



CASE STUDY

Web in the Hood

by
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Trust between inhabitants in a neighbourhood is not something that is naturally anymore. People in the neighbourhood know each other less, move more often, have different backgrounds and spend more time in places other than the neighbourhood. Yet, everyone wants to live in a comfortable environment. But: Who takes care of our houses if we are on vacation? Who checks if everything is okay? These are common matters that we need trust for between people. The question is how we can support this trust in a neighbourhood.

This trust depends on what we know from the neighbourhood and its inhabitants, what we do together and what we share. This trust we can build by information and social cohesion and cultural activities. And this is what Web in the Hood is all about: Use internet as a tool to create more trust in the neighbourhood.

Case profile – Web in the Hood in a nutshell

	<p>Web in the Hood Self organizing ability supported by ICT in the neighbourhood.</p>
Website	http://www.webindewijk.nl
Status	Active/running (2002 – 2010)
Interviewed person	Else Rose Kuiper
Funded and promoted by...	Commissie dag indeling, EQUAL-ESF.
Location of the Learning Activities	Digiroom. Physical location in the neighbourhood for non-formal (courses) and informal activities (social networking).
Target group(s)	All neighbourhood inhabitants.
Number of users	In Emmen and Almere combined there are approximately 800 users who actively use the web toolbox.
Educational Sector(s)	Adult education.
Category of the Learning Activities	Non-formal and informal activities.
Web 2.0 technologies used...	Social networking tools, blog, media tools.
Methods to support inclusion	E-skill courses for people who have a distance to ICT.

Short description and key characteristics

Web in the Hood is a project that builds trust between inhabitants in a neighbourhood by meeting and under take activities with other inhabitants. Inhabitants can use the internet to support three functions. Inform, communicate and organize.

The project is funded by the commission day schedule. The commission day schedule is an initiative of the ministry of social matters. There were three partners during the implementation. The information workplace (informatics), Emmen revisited (Neighbourhood development) and Breaking dishes (Concept development). The web-design and

technical implementation of Web in the Hood was realised by national foundation Web in the hood and Q42.

Dimension of learning and inclusion

Web in the Hood is an approach that uses ICT to stimulate social processes in the neighbourhood. Web in the Hood focus on people who have a distance to ICT. The aim is to let inhabitants use ICT in their daily lives to make contact with other people in the neighbourhood by showing the benefits of ICT in basic e-skill courses. The easy software let inhabitants make websites in a easy way to give the inhabitants a voice in the neighbourhood to empower inhabitants and the enhancement of networks in the neighbourhood. The enhancements of networks is done by the animator who connect the inhabitants behind the websites and stimulate people to undertake activities together. This leads to more connection between people and so more social cohesion, more understanding, inclusion and collaboration between groups and a increase of employability.

Innovative elements and key success factors

Web in the Hood follows a innovative approach and provides a website toolbox. With this toolbox inhabitants can make a website in 4 easy steps so that all different strata of the population can make a website with the content they desire. Animators are the social professionals who stimulate the inhabitants of the neighbourhood to make a website and helps the inhabitants to fill in their own content. Animators are the driving power in the neighbourhood and are physical present in the neighbourhood to make inhabitants enthusiastic and assist the inhabitants. They also create physical meeting places (digirooms) as their home base and a meeting place for inhabitants. Inhabitants can use the digirooms to socialize, exchange ideas and use the devices that they don't have their available at home.

One of the key success factors of Web in the Hood is that allot of time is invested to convince inhabitants that they also can make websites to support their own activities and can be beneficial in their daily life. Further more Web in the Hood always look for other initiatives to cooperate with.

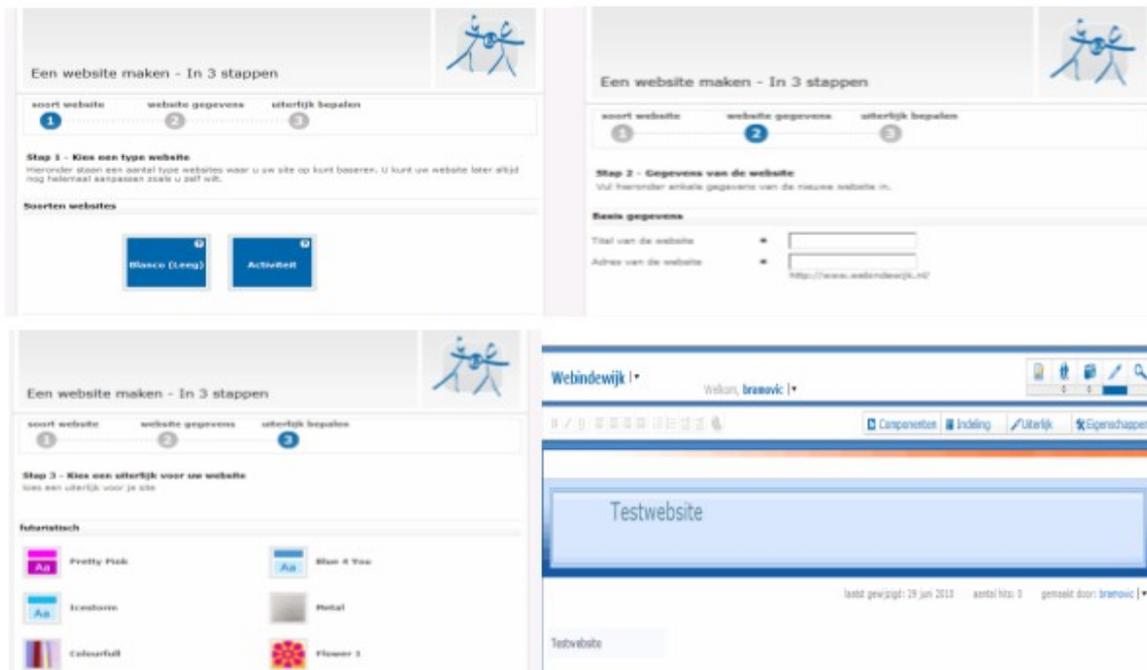


Figure 1: Make a website with the toolbox

The pictures show how easy it is to make a website with the toolbox. The first step is to select the nature of the website, a website to make your own content or a website to organize a activity. The second step is creating the name of the website and create the URL. The third step is the choose the layout of the website. Now the website is done and online. The fourth picture is the toolkit where you can edit the website and fill the website with your own content.

Problems encountered and lessons learned

At first the Web in the Hood approach was focussed at: For inhabitants by inhabitants. Inhabitants can make the websites themselves and inhabitants can organize Web in the Hood all by them selves without the help of institutions and animators. This is still a utopia but it isn't realistic in most cases. Web in the Hood realized that the social professional (animator) is very important for the trust of the inhabitants.

Collaborating institutions in LINKS-UP



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Arcola Research LLP, London, United Kingdom

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eSociety Institute, The Hague University of Applied Sciences, The Hague, The Netherlands

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Servizi Didattici e Scientifici per l'Università di Firenze, Prato, Italy

www.pin.unifi.it



Salzburg Research Forschungsgesellschaft, Salzburg, Austria

www.salzburgresearch.at



European Distance and E-Learning Network (EDEN), Milton Keynes, United Kingdom

www.eden-online.org

Project information

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