



#ticketbookings

#publicinformation

#debates

#e-mail

Report from Sweden

Get Online Week 2014

#jobfinder

#genealogy

#internetbanks

#socialmedia

#GOW14

#film and music



://getonlineweek.eu

24-30_march_2014

Digital kunskap
åt alla!

DIGIDELNÄTVERKET

"Finally it's time for Get Online Week 2014. Please remember this is not about showing other people how much you know but sharing what you know."
#DEMOCRACY #GOW14

A GOW14 session with a team from IT-Guide in Örebro, Sweden

Some twenty senior citizens have gathered at Brolyckan retirement home in Örebro. Music and Internet Café are on today's programme. A variety of Internet-related activities have been conducted all week long but today is special as we are expecting a visit from the Swedish Ministry of Enterprise.

As well as enjoying a traditional Swedish coffee break (fika), the residents surf the Internet in search for music. Old favourite songs and music from other countries – the countries that the IT guides come from – soon fill the room and there is dancing, laughter and joy. The young IT guides from abroad introduce the older Swedes both to the world of the Internet and different musical styles.

The Digidel Network is organising Get Online Week in Sweden for the fourth year running. In the first year there were nine participants; this year more than 80 participants are involved. Initiatives have blossomed all over of Sweden – in small towns, in rural areas and in the big cities. At public libraries, study associations, in municipalities, at companies and in different organisations

The fact that the campaign covers the whole of Europe attracts a large number of participants. This creates a sense of community that transcends national boundaries in one of the most important democratic issues of our time: digital inclusion. Internationally speaking, Sweden is at the forefront of Internet use. This is one of our major strengths. But it can also be a problem for sections of the population who are digitally excluded, which is around 1 million Swedes according to a report, Swedes and the Internet 2013. The prevailing view among most people is that everyone in Sweden is online and “digitally included”. As a result, in a country where digitalisation is a natural part of life and a way of life, not being able to use the Internet gives rise to complications and discrimination.

Get Online Week allows the Digidel Network to coordinate and promote the issue of digital inclusion during one week in March. This year we broke the Swedish record. The event attracted 4,803 individuals who were curious about the Internet and wanted to learn more. Or “upgrade” themselves as IT people might say. The campaign received coverage in the media, newspapers, radio, blogs and in the social media. The project included everything from activities for job seekers and home buyers and those who wish to learn more about public e-services, to music lovers and those who wish to talk to their nearest and dearest. We created a Facebook page for GOW14 to inform everyone around the country about our activities, and to share programmes, pictures and other sources of inspiration.

In this report we present a selection of the activities from 2014 Get Online Week in Sweden.
Happy reading!



Linda Sandberg

Project Leader, Get Online Week Sweden
linda@copylinda.se
twitter: @Copylinda

Claes-Olof Olsson

Head of Operations, Föreningen Sambruk
claes-olof.olsson@sambruk.se
twitter: @Sambruk_se

Glimpses of the activities during Get Online Week



Video-editing time at Ljungskile Folkhögskola

Ljungskile Folk High School

Students

Anders Hjortskog:

"I attended a workshop on apps. For me, Tink was the obvious choice because I want to keep my personal finances in good order. With Tink you can see where your money goes and what you've got left in your bank account. I can also recommend a foreign news app such as BBC News; it gives you a supplementary source of news to the Swedish news apps."

Emelie and Axel:

"We attended a video editing class. We shot some film together and will edit the footage when we have transferred it to our computer. Our film is about a pair of shoes that runs away from home. All you can see are the shoes moving. We included number trick film sequences, e.g. Emelie drinking water from the air and Axel taking a piece of crumpled paper and making it pristine again. Axel also visited the IT forum and received several useful tips about Internet security."

Jonatan:

"I use apps on my telephone. I use it a lot so it is vital that it functions properly. I can recommend an app called Gmail which allows you to quickly see when you receive e-mail. I obtained a mobile Bank ID today."

Teachers

Janne Axelsson:

"Events like these are important for sharing a few hours of inspiration with other knowledgeable people. We get to discuss IT all day long and share what we know with others. We discuss, test stuff and have fun. The inspiration comes from working together, e.g. learning video editing, which takes a bit of time. We are privileged to have the knowledge to document events at the school with a good camera and editing tools."

Bertil Jonshamre:

"The IT forum in the library gives you the chance to sit down and discuss current topics that matter to you. Although I can always ask an IT expert at the school, I prefer having time like this as I know in advance that my questions will be answered. I can also focus better when I sit here. Today I tried some new apps."

