Transmedia: Annotated Bibliography

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Annotated Bibliography

University of Souther California. (n.d.). University of Southern California. Retrieved April 24, 2011, from Faculty:

http://annenberg.usc.edu/Faculty/Communication%20and%20Journalism/JenksH.aspx

This website is a staff page for Henry Jenkins. The page gives a brief history of Jenkins, stating that he taught at the Massachusetts Institute of Technology, and that he directed the MIT Comparative Media Studies program. The site also goes on to explain that Jenkins is a leading researcher and visionary on media, society, politics, and culture. The page also contains information on Jenkins book Convergence Culture: Where Old and New Media Collide.

The exact author is unknown, but the website is run by the University of Southern California. Since a leading research institution produces the site there is no reason to doubt the validity of the source.

I will use this page to give a brief background on Henry Jenkins. The information from the page will assist in proving that Jenkins is a leading media scholar, and the creator of the term Transmedia.

This book explores the ways to identify if a company will fail or succeed. The book is geared towards individuals who want to invest, research, or run successful organizations. The material in the book is based off of Clayton Christensen's theories on disruptive innovations. The theory was first identified in *The Innovator's Dilemma*. The authors of the book use case studies to identify changes in business before anyone else.

Each one of the authors of *Seeing What's Next* is highly established in the business field. Christensen is a professor at the Harvard Business School, and the other two authors are partners or consultants at large corporations.

This book has will allow me to explain how Transmedia reaches “Undershot Customers”, those who want more out of a product and are willing to pay for it.


http://www.boxofficemojo.com/movies/?page=main&id=matrix.htm

http://www.boxofficemojo.com/movies/?id=matrixreloaded.htm

http://www.boxofficemojo.com/movies/?id=matrixrevolutions.htm
The Box Office Mojo website has information about movies, total movie grosses, the actors, reviews, and awards. You can sort the movie gross by location and times as well.

The site is the number one “box office destination worldwide”. Movie analyst Brandon Gray started Box Office Mojo in 1999. It currently averages over 2 million unique visitors a month. The Internet Movie Database (IMDb) acquired the site in July of 2008. Sources that use Box Office Mojo for movie gross profits include CNN, Fox New, and CNBC. Since the site is used by major news organizations, the numbers are most likely valid.

I will use this information to show how *The Matrix* movies had lower box office returns and poorer returns over time. The numbers gathered here will support my argument that Transmedia was used ineffectively in *The Matrix* franchise, even though it was one of the largest campaigns.


The article focuses on *Blade Runner*, the cult science fiction movie. It goes into depth on how the franchise was able to reinvent itself multiple times through releasing alternate versions of the movie. It also compares *Blade Runner* to other Transmedia campaigns, including the *Star Wars* franchise.

The author, Will Booker, is a professor at Kingston University in Australia.
I will use this work to show how Transmedia storytelling can happen when you least expect it. *Blade Runner* was never meant to be a Transmedia story, but it evolved over time to something new. I will explain how the movie was changed from a financial and critical failure, to a cult classic through Transmedia.


*New York, NY: Picador.*

*The World is Flat* is a quintessential book of our time. It explains the change occurring that will make the world much more connected. Because of technology, trade and political barriers will be lowered. It explores the idea that globalization has allowed people from all over the world to compete with one another in a global marketplace. Because of this, old ways of thinking must be changed. The United States must look towards the future if it wishes to compete with China and India, and this book explains how.

Thomas Friedman, the author, is a three-time Pulitzer Prize winner. He is a foreign affairs columnist for *The New York Times.* He has written three best selling novels. He has very good credentials, and this work demonstrates that.

I will use *The World is Flat* to show how the prices of Transmedia production will likely decrease in the future. Because we are headed towards an increasingly connected world
due to globalization and technology, people must be willing to compete with a global workforce.


The Intel Corporation produced this article. It goes on to describe the basis of Moore’s Law. The law was created by Gordon Moore, and states that transistor density will double every two years, and the price will be cut in half. The law has been fairly accurate over the last 40 years. Speeds have increased and costs have decreased.

The Intel Corporation was formed in 1968 and is the world’s largest semiconductor producer. The chips are in many computers and smart phones.

This document will help prove that the cost of producing Transmedia content will decrease. Because technology is cheaper, more people will have access to the equipment. If more people have access, Transmedia will be cheaper to produce.

The book, Convergence Culture: Where Old and New Media Collide, illustrates how consumers are taking an active role in their media. Instead of being passive, consumers participate with multi-media, and by doing so have much more active and engaging experiences. The author, Henry Jenkins, argues the importance of focusing on how consumers “are encouraged to seek out new information and make connections among dispersed media content”. This theory is key in understanding the future of media, and the basis of Transmedia.

