DIGITAL CULTURE & EDUCATION

Editorial

Tom Apperley

The University of Melbourne

Christopher S. Walsh

The Open University, UK

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Editorial

Tom Apperley and Christopher S. Walsh

Matthew Allen's article "An education in Facebook" hones in on the contemporary debate on the role of Facebook in higher education. He maps educators' initial enthusiasm and gradual disappointment with the social networking site, but suggests that its sheer ubiquity inevitably makes it part of the informal education experiences of students. Allen presents a summary of what Facebook affords for online communication and networking and analyses the way that the traditional understandings of university education and the relationships between teachers and students are challenged by Facebook.

The article "YouTube viral videos and HIV prevention among African-Americans: Implications for HIV prevention" by Jocelyn Patterson and Khiya Marshall focuses on the potential use of viral videos for HIV/AIDS prevention activism and education. Patterson and Marshall present a content analysis of YouTube member responses to viral videos featuring African Americans that had a theme of HIV/AIDS prevention. This detailed analysis of user comments suggests that the motivation to share and view such videos includes a spectrum of emotional responses, ranging from anger and frustration, to heartfelt encouragement and support.

Meryl Alper's article "Promoting emerging new media literacies among young children with blindness and visual impairments" examines the challenges that are faced by young children with visual impairments when they learn how to use new digital technologies. Alper earmarks the theoretical overlap between approaches to the early literacy education of children with blindness and visual impairments and the new media literacies framework developed by Henry Jenkins (and others) in order to account for how expanding notions of literacy and pre-literacy are enmeshed with the affordances of specific technologies. The article focuses on how "transmedia navigation" manifests in an ongoing methodological, philosophical, and cultural debate regarding the role of technology in potentially contributing to declining Braille literacy rates in the US.

In "Rebranding the platform: The limitations of 'platform studies'" Dale Leorke provides a critical account of Nick Montfort and Ian Bogost's "Platform Studies" series on MIT Press. The article provides an overview of this intriguing, emerging approach, with a particular emphasis on two recent books in the series that focus on the Nintendo Wii console and the Commodore Amiga. Leorke outlines how these new additions contribute to the project, while suggesting that at the same time, they highlight the limitations of the series' approach.

This issue also has reviews of Vilem Flusser's *Does writing have a future?* by Emmet Stinson, and Ian Bogost's *How to do things with videogames*, by Daniel Golding. This issue is rounded out by Michael Nycyk's review of the 2011 CCA-EDCAUSE Australasia conference, held in Brisbane in December 2011.

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