



DIGITAL MEDIA & LEARNING CONFERENCE  
BEYOND EDUCATIONAL TECHNOLOGY  
MARCH 1-3, 2012 // SAN FRANCISCO, CALIFORNIA

HOSTED BY:



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## 2012 DIGITAL MEDIA & LEARNING CONFERENCE: BEYOND EDUCATIONAL TECHNOLOGY



### CONFERENCE COMMITTEE

Diana Rhoten  
*Conference Chair*

Tracy Fullerton  
*Re-imagining Media for Learning Chair*

Antero Garcia  
*Innovations for Public Education Chair*

Jess Klein  
*Democratizing Learning Innovation Co-Chair*

Mitch Resnick  
*Making, Tinkering and Remixing Chair*

Mark Surman  
*Democratizing Learning Innovation Chair*

The Digital Media and Learning Conference is an annual event supported by the MacArthur Foundation and organized by the Digital Media and Learning Research Hub at the University of California Humanities Research Institute. The conference is meant to be an inclusive, international and annual gathering of scholars and practitioners in the field, focused on fostering interdisciplinary and participatory dialog and linking theory, empirical study, policy, and practice.

<http://dml2012.dmlcentral.net/>

### BEYOND EDUCATIONAL TECHNOLOGY

Technology will revolutionize education. That was the shout heard around the world as early as the 1970s when “microcomputers” first appeared on the scene. In the last forty years, the exponentially increasing powers and dramatically decreasing costs of computer technologies have surpassed even the wildest dreams of those early days. Yet, there is still little evidence of any major technology-enabled disruptions to the structure and culture of mainstream education. Today, technology has once again become the rallying call for education innovation. Whether as efforts to establish new institutions, experiment with mobile devices, develop learning applications, or incorporate personalized and distance education platforms, information technologies and digital media are at the center of the education innovation conversation.

Cutting-edge research from the social and behavioral sciences has begun to show that an individual's learning can be accelerated by tapping into personal interests that span different social experiences including but beyond schooling. Evidence also suggests that individuals may learn more efficaciously and more equitably, without gaps between rich and poor, when they learn in specialty domains and practice areas that they choose and for which they are motivated.

As this new “digital media and learning” movement expands, we are seeing the emergence of Web-enabled, mobile-based platforms that promote new models of peer-to-peer learning, anywhere / anytime learning, blended learning and game-based learning. The “education

technology” and “digital media and learning” views on education innovation represent differences in thinking not just about technologies for but also – more importantly – pedagogies and epistemologies of learning.

Inspired by Silicon Valley's culture of technology-led innovation, the 2012 Digital Media and Learning Conference will explore ongoing questions and debates around the role of technology and the future of education and learning.

### CONFERENCE CHAIR



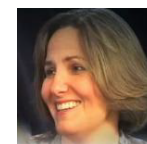
**Diana Rhoten** is the Senior Vice President for Strategy in the new Education Division at News Corp. Prior to this role, Diana cofounded and codirected Startl, which is a social enterprise dedicated to accelerating startups in the education technology and digital learning markets. Diana was also the founder of the New Youth City Learning Network, which helps youth-serving institutions across New York City design new technologies and develop digital experiences that connect in-school education and out-of-school learning. She has a Ph.D. in education and policy and an M.A. in sociology from Stanford University, as well as an M.Ed. from Harvard University and a B.A. from Brown University.

### KEYNOTE SPEAKER



**John Seely Brown** is a visiting scholar and advisor to the Provost at University of Southern California and the Independent Co-Chairman of Deloitte's Center for the Edge. Prior to that he was the Chief Scientist of Xerox Corporation and the director of its Palo Alto Research Center (PARC). JSB received a BA from Brown University in 1962 in mathematics and physics and a PhD from University of Michigan in 1970 in computer and communication sciences. Part scientist, part artist and part strategist, JSB's views are unique and distinguished by a broad view of the human contexts in which technologies operate and a healthy skepticism about whether or not change always represents genuine progress.

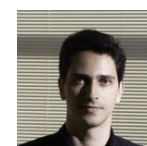
### PLENARY PANELISTS



**Elizabeth Corcoran** is co-founder of EdSurge, the fastest growing newsletter on education-technology entrepreneurship. She is an award-winning journalist who previously spent 10 years with Forbes, where she served as Executive Editor for technology coverage at Forbes magazine and Forbes.com. Prior to Forbes, Ms. Corcoran was a staff writer for The Washington Post covering technology. She has a bachelor's degree in economics from Georgetown University.



