

Media Education Lab
Temple University School of Communications and Theater
End of Year Report
July 1, 2007 – June 30, 2008

I. Overview

After just three years in operation, the Media Education Lab is developing a reputation as the premier research center for media literacy education in the United States. During the past twelve months, faculty and staff of the Media Education Lab developed research, creative multimedia works, and community service projects at the intersections of media studies and education. Internationally, we developed a two-day training program on media literacy for educators in Doha, Qatar, presented a paper at an international invitational conference in Bremen, Germany, and represented the United States at the founding conference of the United Nations Alliance of Civilizations, which has made international media literacy a priority topic. Nationally, we continued to develop a research and outreach project on copyright, media literacy and fair use as part of our MacArthur Foundation grant. We also developed relationships with PBS Kids Sprout, WGBH Frontline, Alloy Media, and PBS Teachers that led to consulting, research and multimedia production projects. The Director of the Media Education Lab was recently elected president of the national membership organization for media literacy, the National Association for Media Literacy Education.

We continue to work creatively in the community to develop meaningful partnerships which enable us to connect Temple faculty and students with children, teens, educators and media professionals locally in order to develop creative multimedia work and support the development of media literacy education. We offered three undergraduate/graduate courses that included strong community-outreach dimensions during 2007-2008. We deepened relationships with our colleagues in the Temple University College of Education and the Undergraduate Honors Program. We developed relationships with the School District of Philadelphia, the Village of Arts and Humanities, the Russell Byers Charter Elementary School and WXPB-Philadelphia radio. Regionally, we offered the first-ever statewide conference for educators on media literacy and substance abuse prevention in coordination with Drug Free Pennsylvania and the University of Pittsburgh Medical School.

Our mission is to improve media literacy education through both scholarship and community service. During our strategic planning meeting in June of 2007, we set forth two key goals for our work:

1. Provide community outreach, public programs, and educational services targeted to the needs of youth and local school and after-school educators; and
2. Develop a multidisciplinary research agenda examining the broad educational impact of media and technology, with a focus on media literacy education.

This report outlines our major accomplishments in three areas:

- Research and Scholarship
- Institutional Relationships & Multimedia Curriculum Development
- Community Relationships

II. Members of the Media Education Lab Team

Faculty

Sherri Hope Culver, Director (Department of Broadcasting, Telecommunication and Mass Media)

Renee Hobbs, Founder (Department of Broadcasting, Telecommunication and Mass Media)

Eugene Martin, Co-Director (Department of Broadcasting, Telecommunication and Mass Media)

Staff:

Katie Donnelly, Research Associate

Krystin McBrien, Research Assistant

Graduate Students:

Kelly Mendoza (Mass Media and Communication PhD. Program)

Jiwon Yoon (Mass Media and Communication PhD. Program)

Michael RobbGrieco (Mass Media and Communication PhD. Program)

Tina Peterson (Mass Media and Communication PhD. Program)

Tony Perez (Educational Psychology PhD program)

Undergraduate Student Workers:

Deirdre Littlejohn, Research Assistant

Nicole Warncke, Research Assistant

Please note: Some of the achievements outlined in this document may be highlighted in other Temple University faculty reports. However, the environment of the Media Education Lab, with multiple projects and opportunities for collaboration, supports the work of faculty members, community leaders, and both graduate and undergraduate students.

III. Research and Scholarship

Copyright and Fair Use

Renee Hobbs, in collaboration with Pat Aufderheide and Peter Jaszi of American University, received a \$600,000 grant from the John D. and Catherine T. MacArthur Foundation to conduct a project on copyright and fair use in media literacy education. This is a three year project.

