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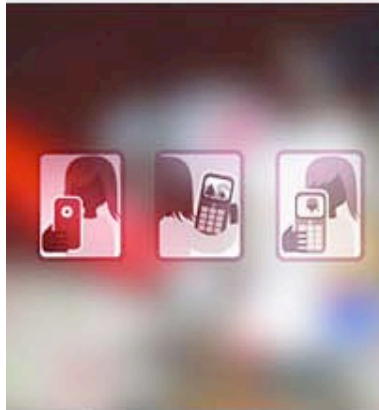
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Today



Larissa Hjorth ARC research fellow (discovery)



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Through much of my work I have been focusing upon the rise of the politics of personalisation. That is, the struggle between the hijacking of the 'personal' by personal technologies (industry) and its reclamation by user created content (UCC). I consider this in terms of creativity, media literacy and politics.

In order to explore this I have deployed a hybrid model of the domestication and digital ethnography approaches.

As an artist, I am also interested in the intersections between media practice (amateur/prof or producers) and ethnographic exploration.

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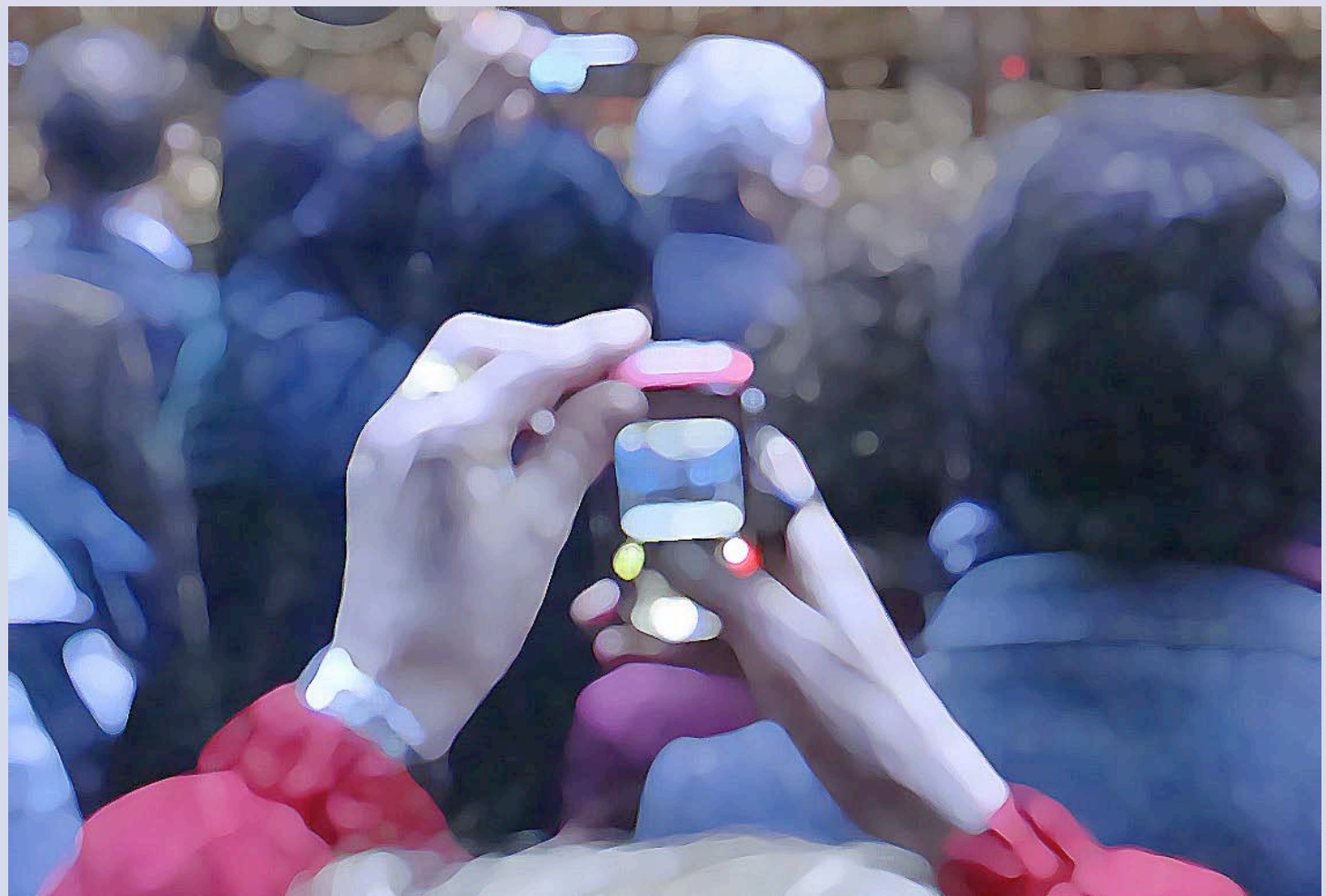
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Key areas of research:

