



Online Mobile Communities to Facilitate the Social Inclusion of Young Marginalised People

USER MODELING AND USER INTERFACING IN A MOBILE ONLINE COMMUNITY FOR MARGINALIZED YOUTH

Comeln Project

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What is Comeln? > Problem

Young People

- Labour market demands highly skilled workers

Education

- Free internet available in many places, but not so easy to access (location, need of PC, etc.)

Digital Divide

- Technology potential to reduce inequality not fully achieved



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What is Comeln? > Solution

- **Mobile phones** provide ubiquitous access
- Access to **social networking** sites is possible with mobile phones
- Potential to use sites to develop **online communities**

Access

Network

Skills &
Education



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What is Comeln? > Purpose

Research the use of online mobile communities to facilitate the social inclusion of marginalised young people





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What is Comeln? > Mission

... Provide a Comeln social networking platform targeted at MYP, accessible through the use of mobile phones allowing the exchange multimedia content ...

Mobile Online Communities



Self-generated Content





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What is Comeln? > Vision

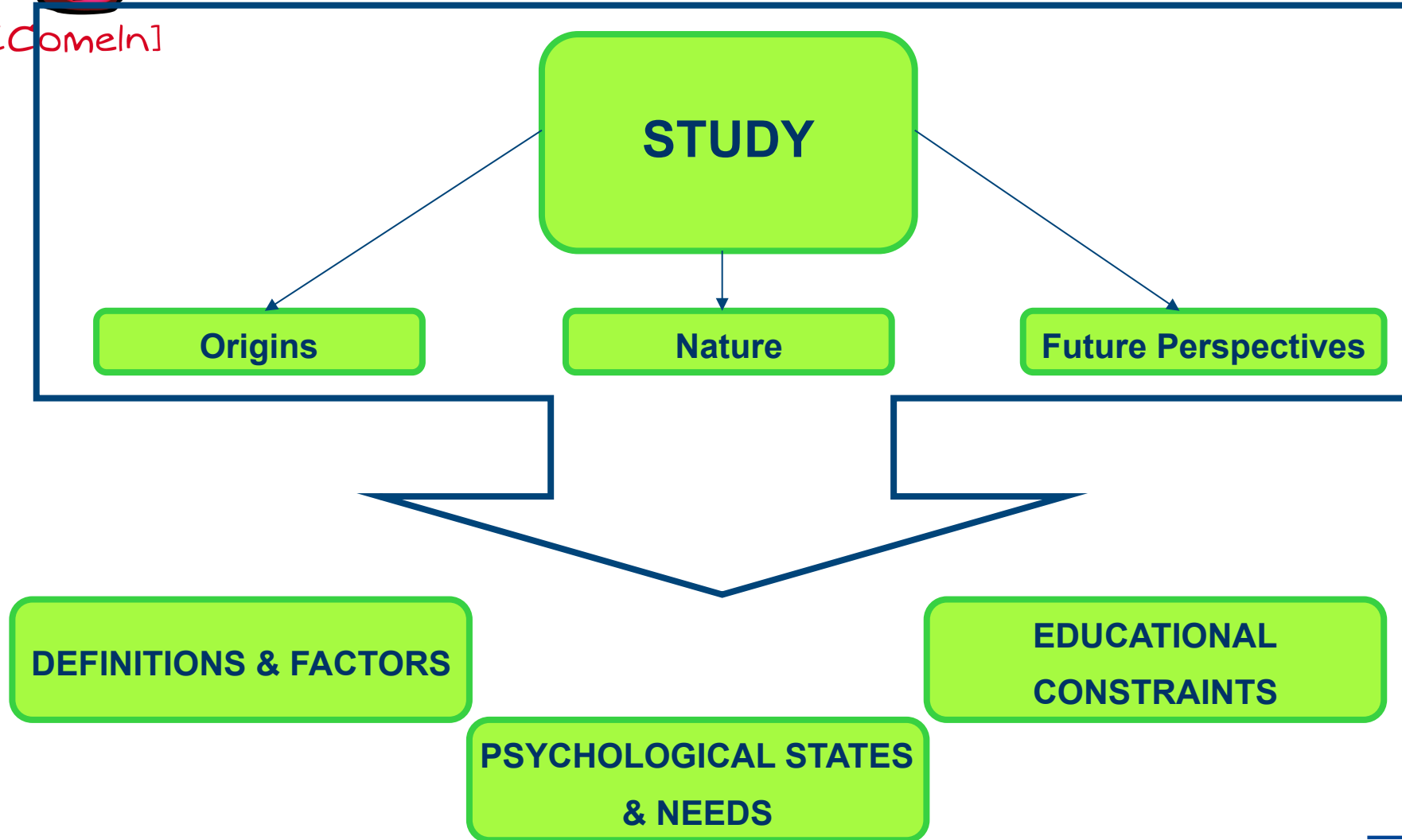
... Enable social workers and educators to understand and develop online mobile communities as a means to enhance the social inclusion of MYP...





