Comparative Media Studies

Established as a graduate program in AY2000 and as an undergraduate major in AY2008, Comparative Media Studies (CMS) combines the study of contemporary media (including film, television, and digital systems) with both a broad historical understanding of older forms of human expression and an awareness of the constant interplay of emerging technology and new media. The program is cross disciplinary; embraces theoretical and interpretive principles drawn from the humanities and social sciences, particularly disciplines such as literary study, history, anthropology, sociology, communication, and film studies; and aims for a comparative synthesis responsive to the emerging media culture of the 21st century. Students in the program are taught to explore the complexity of our media environment by thinking across media forms and across cultural and historical settings, deploying comparative methodologies in order to see beyond boundaries imposed by older medium-specific approaches to the study of audiovisual forms.

The comparative and cross-disciplinary nature of both the graduate and undergraduate programs is embodied in a faculty drawn from the Anthropology; Foreign Languages and Literatures; History; Architecture and Art; Literature; Music and Theater Arts; Philosophy; Writing and Humanistic Studies; Science, Technology, and Society; Media Arts and Sciences; Political Science; and Urban Studies and Planning programs. Approximately 25 faculty members teach subjects in CMS.

The graduate program consists of a two-year course of study leading to a master of science degree. The program aims to prepare students for careers in fields such as journalism, teaching and research, government and public service, museum work, information science, corporate consulting, media industry marketing and management, and educational technology. Our recent graduates are working in fields such as higher education, teaching, journalism, and photojournalism, and at media and technology consulting firms, media production companies, and software firms. The undergraduate program, formally approved by the Institute's faculty as an interdisciplinary major in 2008, mirrors the graduate program in concept and ambition and has been experiencing steady growth since its inception. As in the past, CMS has an impressive roster of funded research projects and outreach activities.

Reorganization

Over the past two years, the CMS faculty has engaged in a lengthy discussion with members of the Program in Writing and Humanistic Studies (WHS) and Foreign Languages and Literatures to consider the possibility of a merger of the programs. This discussion was prompted partly by the extensive intellectual and educational overlap between the programs and the fact that they share a core of critical and production interests in contemporary media. A retreat was held in the spring of 2011, and extensive joint faculty discussions were carried out through the spring and summer. Many additional faculty-level committee meetings were held during the past two academic years. In January 2012, it was determined that a merger of CMS with WHS should be

carried out, with a possibility of further consolidation in the future. Work is now under way on merging CMS and WHS into a single academic program that will share faculty, research, educational, and administrative resources.

Governance

Professor William Uricchio (Literature, Foreign Languages and Literatures, and CMS) remains as CMS director. James Paradis, Robert M. Metcalfe professor of writing and humanistic studies, served as interim director for AY2011 and continued as joint director in AY2012. He will serve as head of the two merging units in AY2013.

Graduate Program

In another record-breaking year for CMS graduate admissions, we received 144 applications to the master of science program for AY2013. Nine students were accepted into the class of 2014, of whom four are women and four are international students. We are pleased to report that when the new admits arrive in September, CMS graduate enrollment will be restored to capacity, with a full cohort of 20 students.

In past years, graduates of the CMS master's program have worked at companies such as Lucasfilm, Microsoft, HBO, Midway Studios, Razorfish, Etsy, Deloitte Consulting, Nickelodeon, PBS, NPR, WHERE (a leading location media company), and Greenovate, in positions such as creative strategist, game designer, television producer, documentary filmmaker, and project manager. Others have gone on to PhD programs at such schools as Duke University; the University of Southern California; Columbia University; the University of California, Irvine; the University of California, Los Angeles; and the University of Wisconsin-Madison, as well as MIT's Program in Science, Technology, and Society (STS). Graduates are now in faculty positions at Simon Fraser University, the University of Michigan, and the University of Illinois at Urbana-Champaign. For more information on the CMS graduate program, see http://cms.mit.edu/academics/graduate_program.php.

Undergraduate Program

In its fourth academic year as a permanent major, 20 students were enrolled as majors in the CMS undergraduate program, including three students with CMS as the humanities component of the 21E major and four double majors. Of this group, eight were women. One student graduated in February 2012 and six in June 2012, which brings the total number of students who have graduated from the CMS undergraduate program, from its inception as an experimental major in 2003 through 2012, to 69. As of June 2012, CMS had three minors and 73 concentrators. Undergraduate involvement in CMS research continues to be strong. During AY2012, CMS sponsored 71 Undergraduate Research Opportunities Program (UROP) positions for pay or credit, and another 17 students are participating in CMS-sponsored UROP projects this summer.

CMS graduates have gone on to careers in global digital commerce, video game production, brand management and marketing, research, graphics, and social networking software design at companies such as Nike, Electronic Arts, MTV, Microsoft, Google, ImaginEngine, and Congressional Quarterly; others have pursued studies in

theater arts, fine arts, or law. Many others have gone on to leading graduate programs in the United States and abroad. For further information about the CMS undergraduate program, see http://cms.mit.edu/academics/undergrad_program.php/.

