

Final Report on the International Distance Learning Course "Web 2.0 for Foundresses" as Part of the "SHE in EUROPE" Project

Information

Course Description

In many respects, business foundings are inferior to well established companies. This most notably applies to one-person foundings which in most cases are particularly poorly equipped with financial, human and technical resources.

The Internet of the second generation, the so-called Web 2.0, however, especially provides women who opt for a one-person founding far more often than men with opportunities to counterbalance structural deficiencies.

How can the Internet help foundresses with little capital to better connect and to more effectively and efficiently present themselves as well as to easier interact with business partners and customers?

The course "Web 2.0 for Foundresses" intends to deal with this question both theoretically and practically. The exchange of knowledge and experience among the participants will be given a high priority.

Target Groups of the Course

- ▶ Foundresses
- ▶ Professionals in the field of vocational education and training

Requirements for Course Participation

- ▶ Unlimited Internet access
- ▶ Good command of English
- ▶ Advanced computer and Internet skills
- ▶ First experiences in using Web 2.0 technologies such as social networks, forums, blogs and/or wikis.
- ▶ Keen interest in intercultural communication and collaboration
- ▶ Need for a personal website

Number of Course Participants

Max. 20

Course Dates

- ▶ Aug. 25, 2009 (Invitation to the online course environment)
- ▶ Sep. 01, 2009 (Start of the course)
- ▶ Sep. 30, 2009 (End of the course)

Course Workload

10-15 hours per week

Course Working Language

English

Forms of Learning

- ▶ Interaction with the course teacher and other course participants by means of a) a password protected learning management system (Moodle) and b) email
- ▶ Self Study of a) software-related manuals, b) selected chapters of the online tool "The Self- Employed Woman. From Dream to Reality", and c) texts and videos on the topic of social networking on the web
- ▶ Assignments using a) forums and wikis (as part of Moodle), b) blogs (WordPress), and c) video and photo sharing websites (YouTube & Picasa)

Course Topics and Schedule

- ▶ Aug. 25 - Sep. 06, 2009
Introduction to the Online Course Environment
- ▶ Sep. 01-06, 2009
Self Introduction of the Course Participants
- ▶ Sep. 07-10, 2009
Introduction to the Web 2.0
- ▶ Sep. 11-16, 2009
Practical Application of the Software "The Self-Employed Woman. From Dream to Reality"
- ▶ Sep. 17-20, 2009
Creating a Blog / Website for Business Use - Get ready
- ▶ Sep. 21-30, 2009
Creating a Blog / Website for Business - Get it done

For detailed information, please see http://elearning.she-in-europe.eu/course_schedule/

Teacher and author of the course

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URL: http://egora.uni-muenster.de/ifs/she_in_europe.shtml

Evaluation

Who selected the participants?

Participants have been selected by the partners involved in the "She in Europe" project.

How many participants registered for the course?

A total of sixteen woman and two men from five different countries (Austria, the Czech Republic, Germany, Hungary and Slovakia) registered for the course.

Who were the participants?

In spite of great efforts, all partners experienced great difficulty in finding suitable foundresses to take part in the course.

Although there were many women interested in the topic of Web 2.0 most of them, unfortunately, had to be rejected, mainly due to their lack of English language skills.

This is why the target group of the course was expanded not only to female and male professionals working in the field of vocational education and training but also to all types of women interested in the topic of Web 2.0.

So, in the end the course was attended by

- ▶ eight women and two men from Austria, the Czech Republic, and Germany working in the field of vocational education and training
- ▶ two women from Hungary working as a freelance English-Hungarian translator
- ▶ one women from Slovakia working as a customs officer
- ▶ one women from Germany being a student of political science and sociology and planning a German-Bulgarian project on the topic of social inclusion
- ▶ one women from Hungary working as a jurist
- ▶ one women from Slovakia being a business economist
- ▶ one women from the Czech Republic working at a regional council
- ▶ one women from Slovakia working as a teacher at a grammar school

What has been the greatest problem in conducting the course?

More than half of the participants did not have sufficient English language skills and / or did not schedule enough time to successfully complete the course.

What has been the greatest success in conducting the course?

To see how women and man from different countries, different professions and different ages, who did not know each other before, little by little became a welcoming and supportive community, has been a very pleasant and encouraging experience.

What can be done to reduce the dropout rate?

To lessen the chance of an international online course (on whatever subject) to fail, it is essential that participants do meet the course requirements, namely, unlimited Internet access, good command of the working language, advanced computer and Internet skills, first experiences in using social software (such as forums), and a keen interest in intercultural communication and collaboration.

Furthermore, a 1-day on-site meeting in the participant's mother tongue at the beginning of the course seems to be crucial to tackle the many challenges in connection with intercultural elearning.

