

# Across the 7 C's

Nicky Fenwick offers a guide to using multimedia as a tool for young people's involvement.

With IT and social media becoming an everyday part of young people's lives, it is becoming more and more important to understand how these can be best used as a cost effective tool to support and enable young people's active participation.

As technology develops, more and more opportunities are opening up – and the situation can also become more confusing! This series of articles aims to give an overview, illustrating the breadth of the ways in which you can use technology to support participative work with young people.

## A framework

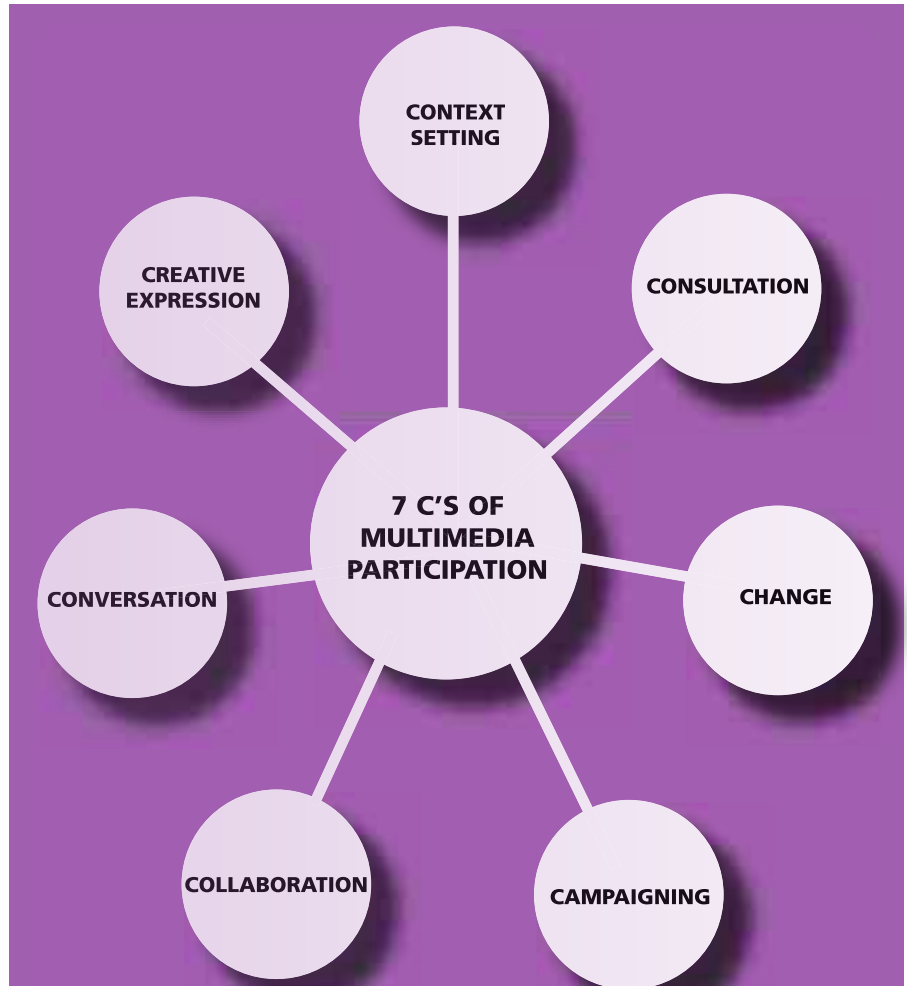
Having an overall framework can help to give a sense of the 'bigger picture' and put individual ideas into a proper context. One useful framework has been developed by the participation partnership Participation Works (see below). The framework identifies the '7 Cs' of multimedia participation. Over the coming editions, I will use this structure as a way of understanding how we can use IT and social media with young people.

The '7 Cs' model is a way of describing the possibilities of technology, it is not an exhaustive list of those possibilities. Similarly, not every project or programme needs to include all the Cs; however, many of them overlap and compliment each other.

When considering using multimedia with young people, the aims and outcomes should be the key focus in your planning; there will almost always be a tool which fits with your intended plans, and this will be much easier to identify once the activity guidelines are established.

