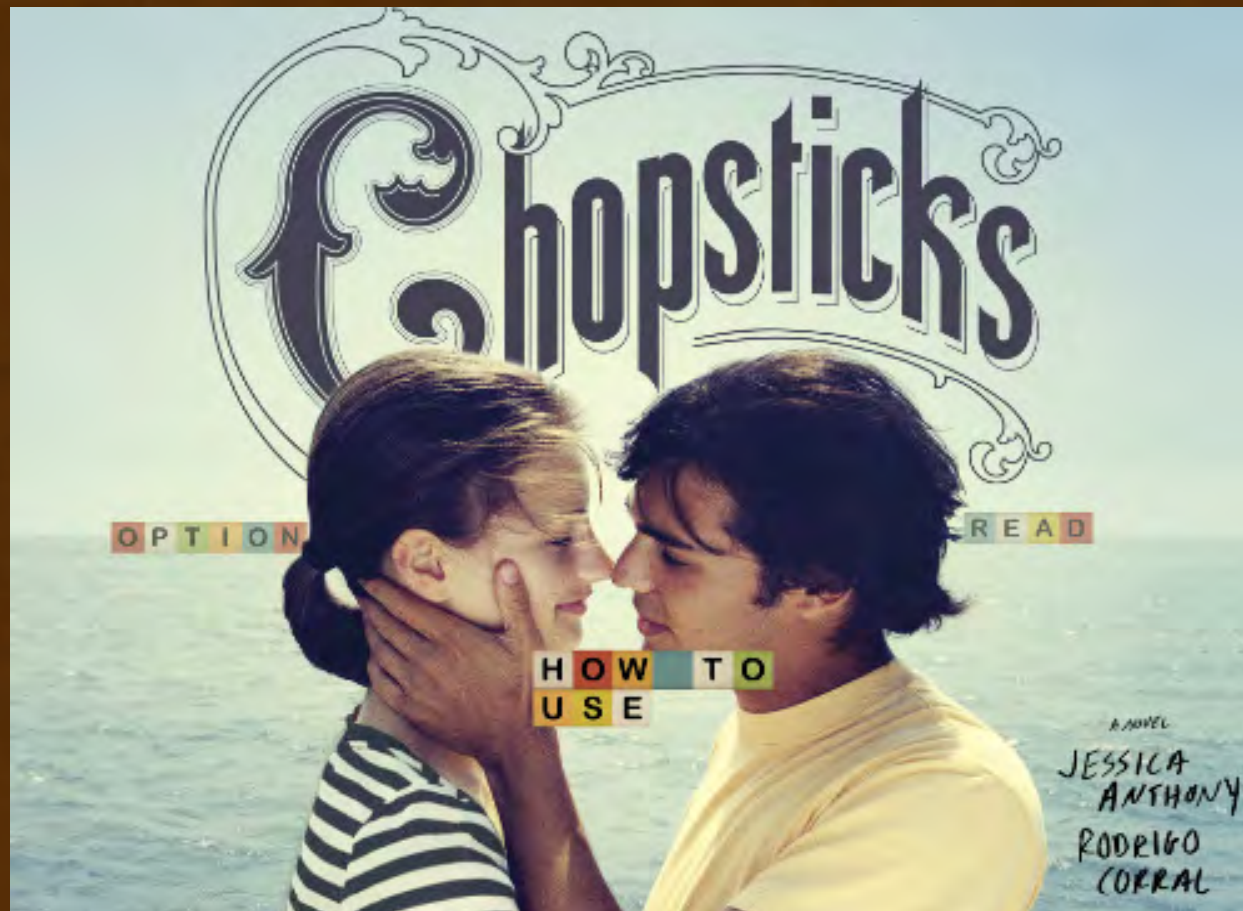
[Theories](#)

[Easter Eggs](#)

