

Jornalismo transmídia e projetos de interesse público mundo afora

MÉTODOS E PROPOSTAS DE
EXPANSÃO NARRATIVA



LORENA TÁRCIA
CC



Linha do tempo

HOJE

ANO

MÊS

DIA



2020

2019

2018

2017

2016

2015

2014

2013

2012

2011

2010

2009

Dados cartográficos ©2020 Google, INEGI

620 lugares

Veja seus lugares mais visitados e todos os lugares em que você esteve com base no seu Histórico de localização

Belo Horizonte e Lagoa Santa

2 - 16 de jun. de 2020

MAIS VIAGENS



O Histórico de localização está ativado

Seu local é informado pelo dispositivo móvel e somente você pode vê-lo.

GERENCIAR HISTÓRICO DE LOCALIZAÇÃO

Casa e trabalho

Belo Horizonte - MG, 30170-132

Moçambique

EDUCAÇÃO TRANSMÍDIA



VOZES

NARRATIVAS TRANSMÍDIA



HENRY JENKINS



KEVIN
MOLONEY



JOÃO
CANAVILHAS



Transmedia Project

VOZES

ATIVISMO TRANSMÍDIA



LINA
SRIVASTAVA

Histórias relevantes
contadas pela **comunidade**
ou PARA a comunidade
a partir de **seus próprios**
valores
em múltiplas
plataformas/camadas





MÚLTIPLAS
PLATAFORMAS



EXPANSÃO DE
CONTEÚDO



ENGAJAMENTO
DA AUDIÊNCIA



PREMISSA!

EXPANSÃO, NÃO REPETIÇÃO

Não se trata apenas de readequação de conteúdo para diferentes plataformas. Transmídia é planejamento de narrativa, criação de universo, expansão de conteúdo



#7PRINCÍPIOS

Aplicados ao
jornalismo



#PRINCÍPIO1

Espraçamento.
Espalhar a narrativa
por plataformas e
ações on e offline.

THE GREAT BRITISH PROPERTY SCANDAL





**NEARLY
8,000
EMPTY
REPORTED**

**LOW COST LOAN
FUNDS INTRODUCED**
SCOTLAND £4M
WALES £10M
ENGLAND £3M



**612
EMPTY
REPORTED
BY 1 VIEWER**

**THOUSANDS
OF HOMES
BACK IN USE**



BACK IN AUTUMN 2012



tigeraspect
PRODUCTIONS

**the
Project
Factory**





“

We are in a housing crisis.

**We desperately need to build a new
generation of council housing we can
all be proud of.**

”

George Clarke



What is most important to you about where you live?

Sense of
community

Good quality
housing

Open spaces
and greenery

Location and
transport

None of these

On the basis that the current Right to Buy policy does not replace anywhere near the number of council homes sold under the scheme, leaving a shortfall of affordable homes, do you think that Right to Buy should be:

Scrapped

Suspended with
a review

Kept as it is

What you're saying



“More council houses that cannot be purchased under the right to buy. With rents low enough to be able to save for private ownership.”

Chris, Newton Abbot



“If you’ve got a good community around you, you can build everything else afterwards.”

Marina, North Manchester



#PRINCÍPIO2

Expansão no espaço
e no tempo.
Serialidade,
continuidade

A PRODUCTION OF **WLRN** 

TROUBLED WATERS

a turtle's tale 

photo © Ben Hicks

October Broadcast dates on WLRN-TV : Sunday 10/20 @ 11pm :: Sunday 10/27 @ 2pm :: Tuesday 10/29 @ 10pm :: Thursday 10/31 @ 7pm



The New York Times

Madison

Help preserve history with just one click.

The New York Times archives are full of advertisements that give glimpses into daily life and cultural history. Help us digitize our historic ads by answering simple questions. You'll be creating a unique resource for historians, advertisers and the public — and leaving your mark on history.

We've added another decade! Get started with our collection of ads from the 1960s and 1920s.

[Get started](#)

[View gallery](#)

John Wanamaker Store, January 24th, 1924



Be Only One Lowest-Priced Car

S RAMBLER!

PRICE TAGS...
NOT PRICE CLAIMS...
TELL THE TRUE STORY!

\$1795
Save at least 10%
Save at least 10%
Save at least 10%

\$1844*
Save at least 10%
Save at least 10%
Save at least 10%

\$2020*
Save at least 10%
Save at least 10%
Save at least 10%

1960 AUTOMOTIVE X-RAY BOOKS

COMPARISON AND PRICE COMPARISONS AT YOUR RAMBLER DEALER'S THEATRE!

NEW YORK TIMES
AIR-INDIA
THE (HINDUS ARE COMING)
Our husbands in the air!
The suspense begins

Joyfully we reiterate...
beginning May 14, Air-India flies New York to

LONDON

Europe and India
in Boeing 707 Intercontinental Jets every
Friday, Saturday and Sunday at 9:30 PM

For reservations see your travel agent, or AIR-INDIA, 410 Park Avenue, PLaza 1-4145

Not Tarnish... (at Tarnish)
I say, don't you know how the wrong record?
Pardon us for never dropping...

AIR-INDIA

NEW YORK TIMES
Fly EASTERN'S all-ne
MIA
NON-STOP 2 H
The Jet with Powe
Reserve Power Means DEP
EASTERN OFFERS
MOST
FREQUENT
SERVICE
TO FLORIDA
EASTERN/AIR

What kind of ad is this?