Visiting Scholars

Our visiting scholars program attracts scholars from around the world who span multiple disciplines and who provide a rich exchange for CMS faculty, students, and staff. AY2012 saw significant expansion across CMS's visiting researcher programs, including over 30 visiting scholars, postdocs, visiting faculty, and visiting students.

Visiting scholars in AY2012 included Adam Banks (University of Kentucky), Laura Forlano (Illinois Institute of Technology), Martin Fredriksson (Uppsala University, Sweden), Patricia Kennon (Froebel College of Education, Ireland), Kelley Kreitz (Brown University), Pierre Le Quéau (Pierre-Mendes-France University), André Fagundes Pase (Pontifical Catholic University of Rio Grande do Sul, Brazil), Oren Soffer (Open University of Israel), Tristan Thielmann (University of Siegen, Germany), and Jasmijn Van Gorp (Utrecht University, the Netherlands). These scholars' research runs the gamut of media studies, including civic media and social change, transmedia and participatory culture, game studies, development of audiovisual archives, and the history of digital mapping technologies.

CMS also hosted a wide range of visiting students during AY2012. Many of our visiting students worked as interns at the Mobile Experience Laboratory (MEL), including Pelin Arslan (Turkey), Laurène Barlet (France), Marta Ferreira de Sá (Portugal), Anthony Przyswa (France), Adrià Recasens Continente (Spain), and Dan Sawada (Japan). Other visiting students included Teun Dubbelman (the Netherlands), who came on a Fulbright grant to do work in game studies; Mads Jensen (Denmark), who worked with the Center for Civic Media; and Yi-Hang Ma (Taiwan), who came in partnership with Foreign Languages and Literatures.

CMS visiting faculty in AY2012 included visiting associate professor Scott Nicholson, CMS alumna and lecturer Flourish Klink SM '10, and visiting lecturers Catherine D'Ignazio and Shiva Ayyadurai. Hired through WHS, Nicholson conducted research in the Singapore-MIT GAMBIT Game Lab. Klink taught CMS.100 Introduction to Media Studies during both semesters, as well as CMS.309 Transmedia Storytelling in the fall and CMS.621 Fans and Fan Cultures in the spring. D'Ignazio taught CMS.951 Workshop II in the spring, and Ayyadurai taught CMS.631 Systems Visualization during both semesters.

Postdoctoral Program

The CMS postdoctoral program recruits younger scholars and media makers to support both teaching and research activities. Postdocs working in the area of game studies include Todd Harper (United States), Clara Fernández-Vara (Spain), and Konstantin Mitgutsch (Austria). In the area of mobile technologies and interaction design, our postdocs include Leonardo Giusti (Italy) and Sotirios Kotsopoulos (United States).

In conjunction with the School of Humanities, Arts, and Social Sciences (SHASS) Mellon postdoctoral fellows program, CMS also hosted two Mellon scholars in AY2012: Amaranth Borsuk, who works in digital poetry, and Hye Jean Chung, who works in transnational cinema and will be continuing for another year. A third Mellon scholar, Marcella Szablewicz, who studies Internet gaming from an ethnographic perspective, will be arriving for fall 2012.

Research Projects

CMS research themes cross academic disciplines and involve both traditional and emerging media, establishing a focus for public presentations, research agendas, and curricular initiatives. These projects enable CMS to work on the forefront of media developments and are central to the program's notion of a hands-on pedagogy in which students work in the classroom as well as on collaborative sponsored research, testing the limits of theory and the impact of their ideas in an iterative process.

The primary research themes are:

- Creativity and collaboration in the digital age
- Media in transition
- Transforming humanities education
- Childhood and adolescence in a hypermediated society
- Global culture and media
- The informed citizen and the culture of democracy

These research themes infuse our academic program, help to shape our outreach activities, and attest to our commitment to bridging disciplines within the Institute and between the Institute and the world. The themes find tangible form in the funded research projects described below.

Singapore-MIT GAMBIT Game Lab

The Singapore-MIT GAMBIT Game Lab experiments with the theory, aesthetics, culture, craft, legacy, technology, and play of games, developing, sharing, and deploying prototypes, findings, and best practices to challenge and shape global game research and the industry. MIT received the second-highest undergraduate school ranking and the third-highest graduate school ranking for video game design study in 2012 from the *Princeton Review* and *GamePro Magazine* in their survey of 150 schools across the United States and Canada.