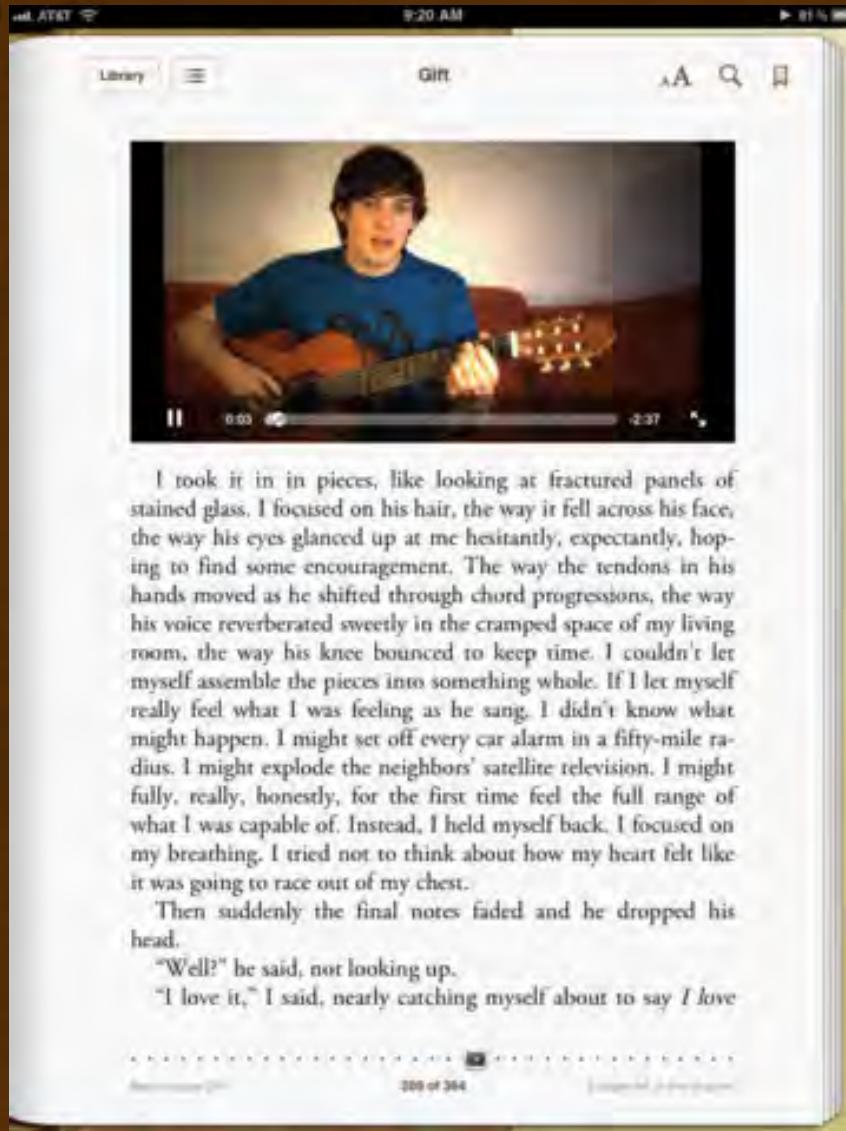
[Watch 15](#)

Chopsticks by Anthony & Corral

Storytelling Elements:
Book, Enhanced Ebook,
Videos, Songs, Shuffle



Gift by Andrea J. Buchanan



Storytelling
Elements: Book,
Enhanced Ebook,
Graphic Novel,
Journal, Videos,
Songs and Lyrics

MirrorWorld by Cornelia Funke



Storytelling Elements:
Novels, app-based short stories, audio, animation, illustration, music

Neomad by Big hART



Storytelling
Elements:
Interactive
comics, sound
effects, audio,
animation,
music, live-
action video

Evaluation

- **Accessibility**
 - **What's necessary to participate?**
- **Cost**
 - **Money is a barrier. Libraries don't lend.**
- **Functionality**
 - **Does it work? Is it too slow?**
- **Relevancy**
 - **Is it current? Is it a gimmick?**
- **Entertainment**
 - **Does it go beyond novelty?**
- **Readability**
 - **Treatment of text; decoding.**

Reviews of Apps & Enhanced Ebooks

[SLJ's Touch and Go](#)



