

# Lowering the threshold to libraries with social media – the approach of ‘Digital Literacy 2.0’



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# Stiftung Digitale Chancen - Digital Opportunities Foundation

- ❑ Founded: January 2002
- ❑ Follow-up to the Project Digital Opportunities Network at the University of Bremen
- ❑ Public-Private-Partnership located in Berlin and Bremen under the patronage of the German Federal Ministry of Economics and Technology and the Federal Ministry of Family Affairs



- ❑ Founder:  
Universität Bremen, AOL Deutschland



- ❑ Co-Founder:  
E-Plus-Gruppe, Accenture GmbH, Burda Stiftung

E-PLUS GRUPPE



BURDA AKADEMIE ZUM DRITTEN JAHRTAUSEND

## Our Goal is Bridging the Digital Divide

The goal of the Digital Opportunities Foundation is to make people interested in the Internet and to support them with their first steps.



We want them to become aware of the opportunities digital media offer and to make use of them.



## Social media...

- are a tool for taking part in social life
- can also be a powerful tool to address those who are not yet included in the communities they are living in and should be part of
- lower the threshold to computer and Internet as they do not require a full range of technical skills and capabilities
- lower the threshold to information and learning itself as they make it easy to obtain the knowledge one needs

Homeless people can benefit from making use of the Internet and social media like everybody else.

Libraries can play an important role in harvesting this potential.

## DLit 2.0 aims to...



- ❑ enable adult education staff in Europe for the provision of ICT-Training courses.
- ❑ enable learning distant adults to make use of Web 2.0 for acquiring knowledge and participating in social life in an autonomous, confident and critical manner.
- ❑ promote the key competence Digital Literacy for continuing education among poorly educated adults.
- ❑ encourage and stimulate collaboration between educational and social organisations and promote professional exchange and cooperation on European level in lifelong learning for marginalised and disadvantaged citizens in general.
- ❑ enhance the use of ICT for lifelong learning.
- ❑ stimulate the dialogue on the training of the trainers in non-formal and informal education in Europe.

# DLit 2.0 project partners

Organisation	Kind of organisation	Country
Aga Khan Foundation	social institution working with socially disadvantaged people (urban community support)	Portugal
Bibliothèque publique d'information	library	France
Biblioteka Publiczna im. W.J. Grabskiego w Dzielnicy Ursus	library	Poland
Bibnet	institution for empowerment of local libraries in the digital age (technologies & new media)	Belgium
NIACE	non-formal adult education institution	UK
Public Library Cologne	library	Germany
Regionalna biblioteka "Pencho Slaveykov"	library	Bulgaria
Stiftung Digitale Chancen	foundation working on digital inclusion	Germany

# Approach



DLit 2.0 will work towards these aims by implementing a two-step strategy:

- ❑ *Training of staff at non-formal learning places* for the use of Web 2.0 and the provision of ICT based non-formal learning offers to disadvantaged groups  
(curriculum: Web 2.0 applications and social media, Methods how to make use of these tools to engage learning distant adults)
- ❑ *Adult learners* from socially disadvantaged and learning distant groups will be attracted to non-formal learning places by the use of Web 2.0 thus improving their motivation to learn and empowering them to participate in social life  
(ICT basic knowledge, Web 2.0 applications, Autonomous, safe, secure and responsible use of social media, e-citizenship, citizen journalism skills)





# Milestones

- **Stock taking** of experiences of staff training campaigns for the use of ICT and Web 2.0 that have already been carried out
- **Analysis** of practical experiences with learning offers to disadvantaged people in locally/regionally based organisations
- Development of **training curriculum** and also a strategic plan for recruitment of adult learners among socially disadvantaged and learning distant people
  - a) for staff b) for learning distant adults
- Carrying out **staff training**
- Carrying out **courses for ICT beginners** and Web 2.0 newbies
- **Evaluation** of the effects of staff training and adult learners courses
- **Further development** of training curricula and strategies to reach out to socially disadvantaged groups and learning distant people
- **Dissemination** of the project's strategy and approach
- **Exploitation** of the project outcomes throughout Europe

# Summary



- ❑ Internet and social media provide the opportunity to address learning distant people and people living in socially disadvantaged areas and also to make them interested in using the Internet to improve their daily live.
- ❑ Special target groups can be attracted to learning by
  - a) topics relevant to their daily life
  - b) offers that do require only a small first commitment to learning
- ❑ Thus, these tools are ideal means to help bridging the digital gap because their potential effects are two-fold: enhancing the users' digital literacy but also their ability for learning in general
- ❑ Information Society has the potential to make a difference to the lives of people who often feel marginalized or isolated because of their social and cultural situation – DLit2.0 will emphasise and maximise this potential



***Thank you very much  
for your attention!***

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