

Me and the Media
Fostering Social Media Literacy Competences through Interactive
Learning Sets for Adults with Disabilities

n. 2019-1-LT01-KA204-060697

Intellectual Output 2

**“Me and the Media: Social media platforms for a peer-to-peer
learning”**



MEME

Me and the Media

Comparative Report



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1 INTRODUCTION

1.1 Overview: Me and the Media – Social media platforms for a peer-to-peer learning

The Me and the Media – Social media platforms for a peer-to-peer learning has as main purpose to raise awareness on the opportunities and risks of social media use by PWID.

In Austria, Italy, and Portugal were created peers' groups that met regularly to evaluate their social media use, to assess the information and events they came across and which they would like to share with the group. They reflected together on lived situations related to the social media that happened to them, to their friends or to others and try to find out causes and mechanisms that can explain those situations.

We tried to understand what is appropriate and non-appropriate, fair, and unfair using social media and what can be done in case of individuals or groups became victims of misrepresentation, abuse, or bullying. We developed and tested some strategies for those cases. Further we worked on rethinking PWID digital identity and fingerprint and what kind of information they can share online.

The groups reported their work in different online social media platforms, which asked for the development of digital competences, including the use of multimedia tools, online editing, and publishing, etc. These activities were named as social media fab labs.

A key aspect of this activity was that each group connected with the others from the partners countries. This helped them to be aware of the potential of the web in terms of relations, but also from an advocacy point of view. In the meanwhile, helped them to be aware on which could be the risks in using the social networks.

The results were a creative web-based collection of stories, reflection of a creative community of advocates for critical social media use and for a fair representation of diversity in social media. The empowerment and learning aimed to guide them in becoming critical social media users, able to prevent abuse in social media and to protect themselves and others from harm.

Due to the Corona Virus situation and the restrictions measures imposed for a long period in Portugal, the methodology adopted to develop this activity has to be slightly changed. Therefore, to achieve the goals pre-settled, the project team was forced to make part of the working sessions planned online using the new platforms, such as teams and zoom.

This report will be demonstrated how was IO2 developed in Austria, Italy, and Portugal – face to face meetings and online sessions with people with intellectual disabilities.

1.2 Recruitment

- Austria

For the MeMe- activities, atempo recruited participants using a simple communication method: a flyer to present all trainees the project and the activities foreseen.

We promoted the activity to the younger people with disabilities at atempo, from whom we knew that they already had a smartphone and used at least one social media channel (like YouTube, WhatsApp or at least Email). We told them that MeMe was an Erasmus+ project with the common goal to develop together a learning-homepage that would help people with and without disabilities to get in touch with social media channels and to develop skills on how to use it in a safe and protected way.

Participation in the peer group meetings was voluntary. The trainees mostly attended the peer group meetings in the form of Friday modules between 8:00 and 12:30 o'clock.

- Italy

We promoted the activity both to the young people with disabilities in our association, contacting the persons and their families explaining the aim of the project and the way we would have liked to involve them working with social media and technologies, and to the wider public in the city of Bologna getting in touch with professionals working directly with persons with disabilities and promoting the activity through our website and newsletter. See Annex 1.

Due to COVID19 restrictions, the first part of the activity had to be developed online, while from september 2020 we had the possibility to organise face-to-face meetings, although with a small group of participants. Six people with intellectual disabilities (2 women, 4 men) participated at the online sessions, while five people (maximum number allowed by COVID19 regulation) formed the main MeMe group that meet once a week from September 2020 to December 2021 (1 woman, 4 men).

- Portugal

The young people with intellectual disabilities who actively participated in the development of IO2 are part of a larger group of clients of Cercimarante - a partner entity of the project.

These young people attend the Centre for Activities and Training for Inclusion - a service aimed at people with disabilities aged 18 or over, who are unable, on their own, temporarily, or permanently, to continue their training or engage in a professional activity, or who are in the process of socio-professional inclusion.

Of the 90 clients of the Cercimarante Centre, and after applying a questionnaire to all clients on their participation and use of social networks, five young people were chosen: three girls and two boys.

2 IO2 IMPLEMENTATION

- Austria

The Me and the Media – Social media platforms for a peer-to-peer learning delivery at ATEMPO were attended by 30 different trainees, therefrom 2 peer group assistants and a core-group of 21 trainees. It was mostly accompanied by two trainers. The trainees attended the peer group meetings in the form of a Friday module between 8:00 and 12:30 o'clock 2 times a month.