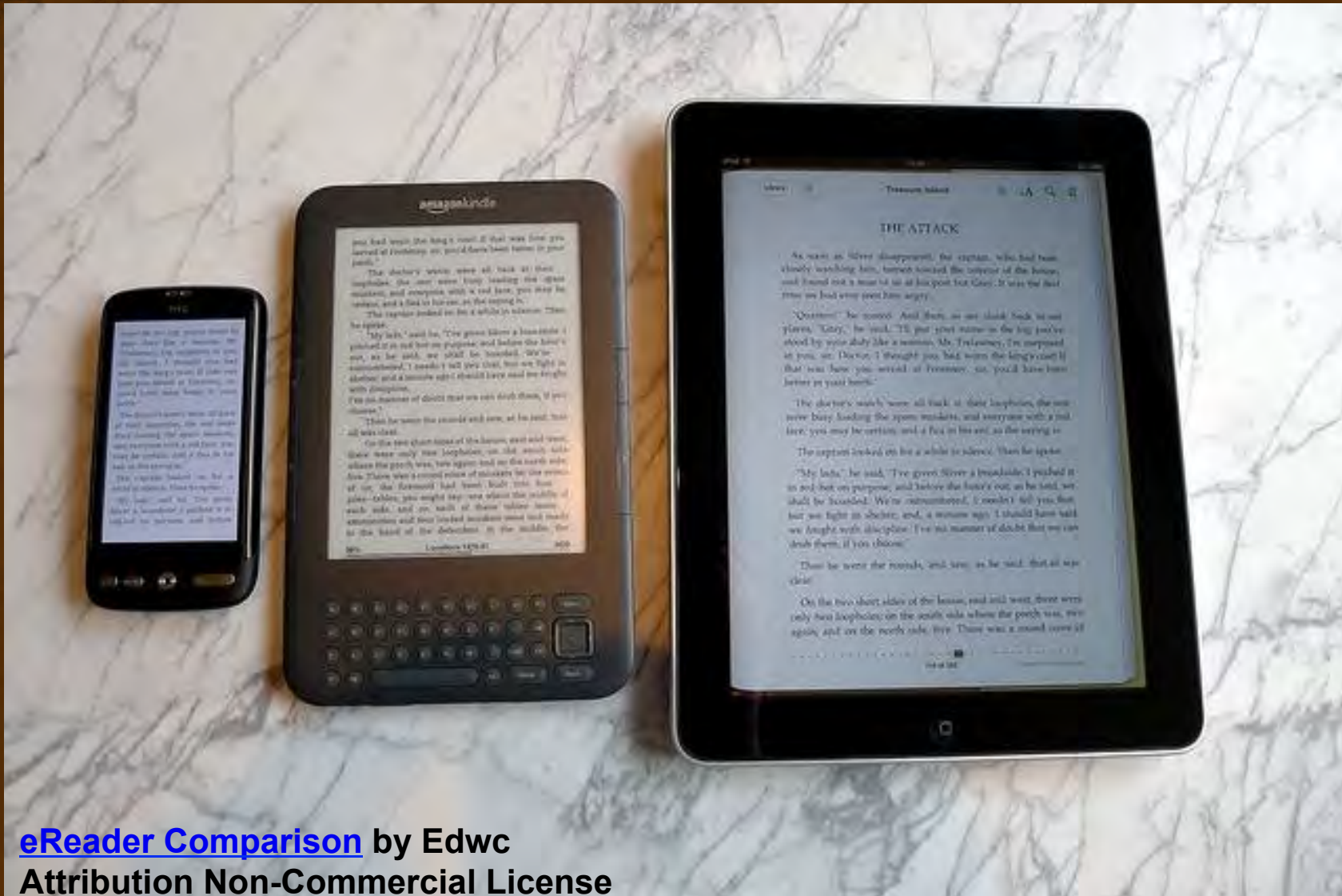
[Kirkus' iPad Book Apps](#)



[YALSA's App of the Week](#)



Digital Divide



[eReader Comparison](#) by Edwc
Attribution Non-Commercial License

Dickens' Dark London



Storytelling
Elements:
Graphic Novels,
audio, maps

Life and Death in Pompeii & Herculaneum

War Horse Interactive



Storytelling Elements:
Animation, maps,
audio, artifacts
(photos of)



Storytelling Elements:
Illustration, video,
audio, artifacts
(photos of)

Ereader & Tablet Ownership

- 24% of Americans ages 16 and older own an ereader
- 35% own a tablet
- 43% own either or both devices



