

Workshop Eleven: Audioboom

001	<p>Pop-Tribes There was a time when our perceptions of pop were defined not just by the records we listened to, but by the many and varied tribes of young people who followed each of the particular kinds of music, by their clothes, their behaviour – or at least how their behaviour was reported in the press or portrayed on film. http://www.theguardian.com/music/2010/feb/25/emo-pop-tribes-mods-punks</p>
002	<p>In the past life was simple. You could tell the type of music a person was into just by the way they looked. Liking a certain kind of music generally meant that you dressed a certain way, you identified with a musical style, its culture, its background and everything that that entailed. In the ‘good old days’ bi-polarity was the norm – Mods and Rockers, Skinheads and Hairies, to name a few from cultural pre-history. http://www.research-live.com/where-are-the-music-tribes?/4002569.blog</p>
003	<p>The Mercury Prize shortlist reveals British music's strength in depth. But as the iPod generation roam across genres in search of new sounds, are they missing out on some vital spark of youth? http://www.theguardian.com/music/2011/jul/24/music-tribalism-dead-mercury-prize</p> <p>Over the weekend, the Guardian published an opinion piece that asked the question, “Is tribalism in music dead?” The article was inspired by this year’s Mercury Prize shortlist, a suitably eclectic selection of 12 artists that ranged from King Creosote to Tinie Tempah to James Blake. It argues that the Internet has mitigated the once fiercely territorial tendencies of music nerds, and that these days we’re all totally happy to have Rihanna nestling next to Battles on our gym playlists. http://flavorwire.com/197585/a-field-guide-to-the-musical-tribes-of-the-21st-century</p> <p>Most music fans are used to being unfairly summed up by the contents of their iTunes library. Heck, we even engage in a little playful stereotyping ourselves from time to time. To wit, back in July we posted “A Field Guide to the Musical Tribes of the 21st Century,” a response to an opinion piece in The Guardian that suggested that thanks to the Internet, we’re now living in a brave new world where the territorial tendencies of fiercely protective fan bases (and the labels that come along with them) are no longer relevant. http://flavorwire.com/271865/amusing-illustrations-of-21st-century-musical-tribes</p>
004	<p>However individual you think you are, you very likely belong to one of the capital's new cliques, be it the Hackney high-rollers or the new media mafia. http://www.standard.co.uk/lifestyle/esmagazine/which-london-tribe-do-you-belong-to-7575288.html</p> <p>There’s no right or wrong to your style tribe. You can be totally all consuming one type, or a mish-mash of a few, depending on which side of the bed you get out of on a particular morning. The key is to identify which traits you may have and then you can discover which stores are perfect for you. http://loblerdelaney.co.uk/which-style-tribe-are-you/</p>
005	<p>Taste Just because you were born in the ‘80s doesn’t mean you shouldn’t have been dancing at Studio 54 in the ‘70s. http://www.buzzfeed.com/perpetua/which-music-era-do-you-actually-belong-in#.kj0yLMvxD3</p> <p>“So, what kind of music do you like?” It’s one of the hardest questions to answer in a social situation, especially as you get older and your tastes diversify. Whenever I’m asked, I tend to end up mumbling a mish-mash of genres and artists. But here’s an alternative question: what kind of music does Spotify think I like? It should know, after all. http://www.theguardian.com/technology/2015/jan/06/spotify-music-streaming-taste-profile</p> <p>Peoples History of Pop Your granddad might not have worn a Frank Sinatra tee, but once t-shirts became part of casual wear in the early 1950s, it didn’t take long for them to become the ultimate statement item. Like carrying a record around (but a</p>