Exactly one ad

Part of an ad

Multiple ads

Not an ad

Skip this one

MY PROGRESS



You are a Reader



#PRINCÍPIO3

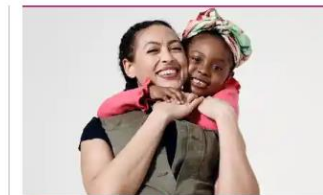
Multiplicidade de
vozes. Dar voz a
quem nunca teve.
Diálogo. Contrução
coletiva.

Shades of Black

Colorism - the discrimination faced by darker-skinned people, often from within their own community - remains a taboo. Our reports, essays and first-person pieces looked at the roots and impact of this rarely discussed prejudice

Why dark-skinned black girls like me aren't getting married

Black women in America marry less than others - and the numbers are even lower for darker skinned black women. Is colorism - favoring lighter skin - to blame? **Dream McClinton** puts herself on the line to report



How black mothers talk to their daughters about skin tone

Hide



How I beat Hollywood's colorism / From overlooked extra to Spike Lee star



My toxic love affair with skin lightening creams



The toxic legacy of colorism / Why black people discriminate among ourselves

First hand



'I was afraid to meet you this late': the shocking reality of dating other black women



'Cops only tackled me and my friend': why a dark skin tone makes activism dangerous



'Do you sometimes wish you were black?': how my child and I talk about race



I used makeup to appear lighter - until I redefined black beauty for myself

Hide

In depth

In their own words / How dark-skinned women broke through the entertainment industry



Shades of Black

Reader responses



We asked readers if they had experienced colorism. We received a huge range of responses from people of color, both men and women, belonging to many different ethnicities

Our weeklong series [Shades of Black](#) explored the strain colorism puts on darker-skinned black American women.

The goal of the series was not just to enlighten those who have never had to confront colorism, but also [to encourage conversation](#) about [a still largely taboo subject](#). So we asked readers to tell us about their experiences.

Overwhelmingly, we received a wide range of responses from people of color and of various ethnicities. They detailed the doubt and lack of self worth - and in some cases, privilege - that colorism forces them to sort through every day. Some expressed indifference - they are black and know what colorism is, but it isn't something they feel they have had to reckon with.

Here are some of our readers' responses, which have been edited for length



Why we asked 27 black

Advertisement

Market
smarter with
our pre-built
and custom
segments.

Politics

Introducing the *Teen Vogue* 2020 Voter Committee

As part of our #TeenVote2020 project, 12 young people will be our sounding board for all things related to the presidential campaign.

BY **TEEN VOGUE STAFF**

FEBRUARY 27, 2020

As we approached 2020 at *Teen Vogue*, thinking through our plans for one of the most important presidential elections of our lifetimes, we knew we wanted to do something outside of the usual election coverage noise. We noticed that pundits and politicians often talk about the importance of the “youth vote,” but ultimately don’t pay much attention to how young people feel about presidential elections, much less politics and the social issues that matter to them. Millennials and Gen Z are **rightfully angry** about the unequal, divided, **rapidly warming** world that’s been handed to them, and they are passionately invested in making it better.

We decided to go straight to our readers. Late last year, we sent out an application to see who wanted to be part of our first-ever Voter Committee. We were overwhelmed by the response — hundreds of you applied. You really care about this election and have a lot of thoughts. It was not easy, but we narrowed down the list of applicants to 12, and we know you’ll love this terrific group of demographically, ethnically, and politically diverse young people. Between now and November 3, they’ll serve as our sounding board on the debates, the primaries, the candidate dustups, and much more.

Meet the inaugural *Teen Vogue* Voter Committee here, in the first piece of our comprehensive #TeenVote2020 coverage, which we’ll be rolling out all year.

