



The Pestalozzi Programme Council of Europe Training Programme for education professionals



Category: European Module N° None
Title: Use of social media for democratic participation
Type: A Module
Doc: Draft agenda
Dates: 25/09/2012 09:00 – 28/09/2012 12:00
Venue: Council of Europe, France
Room: EYC-Strasbourg Contact: Sharon Lowey ext: 3277

Useful websites links:

[Council of Europe Internet Website](#)
[Pestalozzi Internet Website](#)
[Pestalozzi platform](#)
[European Youth Center Website](#)

Team of facilitators

- › Ana Boa-Ventura
- › Anne-Claire Orban
- › Miguel Ángel García López
- › Rolf Gollob (coordinator)

Pascale Mompoin Gaillard (General Rapporteur)

Programme Summary

[23/09/2012](#): Arrival of team of facilitators

[24/09/2012](#)

- Facilitators meeting (start 9.30),
- Arrival of participants
- 19.00 Dinner and informal get together

[25/09/2012 – 28/09/2012](#): Module A

[29/09/2012](#): Departure



Brief introduction

The Pestalozzi Programme puts media literacy in the context of Human Rights and describes it as the critical, responsible and beneficial use of the media environment. As such it is one of the key competences for sustainable democratic societies, part of a set of basic “transversal attitudes, skills and knowledge of a democratic citizen” as central elements of formal, non-formal and informal education.

The media environment has changed substantially over the past two decades and has moved from mass communication on to “mass-to-mass” communication. Media users have moved from consumers of media, recipients of messages to actors, to producers of content of a much wider range than previously imagined.

The virtual space has become a real-life extension of the concrete social space, both surround us and we live and act increasingly in both of them. The virtual social space has the similar purposes and uses as the concrete social space. From personal development and identity building, to communication, learning as well as social interaction and participation in public life.

This module series will focus on the latter: the use of social media for social interaction and democratic participation. How can education prepare the learners for a critical and responsible use of the media environment for their participation in public life. What do education professionals need to be able to develop the capacity of learners to use social media to express their opinion, to initiate debate and discussion as well as democratic action aimed at improving the conditions which surround us, whatever topic they choose to focus on: sustainable environment and production, living together in diversity, responsible consumerism, or any other form of appropriate social and political action.

Expected outcomes of Module A

- › To To develop clear concepts on social media for democratic participation
- › To develop knowledge on and skills for efficient methods of using social media for democratic participation in schools
- › To develop tried and tested training materials and examples of practices/actions for teacher trainers
- › To build a network of education professionals equipped to continue the training on an international, national, regional and local level with a shared view of the competences which need to be developed and of the appropriate methodology of training and teaching

Target group

Participants must be prepared and in a position to commit themselves to collaborative international work for a duration of about 12-18 months including the development and piloting of training materials in their contexts; this includes in particular:

- › preparatory reading and writing tasks
- › active participation in Module A
- › development of training material and piloting of this material between Module A and Module B; active exchange of information and reporting back via an online working platform
- › active participation in Module B in late spring 2013
- › revision of training materials and participating in the final editing of the training resources in view of their dissemination
- › dissemination by using the training materials developed by all participants in future trainings
- › Disseminate the programme in their local, regional or national context and continue working with other participants on-line, as a self sustaining network after the programme is completed.

	Day 1	Tuesday: 25/09/2012 - <i>The New Social Space: WHAT is it ?</i>	
1.1	9.00 – 9.30	Plenary	Official opening and welcome and team presentation Josef
	9.30 – 10.30	Plenary Groups	From e-contact to face to face Anne-Claire <i>Expected outcome: Participants and facilitators are getting to know each other. Electronic and physical contact is being combined.</i>
	10.30 - 11.00		Coffee break
1.2	11.00 – 11.45	Plenary	Module Series Process (Pascale) Module A Programme overview (Rolf) <i>Expected outcome: introduction to key elements of the Pestalozzi module series– participant will know what is expected of them during the next 12 months</i>
	11.45 – 13.00	Groups	Coming terms with terms: Democracy/Participation – Social Media. Rolf <i>Expected outcome: Participants share their understanding of the basics terms among each other and compare it with the approaches of the facilitators.</i>
	13.00 – 14.30		Lunch break
1.3	14.30 – 16.00	Groups	Designing an action to address a local community problem by taking a stakeholder’s stance and one SM tool Ana <i>Expected outcome: Participants design an action where SM tools are used to further the aims of different groups of stakeholders in a specific situation.</i>
	16.00 – 16.30		Coffee break
1.4	16.30 – 17:30	Plenary &Groups	Social Media Landscape : From yours uses to the variety of potentialities . Ana & Anne-Claire <i>Expected outcome: The collected data is given back to the participants and they open their knowledge about the potentiality of the variety of tools for Democratic participation.</i>
1.5	17.30 – 18.00		Sum up / evaluation / tea time Pascale
	19.00		Dinner A reading for the evening ‘Does the Internet make for more engaged citizens?’ discussed next day. Additional task: make a creative thing for sharing during the warm in the morning.

