

# „Teile/herrsche“ oder „sharing is caring“?

MedienwissenschaftlerInnen, Lehrkräfte und Informatiker entwickeln eine Web-Applikation zur Medienbildung in der Schule

DR. DANIEL KLUG [DANIEL.KLUG@UNIBAS.CH](mailto:DANIEL.KLUG@UNIBAS.CH)

DR. ELKE SCHLOTE [ELKE.SCHLOTE@UNIBAS.CH](mailto:ELKE.SCHLOTE@UNIBAS.CH)

SEMINAR FÜR MEDIENWISSENSCHAFT

UNIVERSITÄT BASEL



**/s/f/m** seminar für  
medienwissenschaft

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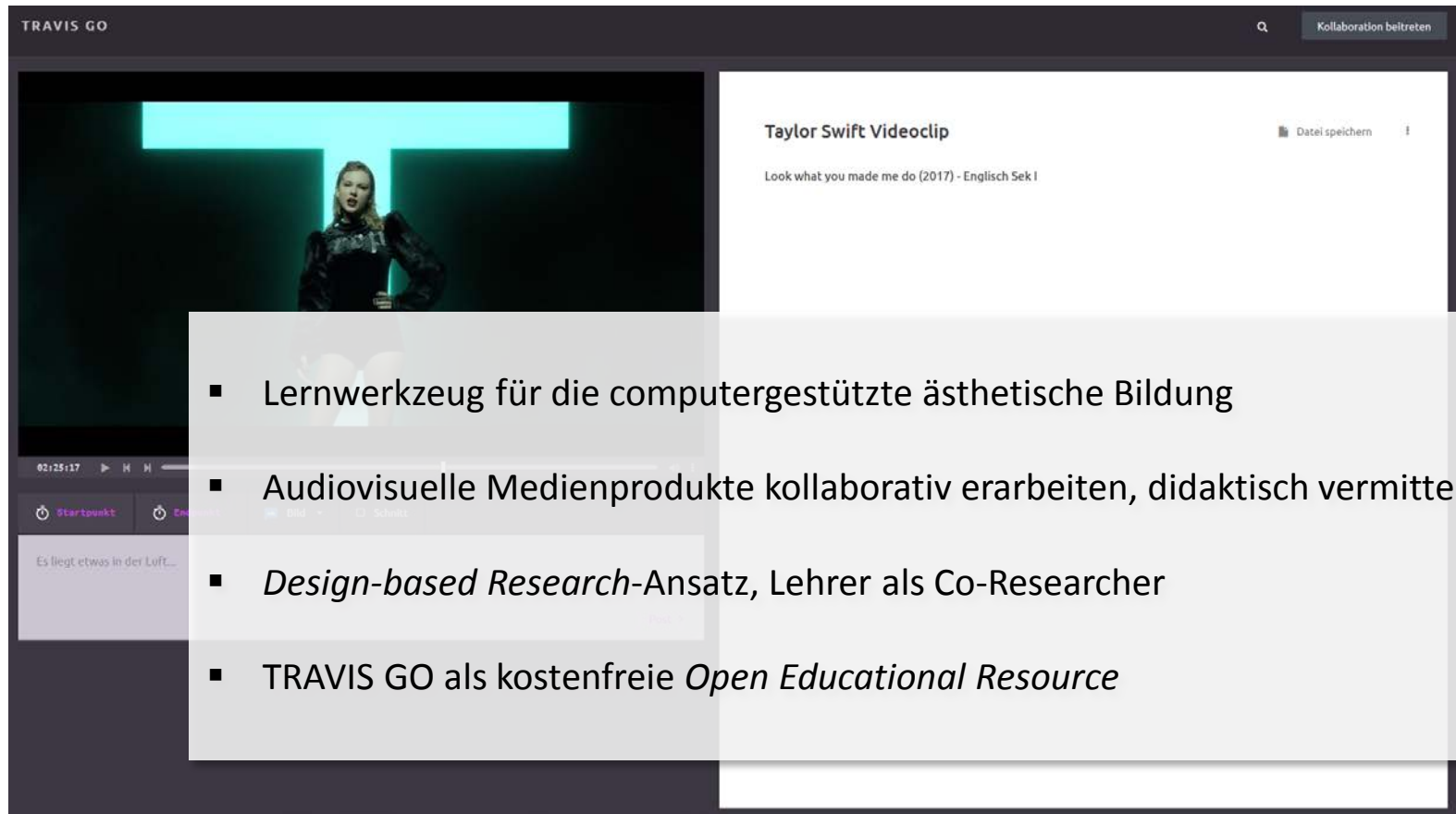
APPS & CO ZWISCHEN LENKUNG UND SELBSTERMÄCHTIGUNG

