Interactive Social Media for Informal Learning and Empowerment – The Project Isabel

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Abstract

Digital Media have an important role in everyday life, in Culture as well as in Education offering the opportunity to learn within both informal and formal approach. Responding to the need to improve and update an educational system in an Europe with more and more digital natives ICTs may become an important didactical tool to promote Key and Transversal competences, basic skills and sills bartering.

Based on the use of media production and ICT innovative practices such as Citizen Journalism, the EU project ISABEL (Interactive Social Media for Integration – Skills Bartering – Empowerment – Informal Learning) is aimed at empowering people and communities to ensure that they are playing an active role in the process of collecting, reporting, analyzing and disseminating news and information in their community.

The project (part of the Lifelong Learning Programme) is centred in the elaboration of a methodology based on the question how to train and educate so-called Community Reporters who act as reporting leaders and vehicle the activities to the other community members involving them in providing local user generated content and then networking it to a wider audience. By the use of an interactive ICT mashing up platform containing Web TV, Blogging, and Social Network ISABEL will become an environment for informal and innovative learning, setting up a process in which people belonging to a given community become leaders of social participation and competence exchange at intergenerational and intercultural level. Strengthening inter-personal and intercultural links, empowerment of groups and getting communities talking to each other are just some of the focused aims. ISABEL processes will be realised at different social domains and target groups in Europe. E-democracy might be seen as one of the EU common themes. Community reporting working as a bottom-up initiative can change, improve and advance our education system on an European level.