

**International ELINET Symposium 2018**  
**“Literacy in the 21st Century: Participation – Inclusion – Equity”.**

July 23-24, 2018, Cologne, Germany



**Good Practice Session II: Improving the quality of teaching**

**Chair:** Christine Garbe, University of Cologne, Germany

Tuesday, July 24, at 10.00–11.00

**Location:** Seminar Building / Room S 21

LITERACY CHANGES LIVES.

**eVideoTransfer - a digital approach to conveying basic education**

**Presenter:**

**Björn Schulz**

Department "Arbeit und Qualifizierung"

ARBEIT UND LEBEN (DGB/VHS) Berlin Brandenburg

Email: [schulz@berlin.arbeitundleben.de](mailto:schulz@berlin.arbeitundleben.de)

**Abstract:**

eVideoTransfer is one of the projects funded through the “Nationale Dekade für Alphabetisierung und Grundbildung” by the German ministry of education. The pilot project approaches literacy/basic education in the work environment through developing industry specific web-based trainings (eVideos). Up until now there has been a lack in teaching materials digitally conveying both literacy and professional learning contents. eVideoTransfer aims to close this gap, and thereby supports the development of new educational approaches.

Each eVideo takes place in a different industry e.g. logistic and transportation, hotel and restaurant, cleaning etc., and illustrates a typical workday. The user interacts via short video sequences with colleagues, completes typical job tasks, and in that way trains his basic education e.g. (digital) literacy, numeracy, understanding workflows. There are up to 31 exercises per eVideo, which can be played at three levels of difficulty, depending on the users’ abilities. The eVideos’ storylines as well as the interactive exercises are particularly encouraging for target groups, which previously have had negative learning experiences. eVideo offers a low-threshold access for various learner types by providing different forms of instruction (audio and written), continuous feedback, icons guiding through the game, there are complementary worksheets, and the option to progress at one’s own pace and level of difficulty. To attain the best learning outcomes, it is recommended to use eVideo in a blended learning context. Upon request eVideoTransfer also offers train-the-trainer workshops to qualify teachers to successfully integrate eVideo in their classes.

**References:**

Grotlüschen, A. & Riemann, W. (Hrsg.) (2012): Funktionaler Analphabetismus in Deutschland - Ergebnisse der ersten leo. – Level-One Studie. Band 10. Waxmann

**International ELINET Symposium 2018**  
**“Literacy in the 21st Century: Participation – Inclusion – Equity”.**

July 23-24, 2018, Cologne, Germany



**Good Practice Session II: Improving the quality of teaching**

**Chair:** Christine Garbe, University of Cologne, Germany

Tuesday, July 24, at 10.00–11.00      **Location:** Seminar Building / Room S 21

LITERACY CHANGES LIVES.

Gensicke, M.; Bechmann, S.; Härtel, M.; Schubert, T.; García-Wülfing, I.; Güntürk-Kuhl, B. (2016): Digitale Medien in Betrieben - heute und morgen. Wissenschaftliche Diskussionspapiere, Heft 177. Bundesinstitut für Berufsbildung.

Klein, H.E. & Schöpfer-Grabe, S. (2015): Arbeitsplatzorientierte Grundbildung für Geringqualifizierte - Ergebnisse einer IW-Unternehmensbefragung. In: IW-Trends, 42. Jg., Nr.3, S. 115-133.

**Bio Note:**

**Björn Schulz** is head of the department "Arbeit und Qualifizierung" at ARBEIT UND LEBEN (DGB/VHS) Berlin Brandenburg. Among other projects he is responsible for the project "eVideoTransfer" - funded by the German ministry of education. As the head of the department Björn Schulz explores and develops new teaching and learning approaches in the fields of mobile learning, e-learning, and blended learning. From 2002 to 2009 Björn Schulz studied Political Science, Italian Language and Literature and Scandinavian Language and Literature in Greifswald, Lund / Sweden, Potsdam and Berlin. After working for the Bundesnetzwerk Bürgerschaftliches Engagement (BBE, National Network for Civil Society), Björn Schulz assumed his job at ARBEIT UND LEBEN (DGB/VHS) Berlin Brandenburg in early 2011. Since 2012 he is working on the development of digital workplace-oriented basic education trainings.