Gendered mobile media in the Asia-Pacific (2000-ongoing)

Games as gaming cultures and new media practices: online and mobile gaming (2004 onwards)

Social media and online communities in the Asia-Pacific (2004 onwards)



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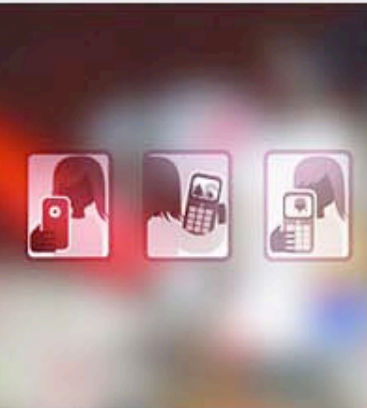
Today

Since 2000, I have explored gendered mobile media in the Asia-Pacific (2000-2007).

This longitudinal case study of four locations explored the ways in which users felt and deployed mobile media like SMS and camera phones in their everyday life.

The study investigated the relationship between intimacy and user created content (UCC).

The findings were published in a dozen journal articles, book chapters and one monograph entitled *Mobile Media in the Asia-Pacific* (London: Routledge, 2009).



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© Asia's Transformations

Mobile Media in the Asia-Pacific

Gender and the art of being mobile

Larissa Hjorth

@sia.com



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In *Mobile Media in the Asia-Pacific* (London: Routledge, 2009), I explored the ways in customisation inside and outside the phone operated as both an extension of the user's identity and community but also as a reflection of the cultural context.

Through four case studies (Tokyo, Seoul, Melbourne and Hong-Kong) I explored the user's images, text messages and social media deployed by the mobile phone and how this speaks both materially and immaterially (symbolically) about gendered and cultural practice.

This study highlighted the need to rethink gendered production and consumption practices *since 1997 economic crisis* through the rise of social media, affective technologies and emerging forms of labour under UCC.

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Since 2004 I have been researching various facets of gaming in the Asia-Pacific region. In particular, I have focused on convergences between mobile (location-aware) gaming, new media and online gaming. I have researched cross-generational usage in China, cosplaying in the region, female gamers (Seoul, Tokyo, Melbourne) and mobile gaming (with de Souza e Silva; Richardson).

Key examples of this research can be found in my monograph, *Games & Gaming* (London: Berg, 2010) as well as *Gaming Cultures and Place in the Asia-Pacific region* (London: Routledge, 2009) co-edited with Dean Chan and the special issue of *Games & Culture* (2008) I edited.