Singapore and US students have worked together in the Game Lab's annual summer program to develop the research into cutting-edge games. "*Robotany*" was a winner at the 2012 Independent Games Festival China (in the student showcase), and "*The Snowfield*" was featured in the student showcase at the 2012 Independent Games Festival 2012 in San Francisco. In February 2012, the Game Lab celebrated the history of game development at MIT by marking the 50th anniversary of "*Spacewar!*" with a student-

made re-creation of the original game and a symposium at the MIT Museum featuring the game's creators. The Game Lab has also hosted four "game jams," including the Global Game Jam (part of the US Department of Labor's Equal Pay Challenge), bringing together local industry, MIT students, and Game Lab staff to collaborate on game development.

These projects and others—including new and continuing research on new animation tools and applications of artificial intelligence, storytelling and narrative design in games, emotion and metaphor in games, cultural differences in aesthetics, games for learning, and purposeful games—have led GAMBIT to be featured at notable conferences and in academic journals, newspapers, and magazines. Such exposure has resulted in the Game Lab being viewed as a thought leader in the commercial games industry, in game studies, and in the many fields that are utilizing games such as health care, education, and other nonprofit organizations.

The six-year GAMBIT collaboration between MIT and Singapore is wrapping up in September with a rebranding of the Cambridge lab into the MIT Game Lab. In September, the Game Lab will hold a symposium on the use of games in everyday life to expand the lab's reach to new stakeholders and collaborators.

HyperStudio

In March 2012, HyperStudio was awarded a National Endowment for the Humanities (NEH) Digital Humanities Start-Up Grant for "Annotation Studio—Multimedia Text Annotation for Students" (with Professor Paradis as principal investigator and Kurt Fendt as co–principal investigator). Early versions of the project were presented at the annual Melville Electronic Library Conference at MIT (October 2011), the Digital Humanities Colloquium in Chicago (November 2011), the Symposium on the Future of the Book at MIT (May 2012), and the New Media Consortium's annual conference (June 2012). A peer-reviewed paper based on the development of the Annotation Studio was also given at the 2012 Digital Humanities Conference in Hamburg, Germany, followed by an article in the *Journal of Digital Humanities*. HyperStudio has also increased its outreach and education efforts, both within the MIT community and beyond. Major accomplishments included a weekly e-newsletter launched last fall and a spring 2012 series of workshops and lectures by visiting scholar Johanna Drucker, an internationally recognized digital humanities theorist and professor of information studies at the University of California, Los Angeles.

Center for Civic Media

The MIT Center for Civic Media was established in 2007 as a joint effort between the MIT Media Lab and CMS, bridging two established programs at MIT—one known for inventing alternate technical futures and the other for identifying the cultural and social potential of media change. The center, led by Ethan Zuckerman and assistant director Sasha Costanza-Chock, received its original funding as the top winner in the inaugural Knight Foundation News Challenge and recently was granted a three-year renewal by the foundation.

Center researchers and affiliates develop technical and social systems for sharing, prioritizing, organizing, and acting on information to support the flow of news in local communities. In 2011, a renewed focus was placed on testing center projects within diverse communities, from Boston and Brooklyn to Grand Rapids and Gaza. As a testament to the center's ongoing success, the center-born project Sourcemap spun off a for-profit arm, while another initiative, Grassroots Mapping/Public Laboratory for Open Technology and Science, won a Knight News Challenge grant.

The center hosts weekly research meetings at MIT, international training workshops, a new series of civic media sessions, and the annual Civic Media Conference. Highlights from this year's civic media sessions include:

- *Bustling with Information: Cities, Code, and Civics*
- *Civic Disobedience*
- *Design for Vulnerable Populations*

The Education Arcade

The Education Arcade (TEA) seeks to identify the pedagogical potential of games as a medium and to find ways to use games for learning both in and out of the classroom. This year, TEA completed a nationwide competition engaging thousands of middle schoolers in playing Lure of the Labyrinth, an online middle school math and literacy learning game targeted toward underserved populations. The game was designed at TEA, and it has been seeing increasing numbers of adoptions nationwide and receiving favorable notice in academic publications. The national competition was funded by Educause through its Next Generation Learning Challenge, which was in turn funded by the Bill and Melinda Gates Foundation. We are now in the process of analyzing data collected through the competition, data that should prove valuable in furthering the case for the use of games in education.

TEA is now in the process of creating curricular units based on last year's ground-breaking online game *Vanished*, created in collaboration with the Smithsonian Institution and funded by the National Science Foundation (NSF). Private corporations and foundations have expressed interest in extending and funding this work.

Imagination, Computation, and Expression Laboratory

The Imagination, Computation, and Expression Laboratory (ICE Lab) was established at MIT in 2010 by associate professor Fox Harrell. The ICE Lab researches and develops subjective computing systems, artificial intelligence and cognitive science–based computing systems for creative expression, cultural analysis, and social change. Outcomes include new forms of gaming, interactive narratives, social media, software art, and, most importantly, unanticipated creative computing forms.