To also reach less skilled target groups – almost all participants of the course “Web 2.0 for Foundresses” had an academic background – it seems to be best to start with a bilingual in-class course on the topic of communication and collaboration on the web, and, then, to continue with an online course.

Dissemination

To disseminate the course content to other people interested in the topic of “Web 2.0 for Foundresses” most of the material has been transferred from the password protected learning management system to a public weblog at <http://elearning.she-in-europe.eu> with a reciprocal link to the “SHE in EUROPE” project weblog at <http://www.she-in-europe.eu>.

Annex (Snapshots)

1. Moodle Learning Management System
2. Sample of a software-related manual
3. Picasa Web Album “She in Europe / Course Participants”
4. YouTube Video Channel “She in Europe”
5. WordPress Test Weblog “She in Europe / Web 2.0 for Foundresses”
6. WordPress Weblog “She in Europe / Web 2.0 for Foundresses”

Annex 1: Moodle Learning Management System

The screenshot shows a web browser window displaying a Moodle course page. The browser's address bar shows the URL: <https://learnweb.uni-muenster.de/course/view.php?id=942&sesskey=I8v8O14Wnj&s>. The course title is "Course: She in Europe - Web 2.0 for F...". The user is logged in as "Katy Teubener, Studierende (Return to my normal role)".

The page layout includes a left sidebar with navigation options: "My courses", "People" (Participants), "Activities" (Chats, Forums, Resources, Wikis), and "Administration" (Grades, Unenrol me from She in Europe, Profile). The main content area is titled "Topic outline" and features a central section for "Web 2.0 for Foundresses: How To Use Blogs, Wikis & Co For Your Business" running from "September 1-30, 2009". This section contains introductory text about business foundresses and the course's focus on Web 2.0. Below the text are links for "News Forum" and "Chat".

On the right side, there are three utility boxes: "Search Forums" with a search input and "Go" button; "Recent Activity" showing activity since Sunday, 29 November 2009, 02:41; and "Online Users" showing one user, "Katy Teubener", active in the last minute.

The "Topic outline" section is divided into two main items:

- 1 General Information / Links**
 - Important Notes**: A red "STOP" sign icon followed by the text: "You are taking an online course? Please read [this document](#) first."
 - Course Flyer**: A document icon.
 - Wiki "Course Participants"**: A wiki icon.
 - Resource "Software"**: A document icon.
 - Resource "Passwords"**: A document icon.
- 2 September 1-6, 2009: Introduction to the Online Course Environment**
 - Moodle**: A Moodle logo icon followed by the text: "is an open source course management system. [Online](#) | [How to Moodle](#)".
 - Firefox**: A Firefox logo icon followed by the text: "is an open source web browser. [Download \(Portable Edition\)](#) | [Add-ons](#)".
 - Flash Player**: A Flash Player logo icon followed by the text: "is a free plug-in for viewing multimedia files on the web. [Download](#)".

Annex 2: Sample of a software-related manual

The screenshot shows a web browser window with the address bar displaying `https://learnweb.uni-muenster.de/mod/forum/post.php?reply=23`. The page title is "She in Europe: Test Forum". The forum post is titled "Test Forum" by Katy Teubener, dated August 13, 2009. The post content says: "Please, feel free to use this forum for testing."

The "Your reply" section contains a form with the following fields and instructions:

- Subject***: A text input field containing "Re: TestForum".
- Message**: A rich text editor with a toolbar. The text inside reads: "To create a web link, you need to
1. highlight text or select an image and
2. click on the 'Insert Web Link' icon (🔗).
A new window will open:"
- Insert Link Dialog Box**: A modal window with the following fields:
 - URL**: `http://`
 - Title**: (empty)
 - Target**: "New window" (selected from a dropdown menu)
 - Anchors**: (empty)
 - Buttons**: "OK" and "Cancel"

Yellow callout boxes with arrows provide instructions:

