

## These partners have joined the Learning Partnership:

**INTEGRA**, Human Resources Developing Institute, Slovenia

**AHAPunkt**, Institut für Erlebnistraining & Projektconsulting, Austria

**Gemeinsam leben und lernen in Europa e.V.**, Germany



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## How do I motivate older people to join internet based social networks?

The objective of the European Learning Partnership is to develop approaches and methods that show how younger people can support senior citizens to join the world of internet based social networks and thereby promote the dialogue of generations.



Twitter

Facebook

Blogs

Web 2.0

Wikis

### Learn how to participate in social networks

The main target of our Learning Partnership is the development of a concept that shows how younger people can transfer their skills using new information and communication technologies (ICT), especially web 2.0 technologies, to senior citizens. Older people should learn to use the internet in order to participate in social networks, blogs, wiki, and digital picture and video platforms. In the course of the project they will produce themselves digital products (e.g. facebook profiles, wikis) and tell about their experiences. These reports will be made publicly available as blogs at the project's website.

While older people will learn how to make use of Web 2.0 and how to use digital social networks, the project opens new learning chances also for younger people: acting as tutors they take responsibility, and they will learn about the social potentials and historical backgrounds of the seniors. Thus the project contributes to promote the dialogue and the understanding between young and old, to reduce prejudices and to increase the tolerance between generations.

### Learn how to reduce prejudice and fears concerning the internet

The younger generation uses digital social networks almost constantly. e.g., many young people spend several hours each day in Facebook to establish and maintain friendships and social contacts. If our project can contribute that older people, with the assistance of young tutors, will reduce their prejudice and fears concerning the internet and Web 2.0 and make use of the new communication possibilities, then it chances will become better that the two generations will have something to say to each other.