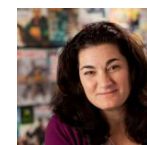
**Mitch Kapor** has been at the forefront of information technology for more than 30 years as an entrepreneur, software designer, and investor. He is widely known as founder of Lotus Development Corporation and the designer of Lotus 1-2-3, the “killer application” which made the personal computer ubiquitous in the business world in the 1980s. Since 2001, Mitch has been a director and major funder of the Level Playing Field Institute, which works to increase fairness in education and the workplace by closing the opportunity gap and removing barriers to success.



**Ronaldo Lemos** is a visiting fellow at the Center for Information Technology Policy at Princeton University. He is the director of the Center for Technology and Society at the Fundação Getúlio Vargas (FGV) School of Law in Rio de Janeiro. He is also the director of the Creative Commons Brazil and former chairman of the Board of iCommons. He has earned his LL.B. and LL.D. from the University of Sao Paulo, and his LL.M. from Harvard Law School.



**Vicki Phillips** serves as Director of Education, College Ready for the Bill & Melinda Gates Foundation. Phillips oversees work to ensure U.S. high school students graduate ready to succeed, and to improve access to college. Prior to joining the foundation, she was superintendent of Portland Public Schools in Portland, Oregon. Phillips has worked with the U.S. Office of Education in Washington, D.C., and has been a middle and high school teacher. Phillips earned a bachelor's degree in elementary and special education and a master's degree in school psychology from Western Kentucky University. She also holds a doctorate in educational leadership and management from the University of Lincoln in England.



**Leslie Redd** is the Director of Educational Programs at Valve Corporation. In addition to producing bestselling entertainment titles, Valve is a developer of leading-edge technologies, including the Source® game engine and Steam®, Valve is collaborating with the education community to develop game-related tools and curricula around STEM (science, technology, engineering and math) subjects. Leslie received a BA in government from Cornell University and an MPA from New York University's Robert F. Wagner Graduate School of PublicService where she also was an adjunct faculty member.



**Carina Wong** is the Deputy Director of Education for College Ready Work at the Bill & Melinda Gates Foundation. She previously served as the Director of Youth Policy and Education at the National Center on Education and the Economy in Washington, DC. She is a graduate of Georgetown University's School of Foreign Service and has a Masters in Administration and Policy from Stanford University and a Masters in Education from George Washington University.



**Connie Yowell** is the Director of Education for U.S. Programs for the MacArthur Foundation, where she oversees a \$85 million program on Digital Media and Learning, one of the first philanthropic efforts in the country to systematically explore the impact of digital media on young people and implications for the future of learning. She briefly served as Policy Analyst in the U.S. Department of Education, and has worked with teachers and administrators to develop and implement literacy curricula. Yowell earned her bachelor's degree from Yale, and her PhD from Stanford University.



ABOUT THE WORKSHOPS & PANELS

Making, Tinkering and Remixing // MTR

To become full and active participants in 21st century society, young people must learn to design, create, and invent with new technologies, not simply interact with them. What are the pathways for becoming a maker and not just a user in a world of Connected Learning? What social and technical infrastructures provide the best support for young people as they learn to tinker with materials, remix one another’s work, and iteratively refine their creations?

Re-imagining Media for Learning // RML

What does it mean to think of media and games in the service of diverse educational goals and within a broad ecology of learning? In particular, how can we balance the needs of multi-stakeholder alliances against the challenges of designing engaging, playful and truly innovative media experiences? Especially those that go beyond implementations of technologies and platforms to create real communities of playful learning and rich opportunities for individual discovery and growth.

Democratizing Learning Innovation // DLI

Looking to the groundswell for massively collaborative innovation and change, what does it take to pull from a participatory and networked ecology to push innovation from the bottom up and from the outside in versus top down and inside out?

