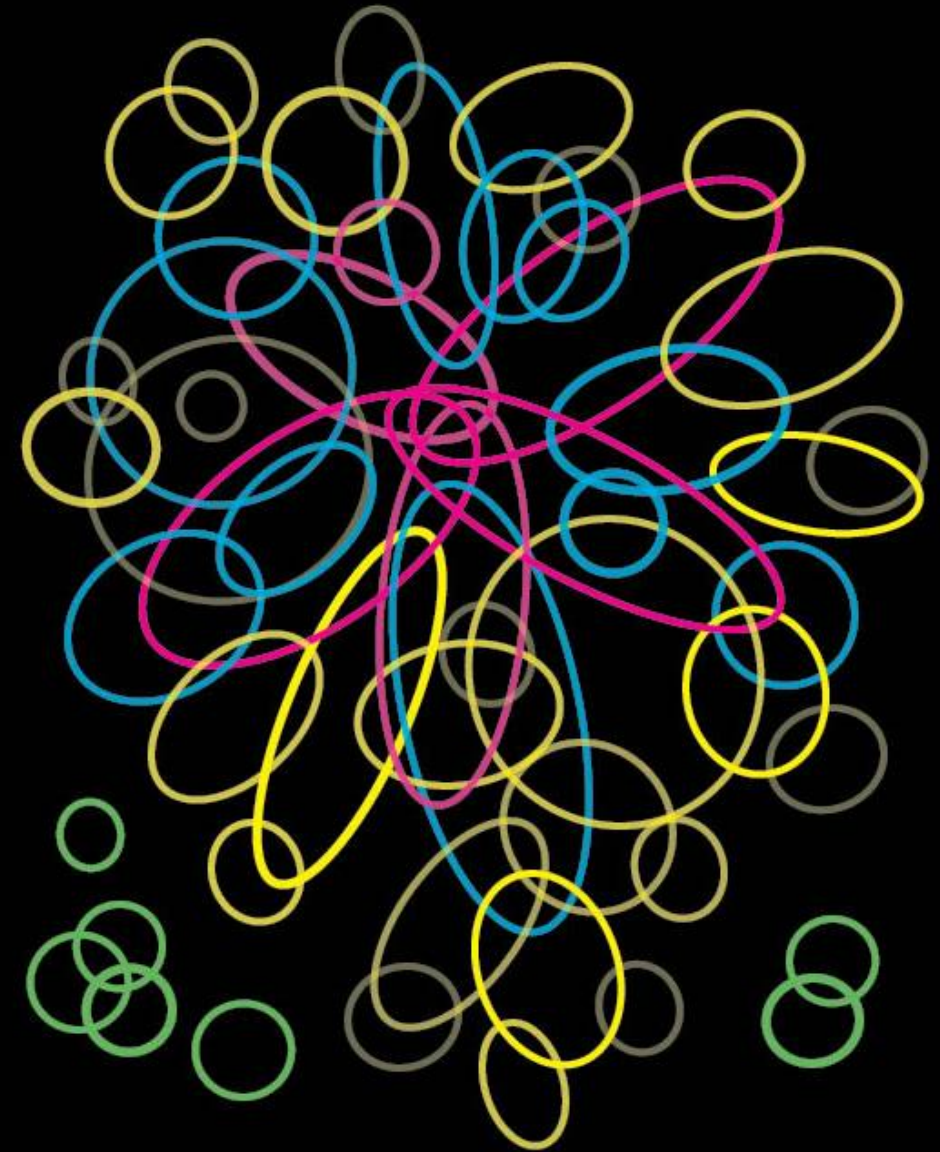


# Participatory Culture:

## What, Why & How

*An introduction to the  
concepts and practices  
of participatory culture.*



@kayoddone



"Social circles of Influence" flickr photo by aafromaa artwork by  
Bruce Dupree <https://flickr.com/photos/aafromaa/4476152633>  
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"Participatory culture is not about creating a particular state of society, but about collectively engaging in an aspirational project that constantly challenges us to expand opportunities for meaningful participation."

p.98

Jenkins, H., Itō, M., & boyd, d. (2016). Participatory culture in a networked era : a conversation on youth, learning, commerce, and politics . Cambridge, UK ;: Polity Press.