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## The '7 Cs' Model

The '7 Cs' of multimedia participation are:

- 1** **Context setting** – introducing discussions and providing key information and insights about an issue.
- 2** **Creativity and creative expression** – engaging young people and exploring and expressing ideas in different creative media.
- 3** **Consultation** - using the internet and interactive tools to ask for young people's views in dynamic and accessible ways.
- 4** **Conversation** – starting and hosting discussions in the spaces where young people are active.
- 5** **Collaboration** – providing a space (online) where young people can work together across boundaries.
- 6** **Campaigning** – engaging with a wider range of people to convince them of the need for changes and gain their support for change.
- 7** **Change** – the goal of participation and something that can be celebrated through multimedia and social media.

## C1 Context setting

On the most basic level, multimedia tools can be used as a way of introducing discussions and providing key information.

### You could....

- Research around a chosen topic, either as preparation or with the young people you work with.
- Use online teaching aids to plan your youth work sessions with your group.
- Access youth work forums, where you can share and find relevant sources of information.
- Download online presentations to use in your youth work sessions
- Develop young people's skills in searching news archives for past news stories and case studies

It is not only presentations and worksheets that can be found on the internet, but also online videos. This becomes more relevant when considering the statistics

that the most common internet usage for young people aged 13 – 15 is watching videos. The internet also holds a wealth of educational online games which can provide insights into an issue.

### Some sites for Content setting

- [www.truetube.co.uk](http://www.truetube.co.uk): Create your own online issue based films, or watch and comment on those made by others. **go ▶**
- <http://www.bbc.co.uk/schools/games/>: Offers a series of educational games, which can be selected through both age and topic options. **go ▶**
- <http://en.wikipedia.org>: Online encyclopaedia which can be added to and updated by any user. **go ▶**
- <http://www.slideshare.net/>: A PowerPoint presentation sharing website; where you can share presentations publicly or privately, or just search for a slideshow which suits your needs. **go ▶**

## C2 Creative expression

CT can offer a range of methods through which young people can express their ideas and opinions. Article 13 of the UN Convention on the Rights of the Child gives young people the right to 'receive and impart information of all kinds, regardless of frontiers, either orally, in writing or in print, in the form of art, or through any other media of the child's choice'. Ultimately, this means that young people have the right to share their views through any medium they wish. In today's society, IT offers a wealth of opportunities for young people to express themselves creatively.

### You could....

- Help create a film, or short video, and upload it to onto the internet for other young people to view and comment on.
- Work with the young people to design and build a website about a particular topic or your youth group.
- Enable the young people to make and share online animations and pieces of artwork.
- Collate a photo collage, and create an online slideshow of an event or campaign that has taken place.

- Upload podcasts, sound bites or any other audio files from work you have been doing, to enable young people to listen to online and download to their MP3 players.

### Some sites for Creative expression

- <http://www.communitykit.co.uk>: BT and Recipero have joined together to offer this easy to use community website builder, which allows registered UK charities, non-profit making organisations and volunteer led groups or organisations to build and maintain their own website free of charge. The design means that you need no previous experience of website building in order to utilize this resource. **go ▶**
- <http://podcast.com>: A collection of podcasts from around the world. This site enables you to upload, download, play and collect audio files. **go ▶**
- <http://www.flickr.com>: Share photos, and create a slideshow of your images. **go ▶**
- [www.bbc.co.uk/blast](http://www.bbc.co.uk/blast): BBC Blast is designed to involve 13 to 19 year olds in creative activities. The site includes ideas, newsletters, message boards and opportunities to showcase creative work online. **go ▶**

## About Participation Works

Currently eighteen leading agencies in children and young people's participation contribute to the development of the Participation Works website. The site is intended as an online gateway to the world of children and young people's participation.

Participation Works aims to improve the way practitioners, organisations, policy makers and young people access and share information about involving children and young people in decision making.

**go ▶** for more about Participation Works.

**go ▶** for more on the 7Cs model.



Across the 7Cs will continue in the next edition of the Source.

