Encouraging social engagement through experience based learning

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Course: Online communication for social change

3rd semester seminar (5 CP)
Bachelor in Communication Management (Lingen, Osnabrück University of Applied Sciences) & Bachelor in Communication (Zwolle, Windesheim University of Applied Sciences)
20 students (twelve from Lingen & eight from Zwolle)
Educational approach: ‘community of practice’ (Wenger 1998)

A community of practice is a group of people who share a concern or a passion for something they do, and learn how to do it better as they interact regularly. This definition reflects the fundamentally social nature of human learning. (Wenger & Wenger-Trayner 2015)

Practical experience

- Choose a topic
- Form a group
- Design, execute and monitor a campaign
Social environment

- International team
- Coaching
- Face-to-face meetings
- Online interaction (Google Classroom, Google Hangout, Trello, Google Documents, WhatsApp)

Reflection

- Regular coaching sessions
- Project diaries
- Final presentations