INTERDISZIPLINÄRE TAGUNG DES FORSCHUNGSSCHWERPUNKTS  
DITES – DIGITALE TECHNOLOGIEN UND SOZIALE DIENSTE

24. UND 25. NOVEMBER 2017, TH KÖLN

# Forschungsprojekt

«Entwicklung und Evaluation einer Web-Applikation zur Analyse von audiovisuellen Medienangeboten im schulischen Musikunterricht»  
(gefördert durch den Schweizerischen Nationalfonds Laufzeit: 2016 – 2019)



- Lernwerkzeug für die computergestützte ästhetische Bildung
- Audiovisuelle Medienprodukte kollaborativ erarbeiten, didaktisch vermitteln
- *Design-based Research*-Ansatz, Lehrer als Co-Researcher
- TRAVIS GO als kostenfreie *Open Educational Resource*

Screenshot: TRAVIS GO, Beta-Version, November 2017

# Bedarfsanalyse

Interviews mit 30+ LehrerInnen im Raum Basel (Fächer: Deutsch, Englisch, Französisch, Geschichte, Musik, Kunst)

The screenshot shows a video player interface for a Taylor Swift clip. The video title is "Taylor Swift Videoclip" and the subtitle is "Look what you made me do (2017)". The interface includes a search bar, a "Kollaboration" button, and a "Datei speichern" option. The video player shows a timestamp of 02:25:17 and playback controls. Below the video player, there are buttons for "Startpunkt", "Endpunkt", and "Bild". A text box below these buttons contains the text "Es liegt etwas in der Luft...". At the bottom of the interface, there are social media handles: @Daniel, @elke, @Emma, @Kevin, @Louis, @Paula.

Kontext	Einschränkung	Bedarf/Lösungsansatz
Unterrichtseinheit	wenig Zeit	kein komplexes User- und Datenmanagement
Technische Ausstattung	verschieden, Restriktionen	keine Installation
Schülerdaten	sensibel, dürfen nicht gespeichert werden	kein Login, kein Account
Audiovisuelles Material	Urheberrecht beachten	kein Datenserver
Vorhandene Lernmanagementsysteme	unflexibel, schwierig anzuwenden	fächerspezifische Freiräume

# Datenstruktur von TRAVIS GO

Verdichtung der ästhetischen Bildung, Messbarmachung von Lernerleistungen, Datenmanagement und Persönlichkeitsschutz, Kontrollbegriff

The screenshot displays the TRAVIS GO web application. On the left, a video player shows a scene from Taylor Swift's "Look What You Made Me Do" (2017) with a timestamp of 02:25:17. Below the video are controls for "Startpunkt" (Start point), "Endpunkt" (End point), "Bild" (Image), and "Schnitt" (Cut). A text input field contains "Es liegt etwas in der Luft..." and a "Post >" button.

On the right, the video title "Taylor Swift Videoclip" is shown with a "Datei speichern" (Save file) button. The video title "Look what you made me do (2017)" and a list of hashtags (#A1, #background, #close-up, #fans, #protagonist, #taylor\_swift) are displayed. Below this is a list of annotations:

- [00:00:00 - 00:35:05 META @elke] #A1: Please watch the segment and describe the scene (protagonist, setting, light), using the element "Bild". - Do you know movies/clips that remind you of this aesthetic? Name a few.
- [02:23:03 PICTURE @Daniel] #A1 In this segment #taylor\_swift appears as the main #protagonist. She appears in various costumes as a singer or different #fans. She performs in front of a fluorescent T placed against a dark #background
- [02:25:17 PICTURE @Emma] This scene reminds of Madonna posing in front of a burning cross in "Like A Prayer"  
1 Kommentar  
@Paula The music video for "Like a Prayer" is here: <https://www.youtube.com/watch?v=79fzeNUqQbQ>  
Schreibe einen Kommentar...
- [02:30:20 TEXT @Louis] Here are the lyrics for the song:  
<http://www.songtexte.com/songtext/taylor-swift/look-what-you-made-me-do-g13fabd81.html>
- [02:41:00 PICTURE @Emma] #taylor\_swift in #close-up

At the bottom, a list of user avatars is shown: @Daniel, @elke, @Emma, @Kevin, @Louis, @Paula.

# TRAVIS GO

## Datenstruktur

The image shows a screenshot of the Travis GO interface, which is a video-sharing platform. The main content is a video player showing a scene from Taylor Swift's music video "Look What You Made Me Do". The video player has a progress bar and a timestamp of 00:00:00 - 00:35:05. Below the video player, there is a comment thread. The first comment is from user @Enna, posted at 02:25:17. The comment text is: "This scene reminds of Madonna posing in front of a burning cross in 'Like A Prayer'". Below the comment text, there is a link to a YouTube video: "https://www.youtube.com/watch?v=79fzeNUqQbQ". The comment has 1 reply. The second comment is from user @Daniel, posted at 02:23:03. The comment text is: "In this segment @taylor\_swift appears as the main @protagonist. She appears in various costumes as a singer or different @fans. She performs in front of a fluorescent T placed against a dark @background". The third comment is from user @Louts, posted at 02:30:20. The comment text is: "Here are the lyrics for the song: http://www.songtexte.com/songtexte/taylor-swift/look-what-you-made-me-do-g13fbd81.html". The fourth comment is from user @Enna, posted at 02:41:00. The comment text is: "#taylor\_swift in #close-up". Below the comment thread, there is a list of users who are watching the video: @Daniel, @elke, @Emma, @Kevin, @Louis, @Paula. The interface also shows a search bar, a "Kollaboration" button, and a "Datei speichern" button.

TRAVIS GO

[02:25:17] PICTURE @Enna

This scene reminds of Madonna posing in front of a burning cross in "Like A Prayer"

1 Kommentar

@Paula The music video for "Like a Prayer" is here: <https://www.youtube.com/watch?v=79fzeNUqQbQ>

Schreibe einen Kommentar...

taylor Swift Videoclip

Look what you made me do (2017)

#A1 #background #close-up #fans #protagonist #taylor\_swift

00:00:00 - 00:35:05 META @elke

Please watch the segment and describe the scene (protagonist, setting, light), using the element "Bild". - Do you know movies/clips that remind you of this aesthetic? Name a few.

[02:23:03] PICTURE @Daniel

In this segment @taylor\_swift appears as the main @protagonist. She appears in various costumes as a singer or different @fans. She performs in front of a fluorescent T placed against a dark @background

[02:25:17] PICTURE @Enna

This scene reminds of Madonna posing in front of a burning cross in "Like A Prayer"

1 Kommentar

@Paula The music video for "Like a Prayer" is here: <https://www.youtube.com/watch?v=79fzeNUqQbQ>

Schreibe einen Kommentar...

[02:30:20] TEXT @Louts

Here are the lyrics for the song:

<http://www.songtexte.com/songtexte/taylor-swift/look-what-you-made-me-do-g13fbd81.html>

