MISSION AND VISION

MASCLab is a hub for multimodal and digital scholarship that explores the relationship between media and social change.

We support media creation intended to spark social change, and the critical curation of and engagement with media through the lens of its impact on society. Our research and scholarship interrogates how media and society influence each other, multimedia-based research methodologies, and the development of pedagogy that uses media to foster civic engagement.

MASCLab is housed in the Communication, Media, and Learning Technologies Design Program at Teachers College, Columbia University.

HISTORY

The Media and Social Change Lab was founded in 2014, in response to growing interest within the CMLTD program and across Teachers College in the relationship between the emerging media landscape and the social and cultural changes unfolding around us. By focusing on the inter-relations between media and social change, we expand our inquiries and gain a fuller understanding of digital platforms, tools and the broader dynamics that impact these relationships.

In the five years since its founding, MASCLab has grown in membership, activities, projects, and partnerships. Looking ahead, we hope to continue growing in response to the needs and interests of our community, as we strive to contribute to social change about, with, and through media of all kinds.
At MASCLab, we embrace multimodal scholarship as a rallying cry to engage in the pursuit, interpretation, and representation of stories. Multimodality, as a theoretical lens, presents researchers with an invitation to conduct research utilizing a broad set of tools for not only seeing and sense-making, but also for analysis and dissemination of what we see, hear, and experience, more broadly. In this sense, multimodal scholarship can be viewed as a quest to retain complexity in the study of complex phenomena.

We do this by harnessing the power of digital tools (like digital cameras and voice recorders) to see and hear differently, to create new spaces and contexts (like social media platforms and virtual reality) in which to study interactions, and to produce media that allows research to reach broader and more diverse audiences (through podcasting, videos, animations, visual essays, poetry, and more).

These multiple modes of inquiry and representation also hold potential for increasing participation from our research participants, community partners, and known and unknown audiences in shaping the cycles of inquiry in which MASCLab members are engaged.
WHO WE ARE

"MASCLab is HOME! It’s a community of people who come together to help reimagine academic scholarship!"
- Rabani Garg (Curriculum & Teaching doctoral student)

"MASCLab gives me opportunities to express myself and to tackle the social issues that I am passionate about using any digital medium that I see fit. From podcast to video, from brainstorming to end product, I learned new tools, collaborated with people from various fields, and created a home at TC that I did not know I needed."
- Brenda Khor (CMLTD Masters student)

MASCLab is a collaborative space where students, faculty, alumni and partners from a wide range of local and national organizations come together to create and share work that speaks to the interrelations between media, research, social justice, and civic empowerment.

Our members come from departments across Teachers College (e.g. Mathematics, Science and Technology; Arts and Humanities; International and Transcultural Studies; Clinical & Counseling Psychology, etc) and the broader Columbia community, including the Columbia Business School, the School of Social Work, Columbia College, Barnard College, Teachers College alumni, and more.

Our weekly meetings are Wednesdays, 12-1, in HM46A. Anyone is welcome to drop by!
WHO WE ARE

Faculty Leadership

Lalitha Vasudevan  
Professor, CMLTD

Ioana Literat  
Asst. Professor,  
CMLTD

Affiliated Faculty

Yoo Kyung Chang  
Lecturer, CMLTD

Nathan Holbert  
Asst. Professor,  
CMLTD

Detra Price-Dennis  
Asst. Professor,  
CMLTD

Sonali Rajan  
Associate Professor,  
Health Education

Haeny Yoon  
Asst. Professor,  
Early Childhood Ed.

Visiting Scholars

Emily Bailin-Wells

Eliara Santana

Ahram Park

Postdoctoral Fellow

Clio Belle Weisman
WHO WE ARE

Students

Daniel Ahn  
CMLTD

Livia Barros-Cruz  
Curriculum & Teaching

Elyse Blake  
Clinical Psychology

Marcus Cheung  
CMLTD

Joey Eisman  
Cognitive Studies in Education

Jonathan Gardner  
CMLTD

Libby Herbert-Wasson  
CMLTD

Shu-Yi Hsu  
CMLTD

Brenda Khor  
CMLTD

Suiru Lei  
CMLTD

Beverly Leon  
Business School

Katie Newhouse  
Curriculum & Teaching
WHO WE ARE

Students

Kyle Oliver
CMLTD

Joe Riina-Ferrie
Anthropology

Azsaneé Truss
CMLTD

Troy Williams
CMLTD

Alumni

Joanne Beckwith
CMLTD

Christina Best
CMLTD

Caroline DeVoe
CMLTD

Janell Drone
CMLTD

Rabani Garg
Curriculum & Teaching

Brendan Gillett
TESOL PK-12

Sandra Markus
CMLTD

Stef Alicia McCalmon
Business School
WHAT WE DO

"MASCLab has been an integral part of my Columbia experience—our Wednesday meetings were the highlight of my week, where I could step out of the business school mindset and connect with peers at Teachers College. It’s been fantastic to connect with a brilliant group of scholars and innovators and support each other in creating media rooted in social change and activism."

