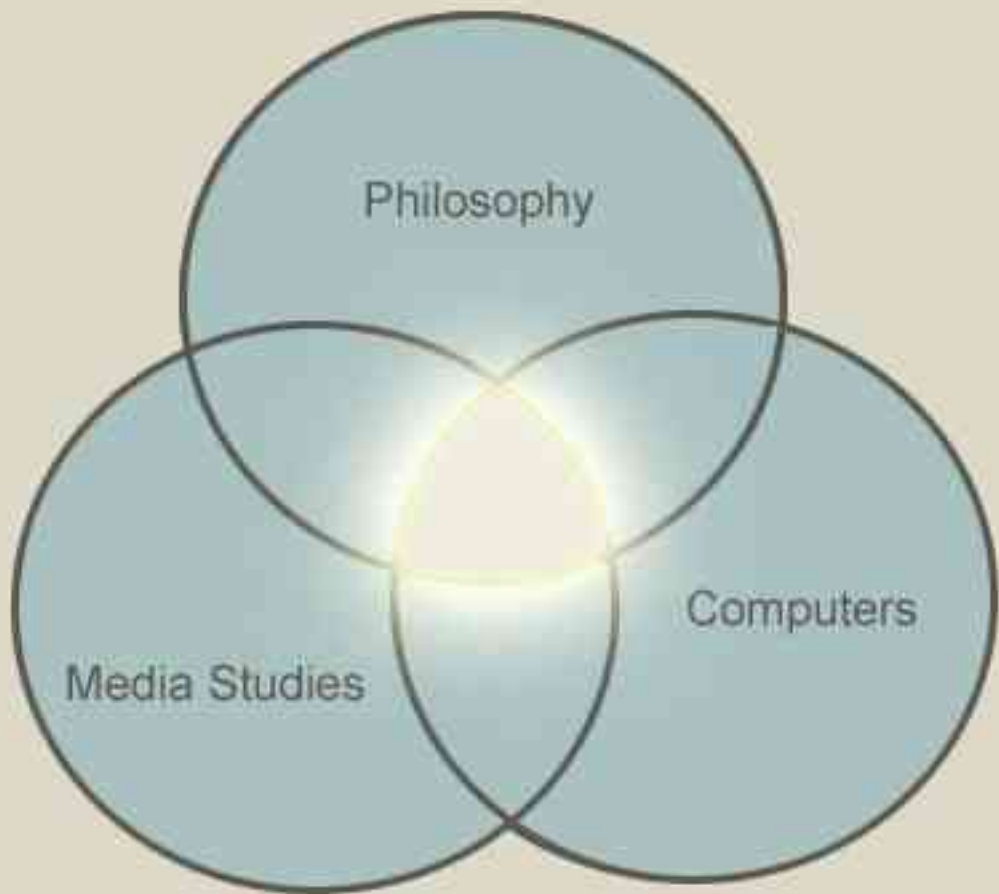


# Teaching the Debate:

## New Media, Popular Culture & Pedagogy

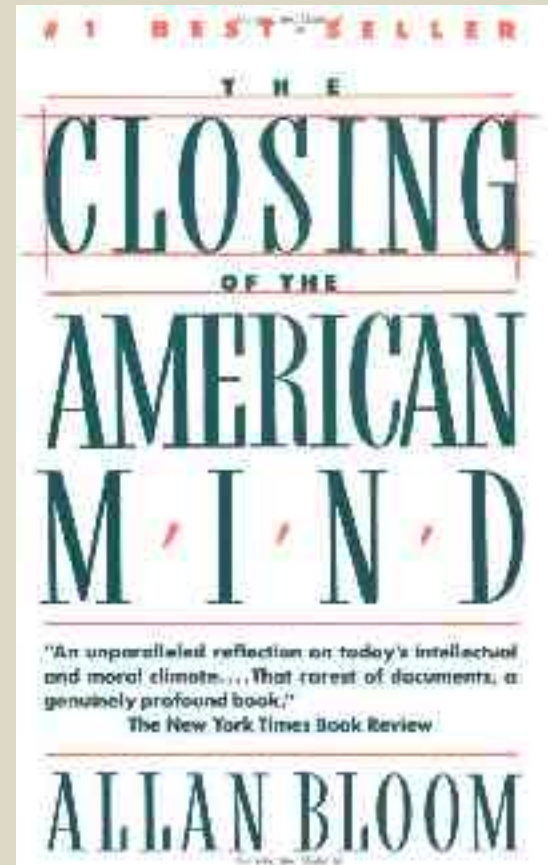
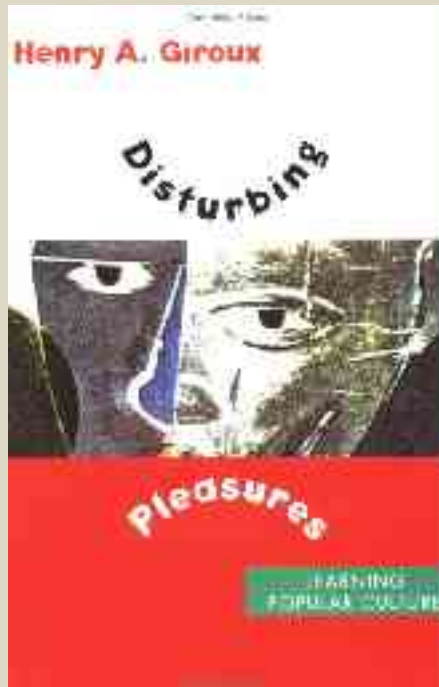
David J. Gunkel  
Associate Professor  
Northern Illinois University  
dgunkel@niu.edu