Pew Internet
Pew Internet & American Life Project

Teens' Access to Technology

78% of American teens (ages 12 to 17)
own a cell phone

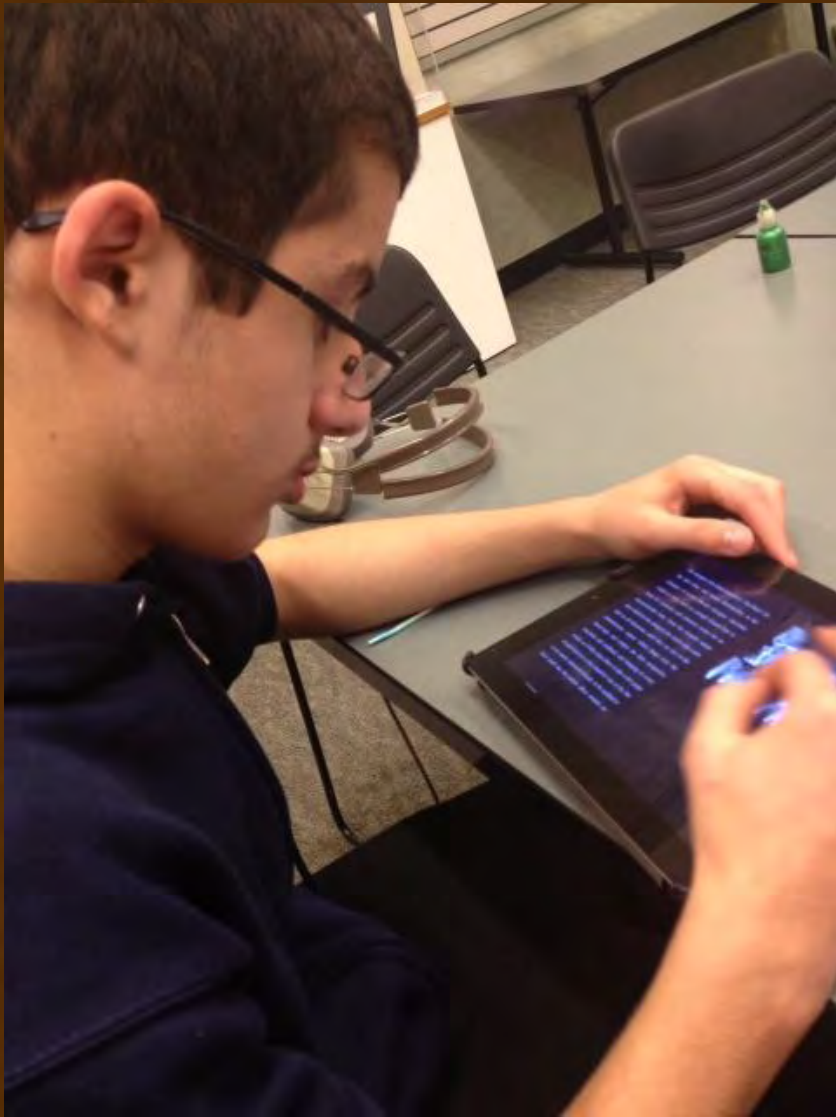
37% of teens have smartphones

23% of teens own tablets

95% of teens use the internet

93% of teens have access to a computer
at home

Teens and Ebooks



More adults than teens purchase ebooks

Teens are more likely to read ebooks on a smart phone or laptop than an ereader or tablet

