

Detailed Table of Contents

Foreword	xiii
-----------------------	------

Preface	xv
----------------------	----

Chapter 1

Transmedia Experiences That Blur the Boundaries Between the Real and the Fictional World	1
--	---

Patrícia Gouveia, Universidade de Lisboa, Portugal

This chapter uses an arts- and design-based research methodology to explore emergent possibilities in contemporary transmedia arts and design practices. Focusing in narrative and fiction creation for the development of participatory and performative events with emphasis in audience or community engagement and conveying inspiration from modernist and postmodernist movements, it reveals the role of participation design in connected and smart experiences for urban cooperative gaming and play. Mobile gaming and play technologies taking advantage of sensors and data tracking devices immerse us in a persistent and pervasive game of life which blur the boundaries between the real and the fictional world.

Chapter 2

Affective Presence in Enactive Immersive Space: Sensorial and Mobile Technologies Reengineering Life	23
--	----

Diana Maria G. Domingues, University of Brasilia, Brazil & University of Campinas (UNICAMP), Brazil

Mateus Rodrigues Miranda, University of Brasilia, Brazil

The reengineering of life through the sense of presence in virtual and augmented reality raised in art and technoscience is the focus of the aesthetical, scientific, and technological potential for the changes to the ecological, social, environmental, and biological condition. Virtual reality immersion uses proprioceptive trackers for navigation and stereoscopy in kinesthesia generating compelling experience inside data landscapes. Nowadays, disruptive technologies melting biological, synthetic

worlds (data-cyber) and physic spaces (biocybrid systems) allow synaesthetic embodied experience to the Spinozian body. In enactive affective systems, the sentient and pervasive technologies by the invasion of mobile technologies, physiological sensors, computer vision, locative, and geodesic dialogues of organisms/data and environment are in reciprocal and mutual exchanges. The ontology of life conciliates paradoxes and conflicts of emergent realities and self-organizing dialogues between artificial and natural modifying the concept of reality, which is always a philosophical concept.

Chapter 3

“Hi-Tech + Low-Tech”: Aesthetic Reframing Processes Through Brazilian-Nigerian Art Literacy.....52

Paulo Cesar Teles, University of Campinas, Brazil

This chapter aims to highlight and discuss contemporary aspects of interactive art as the audience influence, the aesthetic technological impact, its targeting to art-education, and the cross-cultural aspects involved as well evidenced by an art and technology literacy event at two schools in the city of Osogbo, Nigeria for primary and secondary school teachers and students in mid-2016 and five months later the re-exhibition of its final artwork in museums and cultural centers in Brazil. For this propose, the author sought to highlight the density of the aesthetic experiences and the cultural addition that affected all the involved people in terms of interactivity and multi-technological connections. He also intended to point out and compare both the different interactive attitudes and the processes of comprehension and reframing that occurred during the stages of production and exhibitions under the prism of some contemporary theoretical perspectives and cases.

Chapter 4

Multimedia Experiences for Cultural Heritage.....80

Manuela Piscitelli, Università degli Studi della Campania Luigi Vanvitelli, Italy

The chapter analyzes, with particular regard to the Italian context, the aspects related to the fruition of cultural heritage and to the expectations of the potential public. There is often a lack of adequate media for communication, which should create interest in a non-specialist public. Multimedia and interactive technologies can be a valuable support to enhance internal and external communication for museums and cultural sites, reaching a wide audience in a differentiated and customized manner depending on their interests. The aim is to understand the link between the work of art and the geographical, physical, historical, and cultural context in which it was born, to open the horizon to a synoptic and organic understanding of heritage, contributing to its protection and educating citizens. Finally, a case study concerning the museum and territory of Mondragone (Italy) is presented.

