



Digital Media
Research Centre

Fostering Digital Participation Using Social Living Labs

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Project Overview

- ARC-funded, Fostering Digital Participation Project.
- Identify specific digital needs and practices.
- Regional and rural Australia:
 - Toowoomba; Townsville.
- Develop digital confidence and skills.
- Social living labs.
- Collaboration and co-design.
- Enhance digital participation/inclusion.



Definitions

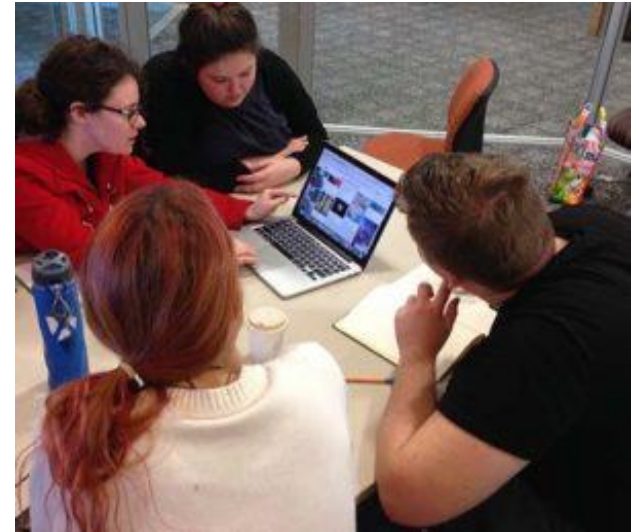
- Digital participation/inclusion
- Living Lab
- Social living lab
- Co-design
- Participants
- Space

‘The general approach [of social living labs] includes catchwords such as empowerment, participation or co-creation and provides an open, participatory and do-it-yourself environment that uses citizens (users) and local actors (producers) as agents in processes of co-creation and improved living spaces.’

Yvonne Franz and Pieter Ballon, ‘Designing Social Living Labs in Urban Research.’

The co-design process

- Harnessing potential and finding solutions to problems can come from citizens and communities.
- Researchers are well located when they value local knowledge and work alongside the community.
- Non-hierarchical approach to community-based research.
- The social living labs approach embraces all of these elements.
- Ultimately, researchers may act as co-facilitators of social and community change.



storyelling.

‘We decided we wanted to make a website to bring Toowoomba together and we decided the best way to do that was collecting and sharing stories about ordinary people in the community.’



storyelling.

- Social living labs
- Using local digital champions
- Collaborative and connected learning
- Skills developed: digital and organisational
- Website launch
- Future directions



Mixhaus

‘This is an opportunity for “culture jamming”: an exciting place to enhance digital literacy and opportunities for young people to collaborate, develop and share digital, technology and creative skills and ideas and use these ideas to solve problems and look at the world in new ways.’

Local freelance video producer/marketing material designer.



Mixhaus



<http://www.mixhaus.com.au/>



Toolkit for social living labs

1. Understand community needs.
2. Map available resources.
3. Develop a shared understanding of opportunities.
4. Identify opportunities for interest driven participation.
5. Collaboratively develop an initial response.



Toolkit for social living labs

6. Implement the initial phases of the Living Lab.
7. Review what is and isn't working.
8. Identify local digital champions.
9. Implement additional opportunities.
10. Identify other groups' needs and how the established social living lab can benefit other groups.



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digitalparticipation.net.au

