Multimedia Scholarship

Walter Ong's stages of communication

- Oral culture

- Alphabetic culture

- Electronic culture (secondary orality)

Orality and Literacy

"We are interested in film, video, and new media (electronic culture), but publish essays (alphabetic culture) and, even worse, we take these essays to conferences and *read them aloud* (oral culture)."

Eric Faden

Benefits from technological advances

- Digital copies of written and visual materials
- Multiple viewings of audiovisual works
- Disc commentaries and extras
- Clipping of videos
- Non-linear editing stations

"Limiting scholars to the printed page undermines their ability to fully share the knowledge they have gained."

Stephanie Barish and Elizabeth Daley

Creating Multimedia Scholarship

- No physical form: digital born object; requires digital viewing platforms
  - Electronic journals and newspapers
  - Digital books and electronic readers
  - Media blogs

Creating Multimedia Scholarship

- Interactive media
  - External and internal hyperlinks
  - Moving images in addition to stills
  - Full data sets
  - Persuasion through experimentation
  - Instant feedback potential

Creating Multimedia Scholarship

- Preservation issues
- Publication challenges
- Future of the book

Benefits of multimedia scholarship

- Proper, and easy access
- Non-linearity potential
- Wide distribution
- Versioning; easy update
- Cross-referencing

Forces hampering the production of multimedia scholarship

- Resistance from academic institutions and constituents
- Publication restrictions
- Copyright infringements
- Source-referencing and citations
- Restriction to a web-space platform
- "Digital Divide"

- Eric Faden, "A Manifesto for Critical Media"
- Walter Ong, *Orality and Literacy*
- Stephanie Barish and Elizabeth Daley, "Multimedia Scholarship for the 21st Century"

Mediascape

http://www.tft.ucla.edu/mediascape/Fall09_1960sSexComedy.html

InMediaRes

http://mediacommons.futureofthebook.org/imr/

Vectors

http://www.vectorsjournal.org/issues/index.php?issue=5

NYT:

http://www.nytimes.com/interactive/2010/12/12/magazine/14actors.html?ref=magazine

WFPP:

http://digital.lampdev.columbia.edu/wfp/drupal/