Chapter 5

Thinking Art in the Technological World: An Approach to Digital Media Art Creation..... 102

Henrique Silva, Escola Superior Gallaecia University (ESG), Portugal
Emília Simão, Escola Superior Gallaecia University (ESG), Portugal

In this chapter, the authors discuss the use of digital media in the creation of digital art, questioning the evolution of the relationship between technology and concept in communication through art. The intersection of new media and digital art have been opening interesting and seductive new horizons and in parallel, the concept, the understanding, the legitimacy of artistic creation, the role of the artist and the role of the spectator are also redefined. Based on two experimental works of the artist Henrique Silva, the authors analyze and reflect on the relationship of technology, art and virtuality, focusing on concepts like experience, sensory, immersion, communication and interaction in artworks created through digital media.

Chapter 6

Ceremonies of Pleasure: An Approach to Immersive Experiences at Summer Festivals 122

Paula Guerra, University of Porto, Portugal

The importance of music concerts is all too revealing of a complex and malleable framework which operates at aesthetic, artistic, and emotional levels. We are faced here with a new type of relationship with music, in a way that we find not only the classic takes on music as an artwork to be admired, or as a collective identity-building activity, but also as a way in which festival “stages” serves as observatories of youth, cultural and artistic practices, and values in contemporary Portugal. This chapter addresses these questions via the analysis of the mobile photo-sharing application Instagram deposited by the managers of the page of Paredes de Coura’s Festival—Portuguese music festival—between 2015 and 2017, and it is from here that the author will try to understand and analyze the dynamics underlying the festival as an immersive experience.

Chapter 7

Impact of Social Media and Technology Companies on Digital Journalism..... 147

Şükriü Oktay Kılıç, Kadir Has University, Turkey
Zeynep Genel, Okan University, Turkey

A handful of social media companies, with their shifting strategies to become hosts of all information available online, have significantly changed the news media landscape in recent years. Many news media companies across the world have gone through reorganizations in a bid to keep up with new storytelling techniques, technologies, and tools introduced by social media companies. With their non-transparent algorithms

favoring particular content formats and lack of interest in developing solid business models for publishers, social media platforms, on the other hand, have attracted widespread criticism by many academics and media practitioners. This chapter aims at discussing the impact of social media on journalism with the help of digital research that provides an insight on what storytelling types with which three most-followed news outlets in Turkey gain the most engagement on Facebook.

Chapter 8

The AM and FM Radio Changes in the Multimedia Radio Emergence 171

*Johan Cavalcanti van Haandel, FIAM FAAM Centro Universitário,
Brazil*

This study sees the technology and communication interface in the radio universe. In the last 20 years, radio became multimedia with the use of digital codes, which uses transmedia storytelling to spread the contents in different media and platforms. The objective of this chapter is to observe the changes in relation to the production of content in the multimedia radio, the reception and interaction processes of the receivers in this new context, and the language changes that occurred during the process. As a methodology, it presents a review of the current radio theory and an observation of the phenomena resulting from the production of multiplatform content in radio stations operating in AM and FM.

Chapter 9

Immersive Multimedia in Information Revolution 192

*Celia Soares, University Institute of Maia (ISMAI), Portugal &
Polytechnic Institute of Maia (IPMAIA), Portugal
Emília Simão, Escola Superior Gallaecia University (ESG), Portugal*

This chapter describes the immersive multimedia's role in our lives, educational activities, and business, and social media benefits from the growth of this emerging reality. Consequently, this chapter analyses the impact and the use for immersive multimedia in different contexts. In the modern world, technological advancement led to the discovery of the powerful application of multimedia. Education and learning systems have significant contribution to improve this field of research. This chapter is going to help expanded the knowledge and information about multimedia in general and immersive multimedia in particular, and its strong influences on education. How technological innovation can be used by external stakeholders to direct and promote innovation in education, how teaching can benefit from the proximity to technology, and how social networks can seize the advantages of an immersive system are some of the answers the authors try to find in this chapter.

Compilation of References	211
Related References	241
About the Contributors	270
Index.....	275