92% of teens think ebooks cost too much

Most teens are not happy with restrictions on ebooks

Library Lending of Enhanced Ebooks



Ebooks and Tablets in Schools



[Student iPad 001](#) by Brad Flickinger
Attribution Non-Commercial License

Shakespeare in Bits

MAIN MENU SCENES THE PLAY

ROMEO & JULIET

Act I Prologue

TEXT NOTES SYNOPSIS



Romeo and Juliet
by William Shakespeare

Play

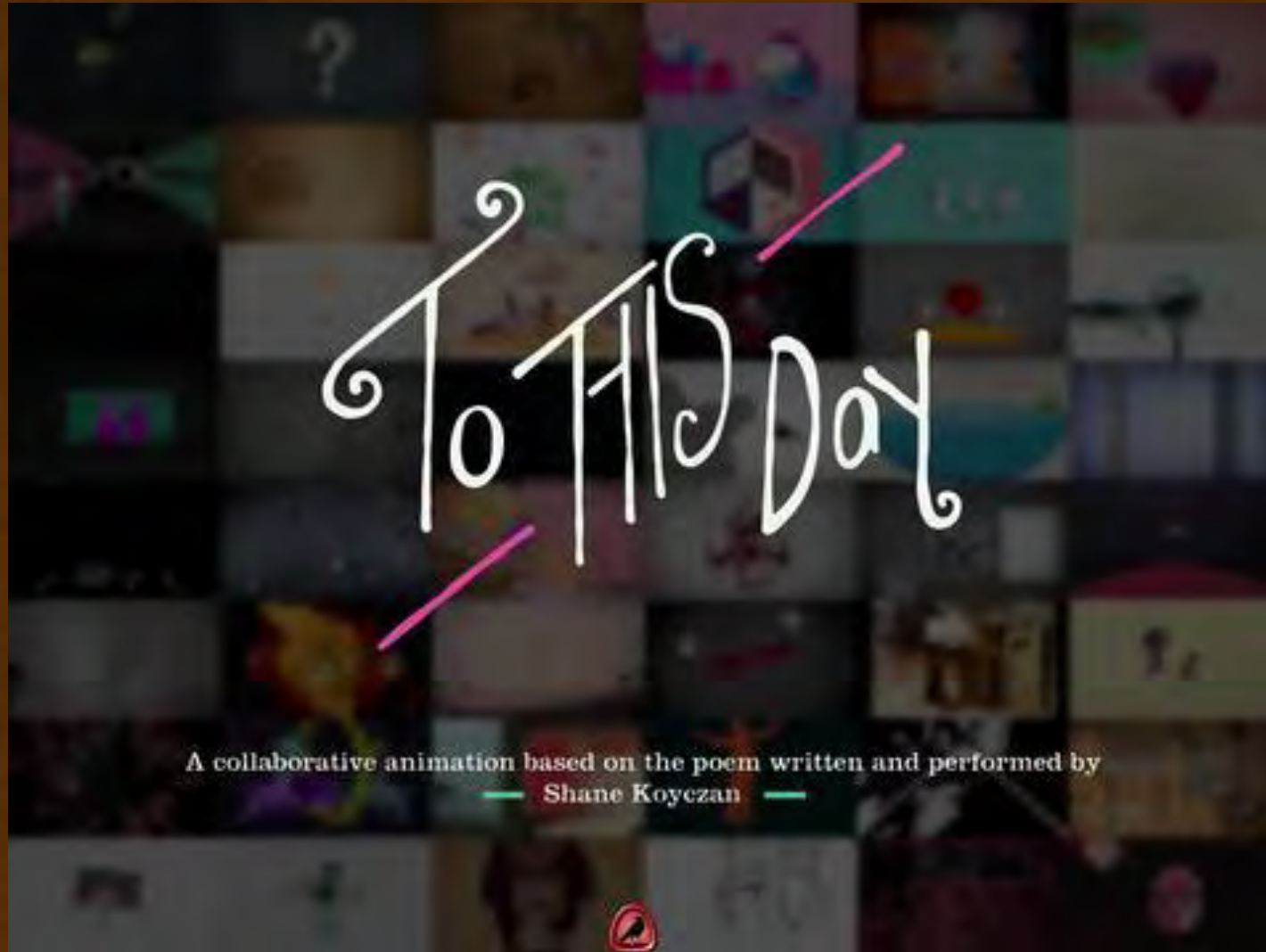
Auto Advance

Enter Chorus.

CHORUS

L { Two households, both alike in dignity,
H { In fair Verona where we lay our scene,
From ancient grudge break to new mutiny,
Where civil blood makes civil hands unclean.
Among the offspring of these two foes
A pair of star-crossed lovers take their life,
Whose misadventured piteous overthrows
Doth with their death bury their parents' strife.
The fearful passage of their death-marked love,
And the continuance of their parents' rage,
Which but their children's end, naught could remove,
Is now the two hours' traffic of our stage;
L { The which if you with patient ears attend,
What hear shall miss, our toil shall strive to mend.