This year, we conducted extensive research to determine media literacy educators' existing knowledge and attitudes about copyright and fair use. Our report, *The Cost of Copyright Confusion for Media Literacy*, received publicity in print and online media and was widely circulated to 10,000 educational leaders. We also conducted "quiet meetings" with media literacy educators in small groups across the nation, holding meetings in Boston, New York City, Philadelphia, Chicago, San Francisco, Columbia, SC, Ithaca, NY, and Austin, TX. The quiet meetings are part of a consensus-building process that is helping us to identify the common-ground understandings of how fair use applies to the work of media literacy educators. The MacArthur grant for the project on copyright and fair use has been extended until December, 2009. We have moved into the curriculum development phase of this project and are preparing to release a Statement of Best Practices in Fair Use for media education this November.

IV. Institutional Relationships and Multimedia Curriculum Development

PBS Kids Sprout

Sherri Hope Culver provided strategic management and research consultation for PBS Kids Sprout. This resulted in two position papers: *Evaluative Framework for Online Standards & Practices for PBS Kids Sprout*, and *Creating a Healthy Living Environment On Air and Online for PBS Kids Sprout*. These position papers are being used as policy documents by executive staff at the network to guide decision-making on programming and other content decisions.

PBS Frontline, Growing Up Online

Renee Hobbs and Kelly Mendoza developed PBS Frontline's *Growing Up Online* teacher and parent curriculum. The curriculum includes an online quiz where parents can assess what kind of "Cyber Guide" they are with their children. The curriculum and quiz can be accessed online at: <http://www.pbs.org/wgbh/pages/frontline/teach/kidsonline/>

PBS Teachers / Election 2008

Renee Hobbs and team members of the Media Education Lab developed a multimedia curriculum project (including 71-page curriculum guide, online quiz, and three instructional videos) entitled, *Act, Analyze, Act: A Blueprint for 21st Century Civic Engagement* for PBS Teachers. The guide shows high school and college teachers how to incorporate media literacy into civic education using social media tools that encourage participation and engagement with the Presidential campaign of 2008. The program will be launched in August 2008 and reach virtually all t teachers who use PBS resources.

My Pop Studio

The Media Education Lab conducted research to evaluate My Pop Studio with the marketing company, Alloy Media. Research included online surveys of 200 10-12 year old girls along with intensive telephone interviews with an additional 10 children. With Erica Rosenthal of Claremont Graduate University, we developed a scale for assessing girls' level of celebrity identification and tested this measure. We presented this work at the Society for the Psychological Study of Social Issues (SPSSI) national conference in July of 2008.

The Lab employed summer high school interns from the School District of Philadelphia to conduct viral marketing. Consulting was also provided to Tech Gyrls regarding use of My Pop Studio in an afterschool setting. The team is currently working on a “2.0” version of My Pop Studio, incorporating much of the feedback from the research study. New activities will be incorporated into the revision, which will debut in late 2008.

V. Community Relationships

Media Smart Seminars

The Lab hosted three *Media Smart Seminars* this year. These seminars feature experts and local educators on topics related to media, technology, children and learning. All sessions are free and open to the public.

Profile of a Media Literacy Pioneer. This year, national media literacy pioneer *Elizabeth Thoman* gave a workshop on the history of the media literacy movement on November 20, 2007. Elizabeth Thoman is the founder and president of the Center for Media Literacy in Los Angeles, CA, and co-founder and board member of the National Association for Media Literacy Education (formerly the Alliance for a Media Literate America.). Liz shared how she helped encourage interest and coordinate work in media literacy scholarship and education in the U.S. through her pioneering efforts and sustained leadership over the past few decades.

Nonverbal Communication and Media Bias. On February 13, 2008, Israeli professor *Elisha Babad* gave a talk entitled “The Influence of Non-Verbal Behavior on the Political Communication Process.” Elisha Babad is Anna Lazarus Professor of Educational and Social Psychology and former Dean of the School of Education at the Hebrew University of Jerusalem.