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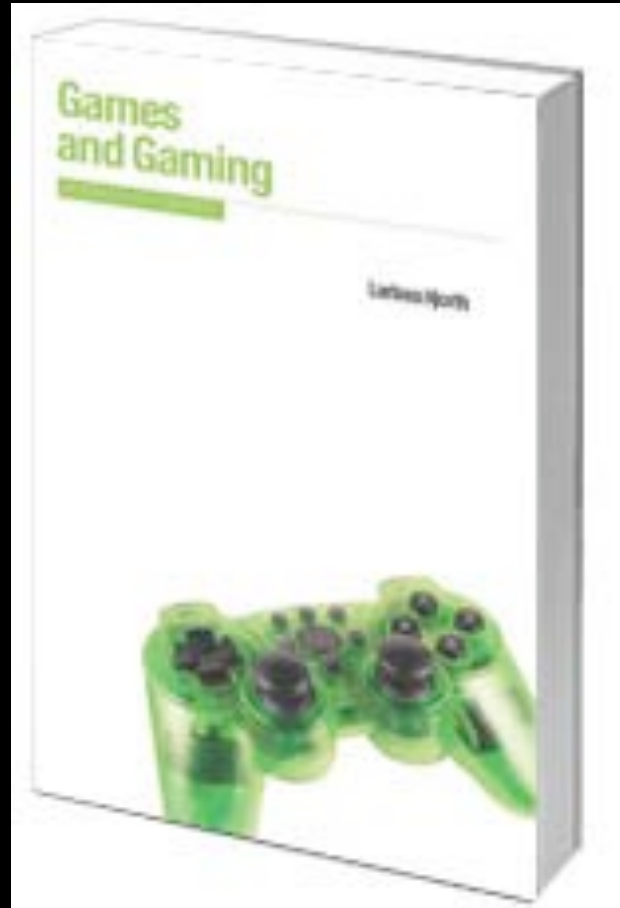
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Larissa Hjorth *Games & Gaming* (London: Berg, 2010).



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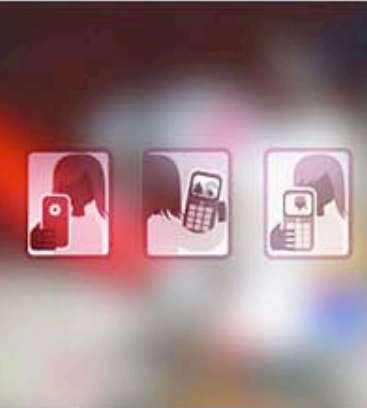
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Gerard Goggin and I co-convended the first conference on Mobile Media in 2007.

Goggin and I not only published a conference proceedings book but also co-edited a collection called *Mobile Technologies: from telecommunication to Media* (London: Routledge, 2009).

Goggin and I have also co-edited various journals together on the topic including: *Communication, Policy & Culture* and *The Journal of Urban Technologies*.



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Since 2009 I have been doing a ARC discovery fellowship with Michael Arnold (DP0986998) exploring the role of the local and social media in the Asia-Pacific region. This three-year, cross-cultural project will explore six locations – Tokyo, Seoul, Shanghai, Singapore, Manila, and Melbourne.

Also since 2009, I have been working together with Jack Qiu, Baohua Zhou and Ding Wei on a South China grant studying social media and the migrant working class in China (2009-2011). My particular focus has been cross-generational literacy whereby parents and children create new types of relationships via this media.

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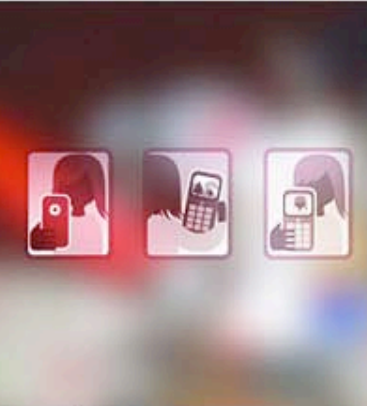
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In 2010, I began working with a group of artists and cultural theorists on the *Spatial dialogues: public art and climate change* (LP100200088) ARC Linkage with Grocon and Fairfax. This three-year project deploys cross-cultural and interdisciplinary new media art practice, through various screen cultures, to comment on climate change. The case sites are Melbourne, Tokyo and Shanghai. The is CI Linda Williams and other recipients include Philip Samartzis, Kristen Sharp, Dominic Redfern and Simon Perry.

As a visual artist, my focus has been looking at the role of different screen cultures in urban spaces.



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Larissa Hjorth
Still Mobile, GMoMA, Korea, 2010



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