To This Day

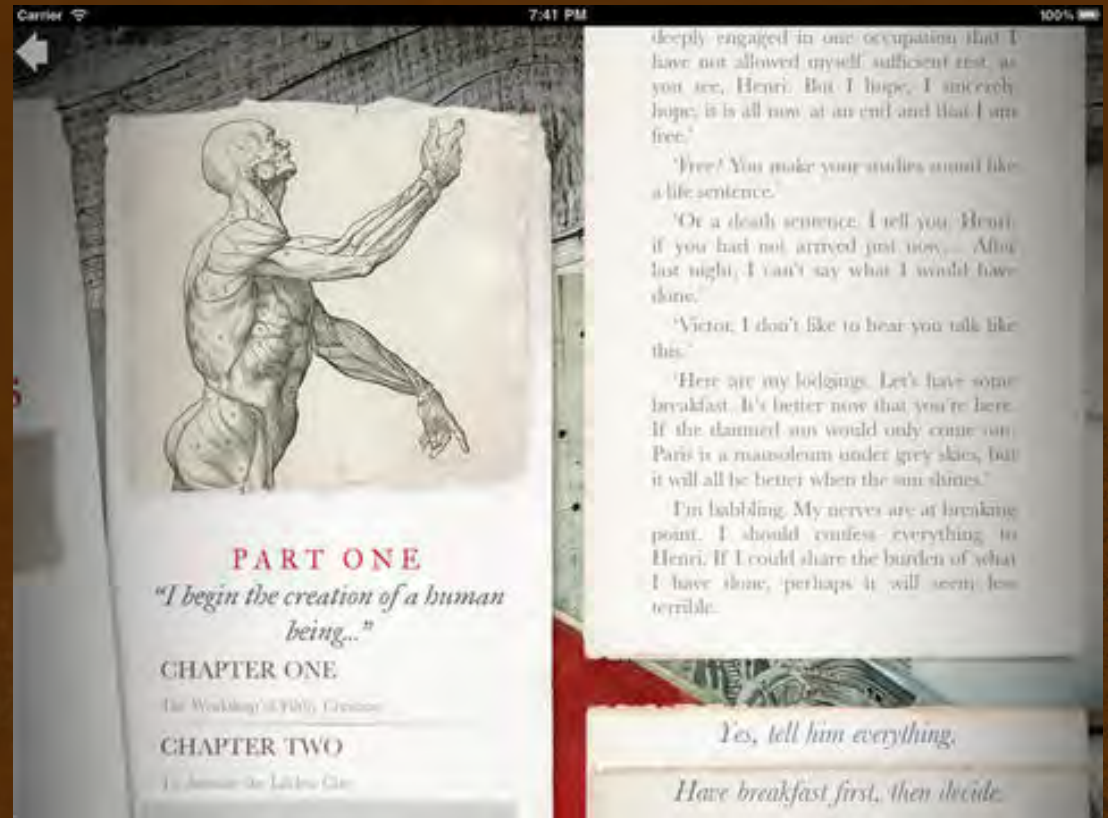
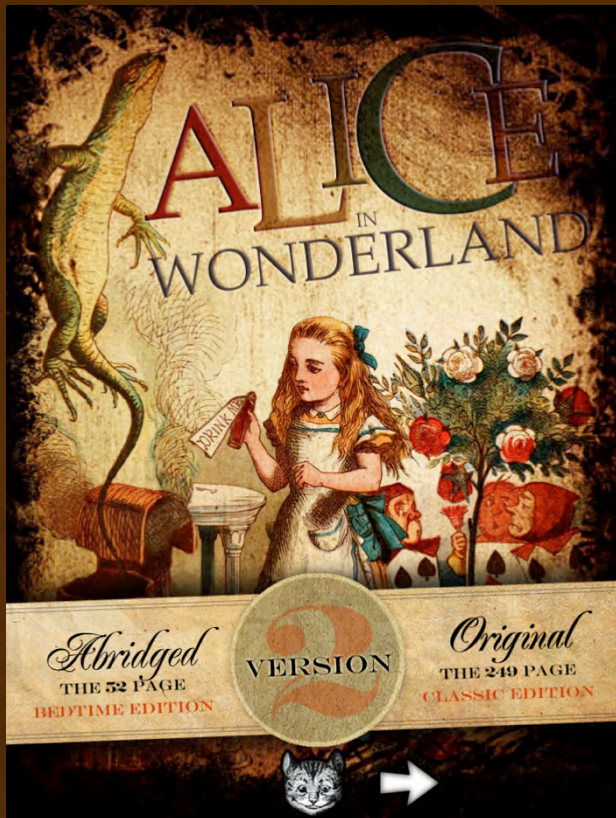


