Cultural Awareness and Appreciation

CA-03

WebQuest

CQ⁺
De-escalating Polarisation in Europe

Getting to Know Each Other: A QR campaign

THEME ALLOCATED:	Cultural Awareness and Appreciation
TITLE OF THE WEBQUEST:	Getting to Know Each Other: A QR campaign
INTRODUCTION	

You love your city and you love your neighbourhood; you have stayed in different places in your life but you eventually returned back to your hometown. The memories and connection you have with this place are the reasons you are troubled about the recent attacks against cultural minorities, especially against the low-skilled migrants, and the subsequent polarisation in the community.

Intercultural communication constitutes a core concept in the race against polarisation and in favour of coherent communities. Intercultural communication (in contrast to multicultural and cross-cultural communication) focuses on the mutual exchange of ideas and cultural norms and the development of substantial relationships between people from different cultural backgrounds. Indeed, these cultural differences are seen as learning opportunities for change and growth at both individual and societal level.

Good intercultural communication fundamentally requires *intercultural awareness*, an understanding that different cultures have different standards and norms. As people see, interpret and evaluate things in different ways, what is considered appropriate in one culture is probably inappropriate in another, and therefore misunderstandings arise. Communicating with others is difficult; it demands sensitivity and creativity. But more, it requires an understanding that we are all shaped, but not bounded, by our cultural background and that, sometimes, we have to meet people more than halfway.

All of us can foster effective intercultural communication in our communities;

individual and team efforts can lead to awareness-raising and actions taken towards coherent and supportive communities. This WebQuest aims to familiarise you with the steps needed to develop a QR campaign during which you can print and stick the QR around the city and let different voices be heard.

TASKS

You live in a vibrant community with people with diverse backgrounds and ethnicities, mainly after the refugee and migration flows over the past few years. You have started to worry about the "us VS them" notion that is becoming more and more widespread in the local newspaper, and everyday discussions and events. You also realise that negative representations of people with different cultural backgrounds are commonplace rather than positive or neutral ones. You want to contribute to the attempts of strengthening the social bonds in your community and intercultural communication. You have decided to create your own campaign that will promote the different voices in your city and make them heard. You want to work on an innovative idea and this is why you decide to use the autobiographical storytelling method and disseminate the stories via QRs on stickers all around the city.

PROCESS

Step 1: Familiarise yourself with the method!

The first step in promoting the life stories of people from your community is to become aware of what autobiographical storytelling is! You do not have to become an expert to tell a story or elicit a story from interested people but you should know the basic information about the method and how to apply it in your case, core questions that will help you draw useful story elements, and tips on how to become a good interviewer for better results and communication with your participants. The following resources aim to support you while familiarising yourself with storytelling by providing you with practical tips and guidance.

What is Storytelling and why is it important in social change?

- What Is Storytelling? – https://storynet.org/what-is-storytelling/

- What is storytelling and why should you use it? – https://yoast.com/what-is-storytelling-and-why-should-you-use-it/
- [Video] STORYTELLING What is Storytelling https://www.youtube.com/watch?v=uAG8c-sapUE
- [Video] How stories shape our minds | The science of storytelling | BBC Ideas https://www.youtube.com/watch?v=vyZMSZG2Dmk
- [Video] The Art of Storytelling: The Mechanics of a Great Story https://www.youtube.com/watch?v=D_J5SENQK6A

Questions to Spark Storytelling

- 20 Thoughtful Questions for Writing a Compelling Life Story – https://www.storii.com/blog/20-thoughtful-questions-writing-compelling-life-story
- Life Story Interview Questions – https://familytreevideo.com/life-story-interview-questions/
- 67 Questions to Ask When Interviewing Someone About Their Life – https://enlightio.com/questions-to-ask-when-interviewing-someone-about-their-life

Tips for an effective Interview

- How to be a good interviewer – https://resources.workable.com/stories-and-insights/how-to-be-good-interviewer
- How to Be a Good Interviewer: Improve Your Qualitative Interviewing in 5 Minutes – https://maestrolearning.com/blogs/how-to-be-a-good-interviewer/

Step 2: Find your participants!

A crucial (the most crucial actually) part of your awareness-raising initiative is your participants, the people who will talk to you, the ones who will share their personal stories, the ones who will lead your campaign. Remember that your goal is to give the floor for different experiences to arise, different points of view and lifestyles; therefore, you should approach representatives of every social group (e.g., men, women,

teenagers, children, elderly, migrants, refugees, locals, newcomers, unemployed, self-employed, university students, Whites, Blacks, Afro-Americans, Asians, people with disabilities, etc.) to help you develop this unique puzzle of your city.

- A simple guide to recruiting research participants – https://maze.co/blog/recruit-research-participants/
- Collecting community stories – https://www.open.edu/openlearncreate/mod/oucontent/view.php?id=64806&section=6
- Engaging public groups with your research – https://www.bath.ac.uk/guides/engaging-public-groups-with-your-research/
- GUIDELINES FOR RECRUITMENT OF RESEARCH PARTICIPANTS – https://www.torontomu.ca/content/dam/research/documents/ethics/guidelines-for-recruitment-of-research-participants.pdf

Step 3: Let's get technical!

After collecting your stories, it is time to start giving them a certain form that would be appealing and easy for everyone to follow. Below you can find certain platforms you can get inspired from and deploy. Be creative!