Youth Media in Action. Lastly, a screening and discussion event was held on March 7, 2008 at *WHYY* as part of the Society of Communication and Media Scholars conference, titled, “Building Bridges with The Village: Connecting the University to Community through Youth Media Production.” This event showcased undergraduate and teen student work and discussed Eugene Martin’s field production course for undergraduates in partnership with The Village of Arts and Humanities in North Philadelphia. It was co-sponsored by the SCMS Media Literacy Outreach Scholarly Interest Group, the African/African-American Caucus, and the Media Education Lab at Temple University

Notifications of these events, as well as others, were sent out to targeted mailing lists in the Media Education Lab’s newly formed database of over 3,200 contacts. Graduate students compiled the database and used a web based mailing system to email sixteen distinct mailings to interested parties this year.

School District of Philadelphia, Professional Development

The Media Education Lab hosted two professional development opportunities for Communications teachers with the School District of Philadelphia this past year. The first was a half-day overview on the basics of media literacy education. The Lab also hosted a day-long workshop for Communication Arts high school teachers called “Thinking Beyond Beats and Rhymes: Practicing Media Literacy in Communication Arts” on November 6, 2007. The program utilized a hip hop documentary as a means of introducing media literacy concepts and skills into the high school communication arts classroom, focusing on how issues of representation can be explored in video production and graphic arts.

Bloodlines and Beirut Boys

Eugene Martin’s film, *Bloodlines*, was screened at the 2007 Philadelphia Film Festival. The film explores the intersections of family, schools, violence, media, and the community as they affect the lives of young teens in Philadelphia. Over the period of one school year (2005-2006), two Philadelphia children ages 13 and 14 years old, Ebony Graves and Dennis Midiri, were given video cameras to record their lives. Both a visual essay and personal diary, the children directed their segments of the film. Ebony lives in North Philadelphia and attended St. Malachy School; Dennis lives in Kensington and attended Community Education Partners School. The diaries created by Dennis and Ebony show us the obstacles they and other children face in urban American schools and cities today. Martin also produced for WYBE Independence Media CH 35 a half-hour documentary, *Beirut Boys*, that will air in Summer 2008 in the “Philadelphia Stories” TV series.

Field Production Course: Community Media Production

During the Fall 2007 semester, Eugene Martin taught an Honors undergraduate course in Community Media Production in cooperation with The Village of Arts and Humanities on Temple’s campus. Temple students collaborated with teens from The Village of Arts and Humanities to create four original video productions. Community screenings were hosted at Temple in the Student Center and residents, friends, students and teens participated in the screenings. Over 800 people attended the screenings this year. In this community-university partnership, Temple students learned how creative media production activities can create a bridge between themselves and the teens in North Philadelphia. In addition to supporting production of teen-produced videos, Temple students created their own video documentary about the making of the teen-produced video as part of their coursework. As Eugene Martin explains, "For Temple students, the experience of field-site work completely shatters the glass wall between these two worlds. Students lost their inhibitions and fears about people in the neighborhood by making important connections to local youth and their families."

Field Placement Course: Youth Media and Media Literacy

During the Spring 2008 semester, this BTMM course, taught by Michael RobbGrieco, provided students with a community learning experience in which children and teens built their communication, media production and critical thinking skills. The course was a combination of lecture and field placement in high school classrooms in the School

District of Philadelphia. Participating schools were selected by Leslye Saul, the Communication Arts coordinator for the school district. The course encouraged students to reflect on the role of media and technology in the lives of youth, helped them gain experience with teaching processes and learning, and strengthened their understanding of the role of media and technology in urban education through reflective writing and discussion.

Research Collaboration Course: Mass Media and Children

In the spring 2008 semester, undergraduate and graduate students in Renee Hobbs' Mass Media and Children course conducted original research to assess the media and technology use of more than 400 students in grades PK – 6 at the Byers School. Students conducted interviews and survey data and presented their findings to the faculty of the school in a poster session on May 4, 2008. The project was designed to learn more about the media consumption choices of African-American children in urban communities and to motivate interest in media literacy among elementary faculty. Data from this study will be presented at a national conference in 2009.

