

U.Porto Media Innovation Labs

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U.PORTO MEDIA INNOVATION LABS

The U.Porto Media Innovation Labs (MIL) is the Center of Competence of the University of Porto for Media.

An initiative promoted by the University's Vice-Rectorate for Research and Development to support and foster cross-disciplinary activities in this field.

VISION

Current social problems and challenges require interdisciplinary approaches.

Multidisciplinary research and collaboration is recognised as an essential driver for innovation.

Universities and research institutions need to be able to create spaces to supplement collaborative efforts already taking place.

CHALLENGING CONTEXT

University of Porto is organised in a classic and siloed structure (i.e. faculties, schools, departments).

Media-related disciplines dispersed amongst several faculties and schools.

Great number of scholars and researchers working in the field but loosely connected.

Difficult to identify and promote interdisciplinary research opportunities and activities.

A STRUCTURE WITH TWO INTERFACES

MIL's organised as:

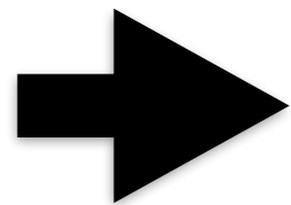
- An **internal interface** for the university;
- An **external interface** for the society and market.

To develop the University's capacity in education, research, and innovation, in the field of Media.

To facilitate interdisciplinary collaboration between existing university structures and external partners.

STRATEGY

Promote the development of cross-disciplinary competences, activities and investments by creating collaborative networks bridging existing University's structures.



MIL Labs

MIL Labs

Thematic networks of the University's members (professors, researchers, students, technicians) from different schools and services sharing a common interest.

- 9 Labs.
- More than 100 members.
- 12 faculties.
- 17 research centres.

MIL Labs

- Science Communication Open Lab
- Digital Preservation of Sound and Image Lab
- Inclusion and Multimodality Lab
- Health Literacy Lab
- Imerso.UP Lab
- New Media Applied to the Heritage Lab
- Digital Media Learning Lab
- Argumentation Hub Lab
- Architecture, Art, Image & Innovation Lab

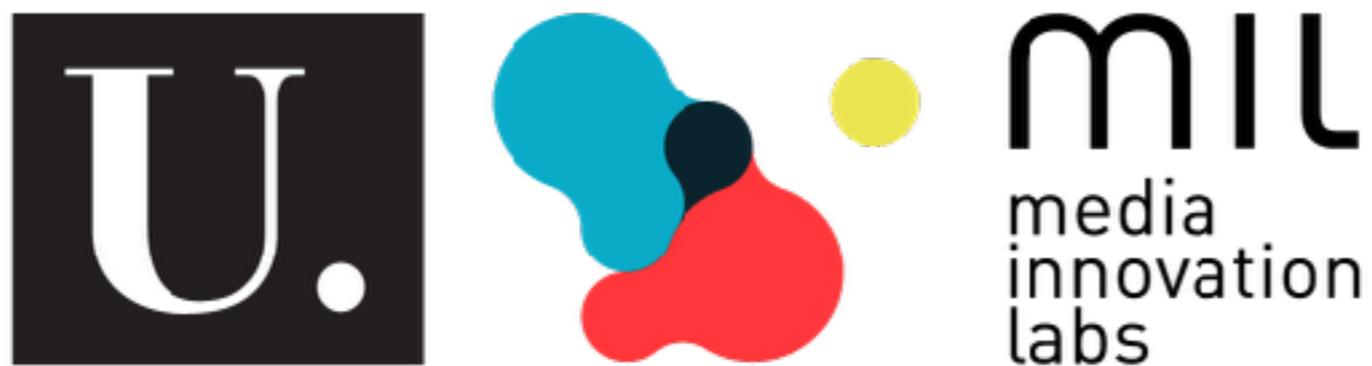
Lessons so far

Organisation in thematic labs helpful to solidify scattered competences, infrastructures, and research interests.

Central structure key to organise activities and improve effectiveness, e.g. shared investments, response to calls.

Challenge to mobilise funding and units outside their particular context/silo.

Easier to mobilise people, i.e. bottom up approach.



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Architecture, Art, Image & Innovation Lab

Coordinator: Pedro Leão Neto

aai2.lab@mil.up.pt

The main objective of AAI2 Lab is to articulate the mobilising potential of Architecture, Art and Image to identify and render visible new spaces of political action and urban intervention.

Projects:

- Visual Spaces of Change: investigates the conditions for the creation of a network of public and collective spaces capable of catalysing emerging dynamics of urban change in Oporto Metropolitan Region.
- AAI2 E-learning platform: provides the means to organise visual information in a georeferenced system with several temporal layers, allowing to use the materials produced along the module in interaction with other students, researchers.