ILHAN ADAN

HANNA ASKARPOUR

ANNIE GENG

AVA JOHNSON



O Direito à Comunicação para os atingidos e o jornal A Sirene que ousamos sonhar

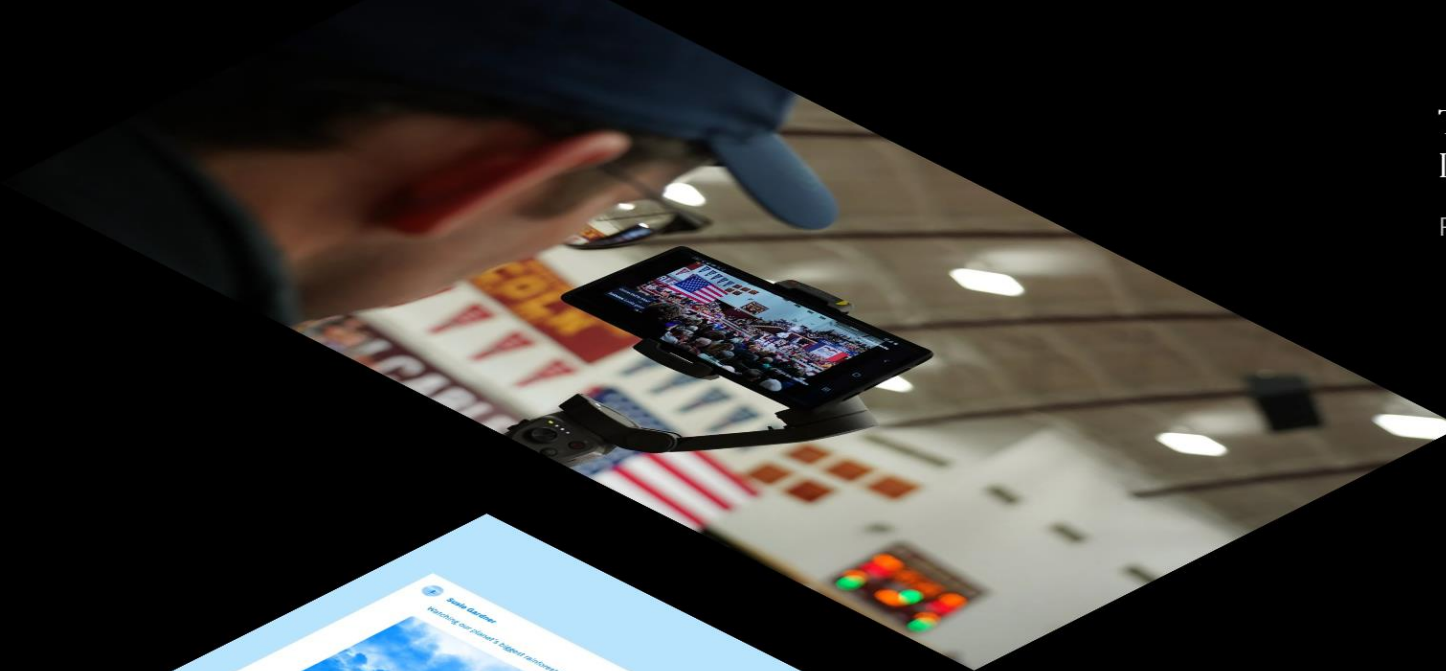




#PRINCÍPIO4

Experimentação de
linguagens. Risco.
Aprendizagem.
Estado Beta.





Testing New Ways to Create Live Video Streams

[Read More >](#)



How Publishers Can Use Metadata to Fight Visual Misinformation

[Read More >](#)



Documenting the World in 3D

[Read More >](#)