“Critical Eye on the Media” Statewide Conference

Drug Free Pennsylvania hosted a statewide conference, “Critical Eye on the Media,” on June 19-20, 2008 for 75 teachers, counselors, prevention specialists, and administrators who want to make a difference in the lives of middle school students and their families. Renee Hobbs developed the conference along with Dr. Glenn Zehner of Drug Free Pennsylvania and Dr. Brian Primack from the University of Pittsburgh Medical School.

VI. Awards and Recognition

Sherri Hope Culver was elected President of the National Association for Media Literacy Education (NAMLE), formerly the Alliance for a Media Literate America (AMLA). Sherri Hope Culver also received the Innovative Teaching Award from SCT in May 2008.

Eugene Martin received the Junior Faculty Teaching Award from SCT in May 2008. Eugene Martin also received a fellowship for Media Arts from the Pennsylvania Council on the Arts for 2008.

Renee Hobbs received the 2007 ONNIE Award, Outstanding Media Educator, from Common Sense Media at a gala event in San Francisco in October, 2007.

Kelly Mendoza won the 2007 Media Smart Research Award from Cable in the Classroom. Her paper, "Mapping Parental Mediation and Making Connections with Media Literacy" was chosen as the top submission for graduate student research in media literacy education. The paper describes three types of mediation, looks at the research on factors that influence mediation, family communication styles, and the effects of mediation on children's attitudes and behavior. It then examines connections to media literacy and remaps the mediation styles according to a media literacy inquiry model.

Download the paper or listen to a podcast of her award presentation here:
<http://www.ciconline.org/mediasmartwinner07>

Jiwon Yoon's paper, "Why Individuals Predisposed to Suicide Gather in Online Suicide Communities in South Korea" won the first place in Research in Progress Paper Competition at the 2008 Broadcast Education Association, Las Vegas, NV. April 16-19, 2008.

VII. Upcoming Media Education Lab Projects for 2008 / 2009

Although Renee Hobbs will be on sabbatical leave next year, work in the lab will continue. Sherri Hope Culver will continue as Director. The following new projects are in active development:

Alliance of Civilizations

Renee Hobbs received a \$5,000 grant to promote cross-cultural understanding through media literacy from Alliance of Civilizations, United Nations. This grant will be used to support expenses for the class, *Media Literacy as a means to Promote Cultural Understanding*, which will be taught by Jiwon Yoon during the Fall 2008 semester. Faculty and children from the Roberts Elementary School in Upper Merion, PA will work with Temple undergraduate students on this effort.

Byers Charter Elementary School

Renee Hobbs has teamed up with Laurada Byers, founder and CEO of the Russell Byers Charter School, to develop a large-scale communications and media literacy program for students PK-12. This program, titled, "Powerful Voices for Urban Kids," will serve as a national model for media literacy curriculum implementation.

Common Sense Media

Kelly Mendoza is currently working with Common Sense Media to help them develop their school-based parent education program. The program addresses child developmental issues, media literacy, and effective ways parents can monitor, share, and create media with their children.

Community College of Philadelphia Collaboration

Renee Hobbs and Eugene Martin have met with members of the Community College of Philadelphia's English Department. We are currently discussing a potential new program that would help create "deep alignment" between CCP's new "media studies track" and Temple's School of Communications and Theater.

Girl Scouts and Media Literacy

Sherri Hope Culver and Kelly Mendoza have negotiated to develop and present a full day workshop on media literacy and technology to approximately 250 girl scouts. The event will be held on Saturday, October 11, 2008. The Lab received a grant of \$6,000 to support this work.

Upgrading the Media Education Lab Website

We are currently in the process of hiring a new web developer to re-design the Media Education Lab website (www.mediaeducationlab.com), in order to allow for increased user interaction, including commenting, blogging, and user video upload.

Rebooting the News Conference

The Lab will host an invitational conference on news literacy on October 23-25, 2008. The event is in partnership with Bill Densmore from the Media Giraffe Project.

