

Proposed project summary (to be used for publishing)

Project acronym: **ICON**

Objectives:

- 1) To visualize and analyze the bandwidth of new forms of expression adolescents create with new media in contextual networking
- 2) To research how those new forms of communication effect learning styles, social attitudes, creative thinking, selective competencies, visual and multiple sensual perception and self-positioning inside and outside digital world experiences
- 3) To produce relevant outcome for pedagogical usage like a research compendium with pedagogical guidance and multilingual Learning Objects on the web

Approach:

The project **ICON** envisages a threefold approach:

- 1) To gain and analyse empirical data deriving from an on- and offline questionnaire and recorded interviews on video
- 2) To publish a hands-on media reflective publication based on the empirical data and recent research in media and cognitive science, e-learning and visual culture
- 3) To create Learning Objects focussed on certain topics like "Gender and multiple identities", "Self-portrayal on the web", "Contextual learning" etc. To create adjustable components comprising different media types and emerging technologies (MPEG-7) with the purpose of tailor-made project-oriented usage.

Expected results:

- 1) Content creation of Learning Objects (LOs) comprising the media didactical as well as the e-learning aspects (IEEE, SCORM, LOM)
- 2) Dissemination of trilingual Learning Objects into various educational networks like EUN (Celebrate-ELM), Deutscher Bildungsserver, EDUFI, BECTA etc.
- 3) Publication based on empirical studies in Germany, UK and Finland

Co-ordinating organisation:

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