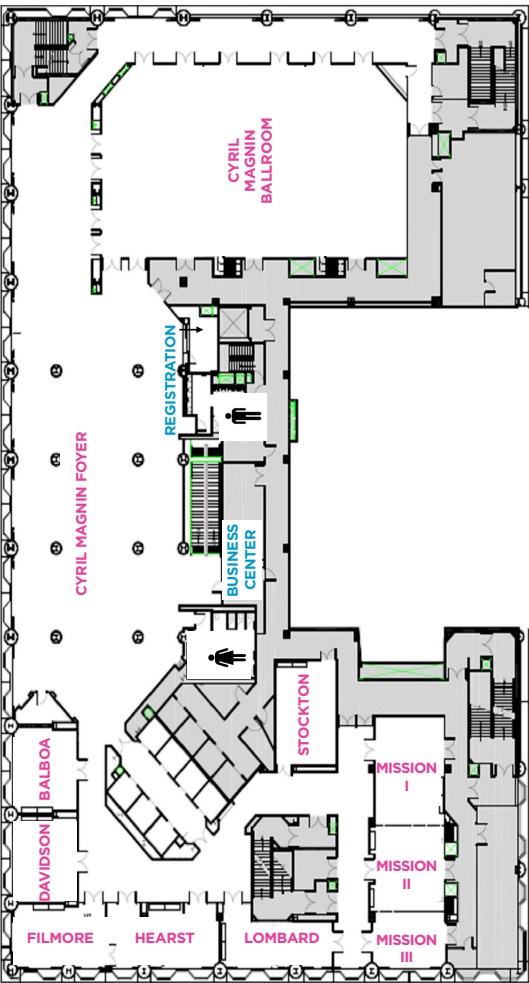
Innovations for Public Education // IPE

Too often cutting edge technology innovations serve the interests of the already privileged “creative class.” What can we do to ensure that the most innovative forms of learning are accessible to all educators and young people relying on public education infrastructures? How can digital innovation directly impact disparities in achievement of students based on race and class?

Digital Media and Learning // DML

This track will address innovative research and practice in the field of digital media and learning.

PARC 55 - FOURTH FLOOR CONFERENCE SPACE



THURSDAY // MARCH 1, 2012

9:00-10:30AM OPENING KEYNOTE (CYRIL MAGNIN BALLROOM)

Opening Keynote by John Seely Brown:  
“Cultivating the Entrepreneurial Learner in the 21st Century”

11:00AM-12:30PM PANELS SESSION I

- C** Featured Session DLI: Democratizing Learning Innovation Mark Surman, Jessica Klein, Super-Awesome Sylvia and James Todd (TechNinja), Gever Tulley, Dr. Preeti Gupta
- B** DML: It Depends on Where you Look: Understanding the Role of Digital Media in Civic Learning and Engagement Ellen Middaugh, Sangita Shresthova, Joseph Kahne, Erhardt Graeff, Chris Evans, Neta Kligler Vilenchik, Carrie James, Christian Greer
- D** IPE: Why and How we work INSIDE Schools: The Exploring Computer Science Project Jean Ryoo, Jane Margolis, John Landa, EZ\$ Harper, Todd Ullah, Antero Garcia
- F** RML: What Do Students Learn? Connecting Classroom Games and Measures of Student Learning Eliza Spang, Brendon Trombley, Dan O’Keefe, Leah Gilliam, Alicia Iannuchi, Nicole Mirra
- H** DLI: Digital Media and Gender: Women and Girls Engaging with Technology Amber Levinson, Daniel Stringer, Jolie Matthews, Michelle Hutton, Maryanna Rogers
- S** MRT: Reprogramming Urban Ecologies through Youth-Made Apps Elisabeth Soep, Leshell Hatley, Asiya Wadud, Asha Richardson
- M** MRT: Remixing iRemix: Data Visualizations to Understand Learning and Development in Online Social Learning Networks Denise Nacu, Nichole Pinkard, Kiley Larson, Ruth Schmidt
- M2** IPE: Challenge-based Learning and the PLAYground: What is challenge-based learning and how can we use an online platform to explore it? Henry Jenkins, Erin Reilly, Laurel Felt, Kirsten Carthew, Vanessa Vaterbedian, Akifa Khan

2:30-4:00PM PANELS SESSION II

- C** Featured Session IPE: Digital Innovation and Equity in Schools Antero Garcia, Erin Reilly, Myrna Rubel, Katie McKay, and students from the UCLA Council of Youth research and the Social Justice Learning Institute
- B** DML: Are Badges the Answer? Perspectives on Motivation for Lifelong Learning Natalie Rusk, Avi Kaplan, Amon Millner, Mitch Resnick
- D** IPE: Divide and Conquer: Examining and Confronting the Digital Divide Zoe Corwin, Elizabeth Swenson, Sean Brouchard, Jenna Sablan, Tracy Fullerton, Erin Reilly, Laurel Felt, Vanessa Monterosa
- F** RML: What’s Going On...Now: A National Youth Conversation through Digital Media Uday Joshi, Nuit Hangsen, Mike Hawkins, Darrell Johnson, Akili Lee, Garth Ross
- H** MRT: Beyond Game Play: Developing Youth Identity as Civic Minded Game Designers Daria Ng, Barry Joseph, Jack Martin, Ricki Goldman
- S** MRT: Making MakeShop: Designing Making Experiences with Families Lisa Brahms, Drew Davidson; Jane Werner, Dale Dougherty
- M** MRT: Teaching with App Inventor David Wolber, Leshell Hatley
- M2** DLI: We Live Here: Youth Media Convergence, San Francisco Style Ingrid Dahl, Matt Williams, Joanne Parsont, Puja Dasari, Robyn Bykofsky