BBC News Labs

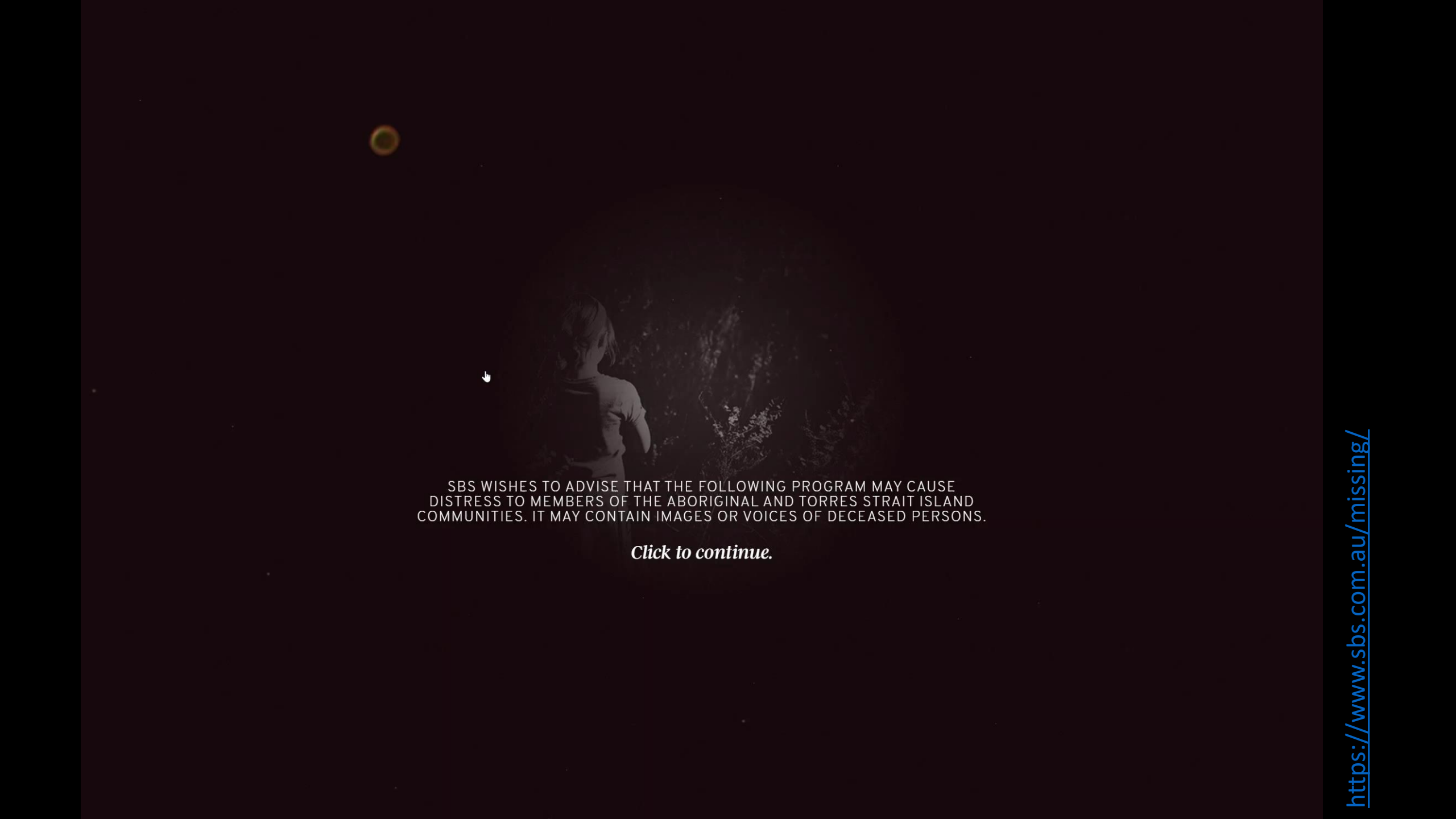
Headlines 2019

Pausa (k)



0:00 / 2:18





SBS WISHES TO ADVISE THAT THE FOLLOWING PROGRAM MAY CAUSE
DISTRESS TO MEMBERS OF THE ABORIGINAL AND TORRES STRAIT ISLAND
COMMUNITIES. IT MAY CONTAIN IMAGES OR VOICES OF DECEASED PERSONS.

Click to continue.

