

Web 2.0 for Media Studies in the UK

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Abstract- Media Studies at Advanced level (for 16-19 year olds) has been a huge growth area in British education since 1990. At the same time as the subject has grown, the media has undergone massive change, particularly with the rise of the web. In 2006, when the government asked the awarding bodies to construct new specifications for all subject areas at A level, the OCR board decided to opt for a radical new approach to the qualification which embedded both the use of online tools by students and the study of the impact of the web.

The new course, taken by 16,000 students nationally, completed its first two year cycle in the summer of 2010, so we are now able to start to review its impact and consider some of the issues raised by a move from more conventional formats such as the long essay, to one where students blog the progress of their projects and share their video work online. In this paper, I shall outline the changes to the OCR specification and illustrate with examples of student work; I shall also consider some of my initial research findings from content analysis of the work submitted and from asking students and teachers to reflect upon the course through such methods as drawing a visual representation of their experience.

The paper will seek to use the experience from UK Media Studies to suggest both the positive benefits and the potential pitfalls to be overcome in using such an approach in other subject areas.

Keywords- Blogging, collaboration, media education, online video

Remarks: *The full paper may be found in www.elearningap.com*