Storytelling
Elements:
Animation,
audio

Apps from Classic Texts



Apps from Classic Texts



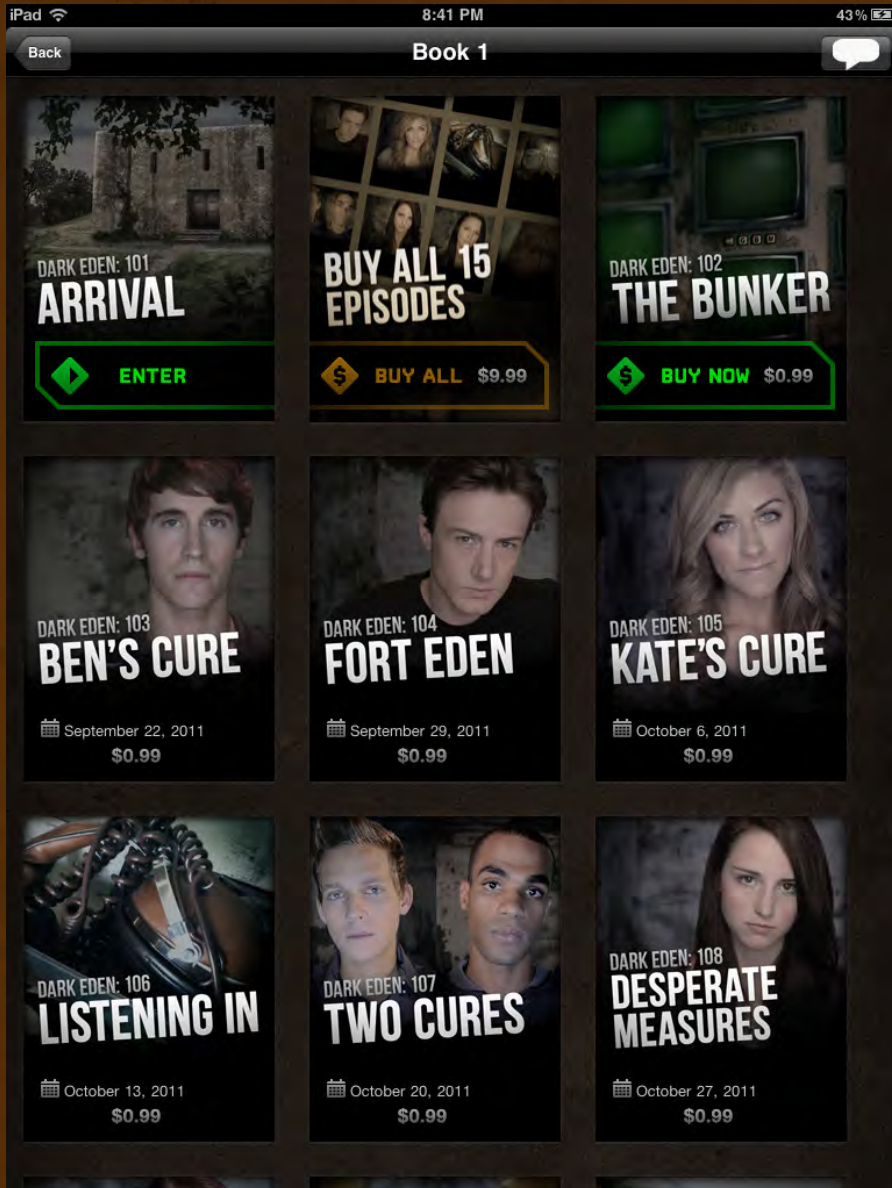
Using Transmedia with Teens



Reluctant Readers and Transmedia



Reluctant Readers and Transmedia



Teens as Transmedia Creators



MIT App Inventor



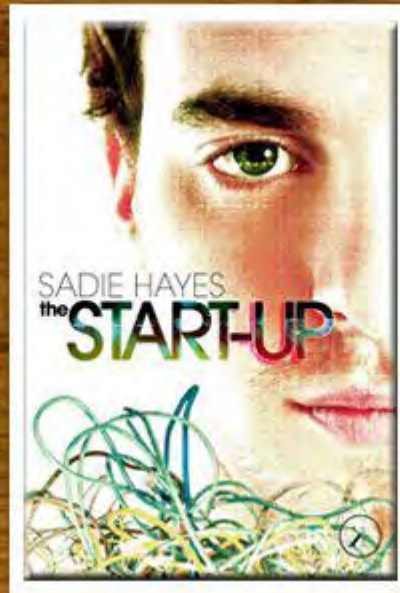
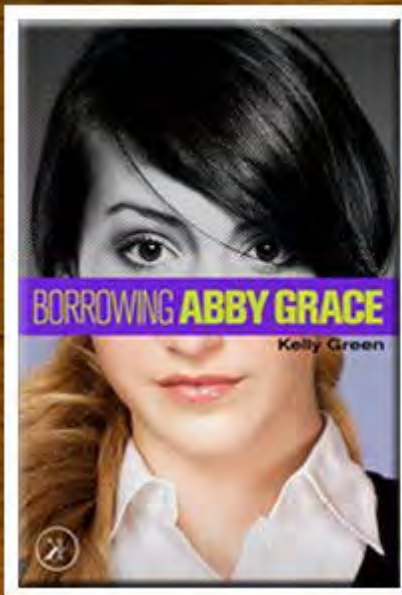
Teens as Transmedia Creators



Forecasting the Future



Ebooks and Social Media



BACYLIT

Creating Transmedia for Teens



Lacking a consistent platform and format, publishers may be reluctant to create transmedia titles.