Pelle Tärnström: (one of the event's arrangers who also holds a video editing course)

"Events like there are a source of inspiration. Although we only organised one video editing class, it inspired people and gave them the knowledge to continue doing it. You can use as much film as you like in the class. I hope that word spreads and that those who were here continue to spread the knowledge about how to use it."



Get Online Week movie - in the making!



Laughter and joy at Brolyckan

Johannes Huss:

"Good tips are useful. The Swish app, for example, was completely new to me and I was inspired into getting it. The video editing course really inspired me to learn more about it and I intend to continue working on it. Those who took part in the week's activities are highly knowledgeable and we all share tips with each other. The digital courses (MOOC) are also extremely convenient for me to use."

Librarians

Erik Gärdefors:

"Why is Get Online Week so important?) I wanted to show people that a public library has other search tools than Google and Wikipedia. I showed Alex the bibliographic database; Landguiden, the online country information service and Retriever. The role of the public library is to show you where to find reliable and up-to-date information. Today I have also helped people obtain a Bank ID which are available for all the banks. You can do your tax returns and identify yourself with a Bank ID. Getting the system onto your mobile or computer takes time and we had plenty of it today."

Source: re:flux

Norrköping city library

In collaboration with the Somali Youth Association, we arranged a discussion in Somali about the need for and the importance of knowing and understanding computers, the Internet and web in today's society. Suleiman Arale, deputy principal of Kista Folkhögskola and Uba Aden, Social Democratic politician from Linköping, discussed the role of the computer as a communication and work tool and the need for Soma-

lians living in Sweden to learn about computers, about the help and support that you need, and what needs to be done to spread computer knowledge to more people. This was followed by a question and answers session.

"It is wonderful being able to pop down to your local public library and get this kind of help without it costing anything."

Woman, aged 80

"In many ways you can become isolated from society both when it comes to knowing what your civil rights are and also in financial terms. This includes child care which you apply for via the municipal website and paying bills. If you pay your bills at the bank instead of via the internet bank, you end up paying a lot of money. It is very costly. So exclusion can be both a conscious decision and an involuntary choice."

Sofia Larsson, Senior librarian

Askersund public library in col- laboration with ABF

On Thursday there was an introduction to health-related e-services. The County Council began with an introduction to how to use the online personalised health care service "mina vårdkontakter" ("my health care contacts"). You can, among other things, book a doctor's appointment and renew a prescription. The Social Insurance Agency demonstrated its e-services that you can use to conveniently contact the agency to get help with filling out forms and sending them directly and for reporting leave of absence to care for sick children. To round off, Apoteket AB, which is currently the only Swedish chemist which sells pre-



Finding pictures of dolls



Searching and listening at music together

scription medicines online, showed us how to order medicines and have them delivered in the post and get reminders when it is time to renew your subscription, so you never have to worry about running out.

Växjö city library

One elderly couple wanted to be on Facebook "because dad, who is 90, is on Facebook and he knows a lot more about our children and grandchildren than we do."

"it is very rewarding to witness the moment when someone who was previously doubtful about the benefits of the tablet computers, finally discovers them in their own way."

Älvkarleby public library

Älvkarleby public library took part in Get Online Week for the third year running. At the library we see it as an important and undisputable task to contribute to the increase of digital inclusion.

To inform people about our activities during the week, we focused on our main target groups in the work of increasing digital inclusion, while also informing other residents of the municipality.

"We informed senior citizens via the Seniornet Skutskär/Älvkarleby, the National Pensioners' Organisation (PRO) and Swedish Pensioners' Association (SPF); we informed newcomers to Sweden via the Swedish for Immigrants (SFI) programme and the municipal integration unit; we informed people on the fringes of



Hello! Internet is for everyone!

society through the social services and the employment agency. We also put up posters in several places in and outside the library and in other parts of the municipality. We also handed out "bookmarks" with our programme for the week. We advertised in the local newspaper Norra Uppland. We published information on the library website Bibli.se and on the library's Facebook page. One week prior to Get Online Week we published a film on the municipality's intranet where I talked about our activities."

Mjölby public library.

Mjölby public library's main initiative on Saturday was an event we called Digital Saturday for Children. The day's programme included digital storytelling, TV games, and children's activities on the tablet computer. The event attracted many children and parents



Online-cake at the Online Café.

"The study circle at Krinolinen nursing home Stockholm is up and running."