Day 2		Wednesday: 26/09/2012 Educating with Social Media for Democratic Participation : HOW?	
2.1	9.00 – 09.30	Plenary Group work	Re-cap and Warm up (Miguel) <i>Expected outcome: The terms and the experience have come from the level of unconscious to conscious level. This process is being brought into mind now and makes the participants ready for the questions of possible and needed competences.</i>
	09.30 – 10.30		Tasks (competences) for in democratic citizenship and for participation (Rolf) <i>Expected outcome: The participants understand the differences between knowledge and competence and are able to think about their own competence profile in all the fields (media literacy, democratic citizenship and participation).</i>
	10.30 – 11.00		Coffee break
2.2	11.00 – 11.20	Plenary	Showcase and good practices (Ana) <i>Expected outcomes: Participants broaden their familiarity with actions where SM was used for DP.</i>
	11:20 – 12:30	Group work	<i>Expected outcomes: Participants match tools' features to types of actions; by integrating diverse tools, participants gain a sense of how to design an integrated ' SM strategy' for an action/intervention/ advocacy group.</i>
	12.30 – 14.00		Lunch break
2.3	14.00– 15.30	Group work	Basic assumptions (Rolf) <i>Expected outcomes: BAD is supporting not only Module A but also and especially the task between the two Modules. Participants understand goals and especially the competences that lie underneath the chosen approach.</i>
	15.30 – 16.00		Coffee break
2.4	16.00 – 17.15	Group work	How to develop the competences/TASKs? (Miguel + Anne-Claire) <i>Expected outcomes: competences are being developed consciously or unconsciously. Participants know the approach of informal learning and the importance of peer learning. They understand that through skills (and knowledge) attitudes can be influenced.</i>
2.5	17.15 – 17.45	Plenary	Looking ahead-Action plans – 1st Step: First idea (Miguel + Pascale) <i>Expected outcomes: Participants develop a first idea of what they want to develop between Module A and B. They understand that they will be supported by the team and by each other in doing so.</i>
	17.45 – 18.00		Reflection/teatime (Pascale)
	19.00		Dinner A reading for the evening: 'Online News and the Demise of Political Disagreement

	Day 3	Thursday: 27/09/2012: <i>Planning our actions!</i>	
3.1.	9.00 – 9.15	Plenary	Intro Anne-Claire
	9.15 – 12.15	Trios	Looking ahead-Action plans – 2nd Step: Critical support (Miguel + Pascale) - 1 hour <i>Expected outcome: Participants develop a more realistic planning of what they want to achieve - anticipating the possible obstacles- and the trios develop a culture of mutual support through critical feedback</i>
			Floating Coffee break
		Plenary + Individual	Looking ahead-Action plans – 3rd Step: First drafts (Pascale + Miguel) 2 hours <i>Expected outcome: participants prepare proposals to be shared at a later stage with the group. On a prepared template the participants start writing, collecting ideas for their task. Participants try to think always in terms of social media FOR democratic participation.</i>
3.2	12.15 – 13.15	Workshop	Workshop “A la carte” <ul style="list-style-type: none"> • Likeable Social Media (Ana) • Online project management Workshop (Anne-Claire) <i>Expected outcome: Participants would receive Key questions and methodology for the planning of their Projects/Action plans.</i>
	13.15		Lunch
	14.30		FREE AFTERNOON Reimbursements and visit to the CoE Agora building
	19.00		Dinner A reading for the evening: 'Twitter, Facebook and YouTube's role in Arab Spring (Middle East uprisings)'

	Day 4	Friday 28/09/2012 Bringing it together!	
4.1	9.00 – 9.15 9.15 - 9.45 9.45 – 10.30	Plenary	<p>Warm up (Anne-Claire)</p> <p>Action plans: exhibition!!!! (Pascale)</p> <p>Workshop “A la carte”</p> <p>Feedback and mutual support (Miguel)</p> <p>Elements of participation (Rolf)</p> <p><i>Expected outcome: Participants get enriched by the specific competence, and work on their Action plans.</i></p>
	10.30 – 11.00		Coffee break
4.2	11.00 – 12.00 12.00 – 12.30	Plenary	<p>Action plans: Q & A, peer and coach setting (Miguel)</p> <p><i>Expected outcome: Participants present their plans for action between Module a and B</i></p> <p>Looking ahead – Timeline Josef</p> <p><i>Expected outcome: Participants will know the timeline and deadlines for action plans, training units and piloting of projects, between Module A and B.</i></p>
	12.30 – 14.00		Lunch break
4.3	14.00 – 15.00	Plenary Groups	<p>Bringing it together! In coaching groups</p> <p><i>Expected outcome: Participants will recall previous learning and gain awareness of own learning in a cooperative context</i></p>
	15.00 – 15.30		Coffee break
4.4	15.30 – 17.00	Plenary	<p>Sum up and evaluation of Module A Rolf Gollob</p> <p>Closing ALL</p>
	19:00		Farewell dinner***

*****Please make sure to bring a treat (something to drink or eat) from your home country for our farewell party!**