Pressione **Esc** para sair do modo tela cheia

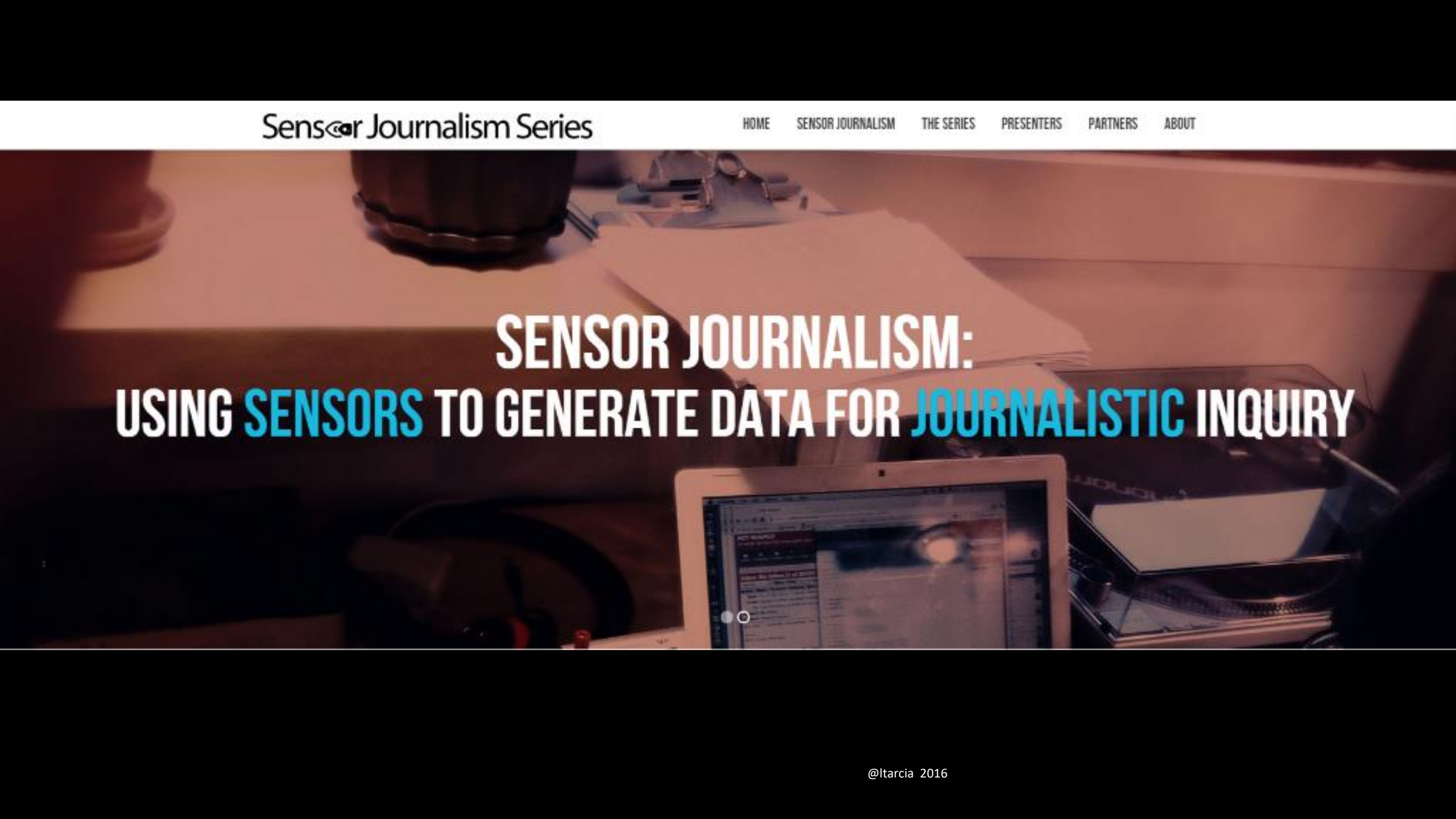


THE BOAT

BASED ON THE STORY BY NAM LE
ADAPTATION BY MATT HUYNH
PRODUCED BY SBS

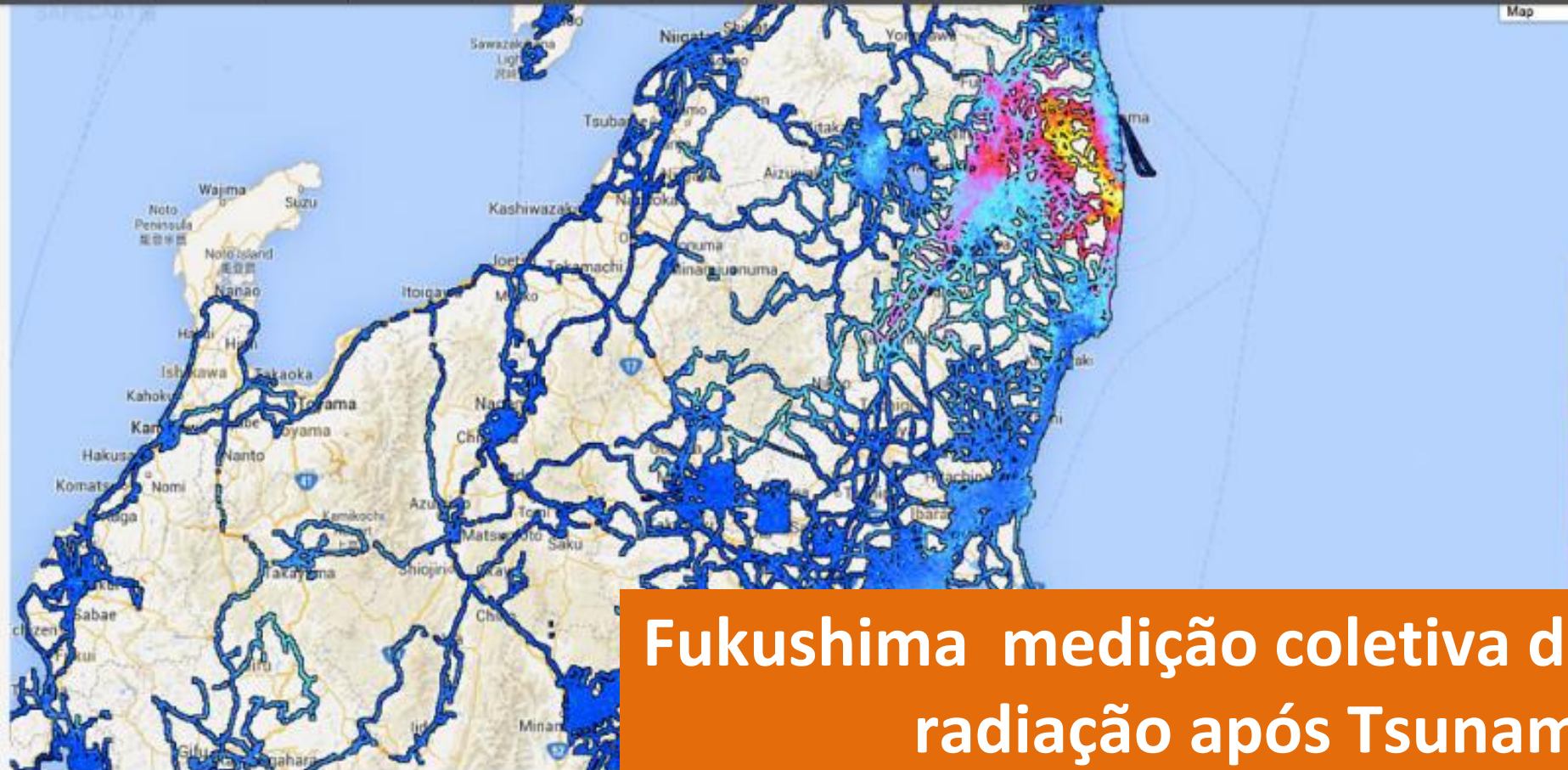


SCROLL
↓



SENSOR JOURNALISM: USING **SENSORS** TO GENERATE DATA FOR **JOURNALISTIC** INQUIRY

SAFECAST

[ABOUT +](#)[MAPS](#)[DATA +](#)[FAQ](#)[DONATE](#)[HOW TO HELP](#)[MAILING LIST](#)[English](#)[日本語](#)

**Fukushima medição coletiva de
radiação após Tsunami**

[Safecast X Shuttleworth](#)[Anniversary & Conference](#)[Development: Real-Time Interpolation](#)[Safecast OS X](#)[Updated Safecast Webmap!](#)[ABOUT SAFECAST](#)[OUR PROJECTS](#)[DONATE](#)

SAFECAST



With the help of our global community, we have:

5k

DEPLOYED
DEVICES

102

COUNTRIES
MEASURED

5k

CONTRIBUTING
VOLUNTEERS

66k

DAILY
MEASUREMENTS

“Safecast revolutionized citizen science”

- POPULAR MECHANICS



AIR QUALITY



RADIATION



OPEN



JOIN US

This is who we are.

Safecast is people. From the data we collect to the devices we design and build, from the reports we publish and the transparency they generate, all we do is made possible due to the collaborative effort of team members all over the world.





#PRINCÍPIO5

Construção de um
universo. Com e
para o outro.

Disposição e
disponibilidade.

Canais de
conversação.