# The Debate



# New Media



- Incredible Information
- Waste of Time
- Distraction
- Plagiarism

# New Media



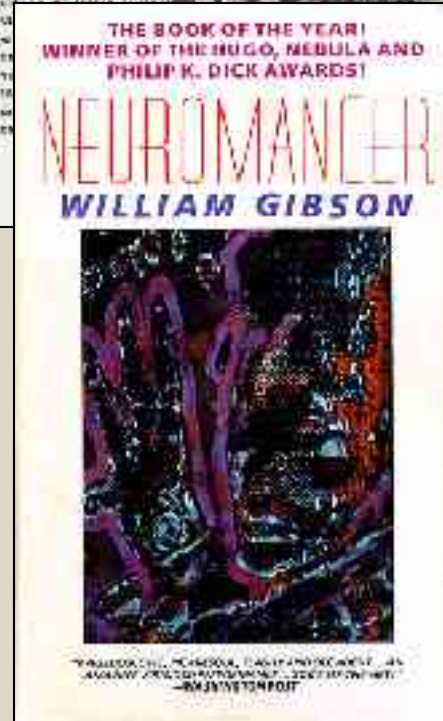
## Teach New Media

1. Connect with Students
2. Address the debates about new media with new media
3. Facilitate Critical Thinking

# Demonstration

## Theoretical

- 1) Plato's *Phaedrus*
- 2) History of Media Technology
- 3) Science Fiction and Science Fact



# Demonstration

## Practical

- 1) Demonstration of the use of new Media in the classroom
- 2) How new media can be employed in pedagogy





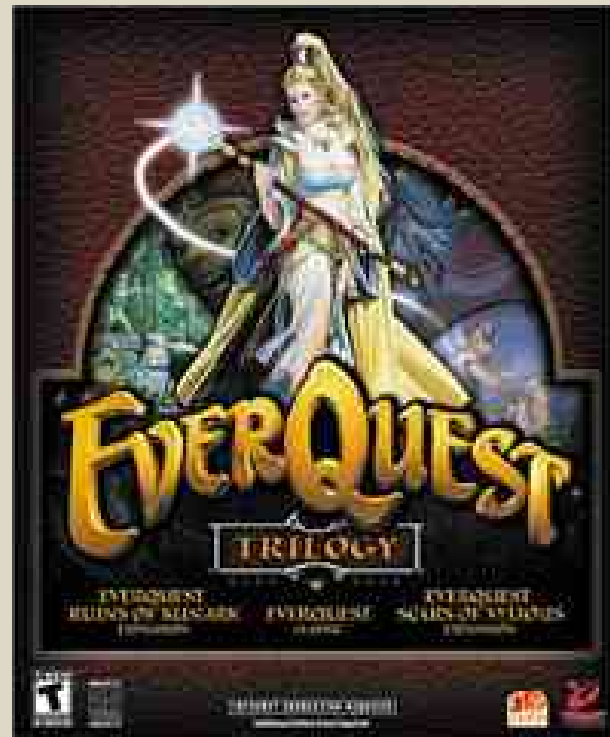
# Demonstration

- 1) Computer Games - MMORPGs
- 2) Audio Mashups or Remixing
- 3) Digital Divide

# MMORPGs



# MMORPGs



# MMORPGs

## Economic study of Norrath

### Exchange Rate

1 Platinum Piece = \$ 0.01072; better exchange rate than the Yen or Lira

### Gross National Product

\$135 million or \$2,266 per capita

Norrath is the 77<sup>th</sup> richest country in the world

### Hourly Wage

Average avatar makes 319 PP per hour or \$3.42/hour (assuming an exchange rate of 0.01072 PP per dollar).

