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AVATAR Lecture Series

Mobile Media and Social Change**Scott A. Shamp, University of Georgia**

Director, New Media Institute in the Grady College of Journalism and Mass Communication

Manship School of Mass Communications Holliday Forum
May 13, 2008 - 10:00 am

Abstract:

Currently there are 264 million cellular subscribers in the US accounting for 84% of the population. Advances in networks and handsets have transformed the cell phone into a multimedia content and delivery platform. The ubiquity and technological capabilities provide a unique opportunity for cell phones to become tools for positive social change. The New Media Institute at the University of Georgia has been experimenting cell phones as a platform for promoting pro-social behavior. In particular, the NMI has focused on how cell phone video can be used to help young people lead healthier lives. In the AIDS Personal Public Service Announcement Project held in Atlanta in April, teams of college students were given cell phone video cameras and were charged with creating very short videos to be distributed to cell phones. These Personal Public Service Announcements were designed to encourage young people to be tested for HIV, the virus that causes AIDS. In one day, student/producer teams created 17 short videos utilizing a variety of approaches. These videos will receive widespread distribution via an array of channels on National HIV Testing Day, June 27th.

Speaker's Bio:

Scott A. Shamp is the Director of the New Media Institute in the Grady College of Journalism and Mass Communication at the University of Georgia. The New Media Institute is an interdisciplinary unit created to explore the creative, critical, and commercial implications of new digital communication technology. In his new position as the Director of the New Media Institute, Dr. Shamp is helping companies map out strategies for success using new communication technologies and students carve out careers in the rapidly evolving field of new media. Currently Dr. Shamp heads the Mobile Media Consortium (<http://www.nmi.uga.edu/mmc>) at the University of Georgia. This industry/academic partnership is dedicated to promoting mobile media and wireless development. The Mobile Media Consortium focuses on the role of wireless technologies in improving individuals' quality of life. Industry partners in the Mobile Media Consortium have included Intel, Nokia, Cingular, McDonald's, HP, Turner Broadcasting, BelAir Networks, and iAnywhere. Shamp holds the rank of Professor on the faculty of the Telecommunications Department in the Grady College of Journalism and Mass Communications. Shamp received his undergraduate (ABJ 1981) and Master's (MA 1983) in Journalism from the University of Georgia. He received his Doctoral degree in Communications (Ph.D. 1989) from the University of Utah where he studied how computers affected the ways people communicated with one another. Dr. Shamp has provided consulting services for several companies including Turner, Disney, UPS, Coca-Cola, and First Union. In addition, Shamp holds a patent and trademark for his work in wireless and mobile media. During his tenure at the University of Georgia, Shamp has served as the Director of the Dowden Center for New Media Studies and the Director of Information Technology for the Grady College of Journalism and Mass Communication. Shamp is a native of Conyers, Georgia where he graduated from Rockdale County High School in 1977. He is married to Claudia Shamp and they have two sons – Walter (21) and Scoop (16). Walter attends the University of Georgia where he is proud to be a second-generation bulldog. And Scoop is a three sports athlete at Athens Academy. Scott is an addicted basketball player and he drives a Prius – he loves his Prius!