Center for Cooperative Media

Our mission is to grow and strengthen local journalism, and in doing so serve New Jersey residents.

About the Center

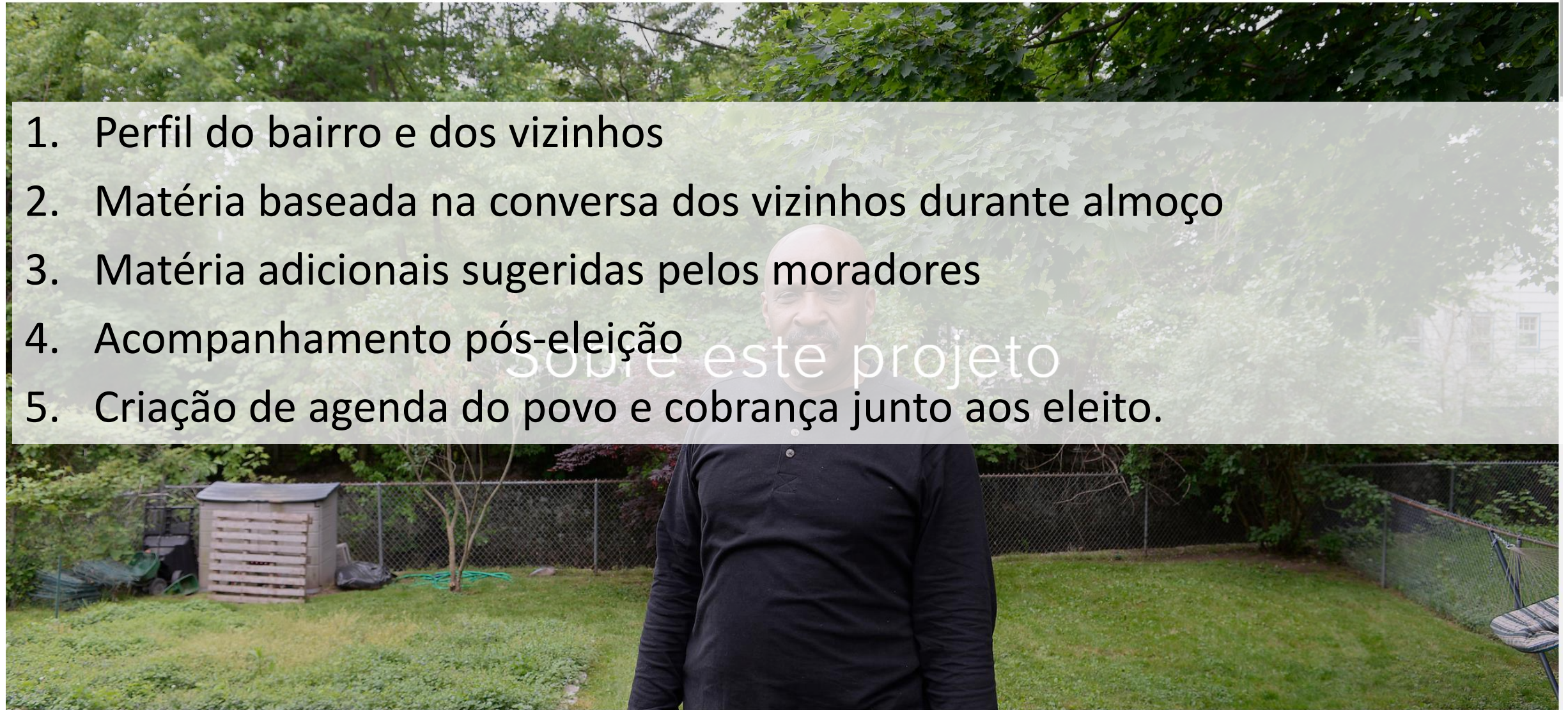
**voting
block**

CASA SOBRE PARTICIPAR CONTATO

A photograph of a man with a mustache, wearing a black long-sleeved shirt, standing in a grassy backyard. Behind him is a chain-link fence and a dense line of green trees. To the left, there is a small wooden shed and some green equipment. The text "Sobre este projeto" is overlaid in white on the image.

Sobre este projeto

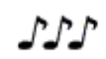
Voting Block (movimento jornalístico/editorial pelo voto)

- 
- A man with a beard and mustache, wearing a black long-sleeved shirt, stands in a grassy backyard. In the background, there is a chain-link fence, a small wooden shed, and lush green trees. A semi-transparent grey box is overlaid on the image, containing a numbered list. The text 'Sobre este projeto' is written in a large, white, sans-serif font across the middle of the list.
1. Perfil do bairro e dos vizinhos
 2. Matéria baseada na conversa dos vizinhos durante almoço
 3. Matéria adicionais sugeridas pelos moradores
 4. Acompanhamento pós-eleição
 5. Criação de agenda do povo e cobrança junto aos eleito.

DOCUMENTERS.org

POWERED BY CITY BUREAU







#PRINCÍPIO6

Histórias
significativas.
Sempre em primeiro
lugar. Call to
Action.



QUEM É
DAYANI
CRISTAL?

Fala espanhol?



O filme



Tome uma
atitude



Aprender



Border
Stories



Encontre
pessoas
desaparecidas



fazer
compras

O direito de não
migrar

Uma fronteira
humana

Segurança no
México

Repatriando os
Mortos

Demanda
trabalhista nos
EUA

Detenção e
Deportação

A migração é uma
questão complexa.
Existem muitas razões
pelas quais as pessoas
saem de casa e por
que as fronteiras foram
projetadas para serem
tão perigosas.

