



European Conference
**Closing the empowerment gap through citizenship education:
 How to address educationally disadvantaged groups**

17 – 19 November 2011
 Warsaw, Poland

Fact Sheet

Workshop IV Learning Environment – Media and Social Networks

	Section	Indications of content
1	Title of project	Du Hast die Macht! – An internet platform for youth empowerment
2	Location (City/Country)	Germany
3	Main topics/ key words (select 5 max.)	Social media, internet, participation, involvement, motivation, web 2.0
4	Brief description of project (150-200 words)	<p>“Du hast die Macht!” (Take Authority!) is a web-based approach to civic education funded by the Robert Bosch Foundation and implemented through UFA Film & TV Production. The project’s aim is to connect with educationally disadvantaged groups via new web-based channels.</p> <p>Today’s youth tends to use the internet, especially social media such as Youtube and Facebook, for multiple facets of their daily lives – reaching from managing relationships, creating one’s own identity, to consuming and sharing information. The project’s idea is to use these appreciated media consumption strategies as a transport vehicle, carrying civic education to where the audience is.</p> <p>In order to reach that goal, a young and media affine staff produces youth oriented, youth generated and authentic content that aims at arising interest and motivation in young people on equal terms. The platform attempts to engage these people with political topics and projects of their nearby, private environment. In order to keep the user’s interest, the site is constantly experimenting and expanding its strategies of attracting the “prosumer’s” attention and engagement in participatory projects. The presentation will also give a first glimpse on the evaluation process carried out by Prof Anja Besand’s team at the University of Technology, Dresden.</p>
5	Objectives of project	The project’s aim is to introduce educationally disadvantaged groups to politically relevant topics by addressing them in a familiar media environment.



6	Effect on the empowerment of educationally disadvantaged groups	With the site's direct call for participation young visitors are motivated to take part in (political) discussions right from the start. Visitors overcome inhibitions by using known media habits: sending video messages, writing article feedbacks or deciding on an interactive TV show's plot.
7	Target Groups	Educationally disadvantaged groups, youth in general
8	Project methods/ Project format	Interactive online participation
9	Project results/ Project Evaluation/ Materials	Evaluation in progress – first statements possible
10	Project Duration	Since third quarter of 2010
11	Range and sustainability of the project (local, regional)	The project is run on a national scale.
12	Contact information	Peter Lange University of Technology Project Staff "Du hast die Macht" 01062 Dresden Germany Phone: 0049 (0)351/ 463-31921 Email: peter.lange@mailbox.tu-dresden.de