Younger audiences are, first and foremost, the future, and because of this they play an important part for SSH projects to communicate with so they can make informed decisions about their personal and collective future. They witness some of the most exciting transformations andapolitical groups in history and know how to use social media to promote civil rights and the recognition of rights that they can change. By communicating effectively with younger generation, projects can have a greater impact.

Why target younger people?

Younger audiences are more likely to take action when they are given a clear, informed decision about what will affect them in the future. In particular, they are more likely to retain information if they feel they can control what they are learning, rather than being forced to learn. Gamification incorporates a host of other types of games and there are multiplayer activities that make gaming more engaging and therefore more likely to communicate their message effectively. Gamification works well with younger generations because it allows them to play more interactive and entertaining and therefore more likely to communicate their message effectively. Gamification also works because it involves good teamwork. By involving the public, they are more likely to be interested and engaged, rather than being forced to learn.

What?

Gamification can increase engagement and retention of information. Younger audiences are more likely to retain information if they feel they can control what they are learning, rather than being forced to learn. Gamification incorporates a host of other types of games and there are multiplayer activities that make gaming more engaging and therefore more likely to communicate their message effectively. Gamification also works because it involves good teamwork. By involving the public, they are more likely to be interested and engaged, rather than being forced to learn.

Games can be used by teachers or presenters as a springboard into wider discussion about a topic, using the interactive and visual nature of the questioning as a way of eliciting a variety of responses into wider discussion about a topic, using the interactive and visual nature of the questioning as a way of eliciting a variety of responses. Games can also be used by teachers or presenters as a springboard into wider discussion about a topic, using the interactive and visual nature of the questioning as a way of eliciting a variety of responses or gaming when a correct answer is given.

The general public represents a diverse audience that SSH research can have a huge impact on. However, a lot of people want to be made aware of the latest results, fact figures and solutions offered by EU-funded projects, while most will certainly benefit if those results lead to positive action in terms of social policy or commercial innovation. SSH researchers in particular have a responsibility to keep the wider public informed about their work, so that people can confidently and actively push for change or even alter their behaviour for the common good. But it can be hard for researchers to attract people’s attention when so much information out there and they are vying for attention amongst multiple channels and crowded spaces. Attracting the attention of younger people is particularly challenging and yet they are often the most important target audience for SSH researchers.

DANDELION: Reaching younger audiences

DANDELION’s project has developed and launched two out games to show other projects how they can use gamification to reach and engage younger audiences with pressing social challenges in the EU.

The first game, SSHorkit!, was developed in collaboration with two other EU-funded projects to test a number of EU citizen-driven ideas as a way of raising awareness of the issues amongst younger people. SSHorkit! was developed by SSH researchers and young people to engage EU citizens in a fun and interactive way to increase awareness of the issues many young people face in European countries today.

The second game, called Dandelion, was designed and developed to increase the awareness of EU citizens about relevant SSH challenges, and aimed to dispel several myths about some of the challenges socieities is to its citizens of irritation and shifting attitudes to democracy and the rise of the right of the far right.

Both these games represented an innovative way to convey content through a series of questions presented through images and graphics, with the user or player in control, and younger audiences in particular are more likely to retain information if they feel they are in control rather than being forced to learn.

Games also work because it involves good teamwork. By involving the public, they are more likely to be interested and engaged, rather than being forced to learn.

Games are not the only method of reaching younger audiences, however. Projects can successfully disseminate their research through social media by using social media to promote civil rights and the recognition of rights that they can change. By communicating effectively with younger generation, projects can have a greater impact.