Image shared to the Public Domain by Pexels <https://pixabay.com/photos/adult-art-group-hands-paint-1846428>

**What** is  
participatory  
culture?



## Participatory culture...

- is “a set of positive values for learning and literacy”  
(Jenkins, Ito, & boyd, 2016, p. 4)
- “celebrates collective efforts to exchange work and ideas for inquiry and mastery of a subject or practice”  
(Baker-Doyle, 2017, p. 17)
- A space where “participants are not simply consuming media but are actively involved in creation, circulation, curation and commentary”  
(Ito et al., 2019, p. 52)

# What is participatory culture?



Jenkins defines participatory culture as one:

- With relatively low barriers to artistic expression and civic engagement
- With strong support for creating and sharing one's creations with others
- With some type of informal mentorship whereby what is known by the most experienced is passed along to novices
- Where members believe that their contributions matter
- Where members feel some degree of social connection with one another (at the least they care what other people think about what they have created).
- Not every member must contribute, but all must believe they are free to contribute when ready and that what they contribute will be appropriately valued.

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Everyone can participate  
Low barriers to entry



Production centred  
Learning by doing



Shared purpose  
Openly networked



Interest powered  
Peer supported

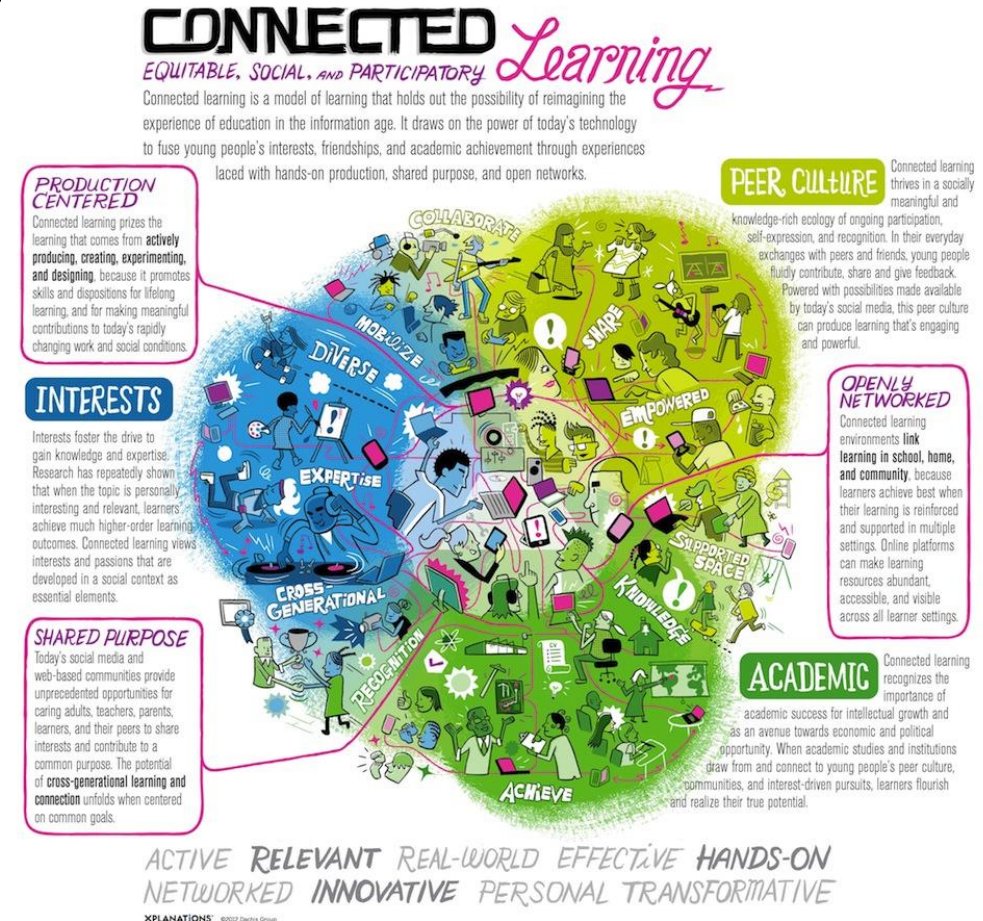


Opportunities  
Relationships



Agency  
Empowerment  
Social

Not every member must contribute, but all must believe they are free to contribute when ready and that what they contribute will be appropriately valued.



# Question to consider:



## Do you see evidence of participatory culture...

- In your connected learning environment?
- In your personal/professional learning?
- In students' formal learning opportunities at school?
- In students' informal learning (if they share this with you)

# Why the focus on participatory culture?



Henry Jenkins suggests that:

A growing body of scholarship suggests potential benefits of these forms of participatory culture, including opportunities for **peer-to-peer learning**, a **changed attitude toward intellectual property**, the **diversification of cultural expression**, the development of **skills valued in the modern workplace**, and a more **empowered conception of citizenship**.