To analyze this argument, it is important to recognize the credentials of the author. Henry Jenkins directed MIT’s graduate program, Comparative Media Studies for 15 years. He is now a Provost Professor of Communication at the University of Southern California.

Jenkins is the key researcher behind Transmedia. I will use his work as the basis for my paper on how Transmedia will lead to a more engaging media experience.


Judd Ruggill explains how the time is right for Transmedia to really take off. He gives examples of the interesting ways media convergence has been recently used. Examples include how Internet television shows are created inside video games, how people gather inside of virtual homes to watch a virtual television, and more.
Judd Ruggill is an assistant professor at Arizona State University in the Communication Studies department.

I will use this work to show the exciting ways Transmedia has recently been used. I will also use it to expand further on the idea of convergence culture presented by Henry Jenkins.


*Hopalong Cassidy* was one of the first Transmedia successes. The television show first appeared in the 1940’s, and the star of the show bought the rights to it in the 1950’s. He turned the show into a commercial success by creating a narrative across multiple media platforms including television, newspaper, radio, and comic books. In addition to those platforms, the show became a success through syndication and toy sales.

The text seemed well researched and sound. The author is an assistant professor in the Department of Radio-Television-Film at the University of Texas, Austin.
I will use this text to support my argument that the future of media will be much richer and engaging through Transmedia storytelling. I will show how Transmedia has been used for over 50 years, and how *Hopalong Cassidy* was one of the first successful implementations.


This blog focuses on the Transmedia success of the *Heroes* TV show. It explores the many ways the story was told, and the platforms that were used. *Heroes* was told across the Television show, a web series, through social media, and comic books.

The author is a web developer from Frankfurt, Germany. He considers Star Wars to be an early form of Transmedia, so I’m not sure how versed he is on the topic. Even though there was that small mistake, the information about the *Heroes* franchise was very helpful.

I will use the information from this blog to show how a successful Transmedia campaign can engage users, without diluting the original story. *Heroes* was able to appeal to a wide audience, and used Transmedia to enhance the story, unlike *The Matrix*.

The author, Neal Norrick, explores narratives. He looks at why people tell stories, and how they do it. He hypothesizes that narratives are built around events that are family to participants, and that they allow people to give their own perspective on an issue. Narratives allow groups to grow, and for values to be passed on from generation to generation.

Neal Norrick is the chair of English Philology at Sarrland University in Germany. Prior to that he was the Director of the English Linguistics Graduate program at Northern Illinois University. He is well established in the field of storytelling and narrative.

The work done by Norrick will assist in explaining why people tell stories. Storytelling is the basis for Transmedia, and to understand why people tell them is key in understanding Transmedia.


The book *Bowling Alone* identifies the way community has been lost in the United States. Putnam explains that people are spending less time with friends, not joining clubs, and spending less time engaging in civic life. He also explains that Americans are more likely to be angry, and not trust others. He attributes this lack of community to people spending more time with technology. Because of technology people have become more isolated from one another, and it is likely to get worse.
Robert Putnam is a professor of public policy at Harvard University. He released *Bowling Alone* in 1997, and has since traveled around the world discussing his theory. He is well respected and established in the public policy field.

I will use Putnam’s theory to show possible negative social aspects related to Transmedia. If Transmedia campaigns are really successful, they may hurt community. Since people have already lost community due to technology, the trend could continue with the success of Transmedia.


Thomas Ruggiero explains that to truly understand media, one must understand the Uses and Gratifications theory. He brings together works from leading thinkers on the topic. He explains that Uses and Gratifications theory is the basis for understanding the gratifications that attract an audience to a specific type of media. For example, he hypothesizes that people watch media because it satisfies their social and psychological needs.

Ruggiero is an Associate Professor at the Multimedia Journalism Program at the University of Texas El Paso. His work was released in a well know journal and peer reviewed. It was an excellent base for understanding Uses and Gratifications Theory.
I will use Ruggiero’s work to show why people interact with Transmedia. The Uses and Gratifications Theory is an excellent example of why people would engage with Transmedia.


The Nielsen Company did research into how much time an individual spends with media. Their research took place from 2008 to 2009. They found that Americans are watching more TV each year. They also found that the consumption of online video is increasing, and overall media use is increasing.

The Nielsen Company is a public corporation that does marketing and advertising research. They are located in New York and have been in business since 1923. They are one of the worldwide leaders in media research.

I will use the information from Nielsen to show how media consumption has increased. It will assist in demonstrating that if overall media consumption increases, it is likely that Transmedia will also increase. The survey shows that there has been an increase in people seeking out content, which will also assist in showing that Transmedia is likely to grow.