North Philadelphia History Project

Eugene Martin was awarded a Seed Grant from the Office of the Provost for \$50,000 for a project about the history of North Philadelphia as told from the point of view of four generations of women. Martin will produce a one hour documentary film, and Kimmika Williams-Witherspoon from Theater will write a play based on oral history interviews with 50 women. Martin is also creating a photo book about North Philadelphia.

Summer Institute for Teachers, 2009

Sherri Hope Culver has begun discussions with the School District of Philadelphia to offer a multi-day summer media literacy institute for communication and language arts teachers. Act 48 credit would be provided to teachers through the School District. The institute could also be opened up to teachers outside of the School District of Philadelphia.

VIII. Appendix

A complete list of publications, multimedia productions, and presentations developed in 2007-2008.

PUBLICATIONS

Copyright and Fair Use

Aufderheide, P., Jaszi, P. & Hobbs, R. (2008). Media literacy educators need clarity about copyright and fair use. *Journal of Media Literacy* 54: 41 - 44.

Donnelly, K. (2007, November). Using media, fair use and copyright. *Youth Media Reporter*, 10, 174-177.

Hobbs, R. (2008). How `fair use` can reduce copyright confusion. *STN Network News* 3(3): 5-6. A publication of the Student Television Network.

Hobbs, R. (2008). Copyright confusion is shortchanging our students. *Education Week* 27(27) March 12: 26, 29.

Youth Media & Community Media

Donnelly, K. (2008, Feb). Youth participation and media literacy on The-N.com. SIMILE, 8(1), <http://www.utpjournals.com/simile/simile.html>.

Martin, E. (2008). Community Media and the Arts 2007-2008. Available online at: http://www.blurb.com/bookstore/detail/219086/?utm_source=badge&utm_medium=banner&utm_content=140x240.

Culver, S.H., (2008) "New Media Literacy," *A Chance to Heal* newsletter.

Theoretical and Research Issues in Media Literacy

Hobbs, R. (2007). *Reading the media: Media literacy in high school English*. New York: Teachers College Press.

Hobbs, R. (2007). Entries on: Media Literacy Key Concepts, Media Education International. In Jeffrey Jensen Arnett (Ed.). *Encyclopedia of children, adolescents and the media*. Beverly Hills: Sage (pp. 497 - 499; 528 - 529).

Hobbs, R. (2008). Debates and challenges facing new literacies in the 21st century. In Sonia Livingstone and Kristin Drotner (Eds.), *International Handbook of Children, Media and Culture*. London: Sage (pp. 431 - 447).

Hobbs, R. (2008). Editor's Introduction. *Handbook of teaching literacy through the visual and communicative arts, Volume II*. Mahwah, NJ: Lawrence Erlbaum Associates. Sponsored by the International Reading Association (pps.1 -3).

Hobbs, R. (2008). A response to Staples, "Are we our brothers' keepers? Exploring the social functions of reading in the life of an African American urban adolescent." In Marc Lamont Hill and Lalitha Vasudevan (Eds.) *Media, learning and sites of possibility*. New York: Peter Lang (pp. 73 - 76).

Hobbs, R. (2008). Entry on Media Literacy. In Neil Salkind (Ed). *Encyclopedia of educational psychology*. Beverly Hills: Sage.

Hobbs, R. and RobbGrieco, M (2007). The National Media Education Conference helps strengthen the field. *Youth Media Reporter* 1:7. Available online: http://www.youthmediareporter.org/2007/07/the_national_media_education_c.html

Girls and Online Media

Hobbs, R. and Rowe, J. (2008). Creative remixing and digital learning: Developing an online media literacy tool for girls. In P. C. Rivoltella (Ed.). *Digital literacy: Tools and methodologies for an information society*. Hershey, PA: Idea Group Press (pgs. 230 - 241).

International Media Literacy

Yoon, J. (2008). South Korean Scholars Studying North Korean Movies. *Asian Cinema* 18, (2), pp. 160-179.