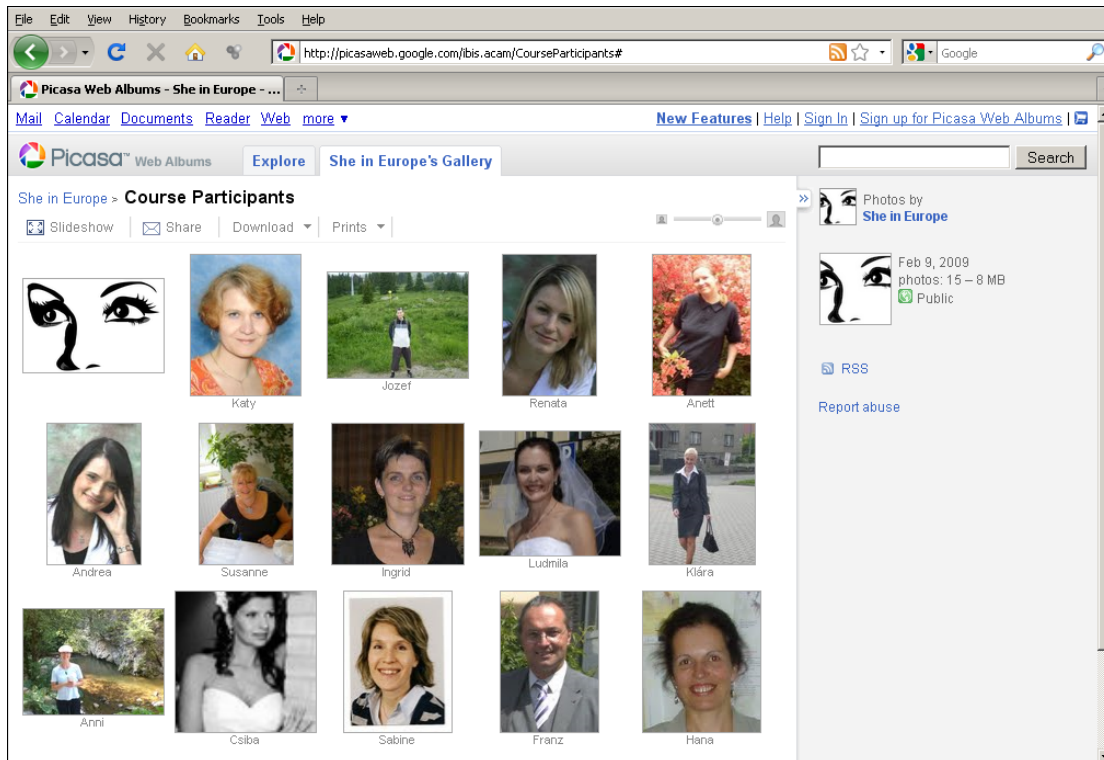
- "Type in the 'URL' for a link to an external web page." (points to the URL field)
- "Choose 'New window' from the 'Target' menu." (points to the Target dropdown)
- "Click on the 'OK' button when finished." (points to the OK button)

Below the dialog box, there are additional form elements:

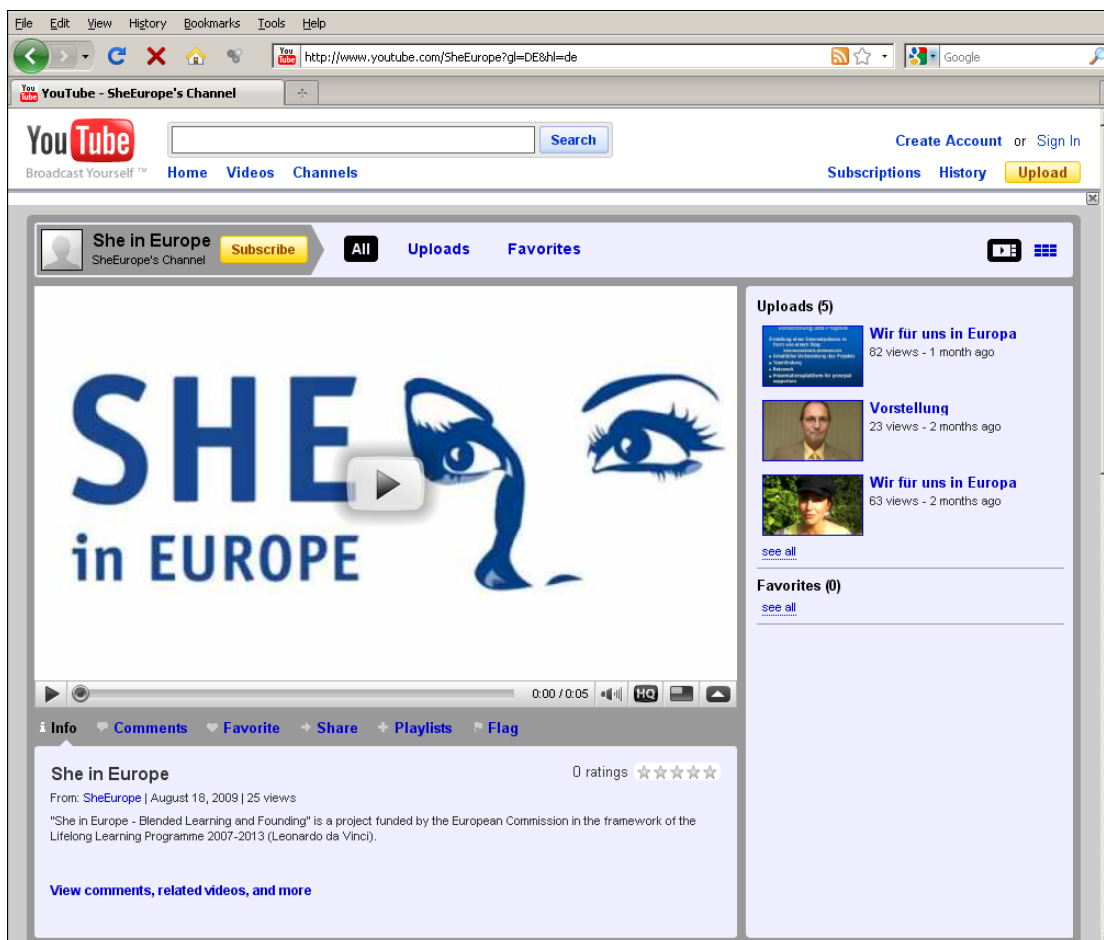
- Format**: "HTML format" (selected)
- Subscription**: "Send me email copies of posts to this forum" (selected from a dropdown)
- Attachment (Max size: 2MB)**: A text input field and a "Browse..." button.