The major initiative of the ICE LAB is the NSF-supported Advanced Identity Representation (AIR) Project (Harrell is the project's principal investigator). The AIR Project develops new models and technology to enable users to more creatively and powerfully represent themselves on computers using characters, avatars, profiles, online

accounts, and more. As a major part of this effort, the ICE Lab is refining its AIR toolkit, a set of software tools for modeling computational identity phenomena; for example, multiple self-representations can be used to reflect identity phenomena, including different self-presentations in different communities. We have completed over half of the study sessions with a new, larger group of participants and have begun the analysis, which will be summarized for journal publication.

ICE is also pursuing an application-level research direction to develop models of player empowerment and self-expression, as well as modeling experiences related to social identity categorization. One such model we are producing is *Mimesis*, an interactive narrative game that explores the phenomenon of social discrimination. Professor Harrell led ICE Lab researchers Chong-U Lim, Sonny Sidhu, Jia Zhang, Ayse Gursoy, and Christine Yu, along with students in CMS.628/CMS.828 Advanced Identity Representation, in the completion of a Flash-based prototype of *Mimesi*s that will soon be made available on the ICE Lab website. *Mimesis* also builds on the outcomes of an NEH Digital Humanities Start-Up Grant ("Gesture, Rhetoric, and Digital Storytelling," funded at $24,999 for one year).

MIT Mobile Experience Laboratory

The MIT Mobile Experience Laboratory, directed by Dr. Federico Casalengo, seeks to reinvent and creatively design connections between people, information, and places. Using cutting-edge information and mobile technology, the lab seeks to improve people's lives through the careful design of new social spaces and communities. In one current initiative, we have built a full-scale prototype of an interactive sustainable home within the Green Home Alliance. The prototype is in northern Italy, and it is the final result of a collaboration with the Fondazione Bruno Kessler research institute started in 2008.

In another ongoing project, with Alcatel-Lucent, we are developing new forms of video collaboration through mobile devices and investigating how video communication can be reimagined to better integrate natural gestures and strategically manipulate content. We are also collaborating with the Turkish Telecom operator Avea to explore ways of transforming today's cities into the interactive living systems of tomorrow using mobile technologies and new media. We are investigating location media production and sharing, as well as designing a new application for mobile phones called "CoCam," a self-organizing network for real-time camera image collaboration through mobile devices.

MIT Open Documentary Lab

The MIT Open Documentary Lab brings storytellers, technologists, and scholars together to advance the new arts of documentary. Founded by Professor Uricchio, the lab is a center of documentary scholarship and experimentation at MIT. Through courses, workshops, public lectures, and experimental projects, the lab educates and actively engages the MIT community and the larger public in new documentary practices. In March the lab hosted its first public event, "The New Arts of Documentary Summit." This one-day event brought together leading documentary makers, scholars, curators, and funders to explore ways of fostering innovation and participation in the

new documentary landscape. Professor Costanza-Chock hosted a one-day workshop on transmedia activism the day before the summit. Professors Costanza-Chock, Uricchio, Vivek Bald, and Christine Walley were speakers at the event. This spring, Professor Uricchio taught a new course, CMS.338 Innovation in Documentary: Technologies and Techniques, based on lab research. The lab cosponsored a Communications Forum, "Documentary Film and New Technologies," with representatives from the Sundance Institute, Tribeca Institute, National Film Board of Canada, and Ithaca College. The lab is currently developing research projects, workshops, and partnerships with leaders in the field.

Development and Funded Research

The intensified development efforts that began in AY2011 with the appointment of Susan Fienberg continued in AY2012, resulting in new and renewed grants from the Gates Foundation (for TEA), the NEH and the SHASS Teaching and Learning Fund (for HyperStudio), the Council for the Arts at MIT (for the Open Documentary Lab), Avea Labs and Alcatel-Lucent (for Mobile Experience Lab), NSF (for the ICE Lab), and the Knight Foundation (for the Center for Civic Media). In addition, CMS has pending grants with NSF (for TEA), the Gates Foundation (for the Center for Civic Media), the Institute of Museum and Library Services (for an MIT Game Lab–MIT Museum collaboration), and NEH (for an Open Documentary Lab–Anthropology collaboration). New gifts and grants secured over the past year will enable CMS to fully support all 20 graduate students entering the program in September 2012 while expanding our research agenda.

CMS saw another year of growth in its sponsored funding, some of it shared with other MIT research groups in the Media Lab and the Department of Urban Studies and Planning. Our total volume was over $6 million ($6,073,547, of which $5,232,772 was from sponsored funding), our largest annual volume to date.

The Singapore-MIT GAMBIT Game Lab received an additional installment of its multiyear grant from the Singaporean government. This year's installment was $3.1 million. The program continued its experimentation with the theory, aesthetics, culture, craft, legacy, technology, and play of games and is completing its fifth year of a successful summer program for Singaporean students interested in hands-on experiences with game design.