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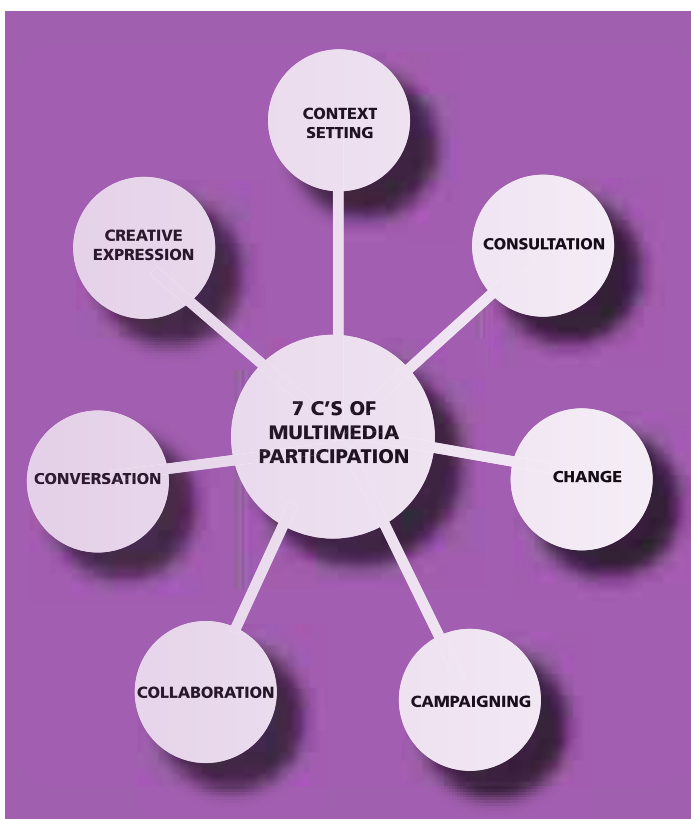
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# Across the 7C's



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- 7** **Change** – the goal of participation and something that can be celebrated through multimedia and social media.

## C3 Consultation

Affording young people a voice is one of the most important things we, as youth workers, can facilitate. By using technology it is possible to seek young peoples' views in interesting and accessible ways, whilst also reaching a much wider audience. Try to think outside the box when using these resources, not just writing online surveys. Most importantly, however, is to remember that consultation is the process of: ASK – LISTEN – ACT, so ensure sure you make active use of whatever information you gather.

### You could....

- Use voting buttons on emails (see below for link), in the style of who wants to be a millionaire, as an interactive and enjoyable way to gather views and opinions of young people.
- Leave a comment on a forum, and ask young people to leave their thoughts on what you have said.
- Upload a video onto the internet and use the comments young people leave to inform you of their thoughts and opinions.
- Ask young people to send in photos that they feel represents their view on an issue, and award a prize for

the winning photo.

- Ask young people to leave comments on news articles that they feel impact on them.

### Some sites for Consultation

- <http://www.youtube.com>: One of the most popular video sharing, and commenting, sites worldwide. **go**
- <http://www.surveymonkey.com>: An online survey tool, which can be sent via your email address book, or to specified addresses. This not only offers a paper free, interactive survey tool, but provides easily readable results downloads and offers a service which lets you track who has responded and send emails to those that have not. **go**
- [http://news.bbc.co.uk/1/hi/talking\\_point/default.stm](http://news.bbc.co.uk/1/hi/talking_point/default.stm): This area of the BBC website enables people to comment on what is in the news. Encourage young people to leave their thoughts on news articles they have read in order to spark debate, or to read what others feel about the issue. **go**
- <http://office.microsoft.com/en-us/outlook/HP052421711033.aspx>: Visit this site to learn how to add interactive voting buttons to emails that you send. **go**

# ... using multimedia as a tool for young people's involvement.

## Part 2

### C4 Conversation

ICT can be used for providing, starting and hosting discussion spaces. The power of conversation enables a deeper insight into the views of young people, and enables them to share with others in a two-way dialogue, rather than just leaving a comment. It is a more engaging method which involves the process of: ASK – LISTEN – EXPLORE IDEAS – COME UP WITH SOLUTIONS; which empowers the young people it involves.

#### You could....

- Use a webcam to enable young people to chat with each other or experts
- Host a video conference, a cost-effective way of enabling young people from different areas to come together and discuss solutions
- Create an online discussion forum where young people can enter into dialogue, which can provide you with not only opinions but also quotes to use in presenting your findings.
- Use online radio to hold a discussion or debate

around a chosen topic

- Set up a Skype account, as a low cost (and sometimes free) way to enable young people to call others throughout the world.