Access to this participatory culture functions as a new form of the hidden curriculum, shaping which youth will succeed and which will be left behind as they enter school and the workplace.

(Jenkins, 2009, p.3)

Is this needed in 2019?

# Why the focus on participatory culture?

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## Future Work Skills 2020

While all six drivers are important in shaping the landscape in which each skill emerges, the color-coding and placement here indicate which drivers have particular relevance to the development of each of the skills.

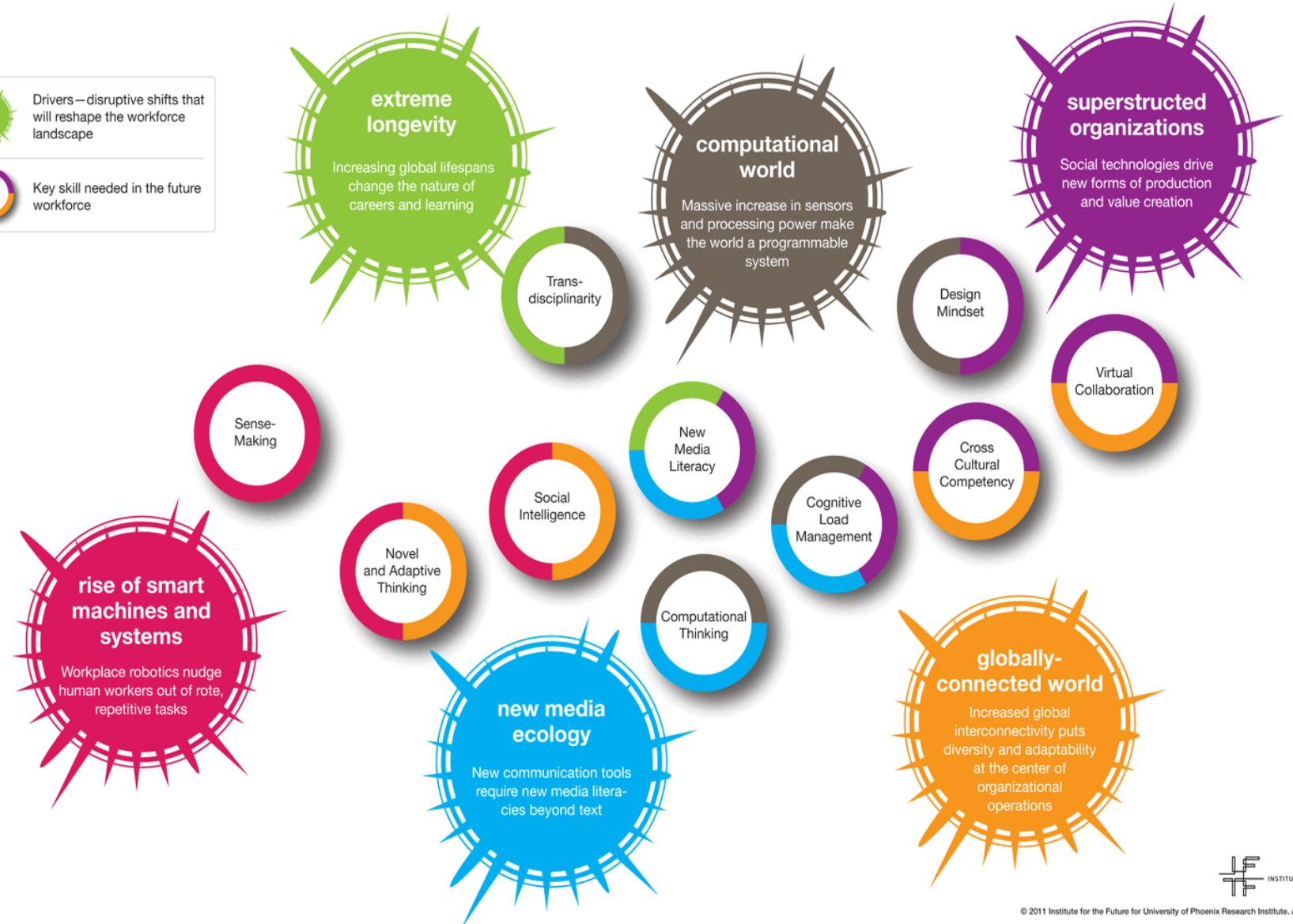
### KEY



Drivers—disruptive shifts that will reshape the workforce landscape



Key skill needed in the future workforce



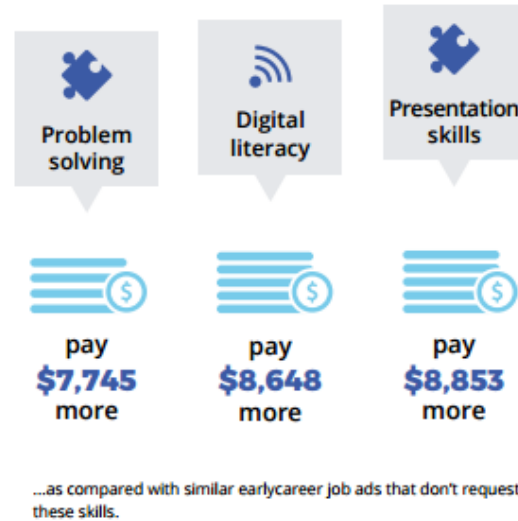


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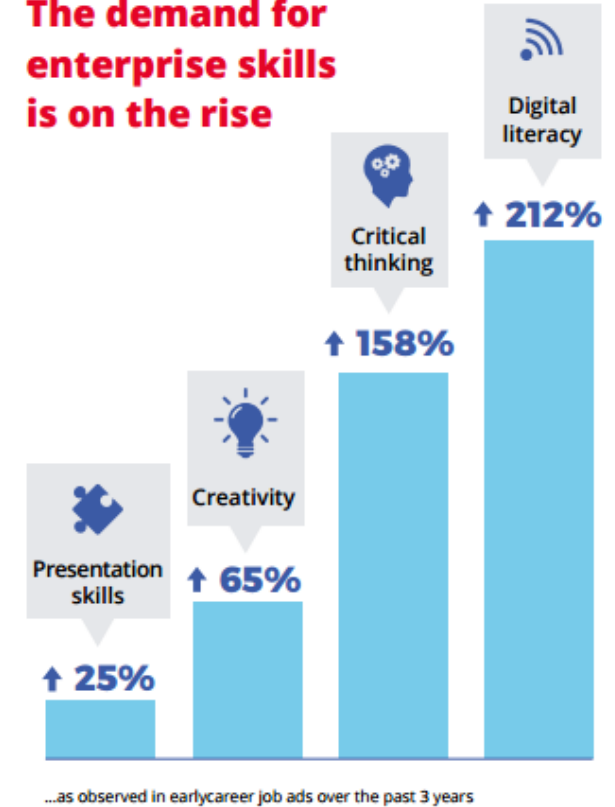
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## Wages are higher for young job-seekers with enterprising skills



## The demand for enterprise skills is on the rise



## The trend is here to stay



Jobs of the future demand enterprise skills **70%** more than jobs of the past

# Question to consider:



How effectively are we preparing...

- Teachers to support students to develop enterprise skills?
- Students in developing enterprise skills?

# How should we support participatory culture?



Participatory culture shifts the focus of literacy from one of individual expression to community involvement. The new literacies almost all involve social skills developed through collaboration and networking. These skills build on the foundation of traditional literacy, research skills, technical skills, and critical analysis skills taught in the classroom.

The new skills include:

- Play – experimentation as problem-solving