- Stef Alicia McCalmon (Columbia Business School Masters student)

MASCLab facilitates media production and collaborative engagement around various research projects at the intersection between media and social change. We design, produce and disseminate media-based research in both academic and non-academic venues, we harness partnerships with diverse communities and organizations within and beyond Teachers College, organize events around civic media and social justice issues, and provide support for relevant courses at Teachers College.
PODCASTING

Podcasts are a participatory medium par excellence. The low barrier to entry means researchers can learn to create discursive, narrative, and/or documentary forms of multimodal public scholarship—sometimes together with their subjects. The Media & Social Change Podcast has become a venue for sharing members' research, reflecting on the work of our colleagues and friends, and inviting a wider audience to engage with in-person MASCLab events.

“Before business school, I worked with high school students at the LA Times. I never thought I’d be able to connect my dual passions of journalism and empowering young people. MASCLab perfectly fits that niche.”

- Kyle Finck (Columbia Business School Masters student)
SPOTLIGHT ON:
OUR PODCAST SERIES

Our podcast series invites a range of voices to delve into issues related to media in research, scholarship, and social change. It is an exercise of and about participatory production.

Subscribe and listen on iTunes!

PODCAST EPISODES:

12

TOTAL LISTENS:

2,061

COUNTRIES WHERE LISTENERS COME FROM:

36

including the US, Brazil, Israel, the UK, Mexico, & Thailand

1. Choices: Centering Communities in Education & Research - MASCLab's Lalitha Vasudevan sits down with Ana Dopazo, Program Director of Choices, Alternative to Detention.
2. Youth Political Participation and Online Creativity - MASCLab's Ioana Literat discusses exciting new research on young people's online political expression, in conversation with Caroline DeVoe, Elizabeth Herbert-Wasson, and Kyle Oliver.
3. Teaching Torah on YouTube - MASCLab's Kyle Oliver interviews Sarah Lefton, Jewish educator and founder of BimBam, about the art and science of teaching old wisdom via new media.
4. One-Room School Facilities and Experiencing School Desegregation - MASCLab's Joe Riina-Ferrie talks to TC alum Dr. Janell Drone about her research into African American one-room school facilities in rural West Texas.
6. Take Action Tuesdays at Teachers College - We talk with Matthew Camp, Director of Government Relations and a PhD student at TC about the #TakeActionTuesday initiative.
7. Special Episode - TC President Thomas Bailey - MASCLab sat down with TC's Tom Bailey just ahead of his inauguration as the school's 11th President.
9. Dispatches from a Dissertation on Digital Storytelling - MASCLab's first "crossover" episode in which we're featuring Kyle Oliver's ethnographic research on digital storytelling in faith and faith-adjacent settings.
10. It's Not About Grit - We hear from Steve Goodman about the concept of grit, and its relation to urban youth, youth media, civic engagement, and education.
11. Craftivism - Dr. Sandra Markus talks to us about her dissertation research on craftivist cultures, both online and offline -- and why this type of activism is on the rise today.
12. Math Histories - The first of many artifacts to result from the rich collection of interviews conducted as part of a new multimodal and interdisciplinary research project headed up by Professor Erica Walker, Chair of the MST Department and Director of the Institute for Urban and Minority Education (IUME).
MEDIA PRODUCTION

VIDEO PRODUCTION

MASCLab has designed workshops to train members in video production, including one that led to the production of our promo video (see masclab.org/about).

We work to make video available as a tool in our community of scholars. We value its affordances for projects that seek strategies for collaboration and ways of portraying affect and action that bring the visual and aural together.

“Producing media has always been a passion of mine, so MASCLab was a praxis oasis while I was at TC. It was (is) a welcoming research center that provided actual/physical tools that enabled me to continue making meaningful media while pursuing my MA and it’s brilliant members raised important questions that stretched my ideas and understanding about the role of media in effecting social change.”

- Caroline DeVoe (CMLTD Masters student)
RESEARCH ON/AS MEDIA
MAKING AN IMPACT ACROSS FIELDS

12 RESEARCH GRANTS

16 ACADEMIC PUBLICATIONS IN 2018 & 2019

18 CONFERENCE PRESENTATIONS IN 2018 & 2019

11 MASCLAB STUDENT CO-AUTHORS

9 CONFERENCES ATTENDED IN 2018 & 2019

5 CURRENT RESEARCH PARTNERSHIPS

"MASCLab shaped my research agenda, polished my production skills, and broadened my sense of possibilities about representing research."
- Kyle Oliver (CMLTD doctoral student)

A SELECTION OF CURRENT RESEARCH PROJECTS

- Media Literacy Education
  - Lamboozled! A News Literacy Game
  - The News Literacy Curriculum Project
  - Online news consumption: Research methodology design
- Podcasting in the Classroom
- Youth Activism Online
- Partnership with the Educational Video Center
  - Ongoing studies of youth media alumni and collaborative filmmaking
- Reimagining Futures: A Digital Literacies and Media Project
  - Participatory study of play, community, and belonging in alternative to detention programs and schools
Within the context of ongoing research aimed at better understanding and fostering youth civic engagement, our lab has explored innovative approaches to media literacy education.