The Center for Civic Media received the first $1.25 million installment of a three-year, $3.76 million grant from the Knight Foundation to create, deploy, and analyze technical and social tools that fill the information needs of communities. The current grant is a renewal of a previous five-year grant from the Knight Foundation.

The MIT Mobile Experience Lab continues to be funded through a variety of sources. In FY2012, MEL received $612,722 in funding for memberships from a wide range of sponsors, including Banca Intesa Sanpaolo, AG2 Publicis Modem, Radiotelevisione

Italiana, TIS Innovation Park, Avea Labs, and VEGA Park. Alcatel-Lucent renewed its funding with an additional $85K in FY2012, for a two-year total of $245K, and plans to renew funding into the next fiscal year. Alcatel-Lucent's funding supports research in the use of technologies that replicate physical collaboration and improve productivity and the everyday experience of home, work, and mobile life. In FY2012, MEL also wrapped up research on projects funded in previous years, including the Fondazione Bruno Kessler's Green Home Alliance and Banca Intesa Sanpaolo's Bank 2.0 project.

The Education Arcade received $500K in FY2012 from a grant awarded in FY2011 by Educause (on behalf of the Next Generation Learning Challenge) to fund the proposal "The Labyrinth Challenge: A National Competition for Seventh- and Eighth-grade Math Students." The project will distribute the math and science game *Labyrinth*, created by the Education Arcade, to underserved populations.

The ICE Lab continues under Professor Harrell's NSF CAREER Award ($535,062 for five years).

CMS received the first $350K installment from an anonymous donor who pledged a total of $1.05 million over three years to support HyperStudio and other programmatic needs, including graduate student funding. HyperStudio also received $50K from NEH in support of its Annotation Studio project.

The Chris Pomiecko Memorial Fund, recognizing outstanding media productions by CMS undergraduates, graduates, and the MIT community, was established in honor of longtime CMS program administrator Chris Pomiecko. The fund continued to grow as more donations arrived, and it now has an annual endowment income of over $1K.

The Greg Shaw Technologist in Residence Fund—an endowment fund established by Greg Shaw, an electrical engineering and computer science alumnus and early supporter of CMS—accrued investment earnings of $39K in FY2012.

The Gerald L. Katell (1962) Fellowship and Education Fund in Comparative Media Studies, an endowment fund established by MIT alumnus and CMS advisory group member Gerald Katell to support programmatic needs such as lectures, conferences, and student fellowships, continued to grow, accruing investment earnings of $44K in FY2012.

Appointments and Staffing

CMS conducted two successful searches for a senior and junior tenured professor in FY2012, hiring Heather Hendershot as a professor of film and media studies and T.L. Taylor as an associate professor of Comparative Media Studies. Other staffing levels in FY2012 remained mostly steady. Patrick Kelly was hired as a financial assistant II for the Singapore-MIT GAMBIT Game Lab to replace outgoing financial administrative assistant Claudia Forero-Sloan. Carole Urbano was hired as a communications specialist for TEA's Labyrinth Challenge.

Events and Outreach

CMS maintained a high level of outreach with numerous lectures, colloquia, conferences, and other activities. These events are widely promoted on and off campus. Audio and/or video podcasts of each event are produced and publicized for outreach and archival purposes. Most of the research groups also have active and well-trafficked blogs and Twitter feeds.

Colloquia

The following speakers gave public presentations during the colloquium series:

- Scot Nicholson, "From Settlers to Quarriors: Breaking up the Monopoly Board Game Design"
- Intisar Rabb, Amir Ahmad Nasr, and Nasser Weddady, "Representing Islam" (in conjunction with the Center for Civic Media)
- Hye Jean Chung, "Marks of Materiality in Digital Bodies"
- Federico Casalegno, "Designing Connections"
- John Bryant, "Revision, Culture, and the Machine: How Digital Makes Us Human"
- Frank Lantz, "The Aesthetics of Games"
- Fred Turner, "The Family of Man and the Politics of Attention in Cold War America"
- Otto Santa Anna, "Contemporary Network Television News Reporting About Latinos: Successes, Failures, and a Range of Proposals to Correct Its Limitations"
- Konstantin Mitgutsch, "Tracing Playographies: Methods and Approaches to Research on Transformative Experiences in Games"
- Heather Chapin, "Games and Journalism"
- Sasha Costanza-Chock, "Media Culture in the Occupy Movement: From the People's Mic to GlobalRevolution.tv"
- David Kelley, "The Color of Seawater Through a Picture Window"
- Jesse Shapins, "Mapping the Urban Database Documentary"
- Craig Watkins, "The Digital Edge: Exploring the Digital Practices of Black and Latino Youth" (in conjunction with the Center for Civic Media)
- Johanna Drucker, "Designing Digital Humanities"
- Dave Tompkins, "How to Wreck a Nice Speech: Hearing Things with the Vocoder, From World War II to Hip-Hop"

Communications Forum

Directed by professor of literature David Thorburn and coordinated by communications assistant Brad Seawell, the Communications Forum sponsors lectures, panel discussions, and conferences on all aspects of technology and communications, public policy, and media in transition. Speakers and topics this year included Sandra Braman, "Surveillance and Citizenship"; Richard John, "The Future of the Post Office"; Shari Frilot, "Documentary Film and Digital Technology"; Jay Rosen (in conjunction with the Center for Civic Media, STS, and WHS), "Adapting Journalism to the Web"; and Katherine Hayles and Rita Raley, "Frontiers of Electronic Literature."

