



Encouraging social engagement through experience based learning

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Photo: https://upload.wikimedia.org/wikipedia/commons/3/3b/Closeup_of_protesters_at_Ginowan_protests_2009-11-08.jpg



Course: Online communication for social change

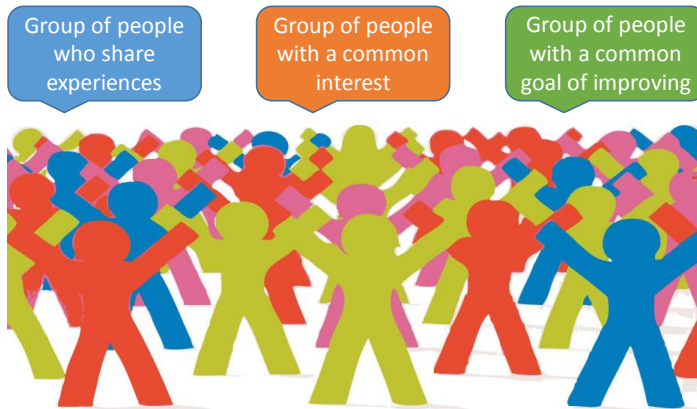
3rd semester seminar (5 CP)

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)

Photo: Willfried Roggenhoff, Lingenier Tagesrat

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)

Wenger, E. (1998). Communities of practice: learning, meaning, and identity. New York: Cambridge University Press.

Practical experience

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