Mobile apps

who have never visited the library before. For the parents the event was a chance to get an insight into what their children get up to in the digital world, and to receive tips on high-quality educational apps for their children. Some parents simply wanted to let off steam about mistakes they had made in the "apps jungle", apps with questionable content and companies that had tricked their children into buying thousands of kronors' worth of products. While we discussed these and many other topics, the children explored the tablet computers and the various games and activities on them.

Another highlight of the week was the Wikipedia writing workshop on Wednesday evening which followed a short lecture about the encyclopaedia and why and how you should invest time in helping others make their own contributions. The participants were encouraged to discover it on their own. The group of seven which turned up was very enthusiastic and there was a long discussion about Wikipedia, co-creation and the Internet in general. Many ideas were hatched and the article about Mjölby and birdwatching was improved through a joint effort. The event led one woman to comment on the insight about the fleeting nature of Wikipedia:



*"There are 90,000 songs to pick and choose from!"
(Västerås city library)*



Get Online in the libraries! :)

"I had no idea it was so simple to make changes to the articles, for better or worse."

Södra Lappland study association, Vilhelmina office

At Södra Lappland's study association in Vilhelmina we were delighted to have once again been part of such an exciting project as Get Online Week. It has been an inspiring, exciting and rewarding week on many levels.

We have had the great privilege of helping a large number of immigrants in a wide range of issues such as helping them get access to and learn all about Handelsbanken's internet bank to teaching them about the wealth of possibilities on the Internet in general.

The week gave rise to many moments of joy and laughter. One of the most exciting aspects was the wide range of nationalities that visited us. Visitors all the way from America and South Africa, for example,



Learning how to access to internet bank



Youth learning more about internet

who we got to know. Language can sometimes pose a problem, but we had a visitor from Morocco who interpreted in French to a couple from South Africa, so there is always solution to every problem.

Many immigrants who live in Vilhelmina have different nationalities. The satisfaction of seeing their gratitude about being made "visible" citizens in and more included in the digital world has been hugely rewarding.

Linköping City Library

On Monday we arranged an online game session with PS4 for children and young people. On Tuesday we explored how to find music on the Internet using services such as Musikwebb och YouTube. Wednesday's session was about social medias such as Facebook, Twitter, Instagram and different blogs.

Tranås Public library

It turns out that several elderly people have their own tablet computers, which means they can avoid the fiddly mouse operation. Being able to reserve the new audio books was popular with one older woman whose husband is visually impaired. A good complement to the e-book, she says.

Online café at the public library in Ovanåker municipality

Many youngsters tried their luck on Alex's literature quiz and challenged each other for a top spot in the standings. At LibraryPressDisplay, where you can find more than 2,000 newspapers from 100 countries and 60 languages, we found a German newspaper from a town that Voxnadalen upper-secondary school has an exchange programme with. Students from the language introduction class responded enthusiastically when they were able to read the latest news in Arabic. We used the hashtag #onlinecafe #GOW14 in various social medias during the week, mainly on Facebook och Instagram, and also Twitter. There was also an Online café. On the library's Facebook page we promoted the issue of digital inclusion the whole week, by presenting the library's databases, among other things. We used the hashtag #dagensdatabas.

During the week there was a photography competition where the task was to take a picture of something with a literary connection and upload it onto Bibblabloggen's Instagram page by using the hashtags #bibblabloggen #onlinecafe #GOW14



Dance! Dance! Dance!

We have painstakingly documented everything in picture form at Bibblabloggen on Instagram, which is for young people aged 13 to 19. We hope that many more will discover it now.



Anette & Anette, Edsbyns library

Lessebo public library

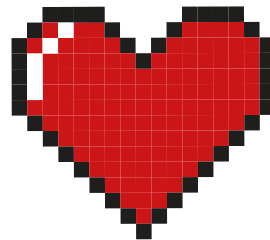
It is very gratifying when a participant discovers an application they did not even know existed – like being able to watch a certain TV programme on Play TV without having to follow the broadcast schedule. “So you mean I can watch this whenever I want, several times, free of charge?” said one of our participants and went home with a big smile, after booking another session for guidance.

Katrineholm Municipality

We had two very inspiring lectures during the week from Bo Jonsson and Christina “Pektanten” Frostegren from SeniorNet. 50 people turned up, listened and asked questions.

During the week, visitors could also attend a through-provoking exhibition about hate speech by students on the upper-secondary Aesthetics programme.