Civic Media Series

In addition to "Representing Islam" (mentioned above), the Center for Civic Media offered the following presentations: Jason Pramas, "Amplified Streets, from Print to Tweets: Social Movement Media Across Platforms"; Laura Kurgan, "Civic Maps"; Hal Roberts and Erhardt Graeff, "Mapping Media Ecosystems"; Mimi Ito (in conjunction with Ian Condry's Cool Japan Project), "Fandom Unbound: Otaku Culture in a Connected World"; Colleen Macklin and Elizabeth Lawley, "Civic Games"; and Clay Johnson, "What's Your Information Diet?"

Independent Activities Period

During the January Independent Activities Period (IAP), CMS sponsored or cosponsored 14 short courses and seminars, including the Alternate Reality Game (ARG) Creation Workshop; Make a Game in 48 Hours! Global Game Jam 2012 at GAMBIT; Discovering Madden History; Beginning Screenwriting; Un Prophete: The Complete Jacques Audiard (Five Films in Five Nights); CMS.S62 Special Subject (for credit): Time Machine: Building a Model for Predicting Culture; From Favela to the Big Screen: The Contemporary Brazilian Cinema; Introduction to Knitting; Hacker Movies!; GAMBIT Presents Two New Gaming Documentaries (with a director Q&A); CMS.S61 Special Subject (for credit): The Rise of Film Noir; CMS.S60 Special Subject (for credit): Unpacking \ \ *Super Serious\ \ * Serious Games; Best of the 2011 European Short Film Festival at MIT; and The Life and Death of Tim Burton.

Conferences

CMS sponsored or cosponsored Futures of Entertainment 5; the Third Annual Sandbox Summit: Going Mobile/Going Global; the 2012 MIT-Knight Civic Media Conference; and ROFLCon (a biennial convention devoted to Internet memes).

Comparative Media Insights

In AY2012, several speakers gave presentations at MIT during the Comparative Media Insights special series:

- Ian Bogost, "The Cartoonist and the Whaler: Notes on the Future of Journalism and Other Media"

- Philip Napoli, "Social Media, Television, and the Evolution of the 'Institutionally Effective' Audience"

- John Hartley, "Creative Industries, Micro-productivity and Social Learning: A Cultural Science Approach to Cultural and Media Studies"

- Anne Balsamo, "Designing Culture: The Technological Imagination at Work"

- Heather Hendershot, "Before Fox News: Right-Wing Broadcasting, Cold War America, and the Conservative Movement"

- Jessica Hammer, "What Games Mean and How They Mean It"

- T.L. Taylor, "Professional Play and the E-sports Industry"

- Jeremy Douglass, "Visualizing Play: Graphic Approaches to Game Analysis and Innovation"

- Konstantin Mitgutsch, "Purposeful Games"

- Clara Fernandez-Vara (in conjunction with the colloquium series), "From Elsinore to Monkey Island: Theatre and Videogames as Performance Activities"

Special Events

A number of special events took place under the auspices of CMS, including:

- Electronic Literature Association launch

- Purple Blurb series

- Jason Pramas, *Page One* screening

- 14th Annual Media Spectacle

- European Short Film Festival

- GAMBIT Game Lab at the Cambridge Science Festival

- Weekly "Friday Games at GAMBIT"

- GAMBIT "Gayme" Jam

- Equal Pay Game Jam

- Crappy Game Complaining Marathon (fundraiser)

- Global Game Jam

- "Spacewar! Turns 50"

- GAMBIT game night and exhibit at the MIT Museum

- International Hokra Association Northeast Regional Championships

- HyperStudio, "Visualizing Interpretation—Workshop & Conversations with Johanna Drucker"

- "MuseScore: Giving your sheet music a social life"

- New Arts of Documentary summit

Communications Efforts

Over the past year, with the graduate program restarted, CMS communications has reemphasized its public efforts, promoting faculty and group research and event attendance, laying the groundwork for funders, and coordinating with the MIT News Office, Arts@MIT, and external partners on major initiatives. Internal communications developments have continued apace, and toward the end of the spring semester we began an evaluation of our internal communications practices in light of the CMS/WHS merger. We reworked our extensive mailing lists; explored ways to bring faculty members, research groups, visiting scholars, and lecturers together; and began to explore how our communications ecology will help unify the many educational and research elements of the new unit.