#### Some sites for Conversation

- [www.webmessenger.msn.com](http://www.webmessenger.msn.com): One of the most popular online realtime messenger programmes used by young people today. The software is free to download and use. **go**
- [www.about.skype.com](http://www.about.skype.com): Software that allows users to make telephone calls over the Internet. Calls to other users of the service and to freephone numbers are free, while calls to other landlines and mobile phones can be made for a fee. Additional features include instant messaging, file transfer and video conferencing. **go**
- [www.talentedyoungpeople.com](http://www.talentedyoungpeople.com): A young peoples online discussion forum, which offers tips and advice, expert opinions and a chance to start a discussion of your own on any topic. **go**

### C5 Collaboration

Collaboration can come in many forms; whether it be researchers/professionals working together with young people, young people from the same project or school, or young people from different areas of the country or even world. Using project collaboration websites (see below) can provide an avenue through which all involved can come together to plan their work and share progress. These sites can be closed from public view, and often offer places to upload documents, hold discussion forums and use instant messaging services. Not only is this a good way of working with others, but it also encourages dialogue.

#### You could....

- Organise an exchange, and use a collaboration site to enable the young people involved to plan the event together.
- Use a collaboration site for a project or programme you are running so young people can work on it in

their own time and share what they are doing.

- Use wikis, so young people can add to or alter what others have written, whilst still having a copy of the previous work saved online.
- Get young people to use the research they have done to update an existing collaboration site, such as Wikipedia.
- If fundraising, place a spreadsheet online and invite young people can add amounts as they raise them, enabling them to take ownership in the task and you to have an up-to-date accurate total.

#### Some sites for Collaboration

- [www.signup.btworkspace.com/Step1.aspx](http://www.signup.btworkspace.com/Step1.aspx) Online group work collaboration site hosted by BT. **go**
- [www.google.com/google-d-s/intl/en/tour1.html](http://www.google.com/google-d-s/intl/en/tour1.html): Online space where you can create or upload existing documents for people to collaborate. **go**
- [www.groups.google.com/](http://www.groups.google.com/): Online group work collaboration site hosted by Google. **go**

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# Across the 7C's

## Part 3

... using multimedia as a tool for young people's involvement.

### C6 Campaigning

ICT can offer a vast range of methods through which to engage with a wider range of people to convince them of the need for changes and gain their support for change, such as online petitions, pledges and videos. It also affords opportunities to link with and learn from other campaigners.

#### You could....

- Join an online campaign to give your support for an issue, and learn how to become further involved.
- Add a 'causes application' on Facebook, which is the online equivalent of wearing a charity support badge or ribbon.
- Design a campaigning website in order to motivate a movement (for example a clothing collection/drive for sending to an area in need).
- Set up a 'Just Giving' site, in order to raise money for a specific cause.
- Start a blog or Twitter sharing your thoughts on an issue.
- Set up an online petition, or sign an existing one.

#### Some sites for Campaigning

- [www.justgiving.com/](http://www.justgiving.com/): Charity support site for online donations including sponsoring, includes the opportunity to set up your own personalised sponsorship page for your chosen charity. You can invite your friends to donate, and all donations (and gift-aid) is taken directly from bank card to the charity, with no need for the user to collect sponsorship money. **go**
- [www.twitter.com](http://www.twitter.com): A social networking and micro-blogging site, which is becoming the new 'in' thing on the internet. Young people can keep other users informed of the progress and impact of their project. **go**
- <http://petitions.number10.gov.uk/>: A site where you can both create and sign petitions, giving you the opportunity to reach a potentially wider audience and to deliver your petition directly to Downing Street. **go**

### C7 Change

Having a positive impact and influencing change is the ultimate goal of participation. Using ICT tools and methods can bring change in ways you would probably never have tried before. IT and multimedia can provide a multitude of ways that you can celebrate this success as a method of celebration. No matter what the change is that you have inspired or made, make sure you celebrate it!

#### You could....

- Email photos and your story to your local newspaper, or magazine, or submit a story to an online publication (such as 'the Source').
- Create your own website to celebrate the work your young people have undertaken, and inspire others.
- Upload a video, or documentary onto the internet.
- Use a blog to track your progress throughout your project and share your achievements.
- Use the internet to research awards celebrating young people's success, and submit an online nomination form.

