# Digital Culture, Media Education and the Place of Schooling

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# The place of schooling in 'cyber society'

The school as an outdated institution?

The school promoting 'formal' learning, and resisting 'informal' learning?

The school as a means of equalising inequality?

The cyber-school - computers raising 'standards', liberating learners?

The school as an agent of 'cyber-consumerism'?

# Looking back…

# The argument - and the question

1. The technological revolution in schools has largely failed to materialize
2. Yet outside school, many young people are living in a new cultural-technological world
3. Bridging this new digital divide requires more than superficial edu-tainment
4. How can we rethink the place of the school in 'cyber-society'?

# A history of failed promises

'I believe that the motion picture is destined to revolutionize our education system… The education of the future will be conducted through the medium of the motion picture.'

Thomas Edison, 1922
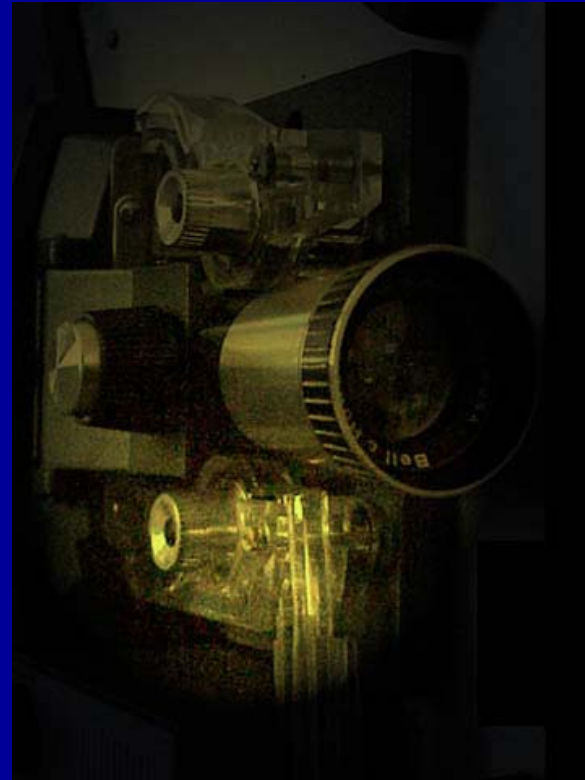
# Why no technological revolution?

Teachers are largely failing (or refusing) to integrate technology in their teaching: why?

Spending on hardware, not on good-quality software or training

Technology is subject to planned obsolescence

Like most attempts at educational change, this has been a top-down initiative

# Yet the rhetoric continues…

Policy: technological determinism and the 'information society'

Profit: the imperatives of business

Polemic: 'utopians' versus 'Luddites'

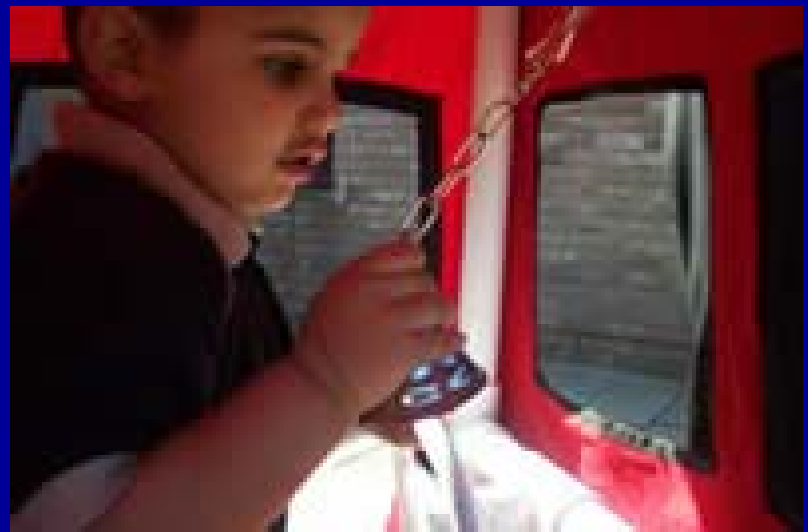# Digital childhoods?

Representation

Proliferation

Individualization

Interaction

Communication

Commercialization

Subversion

# The new digital divide

Beware the 'cyber-child': technological determinism meets essentialized childhood

But children are now encountering technology via popular culture, not via school

There is a widening gap between technology in school and technology out of school

… and between school culture and popular culture

# Reconnecting the school?

Learning from popular culture: game cultures, online communication

But beware of celebration of 'informal' learning…
and of 'edu-tainment'

# Digital media literacy

Beyond 'basic skills'

Beyond 'safety'


## REPRESENTATION

How does it portray the world?

## LANGUAGE

How does it communicate?

## PRODUCTION

Who produced it, and why?

QuickTime™ and a
Sorenson Video 3 decompressor
are needed to see this picture.

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# Creative production

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# Addressing digital inequality

Equalising inequalities - or exacerbating them?

The 'users': more access outside school than in school

The 'non-users': school will not compensate for society

Cultural capital: those who have it will get more

Media education: the demise of 'common (media) culture' - e.g. games

'Informal' sites of learning - no magical solution

# The place of the school

**School as a public sphere institution**

Equality of provision

Mediating state and market

Addressing 'market failure'

Promoting critical debate

Engaging with children's 'cyber-cultures'

Opening to communities

Technology is not the solution!

[www.childrenyouthandmediacentre.co.uk](http://www.childrenyouthandmediacentre.co.uk)