Essential Requirements of the Community

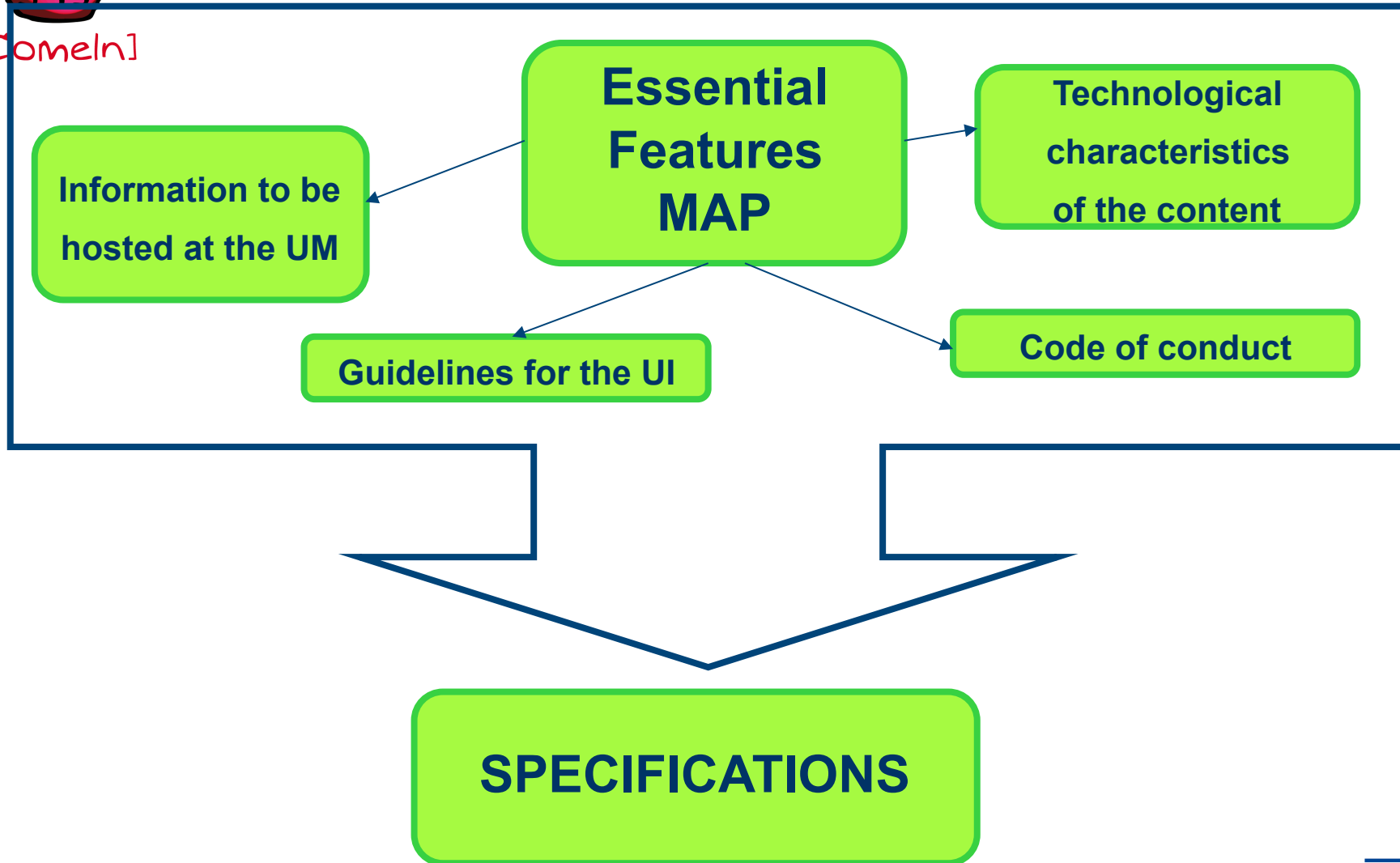
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Essential Requirements of the Community

