

Joint transnational seminars on the use of digital media in social enterprises

Our Erasmus+ cooperation aims primarily at the transnational exchange of knowledge and getting to know good practice in Europe. With regard to the use of digital media in social enterprises, we have agreed to hold joint training sessions with professional support. For this purpose, we have conducted an extensive survey on the needs of our project partners. The conception and implementation of the seminars was done by Prof. Dr. Christina Buschle. She is a professor for adult education and digital media at the IU International University of Applied Sciences.

We held a total of four seminars (three basic seminars and one in-depth seminar) with around 50 participants. We were then able to successfully apply many of the contents learned in practice in our social enterprises.

Many thanks to Prof. Dr. Buschle for this!

AnswerGarden + 🔍 ❤️ ?

What do you have in mind when you hear the term "digital media"?

Type your answer here... Submit

40 characters remaining

facebook business global news
netflix whatsapp pinterest zoom,
instagram digital tools modern
instagram,netflix online
notebook newspapers

AnswerGarden + 🔍 ❤️ ?

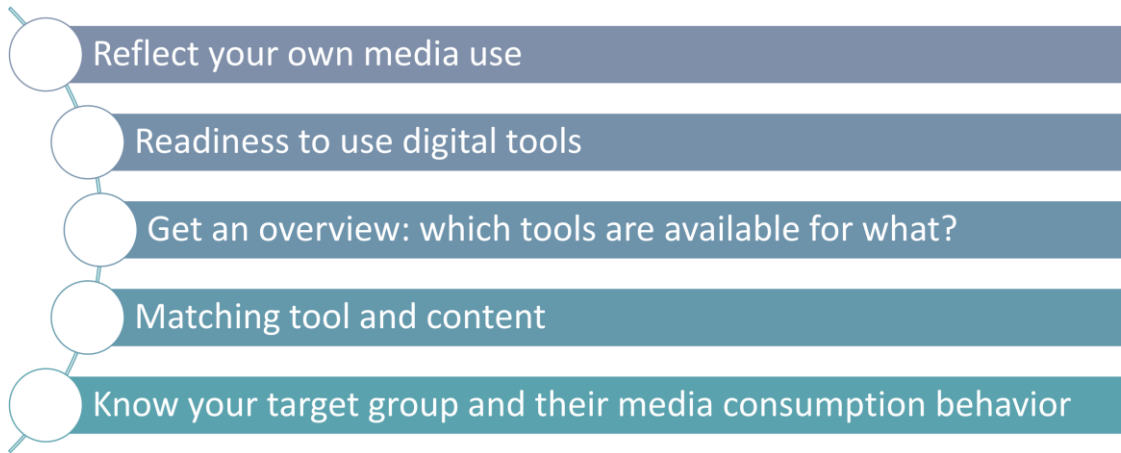
What do you have in mind when you hear the term "digital media"?

Type your answer here... Submit

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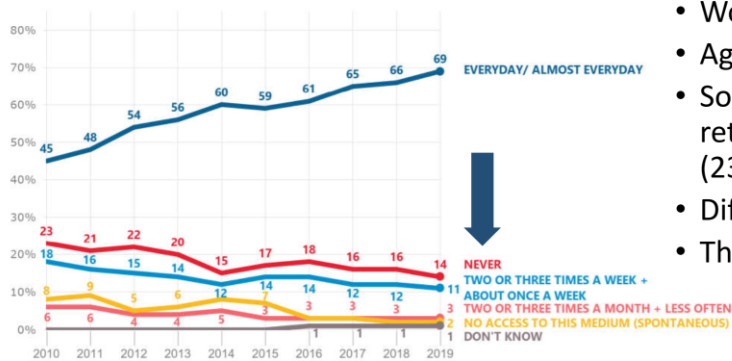
various apps ads on internet
online tools social apps videoblogs
websites netflix youtube news online
post-2015 media social media
blogs apps online newspapers
facebook interactive tools

How do I select suitable digital tools?



Internet use in Europe


QD3.5 Could you tell me to what extent you...?
Use the Internet (% - EU)



• I **never** use the internet


- Woman (12%)
- Age: 55+ (33%)
- Socio-professional category: retired (39%), house persons (23%), unemployed (11%)
- Difficulties paying bills (21%)
- The working class (25%)

Padlet - Task

 Christina Buschle 17h



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 Add comment

 Christina Buschle 17h


Task

- 1) Read through Chapters I-III (p. 10-22).
- 2) Answer these two questions:
 1. which three of the 20 key principles described here are the most important for working in social enterprises from your point of view and
 2. why?
- 3) Discuss the results in your group.
- 4) Document the results on the group's own padlet.
- 5) Share the link to the group's own padlet on this padlet.

European Pillar of Social Rights

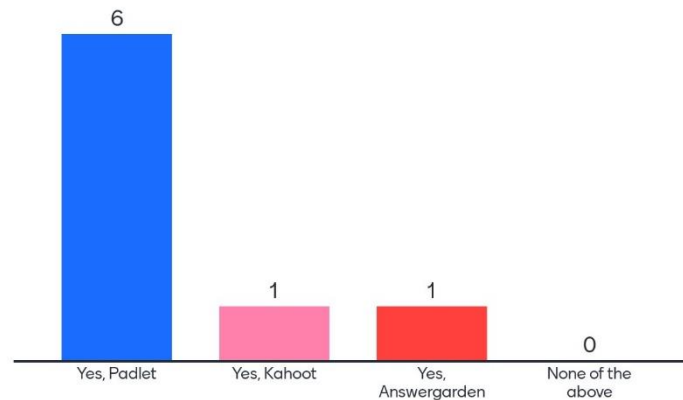
social-summit-european-pillar-social-rig...
PDF document
padlet drive

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 Add comment

Has anyone created their own Answergarden, Padlet or online quiz (Kahoot) in the last few weeks?

Mentimeter



Looking to the future

1. Blended learning (100%)
2. Virtual classrooms/webinars (97%)
3. Videos/Explanatory films (90%)
- 4. Micro learning/learning nuggets (87%)**
5. Online-Coaching/-Tutoring (85%)
6. Mobile applications/Apps (85%)
7. ...

- Each learning unit is dedicated to one concrete and brief input.
- These „learning snacks“ hardly take longer than 5 minutes.
- All inputs are mobile and available everywhere.
- You can immediately review what you learned.
- „Learning snacks“ build upon each other and follow a comprehensive educational purpose.

Source: mmb Institut (2021)