At the bottom of the form is a "Post to forum" button. A red text note at the bottom right states: "There are required fields in this form marked*." The footer of the page contains a "She in Europe" logo.

Annex 3: Picasa Web Album "She in Europe / Course Participants"



Annex 4: YouTube Video Channel "She in Europe / Web 2.0 for Foundresses"



Annex 5: WordPress Test Weblog "She in Europe / Web 2.0 for Foundresses"

File Edit View History Bookmarks Tools Help

http://sheineurope.wordpress.com/about-me-susanne/

About me: Susanne « She in Europe's Blog

She in Europe's Blog
Just another WordPress.com weblog

Web 2.0 For Foundresses

About About Manuela About me: Anett About Me: Anni About me: Franz About me: Susanne

About me: Susanne

Hello everybody,

my name is Susanne Maddaluno. I come from Upper-Austria and we – my husband, our two children and me – are living in Austria since 2005.

At the moment I am working as an intercultural youth trainer for ibis acam. Now I only have 15 apprentices to teach.

My issues are: helping them to find out what profession they really want by motivation and activation and then by teaching them skills they need for their new job.



As their personal trainer I also help them in contacting companies for a job and learning for the school.

In the evening, I teach the Italian language in some instruction institutes.

My hobbies are a lot but the greatest is painting.

I hope to get new friends by publishing a profile of mine at wordpress.

Sunny greetings from Austria!



BROWSE

Monthly Archives

Search

LINKS

- WordPress.com
- WordPress.org

SUBSCRIBE

- Entries (RSS)
- Comments (RSS)

RESPONSES

Hello Susanne,

nice to see you on the platform.
Congratulations for the result.

Best wishes
Franz

By: **Franz** on September 30, 2009 at 6:52 pm

[Reply](#)

LEAVE A RESPONSE

Name * Your response:

Email *

Website

Notify me of follow-up comments via email.

Blog at WordPress.com. | Theme: Ocean Mist by Ed Merritt

Annex 6: WordPress Weblog "She in Europe / Web 2.0 for Foundresses"

The screenshot shows a web browser window displaying a WordPress weblog page. The browser's address bar shows the URL <http://elearning.she-in-europe.eu/>. The page title is "Web 2.0 for Foundresses".

The page features a header with the "SHE in Europe" logo and a navigation menu with links for "Course Schedule", "Web 2.0 Glossary", "Tutorials", "Software", "Forum", and "Home". A search box is located in the top right corner.

The main content area is titled "Web 2.0 for Foundresses" and dated July 31st, 2009. It contains the following sections:

- Introduction:** "Web 2.0 for Foundresses" is an international distance learning course developed and conducted as part of the „SHE in EUROPE“ project.
- Course Description:** In many respects, business foundresses are inferior to well established companies. This most notably applies to one-person foundresses which in most cases are particularly poorly equipped with financial, human and technical resources. The Internet of the second generation, the so-called Web 2.0, however, especially provides women who opt for a one-person founding far more often than men with opportunities to counterbalance structural deficiencies. How can the Internet help foundresses with little capital to better connect and to more effectively and efficiently present themselves as well as to easier interact with business partners and customers? The course "Web 2.0 for Foundresses" intends to deal with this question both theoretically and practically. The exchange of knowledge and experience among the participants will be given a high priority.
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 - Sep. 17-20, 2009: [Creating a Blog / Website for Business Use – Get ready](#)

The right sidebar contains a search box and several widget sections:

- SHE in EUROPE:** Project, Partners, Downloads, Archive
- Web 2.0:** Moodle E-Learning Platform, Picasa Photo Gallery, WordPress Test Blog, YouTube Video Channel
- Meta:** Log in, Entries RSS, Comments RSS, WordPress.org