CESTo Working Paper No. 516  
December 2001

REAL WORLDS:  
EFFECT OF MARKET AND SOCIETY ON  
ECONOMIC FRONTIER

#### Abstract

of California discovered a new world called  
and not in a sense of being a new world  
in a sense of being a new world. Although some  
The world's hourly wage is about USD 3.42  
people produce a GNP per capita similar to  
gold. A unit of Norrath's currency is traded on  
100, higher than the Yen and the Lira. The  
economic inequality, yet there is quite  
on is growing rapidly, twice each each day  
most places around the globe, but especially  
most interesting thing about the real world is  
world that exists entirely on 48 computers in  
ventures, virtual worlds are making money -  
ed to top USD 1.0 billion by 2004 - and if  
if here as they have been with other Internet  
can become the primary venue for all online

real world, computer software

with California  
Department of Economics  
1 State Parkway  
Berkeley, CA 94704  
U.S.A.

csaction@econ.berkeley.edu

# MMORPGs

## Conclusions

- MMORPGs are not just fun and games
- MMORPGs offer a real alternative to “real life”
- MMORPGs maybe the future of human interaction

# MMORPGs

## Questions/Issues

- Real life or MMORPG; Red or Blue Pill
- Is this the future of social interaction?



# Mashups



# Mashups



DJ Danger Mouse

*The Grey Album*

Mash of the Beatle's *White Album* and Jay-Z's *The Black Album*



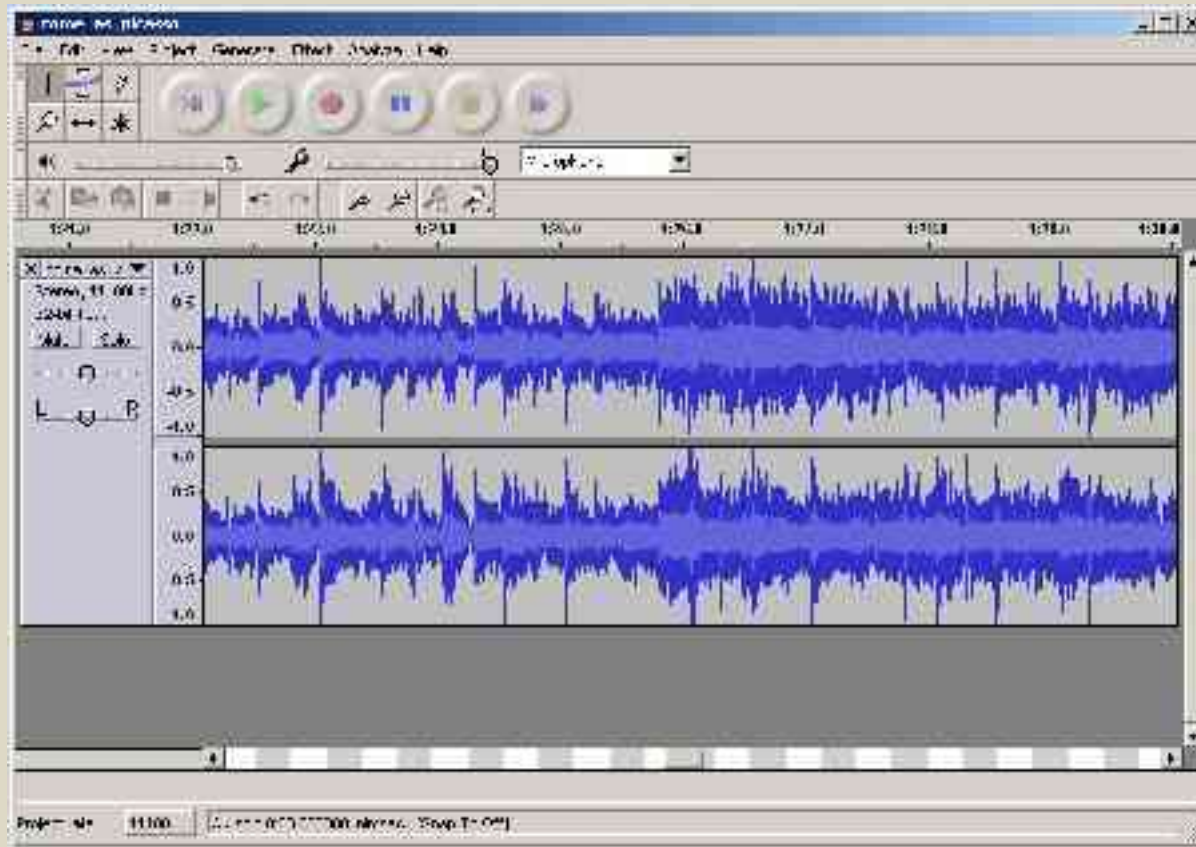
# Mashups

Mark Vidler - GHP  
*Wrapped Detective*

Elvis Costello, The Police, Lionel  
Richie, Peggy Lee, Bob Marley,  
The Hollies, Led Zeppelin



# Mashups



# Mashups

## Questions/Issues

- Are mashups a kind of plagiarism?
- Are mashups a violation of copyright law?
- Are mashups illegal?
- Are mashups legitimate art?