A key initiative has been the use of game-based learning to address fake news and facilitate news literacy among middle school and high school students. Grounded in current research on news literacy and youth media consumption, MASCLab's Lamboozled! is a deck-building card game set in the fictional sheep town of Green Meadows, where, as the game's tagline reads, "some news stories just want to pull the wool over your eyes!" MASCLab students and faculty recently presented this research at AERA, where we received the Best Empirical Paper Award from the Media, Culture & Learning SIG.

Over the past 2 years, we've also held participatory game design workshops with youth on the topic of news literacy, and have organized public events in partnership with the National Association of Media Literacy Education (NAMLE).
SHARING OUR RESEARCH

Our students and faculty have shared MASCLab's research at multiple conferences across areas of study and academic disciplines, and in many different formats of presentation, including more traditional conference presentations and innovative multimodal approaches.

MASCLab students have also been engaged in collaborative academic writing and have authored and co-authored several publications in peer-reviewed journals.

The MASCLab Writing Group, founded in 2015, has provided a supportive space where students and faculty discuss the process of academic publishing, while sharing their works in progress and receiving feedback on a monthly basis.

Recent conferences where we’ve shared our work:
- American Educational Research Association (AERA)
- International Communication Association (ICA)
- National Association of Media Literacy Education (NAMLE)
- Visual Research for Social Change (VRSC) Conference
- Ethnography in Education Forum
- Screening Scholarship Media Festival (SSMF)
- International Society for Media, Religion and Culture
- Religious Education Association (REA) Annual Meeting
Recent publications (see more at masclab.org/publications):
* = student authors

- Oliver, K. M.* & Williams-Duncan, S. (in press). Faith leaders developing digital literacies: Demands and resources across career stages according to theological educators. *Journal of Media Literacy Education*.
- Literat, I., & Kligler-Vilenchik, N. Youth collective political expression on social media: The role of affordances and memetic dimensions for voicing political views. *New Media & Society*. DOI: 10.1177/1461444819837571
Recent grants obtained:

- Vasudevan, L. (2019-2020) Zankel Urban Fellows Internship Award. Teachers College, Columbia University. $20,000
- Vasudevan, L. (2018-2019). Zankel Urban Fellows Internship Award. Teachers College. $20,000
- Vasudevan, L. (2016). Robert Bowne Foundation, Gift to the Media and Social Change Lab. $10,000
COLLABORATION AND ENGAGEMENT
A SELECTION OF RECENT EVENTS

- Podfest: A Celebration of Podcasting and Media-Making
- EVC Youth Media Showcase
- Digital Learning @TC: An Interactive Exhibition
- Visual Research for Social Change Conference -- a collaboration with TC’s Visual Research Center
- Interactive screenings
  - e.g. Una Vida, Dos Paises; Newtown
- Visual Ethnography Series
- Book talks
  - e.g. Louis Klarevas: “Rampage Nation: Securing America from Mass Shootings”
- Guest talks and brown-bags
  - e.g. Kate Miltner & Tim Highfield: “Never Gonna GIF You Up: Analyzing the Cultural Significance of the Animated GIF”
MASCLab’s annual Podfest, our signature event, allows us to showcase the podcasting and media-making work that we do each year. Podfest leverages the state-of-the-art Smith Learning Theater at Teachers College to provide an interactive and immersive environment for students, researchers, practitioners and community members to come together and connect around media that matters.

Podfest 2019, pictured on these pages, featured curated engagements with episodes from our ongoing podcast series, a live panel on multimodal scholarship, a demo of our newly developed Fake News Game, live mediamaking, and more!
MASCLab fosters collaborations with multiple organizations across fields and contexts. Our partners include both academic and community-based organizations, as we create connections within Teachers College, in the wider Columbia community, and on a national and international level.

“MASCLab is a movement and the future (happening in the present) of educational research. It is an exemplary model of how to work within a university and remain connected to the communities that exist both outside and alongside the university. It’s a space for anyone to come and share, learn, play and have fun.”

- Katie Newhouse (C&T doctoral student)
Faculty affiliated with MASCLab have taught courses that have been infused with the principles of multimodal scholarship and that have explored the intersections of media and social change. In these courses, students engage in various forms of media production, critical analysis of media texts, and explore the social affordances of media tools and platforms for effecting and understanding changes in communication, culture, and society more broadly.

**MASCLab-Connected Courses**

- Culture, Media, and Education
- Literacies and Technologies
- Multimodal Methods
- Youth, Media, and Educational Justice
- Video as Art: An Exploration
- Technology & Culture
FOLLOW OUR WORK

Continue to follow our work on our website, where we regularly post blog updates, and on our social media platforms!

www.masclab.org
Connect with us!

EMAIL: MASCLAB@TC.COLUMBIA.EDU
TWITTER: @MASCLAB

Subscribe to our mailing list! Email us and we'll add you to our mailing list, to keep you updated on MASCLab news and events!

Join our meetings! MASCLab is located in the basement of Horace Mann Hall (Room 46A) at Teachers College. Our weekly meetings are Wednesdays 12-1 pm in the lab. Everyone is welcome!