A compreensão da
migração ajudará a
parar as mortes no
deserto.



Repatriando os Mortos

Os migrantes que atravessam a fronteira EUA-México a pé geralmente não têm identificação ou carregam documentos falsos para evitar colocar em perigo a si mesmos ou a suas famílias. Se um migrante morre e é encontrado no lado americano da fronteira, torna-se responsabilidade dos condados fronteiriços investigar a identidade.

Essa é uma tarefa desafiadora que requer conhecimento forense específico e, geralmente, simplesmente não há informações suficientes. As famílias podem esperar para sempre sem uma palavra ou confirmação do paradeiro de seus parentes. Nos relativamente poucos casos em que a identidade é descoberta, o processo de repatriamento - envolvendo várias agências governamentais para coordenar - pode começar, reunindo famílias com seus entes queridos.

Diga aos seus representantes locais para financiar e desenvolver padrões e sistemas transnacionais para rastrear pessoas desaparecidas e identificar / repatriar restos.

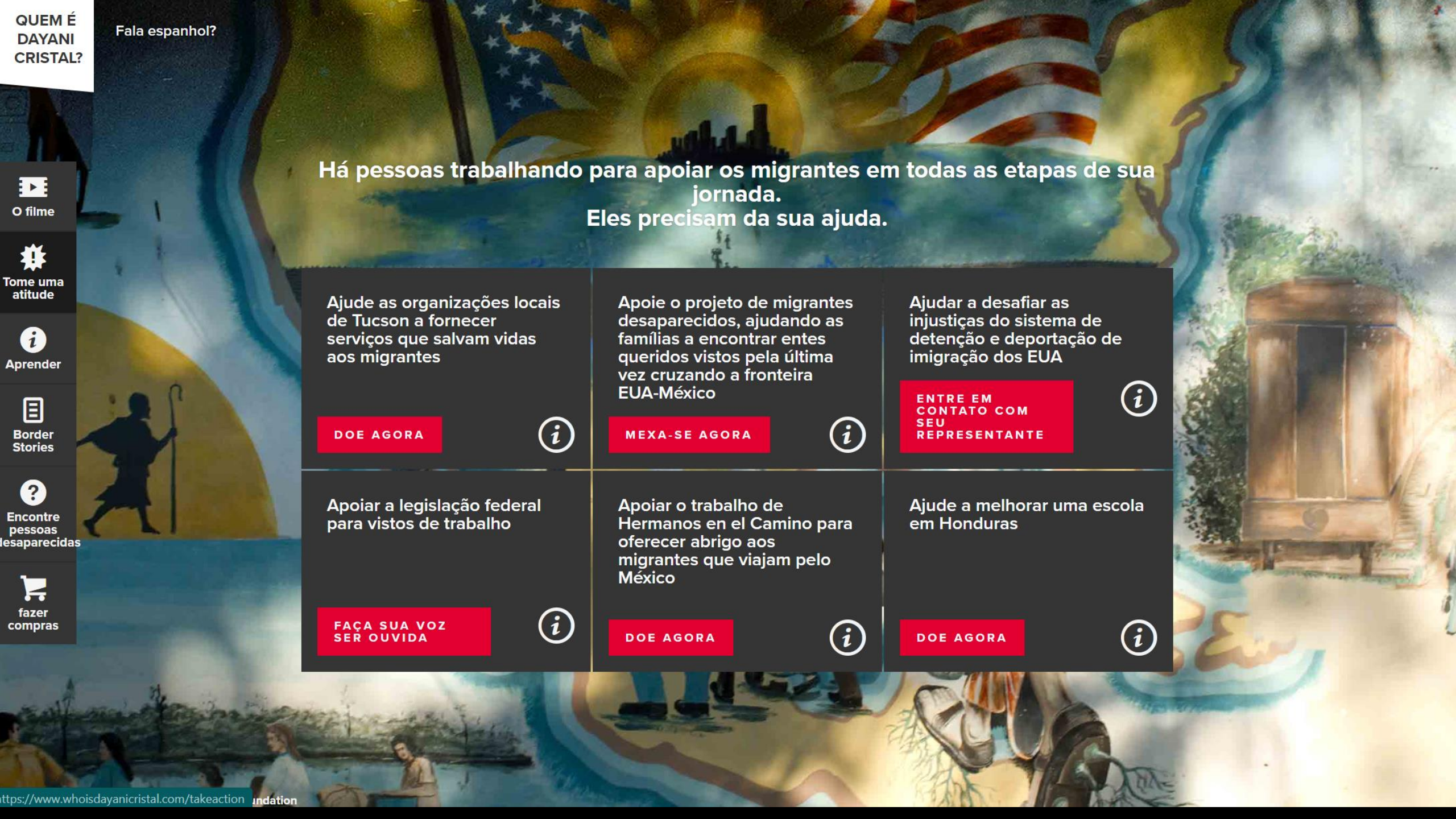


Assistir
Explore vídeos e entrevistas
de pesquisa



TOME UMA ATITUDE

Apoiar o trabalho do Centro Colibrí para os Direitos Humanos, que auxilia as famílias em seus esforços para encontrar as pessoas desaparecidas vistas pela última vez cruzando a fronteira EUA-México



QUEM É
DAYANI
CRISTAL?