1. Google Forms – https://docs.google.com/forms/u/0/?tgif=c
2. Storyboard That – https://www.storyboardthat.com/
3. Canvas – https://www.canva.com/
4. WordArt (World Cloud Generator) – https://wordart.com/
5. Timetoast – https://www.timetoast.com/
6. Padlet – https://padlet.com/
7. Jamboard – https://jamboard.google.com/

Next, you are called to create the necessary QR codes which you will print later on and stick in central points in the city to raise awareness around the cultural puzzle of your city and its people. QR generators can be:

1. Qr.io – https://qr.io/

Co-funded by the
Erasmus+ Programme
of the European Union

CQ⁺
De-escalating Polarisation
in Europe

2. Qr Code Generator – https://www.qr-code-generator.com/
3. Adobe – https://express.adobe.com/tools/qr-code-generator

Of course, your initiative needs a **name**, a catchy title that everyone will remember and talk about. Take a look at the tips below and create a campaign name that will draw everyone's attention:

- Best Practices for Optimising Campaign Naming Conventions – https://www.softcrylic.com/blogs/best-practices-for-optimizing-campaign-naming-conventions/
- These 6 rules will help you master campaign naming conventions – https://admiral.media/these-6-rules-will-help-you-master-campaign-naming-conventions/
- The Do's and Don'ts of Naming Your Business [Infographic] – https://www.socialmediatoday.com/marketing/dos-and-donts-naming-your-business-infographic

Step 4: Spread the message!

At this stage, you should be ready to share your innovative campaign with your community. You have worked hard, and it is time for your creation to fulfil its initial purpose. There are multiple ways you can disseminate your QR stickers and you should seize the opportunities offered that best fit you. However, one necessary step is sticking the QRs in places with chances of high visibility, such as schools, community centres, parks, and bus stops. You can also start thinking of using online platforms and social media, such as Instagram, LinkedIn, Facebook, Twitter and encourage your followers to spread the message. For higher visibility and engagement online, take a look at the following tips:

- The 9 Fundamental Social Media Marketing Tips You Must Follow for Business Success – https://nealschaffer.com/5-tips-social-media-marketing-strategy/
- How to Market on Social Media Effectively – https://mailchimp.com/resources/how-to-market-on-social-

media/?gclid=CjwKCAjwvsqZBhAlEiwAqAHEleW_cNEcqVZhAtFYxDu5BdSWiONchnPxAjx4jjR8Il8ah5v2tfK4OxoCgVsQAvD_BwE&gclsrc=aw.ds

- 10 Strategies to Gain Visibility on Social Media – https://www.cyberclick.net/numericalblogen/strategies-to-gain-visibility-on-social-media

Best of luck!

EVALUATION

As a self-assessment exercise for this WebQuest, you are asked to complete a short self-reflection exercise and write 350-400 words on how you rate your performance in the task, what elements you enjoyed or didn't enjoy, etc. The following questions will guide this self-assessment:

- What elements of this activity did I enjoy best?
- What aspect did I find most challenging and why?
- What skills did I acquire through this activity? Is there something I was good at that I did not think I would be good at? How would I evaluate my research skills? How would I evaluate my digital skills?
- Did I enjoy talking with members of my community and raising awareness around their stories?
- Would I like to further develop my innovative solution? Would I consider furthering this idea and adding more initiatives under the same campaign? Explain your answer.

CONCLUSION

Through this WebQuest, you had the chance to familiarise yourself with the concept of intercultural communication and awareness and the ways they affect your community. You have worked extensively to create a visually appealing output that will engage the community members to think about multiculturalism and develop their cultural appreciation attitudes. You have also communicated the message by developing an online initiative using social media.

You may have also noticed how this experience has started to change you. You may have noticed that your research skills have started to get better; that you know how to abstract life stories, that you know where and how to find interested participants, and how to engage them to share their experiences. You may have realised that your digital skills are improving; that you now know a range of platforms to create content, that you create eye-catching QR stickers and engaging stories, that you are more confident in using social media and that your followers are going upwards.

If you are inspired by the solutions you have come up with so far, why stop there? Why not consider if you can fund your solution through local fundraising or crowdfunding through GoFundMe? Why not raise awareness among your friends, family, and members of your community? Create a group online, share information, discuss, and debate the issues, and inspire others to enter the race against discrimination, just as you have!

Keep in mind that "*a true community is not just about being geographically close to someone or part of the same social web network. It's about feeling connected and responsible for what happens. Humanity is our ultimate community, and everyone plays a crucial role*" (Yehuda Berg).

Questions that a trainer might use in a whole class discussion to debrief this WebQuest:

- How would you rate the overall experience? Did you enjoy learning through completing a WebQuest challenge? What made it more/less fun?
- How did you find working in a group/alone to complete the task? Would you rather work alone/in a group?
- What is the one most important thing that you learned through this task?
- How did you find the task of creating a QR campaign? What are the strengths and weaknesses of this awareness-raising technique?
- Do you feel like you have gained new skills? If so, what are they?
- In which ways do you think you have contributed to cultural appreciation?

Co-funded by the
Erasmus+ Programme
of the European Union

CQ+
De-escalating Polarisation
in Europe

- Do you feel like you could bring this idea forward and start a wider campaign? Why or why not?

CQ+
De-escalating Polarisation
in Europe

dante
USTANOVA ZA | ADULT
OBRAZOVANJE | EDUCATION
ODRASLIH | INSTITUTION

spectrum
RESEARCH CENTRE

POSTAL 3

KMOP

F
H
B

Speha Fresia
SOCIETÀ COOPERATIVA

BLENDERS
INNOVATION BY ALL, FOR ALL

THE
SQUARE
DOT
TEAM