A number of questions cropped up during the week which I hope we have answered: What is Wi-Fi? How does a QR code work? Where can I buy apps for my tablet computer? Is it secure to buy stuff on the Internet? How does Facebook work? And so on and so on... A wonderful quote by an elderly gentleman heard during the week: “With Wi-Fi at home I can go surf crazy!”.



Media



"it was packed in the venue at Kallmar city library when three lectures on computers and the internet were held." (Barometern, Oskarshamns-Tidningen)



"Problem solving. Artist Bengt Harrysson wants to get online wirelessly, and it gets solved with the aid of Magnus Hallander, and Per Magnusson." (Nerikes Allehanda)



"On Thursday, Länsbibliotek Sydost arranged a conference on Social Media." (Radio P4, Kronoberg)



"Now, the uninitiated will get help. Get Online Week awaits at the library. A campaign where all beginner questions are taken seriously." (Falköpings Tidning)

TV 4 Sundsvall, Radio Dalarna, TV 4 Norrköping, Radio Siljan, Sydnärkenytt, VKL - Taltidning, Falu Kuriren, Västmanlands Television, Dagbladet, #instagram, #facebook, #twitter

Participants

Sollefteå bibliotek	NBV MittSverige
Regionförbundet/Regionbiblioteket i Kalmar län	Färnebo folkhögskola
Rainbow Sweden	Tranås stadsbibliotek
Hedemora stadsbibliotek	Mikael Elias Gymnasium Stockholm
Mjölby bibliotek	SeniorNet Skutskär/Älvkarleby
Leksands bibliotek	Kalmar stadsbibliotek
Tjörns kommunbibliotek	Nora bibliotek
Lessebo bibliotek	Kommunbiblioteket Högsby
Katrineholms kommun	Borgholms bibliotek
Linköpings stadsbibliotek	Borlänge bibliotek
Brit Stakston JMW	Sala stadsbibliotek
Vaxholms stadsbibliotek	Mönsterås kommun
Ljungkile folkhögskola	Lambohovs bibliotek/ Linköpings kommun
XpandiaVision Ekonomisk Förening	Länsbibliotek Västmanland
Kultur Vara	Köpings stadsbibliotek
Falköpings bibliotek	Biblioteken i Karlskrona kommun
Dragon's Lair föreningen	Fagersta bibliotek
Somaliska ungdomsföreningen, Norrköping	Tyresö bibliotek & SeniorNet Tyresö
Ungdomsstyrelsen	Åtvidabergs bibliotek
Länsbiblioteket Västernorrland	Norbergs kommun, bibliotek
Härnösands bibliotek / Sambiblioteket	Norrköpings stadsbibliotek
SeniorNet Södertälje	Kungälv's bibliotek
Mozillarian.org	Askersunds bibliotek
Länsbibliotek Östergötland	Kinda Bibliotek
Boxholms bibliotek	Heby kommunbibliotek
Gnesta bibliotek	Sundsvalls stadsbibliotek
SeniorNet Danderyd	Söderköpings stadsbibliotek
Arkenbiblioteket	Tibro bibliotek
Motala bibliotek	Valdemarsviks bibliotek
Vallentuna bibliotek	Sörmlands Sparbank
IT-GUIDE	Studieförbundet Vuxenskolan Västerbotten
Kramfors kommunbibliotek	Kungliga biblioteket
Stockholms stadsbibliotek	Open Knowledge Foundation Sweden
Älvkarleby folkbibliotek	Norsjö bibliotek
Västerås stadsbibliotek	Timrå bibliotek
Åsele bibliotek	Voxnadalens Gymnasium
Studiefrämjandet Södra Lappland, Vilhelmina	Växjö stadsbibliotek
Länsbiblioteket i Västerbotten	Brålanda bibliotek
Östersunds bibliotek	Vänersborgs bibliotek
	Halmstad Kommun

About the Digidel Network

Digidel 2013 is now the Digidel Network.

The Digidel 2013 campaign ran for three years and was completed in 2013. It was run by 400 partners in the network. The objective of the campaign Digidel 2013 was to join forces to get 500,000 more swedes online before the end of 2013. We did it!

Four organisations will support the Digidel Network in 2014:

- The National Library of Sweden
- National Council of Adult Education
- Municipalities for Joint Development of e-services - Sambruk
- Swedish Adult Education Association

Sambruk has taken over the responsibility for organising
Get Online Week in Sweden.

Get Online Week is sponsored by the Swedish Government.


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