- Performance – improvisation and discovery
- Simulation – interpretation and construction of dynamic models
- Appropriation – meaningful sampling and remixing
- Multi-tasking – scan and shift focus as needed
- Distributed cognition – interact with tools that expand capacity
- Collective intelligence – pool and recombine knowledge
- Judgement – evaluation of credible material
- Transmedia navigation – follow flow across multiple modalities
- Networking – search for, synthesise and disseminate
- Negotiation – discern, respect and work with multiple perspectives

(Jenkins, 2009, p.4)

# How should we support participatory culture?

The new skills include:

- Play
- Performance
- Simulation
- Appropriation
- Multi-tasking
- Distributed cognition
- Collective intelligence
- Judgement
- Transmedia navigation
- Networking
- Negotiation



True participation requires many qualities:

- Agency
- Ability to engage constructively in social situations
- Skills to contribute effectively
- Connections with others to build an audience
- Emotional resilience to handle negative feedback
- Social status to speak without consequence

The barriers are not necessarily technological, but social...  
(Jenkins, Ito, & boyd, 2016, p. 22)

# Question to consider:



- Which of the skills identified by Jenkins are we teaching well? Which do we need to enhance or focus on?
- What qualities are we (and our students) stronger in? Which need to be enhanced?
- What professional learning (if any) do teachers need to support this skill development?

# References:



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Ito, M., Martin, C., Cody Pfister, R., Rafalow, M. H., Salen, K., & Wortman, A. (2019). *Affinity online: How connection and shared interest fuel learning*. New York, NY: New York University Press.

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