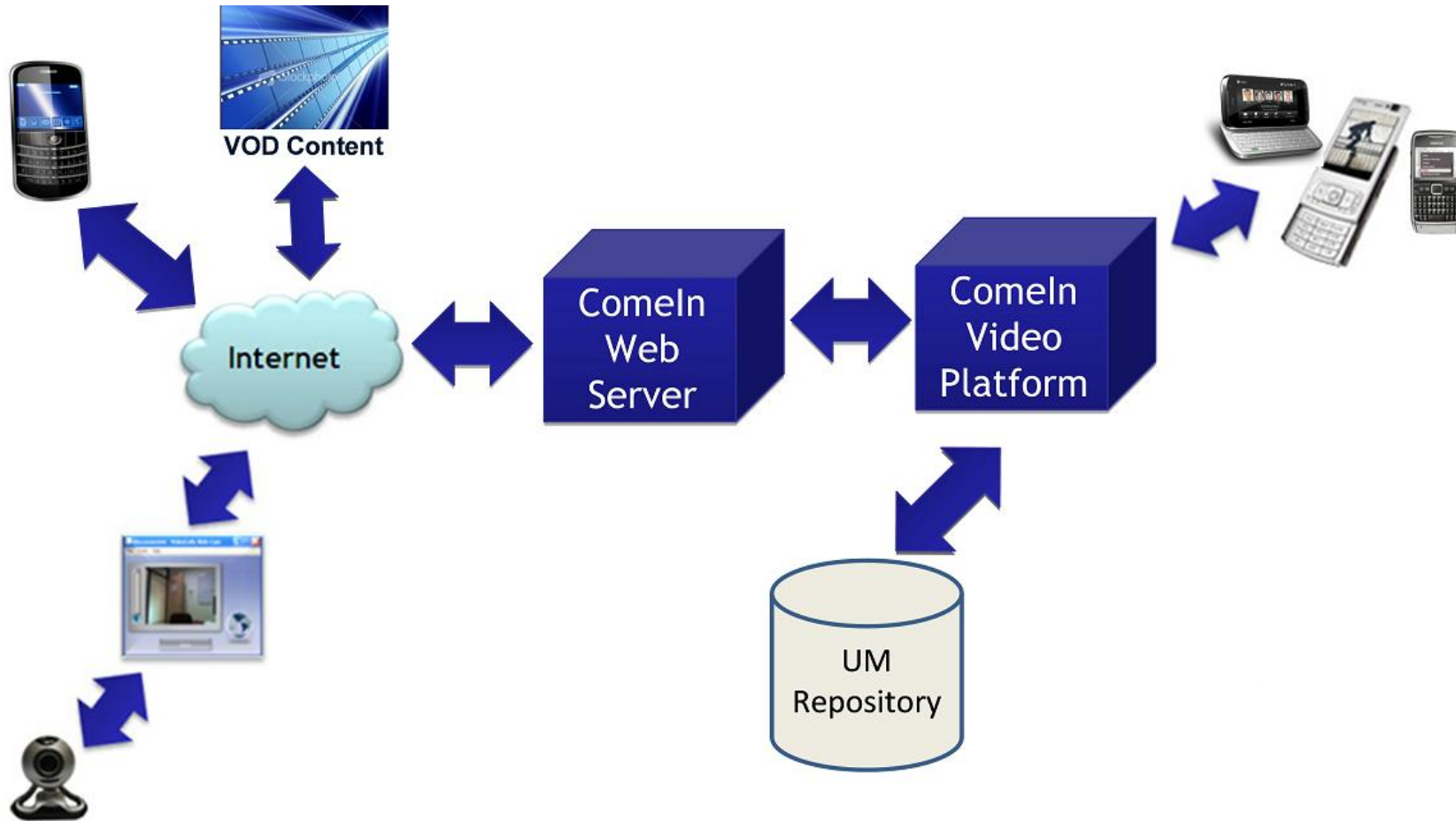
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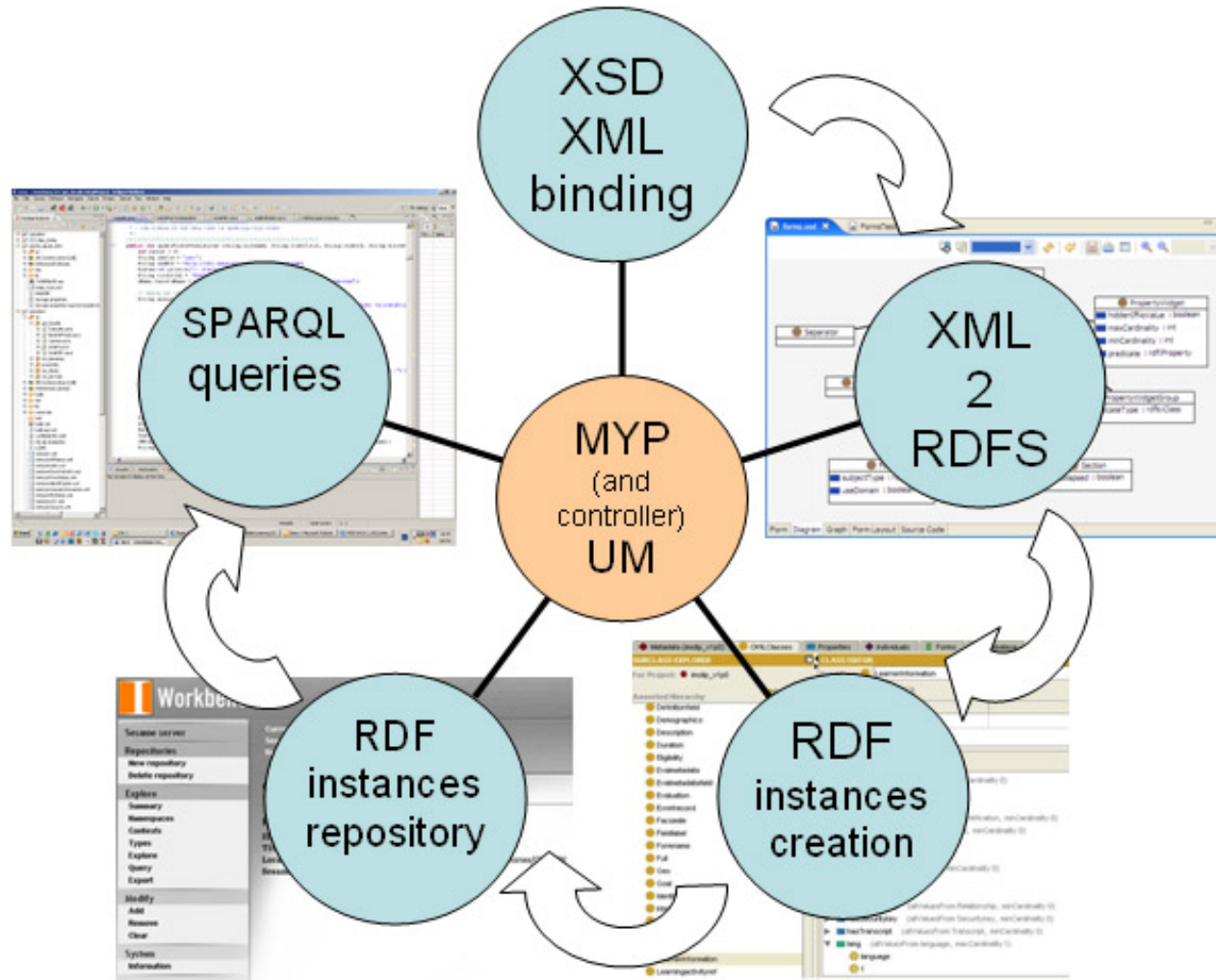
Specifications lead to Architecture





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UM properties





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UI and UM in action (flash movie)

**Now let's see the UI and UM in action
while giving time for your questions!**



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Final Observations

- Evaluation showed that
 - MYP are able to generate video content and upload it
 - They take advantage of the platform to develop social networking > mainly text and SMS
 - It works better with the older group of learners
 - Facilitators have a key role

Pilots in UK and Austria with 96 MYP





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THANK YOU!

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