Argumentation Hub Lab

Coordinator: Henrique Cardoso

argh.lab@mil.up.pt

The mission of ARGH is to promote multidisciplinary research on argumentation. When doing so, it also aims at conducting applied research that can produce interesting applications of argumentation technology, namely in the field of digital media.

Research Areas:

- Argumentation-based negotiation in distributed problem solving.
- Fake news detection in (social) media.
- Authorship analysis.
- Discourse analysis and argumentation mining.
- Court sentencing analysis.
- Dissemination of media accounts of crime and justice.
- Radicalisation patterns identification.

Digital Media Learning Lab

Coordinator: António Coelho

dml.lab@mil.up.pt

The DMLL's fundamental mission is to study, investigate, develop and evaluate the use of digital media in formal, non-formal and informal learning at all levels of education and training in diverse contexts.

Projects:

- H2020 BEACONING - Breaking Educational Barriers with Contextualised, Pervasive and Gameful Learning. BEACONING sets a forefront in multifaceted education technologies through large-scale piloting of a digital learning platform that blend physical and digital spaces.
- Vincere - The project "Science and engineering in Portuguese: video and interaction", financed by Fundação Calouste Gulbenkian, intended to capacitate FEUP faculty to develop video content to support their classes.

New Media Applied to the Heritage Lab

Coordinator: Manuela Pinto

eheritage.lab@mil.up.pt

eHeritage Lab's mission focuses on creating a dynamic and sustainable heritage dissemination and promotion by improving digital content production capacity and openness to academic and external communities through innovative technological solutions.

Projects:

- U.Porto Digital Museum: aims to create a 'living digital locus without walls' based on scientific and cultural heritage – information/artifacts, persons and scientific paths –, from where stories will be drawn and enhanced by visitors.

Imeroso.UP Lab

Coordinator: Daniel Folha

imeroso.lab@mil.up.pt

Imeroso.UP aims to create bridges and establish synergies among different U.Porto players and external partners, in the area of immersive audiovisual systems, and also to make the Porto Planetarium available as an experimental lab for new immersive contents and their use in different contexts.

Projects :

- Production of animation and motion graphics immersive documentaries of scientific and pedagogical character.
- Interactivity, games and playful applications.
- Immersive video workshops.

Health Literacy Lab

Coordinator: Helena Lima

laclis.lab@mil.up.pt

LACLIS intends to assert itself as a multidisciplinary dynamic group that meets the necessary conditions to develop, implement and evaluate sustainable education and health promotion programs.

Projects:

- HOPE: this project conceived two different platforms for two related audiences: a 2D video game to solve major issues related to treatments adherence and the sedentary lifestyle of children between 6 and 10 years old diagnosed with cancer; an app using infographic techniques to help parents overcome doubts and need for an effective enlightenment tool with relevant information.
- MedOnTrack: a solution that includes patients' diaries, recovery plans and the possibility of an online connection between physician and patient, in order to obtain better physical and psychological conditions and to reduce the burden of post-surgical contexts.
- PLAY4U: a mobile app designed to increase outdoor physical activity, using three different digital media functionalities: georeferencing, augmented reality and users' interaction.

Inclusion and Multimodality Lab

Coordinator: Diamantino Freitas

lim.lab@mil.up.pt

LIM group's mission is to investigate the implications that computational technologies applied to inclusion produce as tools of design and media, with obvious cultural, economic and political consequences.

Digital Preservation of Sound and Image Lab

Coordinator: Artur Pimenta Alves

psi.lab@mil.up.pt

This Lab focuses its activities in the promotion of multidisciplinary research projects in the areas of preservation, digitalisation and digital exploitation of photo, video and cinema archives, aiming at the development of strategies to increase the presence of Portuguese culture and science on the Web.

Projects:

- CHIC (Coherent Holistic View of Internet and Content): This is a large project with 24 partners in the area of digital media promoting the interaction between research groups, companies producing technology or content development with final users of all technologies and services developed. The project is organised around 10 pilots, 3 of them being dedicated to the digital exploitation of archives including photography, documents, cinema and video.

Science Communication Open Lab

Coordinator: José Azevedo

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SCOL is dedicated to the research, experimentation and implementation of techniques of communication and dissemination of science, making use of new communication technologies.

Projects:

- Ciência 2.0: this project focused on communicating science developed at the University of Porto, promoting a greater dialogue between science and society, while opening to the public the possibility of participating with contents of scientific dissemination.
- Clima@EduMedia: focused on supporting the national education system on climate change, in an innovative way through the use of digital media.
- Nutriciência: aims to increase the nutritional and food literacy of low socioeconomic families through an innovative communication strategy.