MULTIMEDIA PRODUCTIONS:

Video:

Bloodlines Video Diary Project. (2008). Video. Executive Producer: Eugene Martin.

Beirut Boys. (2008). Video. Executive Producer: Eugene Martin.

Audio:

Culver, S.H. (2007) Podcast series on media literacy. WXPB Philadelphia: Kids Corner

Online:

Hobbs, R. & Mendoza, K. (2008). *Growing up online*. Multimedia study guide. Boston: WGBH Frontline. Available: <http://www.pbs.org/wgbh/pages/frontline/teach/kidsonline/>

Media Education Lab (2008, in press). *Act, Analyze, Act: A Blueprint for 21st Century Civic Engagement*. Alexandria, VA: PBS Teachers.

Multimedia:

Hobbs, R. (2007). *The media straight up!* Second edition. CD-ROM multimedia curriculum. Drug Free Pennsylvania: Harrisburg PA.

WORKSHOPS AND PRESENTATIONS:

Girls and Online Learning

Culver, S.H., Mendoza, K., Yoon, J., Greico, M. Several workshops were given at Camp Nock-a-mixon in July 2007 to three age divisions. These workshops balanced the technology and media literacy learning goals of My Pop Studio with the need to provide that learning in a fun, camp-like environment.

Culver, S.H., Hobbs, R., Mendoza, K. "Online Games for Media Literacy" National Media Education Conference, St. Louis, MO, June 25, 2007

Hobbs, R. and Rosenthal, E.L. "Celebrity Identification and Media Literacy among 'Tween' Girls." Society for the Psychological Study of Social Issues (SPSSI), 2008 Biennial Convention, Chicago, IL, June 28, 2008.

Mendoza, K. "Remixing an Online Game: Tweens Learning Media Literacy Skills." Society for Cinema and Media Studies, Philadelphia, PA, March 8, 2008.

Media Literacy International

Hobbs, R. "Building a Clearinghouse for Media Literacy Education," Alliance of Civilizations conference, United Nations. Madrid, Spain, January 15-16, 2008.

Hobbs, R. Conference Organizer and Presenter. "Media Literacy Institute." A two-day professional development program for educators from Qatar University and area schools, Doha, Qatar. December 10 – 12, 2007.

Yoon, J., Hobbs, R. Culver, S. and Robb-Grieco, M. Visit by Korean Press Institute. We hosted a half-day meeting with educators and leaders from the Korean Press Institute, describing media literacy education in the United States.

Hobbs, R. "Theoretical and Conceptual Frameworks Affecting the Development of Media Literacy Education in the United States," Visual Competencies Symposium, Jacobs University, Bremen Germany, July 6 - 8, 2007.

Hobbs, R. Panel Presentation: "Youth Media in the United States," Media Literacy Overseas Conversations III Conference, Fordham University, New York, NY. June 2, 2007.

News Literacy

Hobbs, R. "Developing an Online Current Events Community," Paper presentation with Paul Folkemer. Association for Supervision and Curriculum Development (ASCD), New Orleans, March 16, 2008.

Yoon, J. "Public Discourse on TV News for Deliberative Democracy." Paper accepted at the 2008 Eastern Communication Association, Pittsburgh, PA. May 1-4, 2008.

Children's Media

Culver, S.H. "Wherever, Whenever, Whatever: Kids & Media Today and What it Means for You". Pennsylvania Council of Child, Youth & Family Service annual conference, April 24, 2008

Culver, S.H., "Poof! You're 8 Again: Trends in Children's Mass Media", Northeast Media Literacy Conference, Friday, April 11, 2008

Culver, S.H., "The Reluctance of Public Broadcast Stations to Conduct Research", panel presentation at Broadcast Education Association conference titled, "Emerging Issues for Public & Community Broadcasters", April 17, 2008

Theoretical and Research Issues in Media Literacy

Hobbs, R. "Sisters, Cousins, Competitors or Friends? Visual Competence and Media Literacy." Paper presentation, International Communication Association, Montreal, Canada, May 25, 2008.

