



HOCHSCHULE OSNABRÜCK
UNIVERSITY OF APPLIED SCIENCES

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WIR in der Gesellschaft – "Gesellschaftliche Verantwortung" in Studium und Lehre bringen

PANEL-SESSION B

PANEL IV

Encouraging social engagement through experience based learning

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The Osnabrück and Windesheim Universities of Applied Sciences developed the joint course "Online communication for social change" for students enrolled in bachelor communication programs. The course teaches students to practice social engagement through online communication. It facilitates a 'community of practice' (Wenger, 1998), where students actively experience the practice of online engagement in a social environment. For this purpose, practical work is the main element of the course. Students design a small-scale online campaign from choosing a topic to conceptualising, implementing and evaluating their campaign. The practical work improves students' comprehension of social engagement. In addition, the practice occurs in a social environment of fellow students and course conveners. Students work on their campaigns in small groups and course conveners assist students with their choice and comprehension of literature, group interaction challenges and main practical decisions. The social experience enhances students' identification with the practice of social engagement, which encourages them to pursue the practice beyond the course environment. The course further supports students' professional development through guiding their reflection of their experiences with the help of personal diaries and group discussions.