Fala espanhol?

 O filme

 Tome uma
atitude

 Aprender

 Border
Stories

 Encontre
pessoas
desaparecidas

 fazer
compras

Há pessoas trabalhando para apoiar os migrantes em todas as etapas de sua jornada.
Eles precisam da sua ajuda.

Ajude as organizações locais de Tucson a fornecer serviços que salvam vidas aos migrantes

DOE AGORA



Apoie o projeto de migrantes desaparecidos, ajudando as famílias a encontrar entes queridos vistos pela última vez cruzando a fronteira EUA-México

MEXA-SE AGORA



Ajudar a desafiar as injustiças do sistema de detenção e deportação de imigração dos EUA

ENTRE EM
CONTATO COM
SEU
REPRESENTANTE



Apoiar a legislação federal para vistos de trabalho

FAÇA SUA VOZ
SER OUVIDA



Apoiar o trabalho de Hermanos en el Camino para oferecer abrigo aos migrantes que viajam pelo México

DOE AGORA



Ajude a melhorar uma escola em Honduras

DOE AGORA



50:50

PROJECT



A woman with long blonde hair, wearing a white lace top and black pants, stands in front of a large banner that reads "50:50 PROJECT". The banner is partially obscured by a red and blue overlay. The background shows a blurred office or event space.

50:50
PROJECT

A circular logo with the text "50:50 PROJECT" inside. The background of the logo is a mix of red and blue patterns. The logo is positioned in the top right corner of the page.

50:50
PROJECT

A circular infographic with a red border and a white center. The text "44%" is in large red font, and "latest entry" is in smaller black font below it.

44%
latest entry

A circular infographic with a blue border and a white center. The text "38%" is in large blue font, and "first entry" is in smaller black font below it.

38%
first entry

Women contributors,
BBC News Channel

A group of women are standing in a studio or event space. They are dressed in professional attire. The background shows studio equipment and a curved desk. The scene is lit with blue and purple lights.

BBC News Channel held an event for women experts

"With 50:50, Yle has finally moved from hoping and trying to actually doing. It has given us concrete tools to monitor the gender ratio and inspiration which comes from being a part of what has now become a global effort. The most important thing has happened in our minds, because 50:50 has changed the way we think."

Heikki Valkama

Head of Content, Yle News,
Current Affairs and Sports

"The 50:50 Challenge speaks to Radio Free Asia's commitment to give a platform to those who are underrepresented or denied a voice. Ensuring gender balance and representation remains among RFA's goals as a news organisation tasked with bringing free press to people living in closed societies. Radio Free Asia is proud to be a partner in this important initiative."

Bay Fang

Executive Editor,
Radio Free Asia

"As producers of significant amounts of content, we believe it's our duty to reflect as best as possible an equality of voices across our output. The 50:50 Project is a simple but effective way to ensure production teams are conscious of the impact they can make. As a result we are delighted to be backing the 50:50 Project and committing as many of our teams to it as possible."

Steve Ackerman

Managing Director,
Somethin' Else

"The BBC has been an invaluable and trusted partner on our journey to achieve gender balance in our coverage. The 50:50 team has been there for us with a firm but friendly answer to every question we've had. Fortune looks up to the BBC as an older sibling, having begun this process far earlier than we have."

Adam Lashinsky

Executive Editor, Fortune

"In 2018 Lithuania celebrated 100 years of the restoration of its state and the centenary of women's voting rights. At the time, Lithuania was among most progressive states in the world, in this aspect. However, today the situation of gender equality is not so flattering. Therefore, the BBC 50:50 Project inspired us as a public broadcaster to implement equal representation of women and men in our content and we are ready to join your initiative."

Monika Garbaciauskaite-Budriene

Director General,
Lithuanian Radio and Television





#PRINCÍPIO7

Transmídia não é
tecnologia. É
comunicação de
interesse público e
DO público.
Conheça-o!

Links de referência

Livros e artigos

- Cultura da Convergência
- Cultura da Conexão
- Cultura da Participação
- The Routledge Companion to Transmedia Studies
- Exploring Transmedia Journalism in the Digital Age
- Theory, development and strategy in transmedia storytelling
- <https://unibh.academia.edu/LorenaT%C3%A1rcia>

Sites e projetos

educacaotransmidia.com

www.linasrivastava.com

<http://henryjenkins.org/>

<https://www.channel4.com/press/news/channel-4-sheds-light-great-british-property-scandal>

<https://www.localore.org/>

<https://nytlabs.com/projects/madison.html>

<https://safecast.org/>

<https://www.editorandpublisher.com/a-section/tokyo-newspaper-launches-augmented-reality-app-for-children/>

<https://www.theguardian.com/us-news/series/shades-of-black>

<https://www.teenvogue.com/story/teen-vote-2020-project>

<http://jornalasirene.com.br/>

<https://www.sbs.com.au/missing/>

<http://www.sbs.com.au/theboat/>

<https://centerforcooperativemedia.org/>

<https://www.documenters.org/>

<https://whoisdayanicristal.com/>

quandonarrativas.com.br

<http://www.thecommunicationrevolution.com.br/>

Obrigada! 😊

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quandonarrativas.com.br