	lot easier), wearing a t-shirt emblazoned with the name of your favourite band tells everyone on the street exactly what music you like and, of course, what tribe you belong to. http://phop.co.uk/tag/t-shirt/
006	Audioboom "AudioBoom allows smartphone and website users to record, upload and playback digital audio recordings, which can be then listened to on the audioBoom website, listened via the apps, embedded in a user's own website, Twitter, Facebook or Tumblr feed, and submitted to iTunes as a podcast feed. Image, location, title, description, category and tags can be enclosed with any uploaded clip." http://en.wikipedia.org/wiki/AudioBoom https://audioboom.com/
007	Registration is optional, but registered users have their own pages and feeds/channels akin to Twitter or YouTube. They can also send audio direct messages to each other, and collect playlists. Newly registered and anonymous users are given 10 minutes per clip to upload, though users can pay for longer record times. There is currently no upper limit to how many clips a user can upload, making the site popular with audio bloggers, diarists, journalists, teachers, and podcasters. Clips can be uploaded: with an iPhone, iPad, Android device or Blackberry 10 device, directly via the website, via email ("BooMail"), via IVR phone lines ("PhoneBoo") via API interfaces http://en.wikipedia.org/wiki/AudioBoom
008	Alternatives: http://en.wikipedia.org/wiki/SoundCloud https://yappie.com/ https://www.mixcloud.com/
009	The Art of Engagement: Speakers and panellists from Media Trust's Art of Engagement conference offer insights and tips on subjects ranging from writing for the web to co-creating content with your audience. https://audioboom.com/playlists/1265825-the-art-of-engagement-top-tips
010	Citizens Eye: Listen to some of the examples from Citizens Eye https://audioboom.com/Citizenseye
011	Record an Audio Interview Using Your Phone: <ul style="list-style-type: none"> • Find a quiet spot where you can record an interview. • Devise a couple of brief, open questions about what media someone might be into. • Sit with another learner and introduce yourself, where you are, and who you are with. • Record an interview that asks what media they are fans of. • Ask them to describe why they like a particular movie/tv-show/band/website., etc. • Record the whole thing in one go. Edit in your head.
012	Accounts: <ul style="list-style-type: none"> • Open an Account on Audioboom/Soundcloud/Mixcloud or Yappie. • Load up the audio you've recorded and find the embed code. • Is the post better with an image as well? • Can all of this be done from your phone?
013	Embed in Wordpress: Take your post and use the embed code to create a blog post. https://audioboom.com/about/faq http://help.soundcloud.com/customer/portal/articles/1338578-how-to-post-to-wordpress

014	<p>Simple Podcasting</p> <ul style="list-style-type: none"> • How can you devise a blog that is audio based? • What kind of sounds might you want to include? • Can you edit any of the audio on your phone? • If you can't edit how should you plan a sequence so that it flows? • What can you do to enhance the audio quality?
015	<p>Audio Content Distribution</p> <p>What is the difference between the way that Audioboom and Soundcloud work?</p> <ul style="list-style-type: none"> • What are the main kinds of posts on each of the different sites? • How do the apps compare? • Which app gives the best audio quality? • Which app gives the most flexible recording, posting and sharing? • Which app ties in and 'spreads' the posts most effectively?
016	<p>Trekkies</p> <p>Trailer of "Trekkies" (documentary about the fans of "Star Trek") http://youtu.be/A2gPUablqQQ</p>
017	<p>Invasion of the Fans</p> <p>http://www.bbc.co.uk/iplayer/episode/p01ytdk5/my-life-in-science-fiction-2-invasion-of-the-fans https://youtu.be/OHWzXxx-4IM</p>
018	<p>Cult of the Fanboy: Star Trek vs Star Wars</p> <p>We've all had the argument before, but how about we take a look at it from a slightly different angle. Here's the eternal question on Star Wars vs Star Trek, and who would win in a fight, as discussed from the viewpoint of storytelling tropes and conventions. http://youtu.be/AIkTLGfV2c</p>
019	<p>Grassroots Fans</p> <p>"Studios have made their peace with the spoiling community, actively courting influential fans as grassroots intermediaries the way they once courted powerful gossip columnists in the Golden Age of Hollywood — because they can help you if they like you and destroy you if they don't. EW calls it "befriending the enemy," a phrase which preserves the separation between consumers and producers, even as it describes the process by which that distinction is starting to break down." http://henryjenkins.org/2007/05/when_fan_boys_and_fan_girls_me.html</p>
020	<p>Transmedia Entertainment</p> <ul style="list-style-type: none"> • How can transmedia be more than a niche form of entertainment? • How will the web develop as a medium as part of the multi-platforms available to transmedia storytelling? • Are you likely to be a more active, engaged participant in transmedia entertainment? • Is transmedia a temporary response to convergence and a search for more meaningful, co-ordinated franchising? • Will it become an important commercial art form as distinctive as film, television and videogames in its own right? • What is the potential of social media as part of transmedia storytelling and entertainment? • What defining media [franchise] did you grow up with, and, as a potential media producer, what did your audience grow up with? • 'I feel the essential medium of the Internet is social networking. But how do you marry social networking to storytelling?' (Damon Lindelhof, co-creator of Lost quoted in Rose 2011, p.168).
	<p>References:</p>