#### Some sites for Change

- [www.youngachievers.co.uk](http://www.youngachievers.co.uk): Nominate a young person you know for one of these awards. **go**
- [alan@alanrogers.org](mailto:alan@alanrogers.org): E-mail *the Source*, and share your good news and achievements. **contact**
- [www.ibrian.co.uk/16-05-2007/free-blog-sites/](http://www.ibrian.co.uk/16-05-2007/free-blog-sites/): A list of free blogging sites, so you can choose the site that suits you best. **go**

# Using the 7 C's

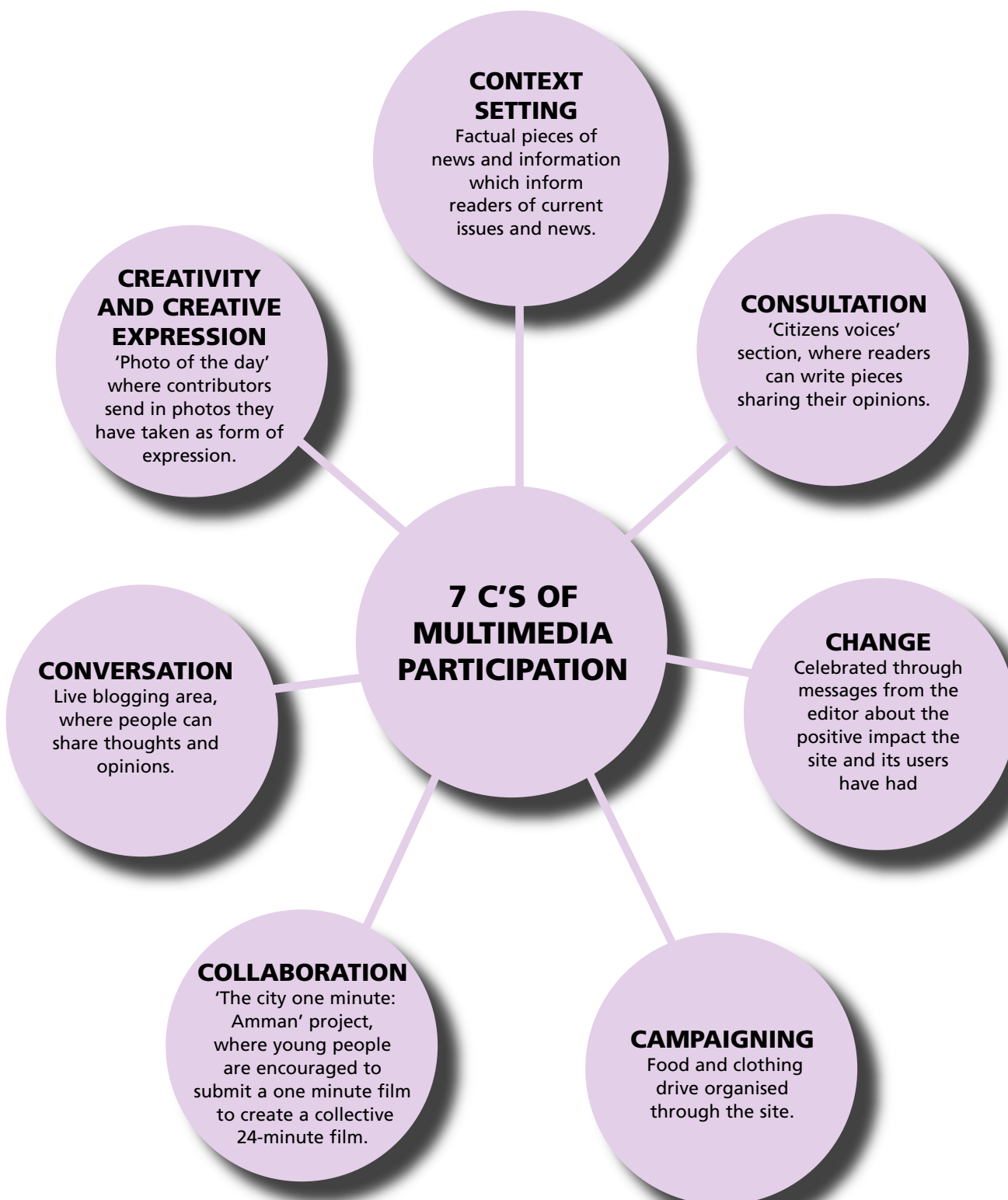
7iber shows how the 7Cs can work in practice.

7iber is a Jordanian young person powered site, which influences and promotes youth action and journalism. It utilises a mixture of blogging, commenting and campaigning, to name but a few, in order to share news and opinions and motivate group action.

The site recently organised a very successful food

and clothing drive in response to the situation in Gaza, within hours of the news breaking, by harnessing the immediacy of the internet. Written in both English and Arabic, this site is a great example of all 7 C's in action, as illustrated in the diagram below.

[go](#) to 7iber.



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