4:30-5:45PM IGNITE TALKS (CYRIL MAGNIN BALLROOM)

Kea Anderson, Doug Belshaw, Hanna Cho, Henry Jenkins, Peter Kittle, Crystle Martin, David Cooper Moore, Chad Sansing, Nishant Shah

6:00-6:30PM DIGITAL MEDIA & LEARNING COMPETITION 4: WINNERS ANNOUNCEMENT (CYRIL MAGNIN BALLROOM)

6:30-7:30PM OPENING RECEPTION AND MOZILLA FOUNDATION SCIENCE FAIR (CYRIL MAGNIN FOYER)

FRIDAY // MARCH 2, 2012

9:00-10:30AM PANELS SESSION III

- C** Featured Session RML: This is Not an Orientation: Gameful Layers for the Freshman Experience Tracy Fullerton, Jeff Watson, Ben Stokes, Andy Phelps, Liz Lawley Kurt Squire, Donald Brinkman
- B** DML: Exploring Locality: A Community-Based Social Network for Youth Amy Stornaiuolo, Glynda Hull, Jen Dizio, Emily Hellmich, Jeeva Rochesmith, Gary Jones, Chris Dale
- D** IPE: Democratizing Computer Science through Culturally Relevant Pedagogy in Urban Schools: Building on Students, Funds of Knowledge and Community Cultural Wealth Clifford Lee, Cueponcaxochitl, Jean Ryoo, Vic Pacheco, Ernest Morrell, Jane Margolis
- F** RML: Design Thinking + Digital Media: A Model for Creating Meaningful Learning Experiences in the 21st Century Museum Nancy Chou, Stephanie Norby, Elizabeth Babcock, Ryan Hill, Johanna Thompson, Tiffany McGettigan
- H** DLI: Hive Learning Networks [Explore + Create + Share]: an infrastructure for connected learning Christian Greer, Chris Lawrence, Kerry McCarthy, Christina Timmins
- S** MRT: Tinkering with Tangibles: Electronic Textiles in Classrooms, Colleges, and Clubs Yasmin Kafai, Leah Buechly, Michael Eisenberg, Deborah Fields, Kristin Searle, Sherry Hsi
- M** MRT: A culture of sharing: Exploring ways to support connections among designers of digital media Karen Brennan, Ricarose Roque
- M2** DLI: Education for a Digital Democracy: Harnessing the Power of New Media to Empower Urban Students Personally, Academically and Civically Nicole Mirra, D’Artagnan Scorza, students from the Black Male Academy, students from the Council on Youth Research

11:00AM-12:30PM PLENARY PANEL (CYRIL MAGNIN BALLROOM)

Investing in Education Innovation: Where and How to Focus Carina Wong, Mitch Kapor, Connie Yowell, Betsy Corcoran

2:30-4:00 PM PANELS SESSION IV

- C** Featured Session MTR: Learning through Making: Opportunities and Challenges for a Maker Culture Mitchel Resnick, Leah Buechley, Dale Dougherty, Mike Petrich, Karen Wilkinson
- B** DML: Case Study in Digital Media and Learning Partnerships: A Youth-Centered Design Framework in San Francisco Jill Bourne, Brian Bannon, Jen Gilomen, Elizabeth Babcock, Tim Olson, Ingrid Dahl
- D** IPE: Tapping into the Multiplicity of Composition Paul Oh, Christina Cantrill, Tene Gray, Lacy Arnold Manship, Peter Kittle, Tracy Lee, Meenoo Ram, Chad Sansing, Antero Garcia, Bud Hunt
- F** RML: Extreme Makeover DML Edition: Rethinking designs for younger and older users Lori Takeuchi, Jeff Makowka, Allison Druin, Cynthia Chiong, Rafael (Tico) Ballagas
- H** DLI: Thoughts from DML’s Emerging Scholars: Findings and Insights from Early Career Researchers, Developers, and Practitioners Jenna McWilliams, Cassidy Puckett, Jennifer Conner-Zachocki, James Gee, Adam Ingram-Goble
- S** Short Talk Panel MRT: Literacies of Making Ugochi Acholonu; Patricia G. Lange; Johanna Pabst; Stephanie Hendrick; Tisha Turk
- M** DLI: iPhones and Intersessions: The Potential for Civic Engagement through Mobile Learning Anna Kassinger, Tiffany McGettigan, Dan Solberg
- M2** IPE: Big Ideas, Real Problems: Designing K-12 learning experiences with (and without) social media Christina Jenkins, Mary Moss, Franchesca Fay