Hobbs, R. Media Literacy and the Health and Well-Being of Children. International Communication Association conference, Montreal, Canada, May 23, 2008.

Hobbs, R. "What the Research Says," Keynote Address, Alliance for a Media Literate America, St. Louis, MO. June 24, 2007.

Hobbs, R. "Media Literacy: Activism, Consumption and Production," Boston Public Schools, Arts Media and Communication Conference, Northeastern University, Boston. February 2, 2008.

Hobbs, R. "Problematizing the Core Instructional Practices of Media Literacy." Presentation at the Society for Cinema and Media Studies Conference (SCMS), Philadelphia PA, March 9, 2008.

Hobbs, R. Presentation: Enhancing the Needs of All Learners with Technology, International Reading Association pre-conference, Atlanta, GA, May 3, 2008.

Youth Media & Community Collaborations

Culver, S.H., "From the Classroom to the Community: Making Media Literacy Collaborations Work," Detroit Media Literacy Conference, May 30-31, 2008

Culver, S.H., Keynote address: "The Transformation to the National Association for Media Literacy Education," Detroit Media Literacy Conference, May 31, 2008

Yoon, J. "Video Production as a Bridge between the University and the Community: Going beyond a Client-Based Model." Paper presented at the 2008 International Communication Association, Montreal, Canada. May 22-26, 2008.

Copyright & Fair Use

Hobbs, R. "All the Grey Areas: How Media Educators' Beliefs about Copyright and Fair Use Affect Instruction," International Communication Association, San Francisco, CA, May 25, 2007.

Hobbs, R. & Donnelly, K. Panel Presentation: Developing Consensus on Fair Use for Media Literacy. Society for Cinema and Media Studies, Philadelphia, PA, March 8, 2008.

Hobbs, R. "The Cost of Copyright Confusion for Media Literacy," Exploring New Media Worlds: Changing Technologies, Industries, Cultures and Audiences in Global and Historical Context. Texas A&M University, College Station, TX, March 1, 2008.

Hobbs, R. "Intellectual Property Issues in Multimodal Literacy Education," National Council of Teachers of English, New York, November 16, 2007.

Hobbs, R. Panel Presentation: "Issues with Academic Publishing in a Digital Age: Corporate Control of Journal Costs/Publishing Versus Open-Source Publication Related to Public Dissemination, Fair Use, and Tenure Review." National Reading Conference, Austin Texas, November 30, 2007.

Hobbs, R. "Understanding Copyright and Fair Use," Presentation at the Student Television Network conference, Anaheim, CA, January 18, 2008.

Hobbs, R. "Reducing Copyright Confusion: A Webinar." Presentation with Peter Jaszi to the Pennsylvania Technology Teachers, 21st Century Learning Community. March 13, 2008.

RobbGreico, M. "Mash-up, Mix-down: Mapping Remix discourses towards an Understanding of the Educational Possibilities of Remix Practices." Society for Cinema and Media Studies, Philadelphia, PA, March 8, 2008.

International Media Literacy

Hobbs, R. Presentation: "Media Literacy and the Future of Broadcasting." OFCOM International Conference on Media Literacy, London, May 15 - 16, 2008.

Yoon, J. Guest Speaker in Professional Development. "Teacher Training in Korea." Korean Press Foundation, 7.21-25/ 8.18-22

Yoon, J. "Reading Korean Wave in Asia from Fan Community of a Korean Star." Presented at the 2007 National Communication Association, Chicago, IL. November 15-18, 2007.

Yoon, J. "Why Individuals Predisposed to Suicide Gather in Online Suicide Communities in South Korea." Presented at The 2008 Broadcast Education Association, Las Vegas, NV. April 16-19, 2008.

Yoon, J. "Media Literacy Education through Edutainment Website: A Case Study of "My Pop Studio"" Abstract accepted at the 2008 Korean Association for Broadcasting & Telecommunication Studies. June 16-17, 2008

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