

- 9.00–9.15** **Opening:** Professor of Contemporary Culture Raine Koskimaa, University of Jyväskylä  
Managing Director Paula Halkola, The Finnish Institute for Children's Literature
- 9.15–10.00** **How Genres of Electronic Literature Inform New Reading Experiences for the Young**  
Professor of Digital Culture Scott Rettberg, University of Bergen (Norway)
- 10.00–10.45** **New Perspectives of Digital Learning. How Can Interactivity Be Integrated in the Narrative?**  
Author Merete Pryds Helle (Denmark)
- 10.45–11.30** **Kustannusalan puheenvuoro**  
Statements from the Publishing Industry  
Head of Digital Samuli Jakobsson, Sanoma Media Finland Oy  
Publisher Mikko Aarne, Kosmos
- LUNCH
- 12.30–13.00** **Miten pelit muuttavat käsitystämme lukutaidosta?**  
How Do Games Change Our Idea of Reading Skills?  
Entrepreneur and researcher Harri Ketamo, HeadAI
- 13.00–13.30** **Peleistä kirjoiksi ja elokuviksi – näkökulma monimediakerrontaan**  
From Games to Books to Films – An Approach to Cross-Media Storytelling  
Tuomas Sorjamaa, Kaiken Publishing Ltd (Rovio)
- 13.30–14.30** **Alustus ja paneelikeskustelu: Sosiaalinen media lukuinnon herättäjänä**  
Introduction and Panel: Can Social Media Entice Reading?  
Introduction by researcher Eliisa Vainikka, University of Tampere: Visually in the Web –  
The Media Life of Children and Youth  
Panelists: Eliisa Vainikka, actor and vlogger Samuel Shipway, author and social media  
entrepreneur Ronja Salmi
- 14.30–15.00** **KLUB: Creating a Transmedial Heritage Experience for Children in Sweden**  
Associate Professor in Media Arts, Aesthetics and Narration Lissa Holloway-Attaway, University  
of Skövde (Sweden)

The seminar is hosted by the literature critic and cultural journalist Aleksis Salusjärvi.  
Simultaneous interpretation from Finnish to English is provided.

**Location: Tampere Main Library Metso, Pirkankatu 2. (Changes to location are possible)**



9.00–9.15 **Opening**

9.15–10.15 **Kuinka sähköinen lukuinto herätetään?**

How to Entice Electronic Reading? Panel discussion.  
Thoughts from Monday's workshops. Pirjo Kulju, Aleksis Salusjärvi and Raine Koskimaa

10.15–10.45 **Children's E-Lit – What Is It Good For? Experiences with Poetry Machines and Children's E-Literature in the Library**

Digital Developer Martin Campostrini, Roskilde Library (Denmark)

10.45–11.30 **Digitaalisen lastenkirjallisuuden haasteet kirjastoissa**

The Challenges of Children's E-Literature in Libraries  
Doctoral Student Marja Hjelt

LUNCH

12.30–13.30 **Reading Apps. An Exploratory Research on Children's Electronic Literature Reading Profiles**

Researcher Lucas Ramada Prieto, University of Barcelona (Spain)

13.30.–14.00 **Uusi lukutaito – tuloksia lasten sähköisestä lukemisesta ja sähköisestä lukudiplomista**

New Literacy – Results of Children's Digital Reading and a Digital Reading  
Diploma  
Managing Director Ilmi Villacis, Lukukeskus

BREAK

14.30–15.00 **Lukusiivet – lukusujuuteen tähtäävä sähköinen lukudiplomi ja kirjalista lapsille**

Lukusiivet – An Electronic Reading Diploma and a Book List for Developing Children's  
Reading Fluency  
MA, researcher Hanna Pöyliö, Niilo Mäki Instituutti

15.00–15.30 **Digitaalista leikkiä: Tarina syntyy vuorovaikutuksessa ja käyttökokemuksessa**

Digital Play: Interaction and User Experience Create the Story  
Children's author and producer Kaisa Happonen, Pikku Kakkonen

15.30–16.30 **Lastenkirjallisuuden sähköistyminen ja koulut**

The Digitizing Children's Literature and Schools  
University Lecturer Pirjo Kulju, University of Tampere, Managing Director Ilmi Villacis, Lukukeskus,  
Director of Development Isabella Holm, Finnish Society on Media Education

The seminar is hosted by the literature critic and cultural journalist Aleksis Salusjärvi.  
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