This year, excluding the array of content produced by its research groups, CMS:

- Produced 39 podcasts of events, as well as several videos promoting program research

- Further broadened its social media outreach, including pushing its Twitter following above 3,300 users and its Facebook following to nearly 800, launching a Google+ effort to connect specific subgroups, and establishing a LinkedIn group of nearly 500 members—80% of whom are unrelated to MIT but wish to engage with a professional media studies network under the CMS name

- Added another 60 subscribers to its mailing list, with more granular detail to target specific constituencies

- Published two magazines with feature articles by graduate students, research group reports, event calendars, alumni updates, and more

- Continued to advise the larger SHASS and MIT communities on communications practices, providing one-on-one instruction on MIT staff's specific questions and more general presentations on using social media in higher education

Website statistics were similar to the previous year, with well over 100,000 visitors to cms.mit.edu. A few differences do stand out, however. There was a strong shift toward Asia as the location of site visitors, with the continent now accounting for one sixth of all visitors. An even larger Asian segment (as a percentage of total visitors) specifically visited the graduate program pages. Meanwhile, the number of visitors using mobiles devices doubled. Together, these communications efforts have significantly expanded CMS's reach, kept key constituents engaged with events and collaboration/funding opportunities, and reinforced CMS's leadership role among prospective students, MIT faculty, peer universities, foundations, and fans.

Honors and Awards

All CMS-affiliated faculty also report through their home departments. The following represents a selection of the faculty and their activities over the past year.

Amaranth Borsuk (Mellon postdoctoral fellow in the humanities, CMS and WHS) received two awards. Her first book of poems, *Handiwork*, was selected by Paul Hoover for the Slope Editions Book Prize, and her artist's book *Between Page and Screen*, created in collaboration with Brad Bouse, received the College Book Art Association Member Exhibition Award.

Hye Jean Chung (Mellon postdoctoral fellow in the humanities, CMS) received a 2012 Dissertation Award (honorable mention) from the Society for Cinema and Media Studies for "Media Heterotopias: Spectral Effects in Transnational Cinematic Space."

Professor Costanza-Chock received (along with principal investigator Ethan Zuckerman) a $3.76 million, three-year grant from the John S. & James L. Knight Foundation. He was also a 2011–2012 Berkman faculty associate at the Berkman Center for Internet & Society at Harvard University. In addition, he was a Council for the Arts at MIT (CAMIT) grant recipient (for the Transmedia Activism Project), a board member of Allied Media Projects, and a community board member of VozMob.

Professor Uricchio was appointed as DREAM (Danish Research Centre on Education and Advanced Media Materials) professor for AY2013 and was awarded a fellowship at the Institute for Advanced Study (Lichtenberg Kolleg) at Göttingen University in Germany, where he will be in residence in spring 2013.

Publications and Related Activities

Dr. Borsuk (Mellon Postdoctoral Fellow in the Humanities, CMS and Writing and Humanistic Studies) published two books, Handiwork: Poems (Slope Books, 2012) and Between Page and Screen (Siglio Press, 2012). Her essay "The Upright Script: Words in Space and on the Page" appeared in the Journal of Electronic Publishing. Also, she published poems "heaving," "sounding heaving," "sounding," and "tinkling accompanies sounding," in Joyland, The Offending Adam; "In Which Things That Hurt Us Are Stored for Winter" and "Pomegranate: Rimon's Rhyme" in Harp & Altar; "The Smell of Rain on Surfaces," and "Answer Each One," in The Society for Curious Thought; "What is Withheld" in The PEN American Poetry Blog; "Blind Contour," in The Destroyer, "Zasadanie posadnutia. Obsession Session," (with Zuzana Husárová) in Kloaka, "Concerning," "Creeping," "Flatter Creeping," and "Con Flatteringcern" (with Kate Durbin) in Lana Turner: A Journal of Poetry and Opinion, and "Tinkling," "Tousling," "Crystallizing 1," and "Crystallizing 2," (with Kate Durbin) in SPECS. Dr. Borsuk published two reviews "Derek Beaulieu's Fractal Economies," in Lana Turner: A Journal of Poetry and Opinion 5; "Erica Baum, Dog Ear" in Lana Turner: A Journal of Poetry and Opinion. Exhibitions of her book Between Page and Screen were held at El Museo Cultural de Santa Fe (Santa Fe, NM); the Arizona Poetry Center (Tucson); the ACM International Multimedia Conference (Scottsdale, AZ); the Center for the Arts, State University of New York at Buffalo; and the Haskins Laboratories Gallery (New Haven, CT).

