

Open Experts Workshop & EU/Minerva project preproposal

**α webCampus – Scenarios**  
**for Collaborative Web-Learning, Knowledge Management, & Publishing**  
**based on individualistic social software (SSW)**

**1. The strategic scope for a new quality of collaborative eLearning & knowledge-management**

There is a new generation of Web Community Tools available, providing easy access for everybody to Web-Community building without financial investments and previously installed platform

Social software (SSW) as the authors understand it, being mainly open source/free software, contains

- (a) advanced Audio/Live-Online-Classrooms, the “most social” software. See for free trial  
[www.webcpmeeting.wordpress.com](http://www.webcpmeeting.wordpress.com)
- (b) weblogs to be adopted
- (c) eJournal, Wikis etc.

Such tools are not just new technological developments but rather the basis for an entirely new approach to what previously was called “eLearning” and for a new definition of substantial dimensions such as blended learning, networking, teleworking/-learning, knowledge management (leading from knowledge-transfer to knowledge-dialogue) and public dialogue of Citizen. There is an entirely other – individualistic – mind setting. (see Baumgartner (2004), Weblogs in Education–A Means for Organisational Change (“potential to revolutionise the organizational structure of traditional education”) - <http://www.peter.baumgartner.name/articles/weblogs-in-education>)

The traditional centralistic LMEs and learning platforms are indicating or even forcing a certain way of use and so need significant technical trainings. Other than that the individual weblog leaves it up to the learner and teacher, how to make use of its easy accessible multifunctionality.. This requires the drafting, prototyping, evaluation and making visible of new scenarios, consisting in a continuation of traditional learning scenarios in an Internet-Community environment.

The project works with these means, analyses their potential and finds out the most effective way of introducing them focusing on basic model settings ( the ALPHA-WEB:CAMPUS SCENARIOS) aiming to enable access to webCommunity-Learning for a broad public at a low-cost/low-effort basis independent of previously set up platforms. This will result in a significant increase of use of high-quality eLearning-Content.

**2. The new dimension of knowledge exchange and public dialogue**

There is an entirely new dimension based on personal weblog publishing and weblog dialogue, namely an Internet environment for open knowledge exchange and for creating a “new public”. This could substantially support the EU Commission to succeed with the new communication strategy passed July 2005 (see: [http://europa.eu.int/comm/commission\\_barroso/wallstrom/press/key\\_en.htm](http://europa.eu.int/comm/commission_barroso/wallstrom/press/key_en.htm) ) whose main points are “*dialogue, debate and democracy*”.

However, if the EU is ready to listen to the Citizen, they must speak out ! And the weblog-based “Personal-Publishing-Community” has the potential for a new dimension of publicly speaking out.

### **3. Development of prototype scenarios and implementation**

3.1 The work will be focused on six basic scenarios to be optimized by social software (SSW), namely

- A - networking in internet communities, social capital management
- B - internet-diary for knowledge management and for collaborative learning
- C - project team management in internet communities
- D - webcoating edu-event: more effective preparing, guiding and follow-up of presence courses
- E - new web-dialogue for open knowledge exchange and publishing (see par.2 )
- F - new web cooperation environment for SMEs, public administration, consulting: an effective exchange of knowledge within SME clusters and within regional / international cooperations can result in a significant raise of competitiveness within a region.

3.2 The scenarios will be worked on in two consecutive lines:

SSW-workshop: between January and June 2006 the partners will model and prototype in concrete the new settings of scenario A (Networking) within an "open experts workshop" and the scenarios E and F within a consortium of Special Interest Partners. The "edu scenarios" B,C,D will be worked on on a basic level and within concrete projects to introduce a "New Generation webCommunity Learning-Environment" in edu institutions.

SSW-Minerva project proposal: from September 2006 on the workshop is planned to be continued with the support of national public and private sponsors and within an EU/Minerva project referring to the "edu-scenario be significantly speeded up and raised to an EU level.

3.3 The coordination is done by a management consortium of *WebCampus:Projects* with the Viennese open "Platform Knowledge Management" ([www.pwm.at](http://www.pwm.at)) , the Czech University of Agriculture, Prague (lead partner in the Minerva preproposal) and other partners in the Czech Republic, Slovakia, Finland, Germany, Turkey and Austria.

### **4. Activities**

- modelling scenarios and prototyping in concrete learning situations, analyse the interdependence with LMEs and platforms
- drafting guidelines, design and hold specific (blended learning) courses LIP on "how to successfully implement a .... scenario" in a social software-based new web community environment
- evaluation of social software tools, adoption of open source software weblogs
- draft qualification schedule and tests for a "Certified WebCommunity Builder", emphasizing on the social/intercultural competence for Web communities, aside the media competence.

### **5. The Copyright Concept**

Referring this concept and all project related work and outcome we follow the Open Content Concept (Creative Commons Licence) regarding the use by Schools, Universities and private (non commercial) use – otherwise © all rights reserved by WebCampus:Projects within the Consortium Agreement