What insights are needed for people in K-12 environments to thrive in the new media content and technology environment?

REQUEST FOR PROPOSALS

Media X seeks to fund concept-proving research that can lead to insights to improve the understanding of content creation, consumption and curation in K-12 contexts. We seek new insights about the intersection of people and technologies based on asking new questions, new ways of studying those questions, new ways of combining observation and judgment about media content. We invite thought leaders and experimenters across all disciplines to engage in studying the creation, consumption and curation of media content in K-12 contexts, across the wide range of organizations, people and technologies involved. This RFP spans formal and informal learning environments, as well as in school and out of school contexts that include teachers, administrators, students and families. We offer a few ideas to spark but not constrain idea generation.

What characterizes the new roles and opportunities in education formal and informal hubs of influence, content creators and/or curators, unbundlers or rebundlers of media content ranging in length from ‘snacks’ to complete works?

• How can the new requirements for fluid administrative and pedagogical content ecosystems (multi-mode, cross-media, multi-screen, and multi-owner) be articulated for new tools, platforms and operating systems?

• How will new technologies - sensors, scanners, visualization tools, time-based user experiences, and others - transform the creation of blended, layered, augmented media? How will users navigate this content? How will consumption experiences impact learning?

• How can the multidimensional flow of media objects be enabled, tracked with usage analytics, and monetized to recognize and encourage creation, appropriate consumption and curation?
• How can inefficiencies in the legacy relationships of **media content networks** be reduced to facilitate the development of new win-win relationships, including content sharing and co-creation?

**TIME AND SCOPE**

Proposals are invited for projects of $15K to $60K, starting no earlier than September 15, 2012 and finishing by March 15, 2013. Awards will be announced the week of September 10, 2012.

• A two-to-three page description of the research question, identifying potential for thought leadership as well as relevance to the future of content, and including brief bios of the project team, should be sent by August 20, 2012, 11:00PM PST to Adelaide Dawes (adelaide@stanford.edu).

• Using the same title as your proposal, send a description of requested resources separately by August 20, 2012 by 11:00PM PST to Adelaide Dawes (adelaide@stanford.edu).

**BACKGROUND**

In today’s media, creation and consumption are two sides of the same coin. Some have called this the era of Liquid Media; others have called it the Creator Economy. By entering terms into a search engine, users of all ages contribute the data on which the search engine runs. By enabling location-aware functions on mobile devices, users build the capacity of the location-aware devices they use in many different contexts. At the same time, new services that provide assurances of integrity - trust, security and authenticity – are being developed for personal, organizational and educational uses. These changes impact media content in learning environments of all types – higher education, K-12, continued education – as well as for work and for leisure. These changes impact the way individuals and organization create, consume and curate media content related to education.

The world of digital content is experiencing an explosion of innovation that embodies the duality of creation and consumption; the meaning of curation is changing as well. It may well have been consumer applications that ignited the transformation, but business and enterprise interests have joined the party. Across the entire innovation ecosystem of media, new technologies and new uses of it by people are creating a sea change in educational contexts, including:

  o **Creation** – whether by individuals, sensors, or algorithms, whether new, unbundled or re-bundled, and whether for administrative, pedagogical or entertainment purposes;
  o **Consumption** – as random, targeted, rogue, authenticated, protected, and/or sharable objects move fluidly through the environments in which education occurs;
  o **Curation** – whether ephemeral, dynamically updated, or archived by an individual an organization, or an automated service.