[iRex iLiad ebook reader outdoors in sunlight](#) by Martouf
Attribution Noncommercial License

The Survivors

Realistically, this other wouldn't be able to kill me. But he could torture me, and though I never knew instances of other Survivors having felt pain, I knew I certainly could. I had felt it with every wound—self-inflicted and otherwise—that had left a scar. And he could capture me. And, if he did, I would lose my freedom, the very thing I cherished above all else. It was the threat of losing my freedom that was the final straw that made me leave my family, the reason I allowed myself to go at all. I understood, now, that this stupid boy could ruin my life. He could wave his hand casually and set me on fire, leave me hanging and bound, midair. He could create a literal hell for me, and I'd have no idea how to stop him.

I could sense his presence so strongly that it sounded like a fire truck siren was blaring inside my car, the same strangely-pitched humming I had heard with my family. Only it was louder.

He wasn't alone.

I sighed. I suppose it had been foolish of me to imagine that he would be. I had had romantic visions of him as a wanderer, of someone who had run from his family or had no family at all. I had thought him to be like me. But I

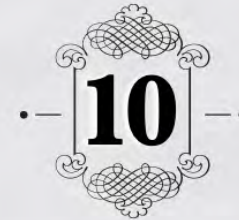


like me.

the Asilomar Beach, that went inland. A rise overlooking the as theirs. I pulled my uld walk up the long

ed they were feeling ne fear, but mostly st important was the at least one of them could track in the special way I could or possibly even see the future. Maybe

both. I sat there for a few minutes trying to get my head clear and work up the guts to go in. I closed my eyes and hunched over, resting my head against the steering wheel. Behind me, I heard a car and a crescendo of the off-key buzzing. I sat up just in time to see a sleek onyx Maserati Gran Turismo S turn into the driveway of the house.



PATIENCE



Mumford & Sons

Sigh, No More
Timshel

0:00

2:53

Info

Buy

of the icy lake until my skin started to swell dark to drag myself onto the beach and out only a few feet out of the water before I gave out on the isolated western coast of the lake. my muscles were seizing. I had never been so cold in my life.

I knew I had to get out of the wind, out of the cold, and out of those clothes, but I could not will myself to move. There was a bright waxing moon in the cloudless sky. On the day of Corrina and Felix's rehearsal dinner, the moon had been in its first quarter. That was only thirteen days ago. My life had turned completely upside down in less than two weeks.

Now, with the evening wind turning the water to ice on my skin, I tried to feel the pleasant heat that came from my memories of Everett. It wasn't working.

I felt my senses dulling and imagined this is what it must feel like to die. So when I heard Mark Winter's voice in my head, I knew was hallucinating.

"Damn, Sadie," his ghost voice said. I didn't respond. I felt something large and soft and warm around me, and suddenly there was no earth below me and the moon was moving in the sky overhead.

39 Clues and Infinity Ring



INFINITY RING

Username Password LOG IN SIGN UP

BOOKS GAMES VAULT ABOUT HELP

ADD BOOK OR CODE PLAY NOW

PARIS - 1792

INFINITY RING INFINITY RING
A MURKIN IN TIME JAMES DASHNER DIVIDE AND CONQUER CARRIE RYAN

"Tight plotting, snappy dialogue...
The story moves at a breathless pace."
-Rick Riordan, *New York Times Book Review*

ABOUT THE BOOKS

FIX THE PAST. SAVE THE FUTURE.

The screenshot shows a website interface for 'INFINITY RING'. At the top, there's a navigation bar with 'BOOKS', 'GAMES', 'VAULT', 'ABOUT', and 'HELP'. Below that, a large, glowing infinity ring is the central focus, with a small screen on it displaying 'PARIS - 1792'. To the left of the ring are two buttons: 'ADD BOOK OR CODE' and 'PLAY NOW'. Below the ring, there are two book covers for 'INFINITY RING' by James Dashner and Carrie Ryan. A quote from Rick Riordan is displayed below the books, and an 'ABOUT THE BOOKS' button is at the bottom. The tagline 'FIX THE PAST. SAVE THE FUTURE.' is at the very bottom.

Brave New World



[The Modern Toddler iPad Experience](#) by Wayan Vota
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Questions?

Thank you.

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Jackie Parker - jacparker@gmail.com



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