# Digital Divide

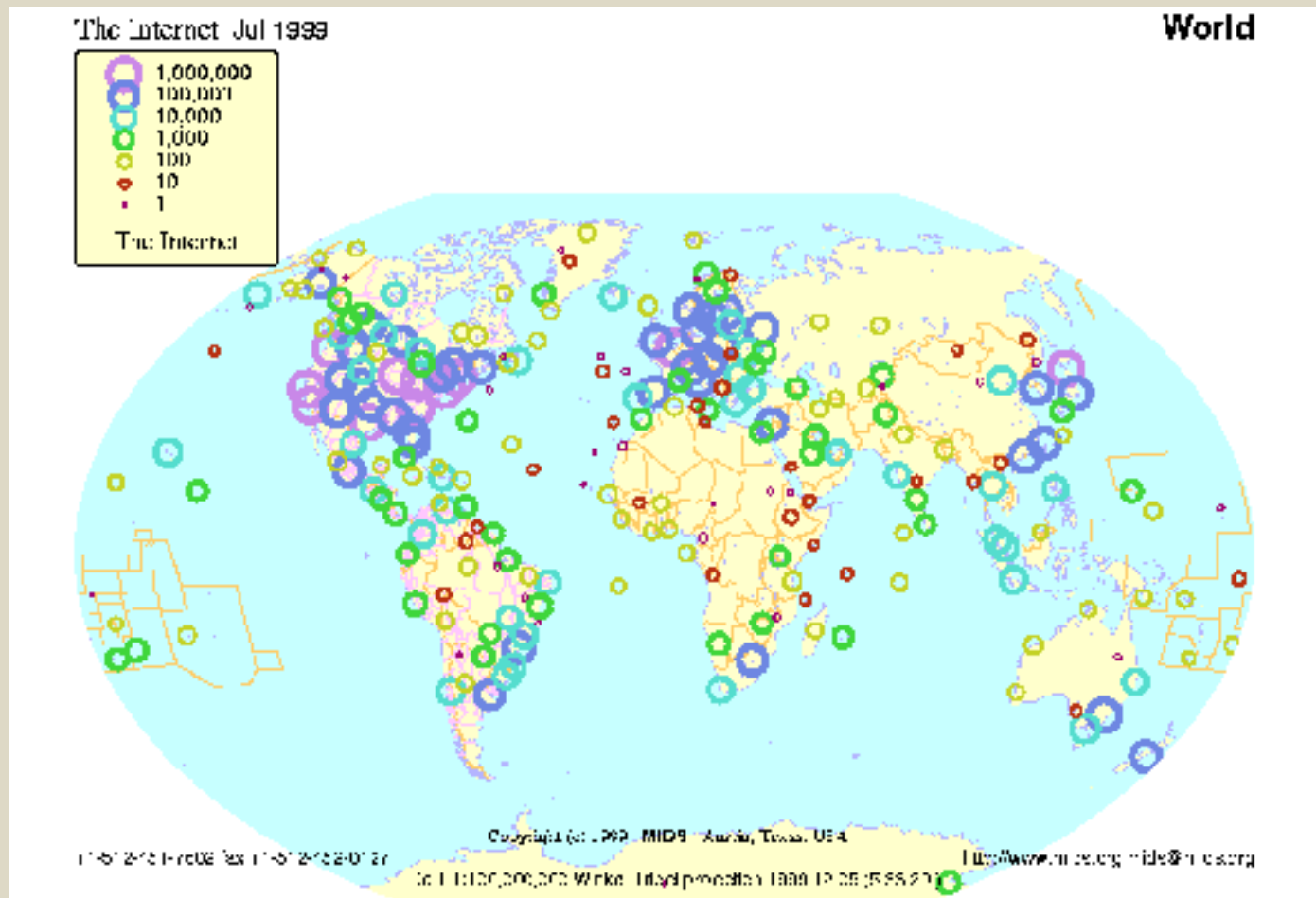
## Definition

“The divide between those with access to new technology and those without.”

*Information haves vs.  
Information have-nots*



# Digital Divide



# Digital Divide

## Questions/Issues

- We are a privileged minority (less than 8%).
- What should be done about the Digital Divide?
- What can you do about the Digital Divide?
- What role and responsibility do you have?

# Summary

1. New Media is not simply a distraction or waste of time that should be limited or prohibited
2. New Media can be used to teach our students about the conflicts, dilemmas, and controversies surrounding technology
3. By teaching New Media, we can engage our students in critical thinking by connecting with them on their own turf and in their own terms



<http://gunkelweb.com/gunkel.html>  
dgunkel@niu.edu