4:00-5:00PM COFFEE HOUR & AUTHORS TABLES (CYRIL MAGNIN FOYER)

SATURDAY // MARCH 3, 2012

9:00AM-10:30AM PLENARY SESSION II

Building Education Innovation:  
The Social & Technical Infrastructure  
Ronaldo Lemos, Leslie Redd, Vicky Phillips, Diana Rhoten

11:00AM-12:30PM PANELS SESSION V

- C** DML: Working Examples: New and Improved Jolene Zywica, Eric Keylor, Drew Davidson, James Gee
- B** DML: Universal Designs for DML: Innovations for Students with Disabilities Meryl Alper, Alexandra Dunn, Juan Pablo Hourcade, Sooin Lee, James D. Basham, Maya Israel
- D** IPE: Does digital and media literacy support civic engagement? Renee Hobbs, Hans Martens, Joseph Kahne, Paul Mihailidis, Silke Grafe, Bradley Bergey
- F** Short Talk Panel RML: Playful interventions: libraries, college access, after school and media arts Vanessa Monterosa, Elizabeth Swenson, Sean Brouchard, Zoe Corwin; Gabriel Peters-Lazaro; Adam Rogers, Adrienne Lai, Anne Burke; Jacqueline Vickery, S. Craig Watkins
- H** Short Talk Panel IPE: Innovations Across Communities: Technology, Participation and Education Negin Dahya; Chelsey Hauge; Gerardo D. Sanchez Romero; Anuj Twari
- S** MTR: Meta-remix: Reflecting on four communities built for learning, tinkering, and remixing with code Ari Bader-Natal, Andres Monroy-Hernandez, J.D. Zamfirescu-Pereira, Shelly Farnham
- M** DLI: Mobile Quests that Remix Public Events for Social Change? Francois Bar, Benjamin Stokes, George Villanueva, Otto Khera
- M2** DLI: Creating Badges with BadgePost Alexander Halavais

1:30-3:00PM PANELS SESSION VI

- C** RML: Lifecycle of a PBS KIDS App: From Research to Reality Jeremy Roberts, Alison Bryant, Evan Clarrissimeaux, Matt Murphy
- B** DML: Rating Quality and Learning Potential of Consumer Digital Media Kelly Mendoza, Seeta Pai, Rita Catalano, Sherry Hsi, Alan Gershenfeld, Katie Salen
- D** Short Talk Panel IPE: Redefining Learning Communities and Practices Through Technology and Media Mark Gobble; Tiffany McGettigan, Brian Burnett; Matthew Rafalow, Meg Cramer; Matthew Williams; Donghee Yvette Wohn
- F** Short Talk Panel RML: Concepts: Math & Science Games Theresa Horstman, Mark Chen; Osvaldo Jimenez, Shelley Goldman, Ben Hedrick, Roy Pea, Kristen Pilner Blair, Daniel Steinback; Greg Niemeyer, Jan Hua, Eric Kaltman; Louisa Rosenback, Judy Perry
- H** RML: Learning In and Around Games: Minecraft as Affinity Space Alex Leavitt, Joel Levin, Rob Newberry, Browyn Stucky
- S** DLI: The Politics and Paradoxes of Inclusion Christo Sims, danah boyd, Mary Gray, Jeffrey Lane, Antero Garcia
- M** MRT: Design Tinkering Matt Pearson, Melita Morales, Christopher Warner, Mare Manangan
- M2** RML: Using Mobile Devices for Community and Team-Building in the Classroom Jackie Gerstein

3:00-3:30PM WINE RECEPTION (CYRIL MAGNIN FOYER)

3:30-4:30PM IGNITE TALKS (CYRIL MAGNIN BALLROOM)

Heather Braum, Mel Chua, Sebastian Dziallas, Ben Chun, Jane Crayton, Mizuko Ito, Chris Lawrence, Heather Mallak, Jesse Pickard, Rafi Santo, Philipp Schmidt, Jeff Sturges, Hsing Wei

4:30-5:00PM CLOSING REMARKS (CYRIL MAGNIN BALLROOM)

ROOM GUIDE	C	Cyril Magnin Ballroom	H	Hearst
	B	Balboa	S	Stockton
	D	Davidson	M	Mission I
	F	Filmore	M2	Mission II&III