Dr. Chung published "Kung Fu Panda: Animated Animal Bodies as Layered Sites of (Trans) National Identities" in *The Velvet Light Trap* and "Turning the Camera: The Virtual Life of a Filmmaker" on the American Film Institute's website.

Professor Ian Condry (Foreign Languages and Literatures and CMS) published "Post-3/11 Japan and the Radical Recontextualization of Value: Music, Social Media, and End-Around Strategies for Cultural Action" in the *International Journal of Japanese Sociology*. His "Love Revolution: Anime, Masculinity, and the Future" appeared in *Recreating Japanese Men* (edited by Sabine Fruhstuck and Anne Walthall and published by the University of California Press).

Professor Costanza-Chock published "Mic Check! Media Cultures and the Occupy Movement" in *Social Movement Studies*; "Transmedia Mobilization in the Popular Association of the Oaxacan Peoples, Los Angeles" in *Mediation and Social Movements* (edited by Bert Cammaerts, Alice Mattoni, and Patrick McCurdy); "VozMob & The Institute of Popular Education of Southern California" in *A Guidebook of Alternative Nows* (edited by Amber Hickey); "Digital Popular Communication: Lessons on Information and Communication Technologies for Social Change from the Immigrant Rights Movement" in *National Civic Review*; and "New Voices on the Net? The Digital Journalism Divide and the Costs of Network Exclusion" (with Ernest J. Wilson III) in *Race After the Internet* (edited by Lisa Nakamura and Peter A. Chow-White).

Professor Harrell published a number of papers in refereed journals, including "Narrating System Intentionality: Copycat and the Artificial Intelligence Hermeneutic Network," *Leonardo Electronic Almanac* (with Jichen Zhu); "Understanding Material-Based Imagination: Cognitive Coupling of Animated Images and Motor Action in Interactive Digital Artworks," in the *Leonardo Electronic Almanac* (with Kenny K. N. Chow); "Imagination, Computation, and Self-Expression: Situated Character and Avatar Mediated Identity," *Leonardo Electronic Almanac* (with Sneha Veeragoudar Harrell); and "Computational Narration of Inner Thought: Memory, Reverie Machine" (with Jichen Zhu) in *Hyperrhiz: New Media Cultures*; "Exploring Everyday Creative Responses to Social Discrimination with the Mimesis System" *Proceedings of the 2012 International Conference on Computational Creativity, Dublin, Ireland*, (with Chong-U Lim, Sonny Sidhu, Christine Yu, Jia Zhang, Ayse Gursoy); "The Arts, HCI, and Innovation Policy Discourse" *Proceedings of the ACM SIGCHI Conference on Human Factors in Computing Systems (CHI)*, (with Jill Fantauzzacoffin, Joanna Berzowska, Ernest Edmonds, Ken Goldberg, and Brian K. Smith); "*A Reading of Skeleton Seas of Mare Incognitum*: An Interactive Fiction Expedition in Curveship," *Proceedings of the 8th ACM Conference of Creativity and Cognition*, (with Nick Montfort); "Phantasmal Media/ Subjective Computing – the ICE Lab (MIT)," *The Creativity Post.* In addition, he offered several seminars and colloquia, including "Gesture-Driven Electronic Literature for Mobile Devices: The Gestural Narrative Interaction Engine (GeNIE)" (with Kenny K. N. Chow and Erik Loyer) at the Electronic Literature Organization Conference and "Interactive Animated Visuals as Elastic Anchors for Imaginative Conceptual Blends" (with Kenny K. N. Chow) at the 11th Conceptual Structure, Discourse, and Language Conference. Exhibitions and performances in AY2012 included "Mimesis: An Integrated Social Networking Application and Computer Game for Exploring Social Discrimination"

(with Chong-U Lim, Sonny Sidhu, Christine Yu, Jia Zhang, and Ayse Gursoy) at the Electronic Literature Organization Conference and "A Reading of *Skeleton Seas of Mare Incognitum*: An Interactive Fiction Expedition in Curveship" (with Nick Montfort) at the 8th ACM Conference of Creativity and Cognition.

Professor Nick Montfort published several articles, including "An Interactive Fiction System for Narrative Variation" in *New Narratives: Stories and Storytelling in the Digital Age* (edited by Ruth Page and Bronwen Thomas); "Interactive Fiction Communities: From Preservation through Promotion and Beyond" (with Emily Short) in *Dichtung Digital*; "The Dreamcast, Console of the Avant-Garde" (with Mia Consalvo) in *Loading...*; "Small-Scale Systems and Computational Creativity" (with Natalia Fedorova) in *Proceedings of the Third International Conference on Computational Creativity*; and "Collaborations in E-Lit" (with Stephanie Strickland) in the *American Book Review*. He was interviewed in *Chernovik* and the *Journal of Electronic Publishing*. Also, he curated *Codings*, an exhibit held at the Pace Digital Gallery in New York City.

Jim Paradis
Program Head
Comparative Media Studies