[02:41:00] PICTURE @Enna

#taylor\_swift in #close-up

@Daniel @elke @Emma @Kevin @Louis @Paula

# TRAVIS GO

## Datenstruktur

The screenshot displays the TRAVIS GO interface. On the left, a video player shows Taylor Swift performing. On the right, a text-based analysis tool is active. The tool's title is "Taylor Swift Videoclip" and the video title is "Look what you made me do (2017)". A search bar at the top right contains the text "Kollaboration" and a green box with the ID "ydvcxui". Below the video title, a list of tags is shown: #A1, #background, #close-up, #fans, #protagonist, and #taylor\_swift. A comment from @Daniel at 02:23:03 describes the scene as Taylor Swift performing in front of a fluorescent light. Another comment from @Enna at 02:25:17 compares the scene to Madonna's "Like a Prayer" video. A third comment from @Louis at 02:30:20 provides lyrics for the song. A fourth comment from @Enna at 02:41:00 identifies the scene as a close-up of Taylor Swift. At the bottom, a list of users is shown: @Daniel, @elke, @Emma, @Kevin, @Louis, and @Paula. A white tooltip at the bottom left shows the same tag list as the main interface. A dark grey tooltip at the bottom right shows a search bar with a magnifying glass icon, the text "Kollaboration", and a green box with the ID "ydvcxui".

# TRAVIS GO

Kontrolle durch Daten

## Filter:

- ✓ Hashtags
- ✓ Sequenz
- ✓ Analyse-Ebene
- ✓ Schülername

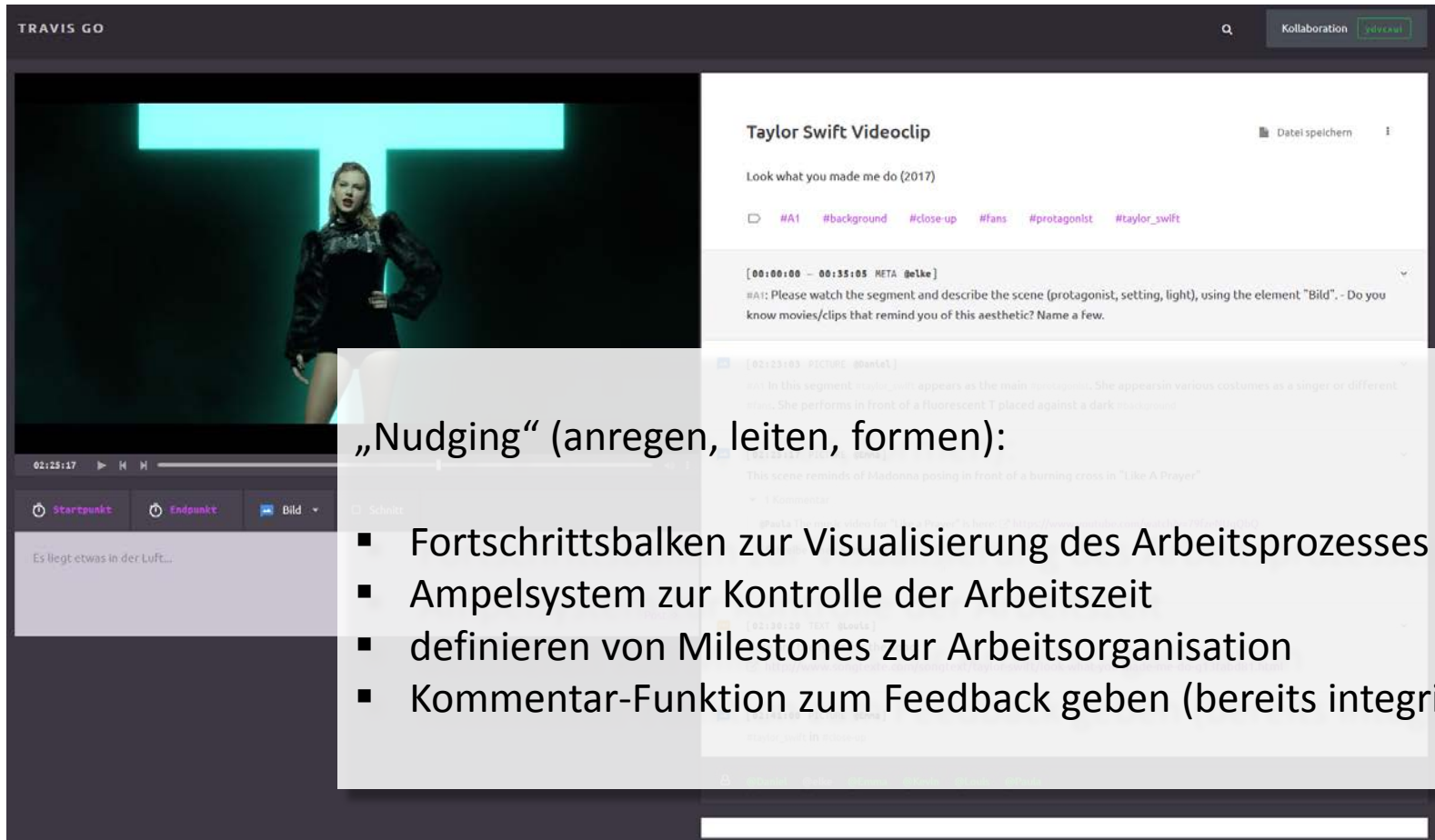
The screenshot displays the Travis GO interface for a video clip titled "Taylor Swift Videoclip". The video is "Look what you made me do (2017)". The interface shows a list of analysis segments with timestamps and descriptions. The segments are:

- [00:00:00 - 00:35:05] META @elke: #A1: Please watch the segment and describe the scene (protagonist, setting, light), using the element "Bild". - Do you know movies/clips that remind you of this aesthetic? Name a few.
- [02:23:03] PICTURE @Daniel: #A1 In this segment #taylor\_swift appears as the main #protagonist. She appears in various costumes as a singer or different #fans. She performs in front of a fluorescent T placed against a dark #background
- [02:25:17] PICTURE @Enna: This scene reminds of Madonna posing in front of a burning cross in "Like A Prayer"  
1 Kommentar
- [02:30:20] TEXT @Louis: Here are the lyrics for the song:  
<http://www.songtexte.com/songtext/taylor-swift/look-what-you-made-me-do-g13fabd81.html>
- [02:41:00] PICTURE @Enna: #taylor\_swift in #close-up

The interface also shows a list of users at the bottom: @Daniel, @elke, @Enna, @Kevin, @Louis, @Paula. The top right corner has a "Datei speichern" button.

# TRAVIS GO

## Nudging und Visualisierung von Daten



The screenshot shows the TRAVIS GO interface. On the left is a video player with a progress bar at 02:25:17. Below the video are controls for 'Startpunkt', 'Endpunkt', and 'Bild'. A text box below the controls contains the prompt: 'Es liegt etwas in der Luft...'. On the right, the video title is 'Taylor Swift Videoclip' with a 'Datei speichern' button. Below the title is the video description: 'Look what you made me do (2017)'. There are several hashtags: #A1, #background, #close-up, #fans, #protagonist, #taylor\_swift. Below the hashtags is a task description: '[00:00:00 - 00:35:05 META @elke] #A1: Please watch the segment and describe the scene (protagonist, setting, light), using the element "Bild". - Do you know movies/clips that remind you of this aesthetic? Name a few.' Below the task description is a comment: '[00:25:03 PICTURE @bartel] In this segment, Taylor Swift appears as the main protagonist. She appears in various costumes as a singer or different roles. She performs in front of a fluorescent T placed against a dark background. This scene reminds of Madonna posing in front of a burning cross in "Like A Prayer"'. Below the comment is a 'Kommentar' button.

„Nudging“ (anregen, leiten, formen):

- Fortschrittsbalken zur Visualisierung des Arbeitsprozesses
- Ampelsystem zur Kontrolle der Arbeitszeit
- definieren von Milestones zur Arbeitsorganisation
- Kommentar-Funktion zum Feedback geben (bereits integriert)



# Fazit

## TRAVIS GO

- ✓ Freier und niedrigschwelliger Zugang
- ✓ Offenheit im Zugang, kein IAM
- ✓ keine Rollen/Hierarchien
- ✓ Privacy by design
- ✓ Inhaltliche Offenheit
- ✓ Umgebung für fachspezifische Projekte
- ✓ Austausch und Customisierung der Syntax
- ✓ Ergebnisse für alle sichtbar
- ✓ Alle können alles

# Vielen Dank!

Daniel.Klug@unibas.ch

Elke.Schlote@unibas.ch

[www.travis-go.org](http://www.travis-go.org)