- Italy

The Social media platforms for a peer-to-peer learning was realised by AIAS Bologna onlus from april 2020 to December 2021. There were 3 facilitators involved in the project. The activities were divided into two main periods.

During the first period, due to Coronavirus protection regulations, the meetings were held online using the Meet platform. From the beginning of May until the end of June 2020, for about one hour the group regularly meets once a week. The group manages to meet in a park (respecting the Coronavirus protection provisions) for the last meeting.

During the second period, the peer group had the possibility to meet face-to-face. Regular meetings, every Monday from 17:30 until 19:30 were carried out from September 2020 to December 2021.

The sessions were organised in a way to make sure that the participants could understand the concepts and the content, and that were able to transfer the acquired knowledge to their personal life. A personal internal blog was created at the end of each session, the group was invited to post lessons learned and material produced during the meeting. The idea was to make participants improve their computer skills while narrating the activities carried out together.

During the sessions several dynamic methodologies were used (videos, movies, online games, storytelling, among others) to facilitate the learning process.

- Portugal

The sessions were made from April 2021 to March 2022. It was developed in a way to make sure that the participants could understand the concepts presented and the content, and that were able to transfer the acquired knowledge to their life. At the end of each session, they would have to do some homework's to be presented to the group on the following meeting.

2.1 Activities and outcomes

For detail information please check

https://drive.google.com/drive/u/0/folders/1TqtWPKW5_Vf04UsLIAUKJve1DdUY_src

3 EVALUATION

- Austria

The MeMe Friday Modules became quite popular amongst our trainees.

We talked about the results every Friday noon before closing the sessions. They emphasized many times how it was interesting and a big opportunity to develop the tools for the toolbox for the MeMe-topics.

The atempo trainees are used to include digital tools in their learning. Developing presentations about topics of their daily life like their own usage of their most liked social media channels apparently was fun.

In July 2021, there was a big Friday module where the experts of the atempo peer group presented their topics in the form of PowerPoint presentations. These presentations were also broadcasted online where 3 special guests were present. Vilma Ferrari (head of the MeMe project), Lisa Franz (head of digital education at atempo) and Melanie Wimmer (expert for accessibility and presentations) gave online-feedback to the presentations of our trainees. This module was a great success, very interesting for the audience and the trainees were very proud of their achievements.

- Italy

A continuous evaluation was made to understand whether and how much the concepts were understood and internalised by the participants. Trainers made a huge effort to develop a dynamic methodology to ensure a continuous engagement from the participants.

The participants demonstrated a high level of satisfaction, they were very enthusiastic about being part of the group and asked to continue the sessions after the end of the project. Also, the families were very happy with the work done during the peer-to-peer activities and reported an improvement in the way their children are using social networks and the technologies in general.

- Portugal

Evaluation was done individually, but during the sessions we talked several times about what they have learned and how they were feeling about.

Although the sessions were not conceived to be totally online a huge effort was made to develop dynamic methodology to ensure a continuous engagement from the participants.

All the participants liked the sessions and wanted more activities on the upcoming months.

4 DEVIATIONS

- Austria

To ensure that the contents of our weekly meetings were in line with the project goals, the trainers regularly met in between the sessions.

In total, 28 training sessions were held on Fridays between 20/11/2020 and 03/12/2021.

For more detailed information, please refer to the register of the activities by clicking the following link: [O2 atempo-Register of the activities](#).

- Italy

The trainers made a quarterly plan of the activities sharing it with the coordinator of the project. This ensured that the activities were in line with the project proposal. In addition, a continuous evaluation of their adequacy to the changing regulations of the pandemic situation was carried out.

In this framework, no deviation from what was foreseen in the proposal was detected, except the number of participants that could be part of the group.

For more detail information, please refer to the register of the activities by clicking on the following link: [O2 aias-Register of the activities](#)

- Portugal

Under the restrictive measures imposed by the Portuguese Government to tackle the Covid 19 pandemic, Cercimarante was urged to close its services during the first quarter of 2020 and from the end of January to early April 2021.

Fenacerci, during the first half of 2020 and 2021, maintained the closure of its services continuing the entire human resources operating in telework.

For more detailed information, please refer to the register of the activities by clicking the following link: [O2 fenacerci-Register of the activities](#)